



The Definitive Guide to Successful Recruitment

Insights gained from assisting 800+ businesses to build their own turn-key recruitment system

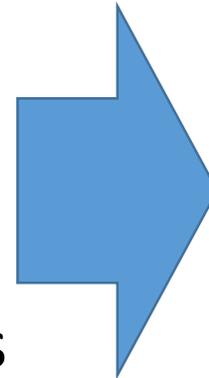


Where to Begin

Hiring successfully begins by understanding what you're looking for in an **ideal** employee.

What to consider and write out

- Personality traits – i.e. attitude
- Aptitude traits – e.g. ideal DISC Profiles
- Essential and Desirable skills
- Essential and Desirable Qualifications
- Work Experience Essential and Desirable



Recruitment Candidate Selection Criteria

This document is excellent to prepare you for hiring a new employee. It provides clarity of what you are looking for in a person, questions to ask and it can be used as final selection criteria.

<p>Attitude <i>(You're looking for a great attitude but how will you know when you see it?)</i></p>	<p>They have a high level of humility. They are confident in themselves and their abilities. They will be honest and humble when talking about themselves. They are open and communicative. They admit what they don't like. They may mention they like learning. 'I' DISC Profiles will show humility but that's not necessarily a sign of a great attitude. Answer the provided question about their weaknesses confidently and honestly without hesitation or mentioning their strengths.</p>
<p>DISC Profile <i>(What are the best DISC Profile combinations for this position?)</i></p>	
<p>Essential Skills <i>(What skill level is essential in order to successfully fulfil job requirements?)</i></p>	
<p>Desirable Skills <i>(Not essential, but nice to have.)</i></p>	
<p>Essential Qualifications Required <i>(What level of education or other formal qualification is required to perform the position)</i></p>	
<p>Desirable Qualifications <i>(Nice to have, but would not rule a candidate out if not present)</i></p>	
<p>Work Experience Necessary <i>(Essential to do the job effectively. The more things listed here the more you move away from a volume of good attitude candidates)</i></p>	
<p>Work Experience Desirable <i>(Nice to have, but would not rule a candidate out)</i></p>	

[Download it Here](#)



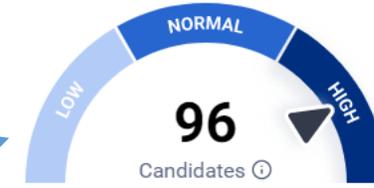
Measuring Your Ad's Success

SEEK provides details of an ad's Performance.

The top **Gauge Graph** you want to be **HIGH**. It's relative to competitors ads.

Candidates you want to be way above Similar ads – shown by the top coloured line. **50% to 3x more** is the goal.

Percentage **converted** aim for over **6%**



You're getting a **high** number of candidates compared to Field Technician ads in Melbourne

More stats

96

Candidates

▲ 2x more than similar ads

Similar ads average 48

42% candidates applied on a mobile



1,347

Clicks on your ad

▲ 3x more than similar ads

Similar ads average 453

48% of clicks were on a mobile

7% converted to applications

43,091

Views in the job search

▲ 21% more than similar ads

Similar ads average 35,493

44% of searches were on a mobile

3% converted to ad clicks



Where to Start with SEEK

Enter a good **Job Title**. This is important because it determines where you ad 'ranks' and whether you're looking for the right person for the position.

Check the currently listed ads for how they describe the role you're going to advertise.

Select the most suitable **Category**. Again, check live ads if unsure.

Also look at the other options in **Choose a different category**.

Create a job ad



Classify your role

Role information

Job title

Administration

Location (Suburb or town)

Brisbane QLD 4000

Category

Suggested category based on your job title

- Administration & Office Support
> Administrative Assistants
- Administration & Office Support
> Receptionists
- Administration & Office Support
> Client & Sales Administration
- Administration & Office Support
> Office Management
- Choose a different category

Work type

- Full-time
- Part-time
- Contract
- Casual



Select the **Pay Range** that is the **Average**. That's ideal.

Turn on **Hide the salary on your ad**.

You want people interested in the ad and your business, not people just chasing jobs for the money.

You want people who have a *passion* and strong *interest* in the position and what the ad describes.

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Pay details

Pay type

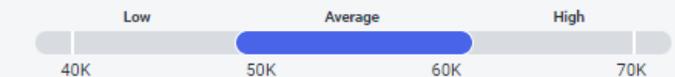
- Annual salary
- Hourly rate
- Annual and commission

Pay range (\$AUD)

Select a pay range to offer candidates

50,000 to 59,999 ✔ Good salary

Administration Role jobs in Brisbane are usually advertised from \$50,000 to \$60,000.



Hide salary on your ad

Continue

Save draft



The middle **Featured Ad** option is recommended so it appears right at the top of all ads. It also allows you to have a header image and logo of your business.

This makes your business appear *special* and people want to work for a *special* business.

You also want to get as many candidates applying as possible.

Select an ad type

Ad prices vary based on a number of factors including the supply of, and demand for, candidates for the role being advertised. Prices may change in response to these factors changing.

Featured ad		
<p>Classic</p> <p>\$265 +GST</p> <p>Find great candidates with our basic ad</p> <p>Select</p> <p>30 day listing on SEEK</p> <p>Your job ad emailed to relevant candidates</p>	<p>Premium</p> <p>\$550 +GST</p> <p>Attract more candidates with a featured listing</p> <p>Selected</p> <p>30 day listing on SEEK</p> <p>Your job ad emailed to relevant candidates</p> <p>Priority listing in search</p> <p>Priority listing in candidate emails</p> <p>Get candidates faster</p>	<p>Guaranteed Hire</p> <p>\$1,495 +GST</p> <p>Want SEEK to write the ad for you?</p> <p>Contact us</p> <p>30 day listing on SEEK</p> <p>Your job ad emailed to relevant candidates</p> <p>Priority listing in search</p> <p>Priority listing in candidate emails</p> <p>Get candidates faster</p> <p>Experts write your ad</p> <p>Guaranteed success or your money back</p>

You've got priority with a Premium Ad

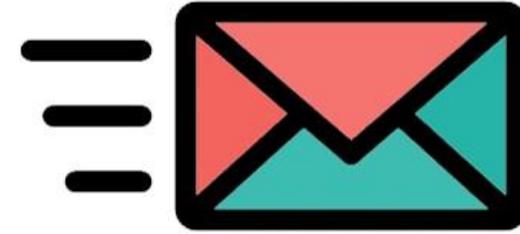
- ✓ Priority listing in search
- ✓ Priority listing in candidate emails
- ✓ Get candidates faster
- ✓ Logo and cover image to promote brand
- ✓ Key selling points to attract candidates



Example ad with logo and cover image



Contact the good candidates ASAP by email.



Let them know you are interested in them, don't be nonchalant! We're in an employee marketplace.

Include in the email what **phone number you will call them from**, because people screen calls and often don't answer them if they don't recognise the phone number.



Interviewing

Its recommended to have a phone interview first, then a face to face one.

Don't waste time *seeing* every applicant.

You don't have to hire someone. If you can't find someone 'good' or 'great' - *don't hire anyone*. Wait a month and run the ad again. 'Great' people are worth waiting for.



Warren Buffets 3 Character Ingredients of the Best Employees

1. Integrity
2. Initiative
3. Intelligence

Think of questions related to all 3 for the face to face interview.

You also need to know the answers the your question that you're looking for. It's not just about the questions.



High integrity in a person includes honesty, responsibility and trust – all great attributes that make an employee reliable leading to self managing, freeing up your time.



The Key Ingredients of Successful Recruitment

1. A great ad to attract a high volume of applicants
2. 1st stage attitude & suitability 'deselection' questions for the phone
3. Well written 'task-based' job description (used in the next step)
4. 2nd stage attitude, aptitude and competency identification
5. Comprehensive, step by step on-boarding system
6. Leadership skills to keep them in check and performing

While the recruitment process ends after step 4, success with recruitment continues with step 5 and 6 in how the person works out.



Want to Learn More about Recruitment & Seek?

If you've liked this Guide and want to learn more about Seek ad setup and saving time qualifying applicants, there's an **extended version** of this Guide. Click on the button to access it.

[Download the Extended Version](#)

