

# External hiring



## CHAPTER 4





- **External recruitment** is the assessment of available pool of job candidates, other than existing staff, to see if there are any sufficiently skilled and qualified to fill and perform existing job vacancies.
- It is the process of searching outside of the current employee pool to fill open positions in an organization.

## External hiring



- This involves recruiting a candidate through references, networks, job portals or they approach recruitment agencies. In order to compete with other companies & increase their staff, employers hunt for best talents working for other companies.

*Connect with us*  
**HIRING**

## Advantages of External Recruitment



1. Create new opportunities for external employees
2. Best candidates can be placed for the roles
3. Cost of employees can be minimized
4. There are less chances of partiality
6. Uniqueness in employee's work for different companies can take the current company to external markets
7. Able to recruit the skills it needs

## Disadvantages of External Recruitment



1. Cost to hire is high.
2. External process is more time consuming as compared to internal process.
3. Sourcing quality candidates becomes difficult for companies.
4. Internal recruiters lack headhunting skills ( Lack references & networks ). They may have to approach Recruitment agencies to hire the people.

## Sources of External recruitment



- Advertisement / media in newspaper, TV/Radio
- Employment exchange
- Campus recruitment
- Consultants
- unsolicited applications –Walk ins, write in, etc.
- Internet

## Job advertisement



- A job advertisement is a paid announcement in newspaper or other medium about a job vacancy. The advertisement is part of a wider recruitment process designed to attract suitable qualified candidates for a job.

## Advertisement:

- “Wanted ”Ads: describes job, benefits, employment
- Blind ads: no identification of the organization
- Self ad by jobseekers

## Ads must contain the following:

- I. Job content
- II. Job location
- III. Compensation
- IV. Job specifications
- V. Growth prospects
- VI. To whom one applies



## Advertisement in Newspaper / Media



- selection of the best medium depends on the positions for which the firm is recruiting.

- Two question:

What do we need to say?

Whom do we need to say?



Advantages:

- ✓ Targeting
- ✓ Flexibility
- ✓ User access
- ✓ Candidate segmentation
- ✓ Wider coverage

H  
W

## Disadvantages



- ✓ Expensive
- ✓ Huge competitions
- ✓ Audience
- ✓ Short shelf life



## Employment exchange



- Employment Exchange means any office or place established and maintained by the Government for the collection and furnishing of information, either by the keeping of registers or otherwise, respecting—  
(i) Persons who seek to engage employees. (ii) Persons who seek employment
- The employment exchange Act 1959 applies to industrial establishments having 25 workers or more



[www.sewayojan.com](http://www.sewayojan.com)

(रोजगार हेतु ज०प्र० सरकार की वेब-साइट)

## Consultants



- A recruitment consultant is the intermediary between organisations wishing to recruit (the client) and the individual seeking a career move or temporary assignment (the candidate). It is primarily a sales role, with high rewards for impressive performance.
- Advice, interview, shortlist/screening



## Procedures



- Job description, Specification, employee specification
- Consultant reach potential employee from data
- Shortlist and conduct preliminary interview
- Inform organisation and candidate about the
- Feedback from organisation

## Campus recruitment



- Campus placement or campus interview is the program conducted within educational institutions in a common place to provide jobs to students pursuing or in the stage of completing the programme.



## Procedures



- Shortlisting campus
- Selecting recruitment team
- Notifying the campus
- Visiting campus on date and Pre placement ta
- Conduct interview
- Select the candidate and explain about the det



# CAMPUS RECRUITMENT



## Advantage:

- Good candidate pool
- Save time and efforts
- Crease selection ratio
- Increase brand identity

## Disadvantages:

- Less quality
- Lack of experienced candidate
- Less in joining turn over ratio

## Unsolicited application



- Employee reach employer through Email, letter, telephone or in person constitute of prospective applicants

### **Advantages:**

- Better option
- Loyalty
- Economic

### **Disadvantage:**

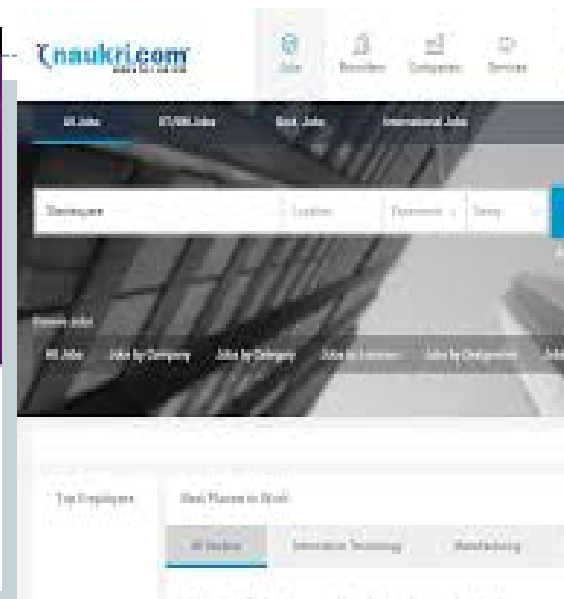
Waste of time and effort

# E-RECRUITING



- E recruitment , internet recruitment, online recruitment
- Recruitment process through internet
- Internet recruiting is the act of sourcing the Internet to locate both actively searching job seekers and individuals who are content in their current position

# Internet portals



## Methods



### Job boards

Employer websites-company owned sites or sites developed by various employers

- Professional websites
- Career websites
- Weblogs
- Virtual job fairs
- Niche job portals

# Employer websites-Direct employers

**The mission of DirectEmployers Association is to provide employers an employment network that is cost-effective, improves labor market efficiency and reaches a diverse national and international workforce**

**Developed for Employers, Employers**  
**We're not a vendor of your organization "checkbox" solutions; we are an extension of your team helping to make your recruitment easier. Direct Employers Association is a nonprofit Member-owned and managed association founded in 2001 by 14 leading Fortune 500 companies searching for a way to reduce recruitment costs while regaining ownership of their recruitment brand.**



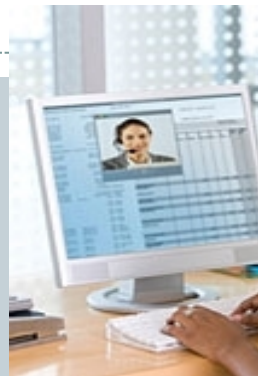
# Weblogs



- Eg : Defense jobs.com
- Attorneyjobs.com
- Used for background checks



## E-recruiting methods



- **Professional websites** :specific jobs

Eg:www.shrm.org

Virtual job fair:

A **virtual career fair** (sometimes called an online **fair**) is an online "event" (as it takes place at a certain time and is not ongoing) in which employers and **job seekers** meet in a **virtual** environment, using chat rooms, teleconferencing, webcasts, webinars and/or email to exchange information about **job** openings

virtualcareerfairs.com/

vFairs is a web platform allowing you to host online events, **career fairs**, **job fairs**, tradeshow, expos and conferences.



## Virtual job fair

- Virtual **job fairs** take place online. Organizations looking to fill set up "booths" full of information about everything from job openings to advancement opportunities, compensation to culture. The "booths" are often "staffed" by recruiters, hiring managers,



## General employment websites



- Firms utilize employment skills by typing in k criteria
- Monster.com,
- Careerbuilder.com

**snagajob™** **Linked**

THE DREAM BEGINS WITH THE RIGHT JOB.

# Career websites



- Stores candidate database and companies have to pay a fee

The screenshot shows the CareerBuilder website. At the top, there is a navigation bar with the CareerBuilder logo and links for 'Add Resume', 'Browse Jobs', 'Explore Careers', and 'Search Resources'. Below this is a large teal banner with the text 'Find the right job. Right now.' and a search bar. The search bar has two input fields: 'Job Title, Skills, or Company' and 'City, State or ZIP', with a 'Find Jobs' button on the right. Below the search bar, it says 'No Recent Searches'. At the bottom of the banner, there is a call to action: 'Add your resume and let your next job find you.' with a blue 'Add Your Resume' button. Below the banner, there is a section titled 'Employers are using these keywords to search for candidates:' followed by a row of keyword tags: Sales, Accounting, Java (Programming Language), Registered Nurse, Sql (Programming Language), and Customer Service.

## NACE LINK



- **The NACE link Network is a national collaborative recruiting network of career centers. It includes a suite of web-based recruiting and career services automation tools for use by colleges and employers. NACE link Network, an alliance among National Association of Colleges and Employers, includes more than 700 participating college career centers, more than 3 million active employer contacts, more than 7.2 million active students and alumni.**

## Niche Job board



- A niche job board is a website that provides a simple interface for companies to find strong job candidates. They are typically industry-focused (ex. advertising, government, pharmacy, human resources) and allow companies to post job openings so that targeted candidates can find them in one place.
- **efinancialcareers.com**-efinancialcareers enable users to identify opportunities in 35 different niches within finance such as accounting, asset management, commercial banking, retail banking, investment banking, trading and derivatives, **College recruiter.com**, **Craigslist.com**

## Advantages of e-recruiting



- ✓ Less expensive
- ✓ No intermediaries.
- ✓ Reduction in the time for recruitment (over 65 percent of the hiring time)
- ✓ Improved efficiency of recruitment process.
- ✓ Gives a 24 X 7 access to an online collection of resumes
- ✓ Online recruitment helps the organisations to filter out the unqualified candidates in an automated manner.

## Disadvantages of e-recruiting



- ✓ Screening and checking the skill mapping and authenticity of millions of resumes is a problem time consuming exercise for organizations.
- ✓ There is low Internet penetration, no access and awareness of internet in many locations across India.
- ✓ Organizations cannot depend solely on the online recruitment methods.
- ✓ Privacy
- ✓ Quality

## Single or multiple sources



- NO single source of recruitment can suit the organisation for different nature and at different time

- Crucial to decide

### Internal sources

- Skill inventories-record system of employees with specific skills
- Job posting
- Inside moonlighting



## External sources



- Employment agencies
- Media advertisement
- Posting
- Referrals
- Head hunting /skill researching
- Consultants
- Campus drive -Educational institutions
- Professional bodies
- Walk-ins

## Choosing the best resource



- Reach to target audience
- Cost consideration
- Urgency
- Exemption level
- Capacity to get the high turnover

## Choosing the best source Appropriate media- Judgement



- Reach to target population
- Cost considerations
- Urgency/Immediate requirement
- Exemption level
- Predictability of the number of applicants

## Contents of JOB AD



### Contents:

- Job Title
- Salary and benefits
- Skills and experience
- Role summary
- Location
- Company summery



# People lower

Now looking for the right cabin crew to power up our A320 fleet

**Walk-in interview**

**Chennai**

Date: **13th April 2013**

Time: **9am - 3pm**

Venue: **Chinmaya Heritage Centre  
No 2, 13th Avenue, Harrington Road,  
Chetpet, Chennai - 600 031, India**

Dresscode: **Business attire**

*\* Girls to come in knee length skirt and full make-up*

*Only successful candidates would be notified and required to attend a final interview on **14 April at 9am.***

Follow us at:



[fb.com/AirAsiaIndia](https://fb.com/AirAsiaIndia)



[twitter.com/AirAsia](https://twitter.com/AirAsia)



[linkedin.com/company/AirAsia](https://linkedin.com/company/AirAsia)

*AirAsia*

# Drafting of Job Advertisement




- Organisation details
- Some time less is more
- Include some back ground information
- JD should be specify
- Specify the qualification
- Salary and benefits
- Personal message
- Precise contact information

## DRAFTING A JOB AD



- Organisation is essential-
- ✓ Use bullets or subheadings to organize your information
- ✓ Information about the company and Job desc should be separate entities
- ✓ Remember that sometimes less is more:  
Well written concise ads generate more interest  
long statements with little content  
Include background information on your company  
listing of products or services you provide

- List the precise qualifications required
- Candidates want to know about salary
- Do not stop with salary 
- Best jobs are the ones that deliver a personal message
- Be sure to provide precise contact information
- Use the AIDA principle
- Attention
- Interest
- Desire
- Action





- **Job title**
- The most important part of your job ad. Avoid jargon or internal titles. Job ads that use industry standard titles are more likely to be seen by candidates.
- Customer Service Representative
- Office Manager
- Analyst Programmer
- Customer Service Superstar ❌
- Habitat Manager ❌
- Bring your Analyst Programming Skills ❌



- **Key selling points**
- The best things about the jobStandOut job ads you include three bullet points to showcase the best things about the role. What will the candidate care about?
- What's a company highlight?
- What's a benefit that your target candidate would care about?

- **Job summary**

- The job summary should make your perfect candidate think “yes, this sounds like me!” Be

- Use short sentences

- Use ‘action words’ like manage, own, create, b

Eg: Do you want to join an amazing team with g culture? This is a great opportunity to join a fan company and work on some massive projects.

- ✓ Lead a team of 10 Developers. Build innovative software that integrates social media platform Manage budget pipelines valued at \$3M.



- **Salary information**

- Candidates prefer to know the salary You must include salary information for your role, but you can choose not to display it to candidates. Job ads that display salary information usually receive more applications than ones that don't. If a candidate filters their search results by salary range, they will use your ad's salary information whether you have chosen to display or not.



- **Location**

- The more specific, the better You must include location for your role, but you can choose how specific the location is. When a candidate searches for a specific suburb or town, job ads that provide location information have priority over job ads with a more general location. If you specify a suburb, your job ad will still be visible to candidates who search for jobs in neighbouring or broader areas.

# Job Advertisement



Factors :

Media policies

Purpose of the advertisement may be the strong influences

Amount of copy

‘small size, large size, multi page advertisement

## ENGINEERS REQUIRED

A leading engineering organization in Public Sector offers excellent opportunity for engineers who have aptitude and energy to succeed in fast-paced environment. Presently there are vacancies for:

Designation	SPS	Qualification	Experience	Disciplines
Assistant Manager	08	B.E./B.Sc(Engg) with 1st Div; from a reputed HEC recognized institution	Not Essential	Electronics / Electrical, Computer Sciences, Mechanical

Please come for a walk-in interview from 9 am to 2 pm on Thursday 03rd June 2010 with resume and complete documents at:

53 / II, 26<sup>th</sup> Street, Near Badar Commercial Area, Phase V (Extension), Defense Housing Authority, Karachi

## TEXT CLASSIFIED

<b>TOURS &amp; TRAVELS</b> Planning a holiday trip (local, local & foreign), Bangalore offer you a wide range of holiday packages across India. From exotic cruises in Goa to scenic forest Ghats, fully equipped tent beds in furnished beach resorts in Kerala. Our holiday packages suit all kinds of budgets. Just choose your package and have a memorable holiday. Contact us for more info at 992 99 9999 or write to us at <a href="mailto:help@tdt.com">help@tdt.com</a>	<b>REAL ESTATE</b> Well-maintained, two-bathroom, accommodations with attached bathroom, small cooking area available at Pottaserry near Marry College, Rajahmundry. Contact at 999 999 99 99
<b>COMPUTERS</b> Looking for IT/Computer Maintenance Services for your Office, Networking, Hardware and Software installation and Troubleshooting. Would provide comprehensive IT/IT-Infra services.	<b>BEAUTY PARLOUR</b> Sooraa Man's Beauty Saloon provides excellent Beard, Body Massage, Skin & Hair, Waxing, Permanent Makeup, etc. Contact at 99 999 99 99
<b>KENNEL</b> We buy and sell adult L. rats, Shagperts, Dan. Colman's, etc. Home to all breeds. Good Petting. Male and Female. A and Puppers. Contact at 99 999 99 99	

# State Bank of India

CENTRAL RECRUITMENT & PROMOTION DEPARTMENT  
CORPORATE CENTRE, MUMBAI

## RECRUITMENT OF CLERICAL CADRE IN STATE BANK OF INDIA

State Bank of India (SBI) Jobs Notification  
Detailed Vacancy Information - 2016

## TOTAL NO. OF VACANCIES - 17140

[Advertisement No. CRPD/CB/2016-17/01]

ONLINE REGISTRATION OF APPLICATION AND PAYMENT OF FEES: 05.04.2016 TO 25.04.2016

Preliminary Examination will be conducted tentatively in the month of May/June 2016. Candidates are advised to regularly check Bank's website [www.statebankofindia.com](http://www.statebankofindia.com) or [www.sbi.co.in](http://www.sbi.co.in) for details and updates. The examination will be as detailed under point No. 4 Selection procedure.

### PAYSCALE

11765-655/3-13730-815/3-16175-980/4-20095-1145/7-25110-2120/  
1-30230-1310/1-31540

CANDIDATES IN ANY FORM WILL BE A DISQUALIFICATION.

This advertisement is also available on Bank's Website: <https://www.statebankofindia.com> or <https://www.sbi.co.in>.

The Bank is not responsible for printing errors, if any.

Mumbai - 999 999

Dated: 05.04.2016

General Manager

(CRPD)

**Detail Click on the link**

## Public sector recruitment

केनरा बैंक



Canara Bank

Recruitment Cell, Human Resources Wing  
Head Office, 112, J C Road, Bangalore – 560 002

### RECRUITMENT OF MANAGER-SECURITY & AGRICULTURAL EXTENSION OFFICERS

Canara Bank, a leading Public Sector Bank with over 3650 branches, invites applications for recruitment to the following posts;

Post Code	Post Name	Scale	No. of Posts	Age [Years] Min-Max
1	Manager – Security	MMGS-II	17	25 – 40 <sup>@</sup>
2	Agricultural Extension Officer	JMGS-I	350	21 – 30*

<sup>@</sup> inclusive of all relaxations \* relaxation in upper age limit as per Govt. guidelines

#### Payment of Application Fees / Intimation Charges & On-line Registration

Starting Date	28.01.2013
Closing Date	06.02.2013

For other details, visit [www.canarabank.com](http://www.canarabank.com) or refer Employment News / Rozgar Samachar issue dated 26.01.2013 or subsequent issues.

Date: 23.01.2013

GENERAL MANAGER





**भारत इलेक्ट्रॉनिक्स**  
**BHARAT ELECTRONICS**  
*QUALITY. TECHNOLOGY. INNOVATION.*

**भारत इलेक्ट्रॉनिक्स लिमिटेड**  
(रक्षा मंत्रालय के अधीन भारत सरकार का उद्यम)  
CIN: L32309KA1954GOI000787  
**BHARAT ELECTRONICS LIMITED**  
(A Govt. of India Enterprise under the Ministry of Defence)

The Engineering Services Division of Bharat Electronics Limited Bangalore Complex, India's premier Defence Electronics Company requires the following personnel, **on Fixed Tenure basis**, for execution of projects in **Assam / Coastal and other parts of India:**

Designation	Qualification	Post Qualfn work experience	Pay Scale	CTC (Approx)
Sr. Engineer in E-III grade	BE (Civil) / Mechanical / Electrical / Electrical & Electronics	4 years	20600 - 3%- 46500	9.16 Lakhs
Dy. Engineer in E-II grade	BE (Civil / Electrical / Electrical & Electronics	1 year	16400 -3%- 40500	7.29 Lakhs

For details, please visit our website [www.bel-india.com](http://www.bel-india.com).

[www.FirstRanker.com](http://www.FirstRanker.com)

## Contents of Public sector recruitment



- Determine the exact need
- Obtain approval to recruit in terms of budget level of appointment
- Compile or update job descriptions and job specifications
- Determine key result areas for the job

- **Definition**
- **Key Result Areas** refer to general areas of outputs or outcomes for which a department's role is responsible.

- **Key Performance Areas** are the areas within the business unit, individual or group is logically responsible.

***Example :***

- **Role** – Product Manager
- **Goal** – Ensuring delivery of quality product within schedule.
- **Key Result Area**
- Customer Satisfaction.
- Product Management.
- Operational Cost Control.
- Quality Check.
- . Record keeping.
- **Key Performance Areas**
- Maintaining good working condition in plant.
- Optimum Resource Utilization.
- Process Improvement.
- Safety and Prevention planning and control.
- Working within the company's SLA(Service Level Agreement), GRC(Governance, Risk Management and Compliance) policies

## Contents of Public sector recruitment



- Consult the recruitment policy and procedure
- Choose the source
- Decide on method of recruitment
- Implement the decision
- Allow sufficient time for response
- Screen responses
- Draw initial short list of candidates
- Advice Applicants of the outcome
- Proceed to selection

## Do Less FIRING And More HIRING!

**The Top 10 Hiring Mistakes  
That Most Companies Make  
and How To Avoid Them!**

