

Fresh Perspective's...

Find, Hire & Keep Your Dream Team



Who's in the room?

(what's your name & where do you come from,
your biggest recruitment issue (we'll come back to
these!))

Employer branding...

What is it – seriously, you tell us...



Employer branding

- How candidates see into your business...
- And **any** place that your business can be found
- This is your marketing campaign to candidates!
- Candidates care about different things to clients
- Much more than just a careers page on your website!
 - Figure out WHO YOU ARE and what you're driven by
 - Then shout values, culture, mission, vision
 - Every single touch point throughout the recruitment process

Where you can shine...

- Job descriptions, adverts, website, career page
- Social media – Facebook, Instagram, TikTok, X, LinkedIn
 - Video testimonials – why they love working for you
- Ask the team to share posts on their personal social media
- Ask for and share your reviews – Google, Trust Pilot, Glassdoor, Indeed, Trip Advisor
 - Events and networking – get the whole team involved!
 - News articles, press releases, reputation, word of mouth
- Candidate journey – throughout recruitment process and interviews





It's a fight for talent at the moment ...

How can you compete?

How you can stand out

- CONTENT is King!! Post about everything
- Shout about your wins, growth and changes
 - Talk about your benefits and perks
 - Post about how much you value and appreciate your people
 - Share case studies and testimonials to demonstrate what you do
- Celebrate team and business birthdays and milestones like anniversaries
 - Post about team building, events, and awards
 - Show what you do together as a team
 - Any social events and celebrations
- Create brand guidelines, do's & don'ts to enable consistency of voice
 - Stay away from religion, politics etc



**What's the difference between
a job spec and an advert?**



Job descriptions

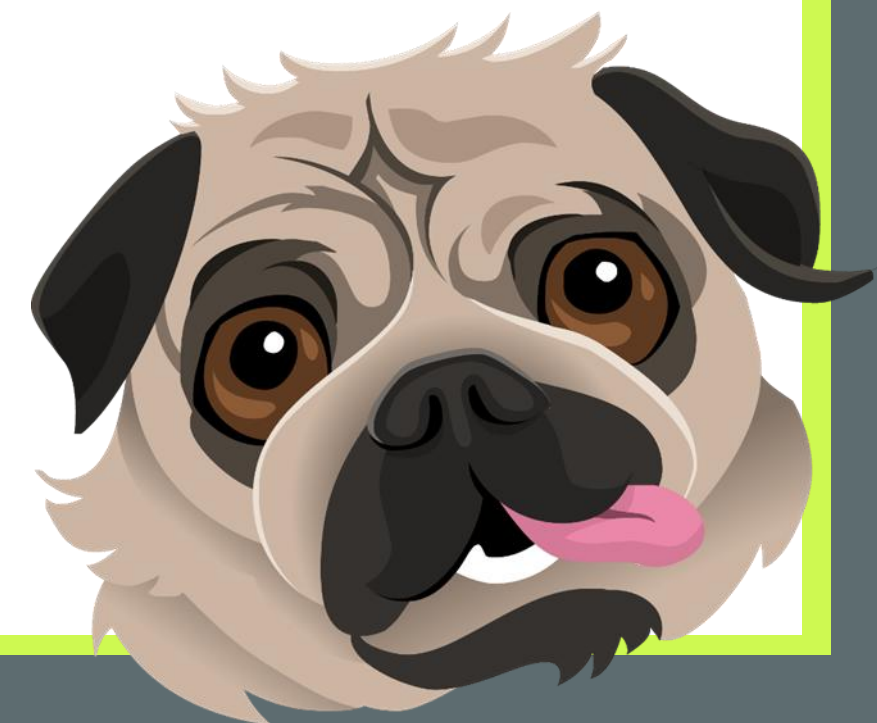
- Job title, location, salary, commission/bonus etc
- Who the role reports into/dept
- Working hours (full/part time, FTC/permanent/contract/interim)
- Company introduction, values, culture etc
 - Reason for the vacancy
- Role responsibilities and day to day tasks
 - Skills needed, experience required/qualifications
 - What's in it for them – progression/investment, benefits, perks, socials, team building, CSR

Adverts

- Research most searched for/clickable keywords & job titles – don't be precious!
- ALWAYS add a salary bracket (check its competitive)
 - Location (nearest large town/city)
 - Company/opportunity introduction
- Concise role responsibilities, skills needed, and experience required (5-8 on each)
- Optimisation – salary range, bullet points, location or postcode
 - What's in it for them?
- Add personality to make your advert **STAND OUT**

Write an advert...

That you would apply to!



Example advert

Are you a super Customer Service Advisor who is passionate about going above and beyond?

Can you build rapport and relationships over the phone?

Do you want to work with a supportive, fun team?

Well, we've got the perfect role for you!

You'll be working with a fantastic company who not only look after you, but they'll also help you progress!

As a Customer Service Advisor your roles and responsibilities will include:

- Operating as the first point of contact for new cases/customers
- Receiving inbound calls from customers and making outbound calls from referrals
- Setting up new cases and speaking to clients over the phone to get all relevant info
- Explaining to clients the next steps in the process and keeping them at ease
- Updating the system with all details and making sure everything is correct
- Potentially looking at liability to support other team members

We are looking for a Customer Service Advisor the following skills and experience:

- Previous FNOL (first notification of loss) claims experience preferred, but not essential
- Ideally experience working in a call centre or office environment
- Confident with the use of Microsoft Office
- Excellent communication skills and take pride in providing great customer service
- A willingness to learn, progress and be enthusiastic and self-motivated
- Positive, proactive, and engaging member of the team with an inquisitive mindset

As a Customer Service Advisor, you can expect a salary of between £25,000 to £30,000, plus benefits such as:

- 23 days, plus Bank Holidays
- Private healthcare after 12 months of service
- Life insurance
- Pension Scheme
- Progression opportunities

If you'd like to apply for this Customer Service Advisor role, send over your CV today!

Where can you find candidates?

Shout out/in your groups



How to proactively find candidates?

The job boards...

- Indeed, CV Library, Reed, CW Jobs, Total Jobs, Monster, Jobsite, JobServe etc
 - Magazines, newspapers and online publications
 - Events, networking, awards ceremonies
 - Team members, friends, family, contacts
 - Your competition, previous suppliers
 - Data, ATS, CRM
 - Any person that you might meet anywhere
 - Even the pub or a wedding!

How can you harness social media for recruitment?

In your groups...



Social media for recruitment

Best thing is it's FREE!! (ish) 😏

- Facebook page, posts, stories and groups
- LinkedIn page, posting, advertising, searching, messaging, engaging
 - Instagram business profile, posts, stories & reels
 - TikTok profile and videos
- YouTube page, video testimonials, case studies and shorts
 - Video in general
- Building your networks, inviting peeps to follow your page
 - Consistently and regularly showing up & posting
 - Promoting your employer brand
 - Responding to messages with urgency & pace

What's next?

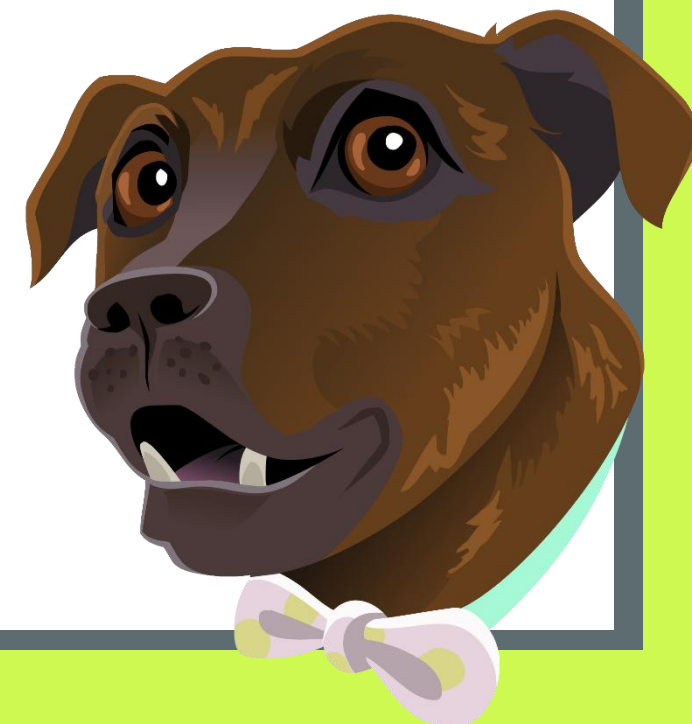


Reviewing candidates

- Filtering through applications and reading CV's
 - Our BIGGEST tip is to have an open mind
 - Read between the lines
 - People are given tonnes of conflicting advice on CV writing
 - Understand that skills can be transferrable and don't have to be exact
- Figure out what's important for your role – do they need to be the best speller?
 - If you're unsure – speak to them anyway!
- You cannot assess cultural fit through a CV alone
 - Shortlisting and collating data

CRM or ATS?

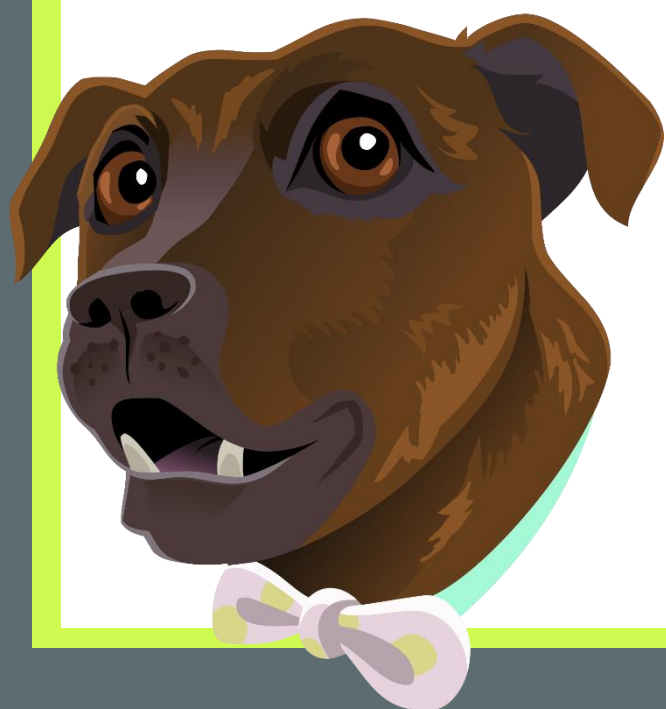
What the heck are these and why are they relevant for recruitment?



Screening candidates

- This is your first touch point with the candidate
- How you invite them to the first initial call/telephone interview is KEY
- Email or call them to BOOK IT IN - respect their time (*follow up with cal invite*)
 - Call them on time, be positive and upbeat – sell yourself & biz
 - Explain what to expect, prep some questions on a document
 - Ascertain salary expectations, working hours etc
 - Be consistent across all candidate screening calls
 - Ask them about themselves and their experience
 - Give them the opportunity to ask questions
 - Advise on next steps/follow up
 - DO WHAT YOU SAY YOU'RE GOING TO DO!

Any questions?



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