

THE THREE **E'S** OF THE HIRING FUNNEL

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To stand out in a crowded marketplace, it's important to continually evolve how you attract candidates. If you have been following the same job description format, promotion avenues and application process, update your strategy to attract the best and brightest. This guide will explain the three E's of moving candidates through the hiring funnel, and why it is important.

You will learn how to:

- Expand the reach of the position
- Elevate the job description
- Engage the candidate throughout the process

Expand *the Reach of the Position*

Increase the number of qualified candidates who move through your hiring funnel by furthering the reach of your open roles. Expanding the applicant net will ensure you hire candidates who are the best long-term fit for your organization.



MIX-UP YOUR JOB DESCRIPTION FORMAT

Incorporate videos into your recruitment marketing strategy to provide candidates with added insight into what a hiring manager wants, and what it's like to work at your company. Film the hiring manager explaining the role and post the short video to your social networks in lieu of a written job description. If the position is a highly collaborative role, film different team members explaining what goes on during a typical day, to create a day-in-the-life video.



CREATE CAREER-PATH BASED DESCRIPTIONS

Instead of solely listing a position's tasks and responsibilities, outline what a potential career path would look like at your company for the particular role. Entry-level candidates are looking for an advancement path, so make career development part of the conversation from the start. Rather than just telling them what they would do on the job, highlight how both the role and the organization can help them grow professionally and position them for a successful career.



RE-THINK YOUR SOCIAL STRATEGY

Shift your focus from posting open jobs on LinkedIn and Twitter, to sponsored posts on Instagram and Snapchat. Re-allocate your recruitment marketing budget to reach Gen Z and Millennial candidates on the platforms that are more likely to appeal to them, and to demonstrate you understand how they intuitively obtain information.



OFFER MORE THAN JUST A PAYCHECK

Highlight your employer brand and what the company offers beyond just a paycheck by detailing wellness programs, corporate social responsibility values and learning opportunities. Text updates about the company's latest and greatest news to your talent communities to pique their interest and show them how the company is dedicated to improvement across the organization.



ACTIVELY PROMOTE TO TALENT COMMUNITY

Some of your top candidates may be right at your fingertips. In between updating your career site, posting descriptions to job boards and sharing on social media, it can be easy to forget to send open positions to your company's engaged talent community. Schedule a monthly career email so you stay at the top of their inbox and top-of-mind.



IMPLEMENT A FORMALIZED INTERNAL PROCESS

Often, employees don't know about open positions within the company for which they may be qualified, the process of applying to jobs in other departments, or how to avoid tension with their supervisor by applying for another position. Leverage your current talent and encourage professional growth by creating a formal internal application process that gives employees an opportunity to apply to jobs before the position is opened to outside candidates.

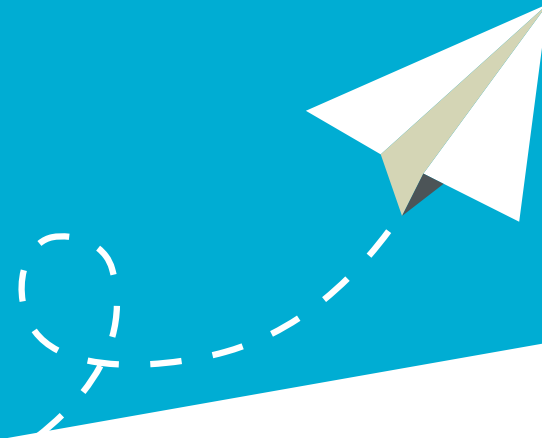


CONSIDER YOUR JOB DESCRIPTIONS FLUID

View your job postings as working documents. If a job title isn't attracting the the correct applicant pool, adjust the title and description throughout the search to better reach the type of candidate you want to hire. For example: if you're looking for a data entry associate, but are attracting mostly candidates with a customer service oriented background and lacking those with strong technical skills, consider reordering your bullets or adjusting the language to highlight the attributes previous applicants lacked.

Elevate *the Job Description*

Use this checklist as your guide to help your job descriptions stand out among your competitors, avoid specific terms that deter applicants, provide clarity to job seekers and eliminate candidate doubt. Prior to finalizing your descriptions, refer to this list to increase the number of qualified applicants.



ELIMINATE JARGON

Remove any buzzwords or corporate speak from your job descriptions so you don't alienate qualified candidates with jargon that reminds them of a bad 90's office movie.



BE STRAIGHTFORWARD

Clearly state the responsibilities and avoid vague language that leaves the role open for interpretation. With the exception of highly technical or specialized roles, enlist a neutral party to review the description and make sure it's easy to understand.



INCLUDE SUCCESS METRICS

What does success look like in this role? Include two to three bullet points that highlight how a candidate would succeed if hired for this position. Whether it's specific metrics, or high-level processes that need to be implemented, help applicants understand how they could do well in the position, if hired.



COLLABORATE INTERNALLY

If someone already holds a similar internal role, collaborate with that person to ensure the current language and description will attract the most relevant applicants. This extra layer of review, from someone who is already successful in the role, can help to make sure you get candidates with similar skills.



LIMIT THE MUST-HAVES

Limit must-have qualities to no more than five. Any more than five must-have qualifiers may deter top candidates from applying, as they could be intimidated if they don't feel they meet ALL the criteria.

Engage *Candidates Throughout the Process*

Treat applicants throughout the interview process the same as your company would treat a customer. This sense of mutual respect will leave all candidates with a lasting good impression of your company, whether or not they accept the position.

ACKNOWLEDGE EACH APPLICATION

Confirm receipt of each application as soon as it is received, by setting up automatic confirmation emails. Include an estimated timeline and next steps in the hiring process. Link to recent blog posts, employee testimonials and social media links. If possible, provide applicants with insight into the overall interview timeline, including how long you expect the process might last, the departments that will likely make up the interview team and if your company requires candidates to take a personality test. Knowing these items in advance help the candidate feel more in control during the interview process, and can result in less follow-up emails to you.

Starting point

Create a hiring process overview template to use as a guide for every applicant. This is likely to be tweaked by applicant and position, but will eliminate the need to create a new version for each candidate.

PROVIDE TIMELY COMMUNICATION

Update candidates as soon as you have feedback from the interviewing team after each interview stage. Leverage recruitment software that automatically collects interviewer evaluations in near real-time, so you don't waste valuable hours and days during the hiring process gathering this feedback from hiring team members.

Starting point

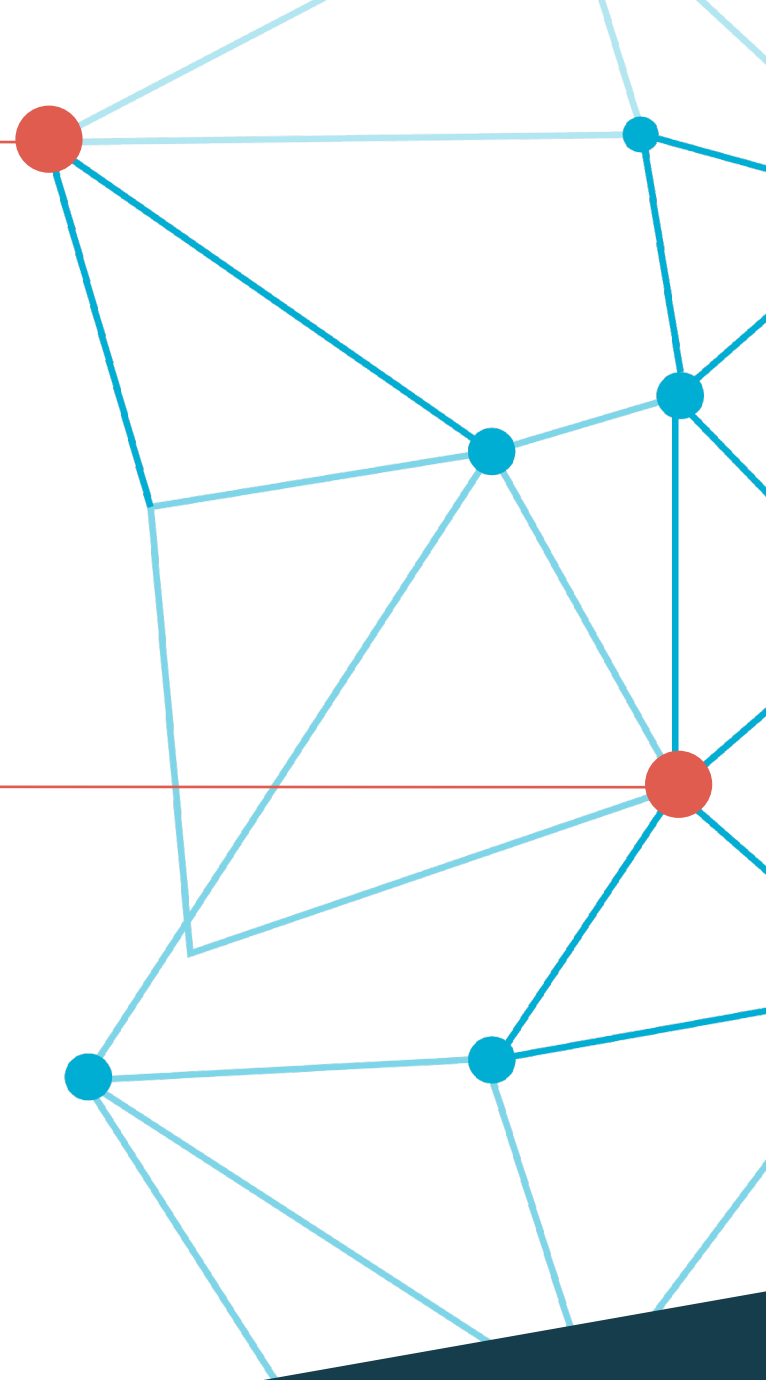
Incorporate the following touch points into your candidate communications strategy: (1) let applicants know as soon as possible if they were selected for an interview; (2) post-interviews, let candidates know if they are moving to the next round; (3) let all candidates know as soon as a final offer is accepted. Regardless of the interview stage, respond to all candidate inquiries promptly, thoroughly and professionally.

CREATE OPPORTUNITIES FOR CANDIDATES TO PROVIDE FEEDBACK

Any successful communication strategy leaves room for continual improvement and evolution. Create a brief, anonymous survey to send at the end of the hiring process. This allows candidates to be candid with their feedback, and allows talent acquisition teams to continually enhance the recruiting experience.

Starting point

Use a tool like Survey Monkey to create a survey that captures candidate feedback. Let candidates submit their information anonymously and limit the survey to 5-7 total questions. Circulate a quarterly report with the summarized data, to keep stakeholders informed on candidates' experiences.



Are you ready to begin moving candidates through the hiring funnel more efficiently? Find out how Yello can help you achieve your recruiting goals.

<http://go.yello.co/request-demo>

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