FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

firstranker.com

External hiring

CHAPTER 4



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

- **External recruitment** is the assessment of available pool of job candidates, other than ex staff, to see if there are any sufficiently skilled qualified to fill and perform existing job vacan

- It is the process of searching outside of the cu employee pool to fill open positions in an organization.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

External hiring

- This involves recruiting a candidate t
references, networks, job portals or the
approach recruitment agencies. In order to c
with other companies & increase their sta
employers hunt for best talents working for ot
companies.



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Advantages of External Recruitme

1.Create new opportunities for external employe
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 extr
7.Able to recruit the skills it needs

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Disadvantages of External Recruitm

1.Cost to hire is high.

2.External process is more time consuming as compared to internal process.

3.Sourcing quality candidates becomes difficult companies.

4.Internal recruiters lack headhunting skills (L references & networks). They may have to appr Recruitment agencies to hire the people.

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Sources of External recruitment

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Job advertisement

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Advertisement:

- "Wanted "Ads: describes job, benefits, employe
- 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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Advertisement in Newspaper / Me

- 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?

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Advantages:

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



firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Disadvantages

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



firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Employment exchange

- Employment Exchange means any office or pl
established and maintained by the Governme
the collection and furnishing of information, e
by the keeping of registers or otherwise, respe
(i) Persons who seek to engage employees. (ii)
Persons who seek employment
- The employment exchange Act 1959 applies to
industrial establishments having 25 workers o

www.sewayojan.c
(रोजगार हेतु उ0प्र0 सरकार की वेब–से
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Consultants

- A recruitment consultant is the intermediary between organisations wishing to recruit (the and the individual seeking a career move or temporary assignment (the candidate). It is pr a sales role, with high rewards for impressive

- Advice, interview, shortlist/screening



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Procedures

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

Firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Campus recruitment

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



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

CAMPUS RECRUITMENT

firstranker.com

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

E-RECRUITING

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

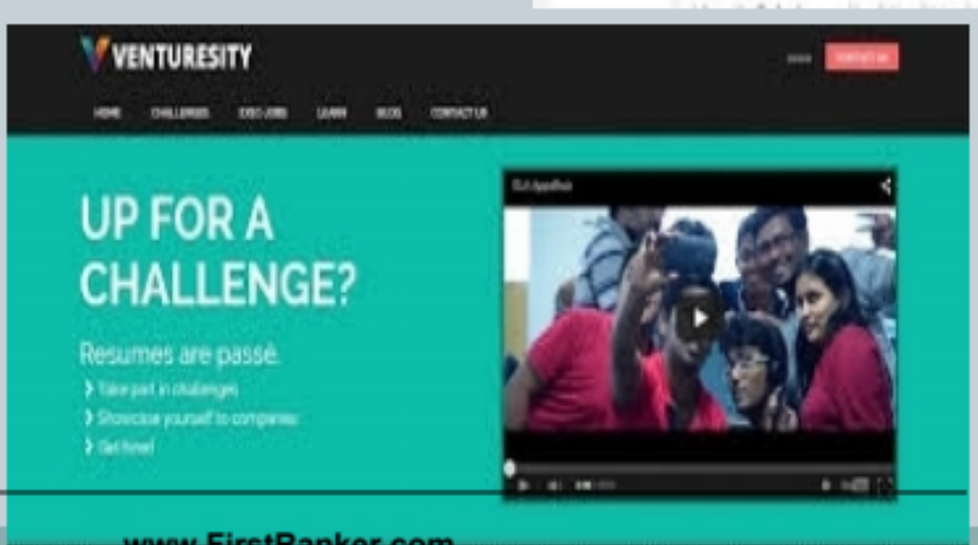
firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Internet portals







www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Methods

Job boards

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

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

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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 "ch box" solutions; we are extension of your tea helping to make your easier. Direct Employe nonprofit Member-ow managed association 2001 by 14 leading Fo 500 companies search way to reduce recruiti while regaining owne their recruitment bra

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Weblogs

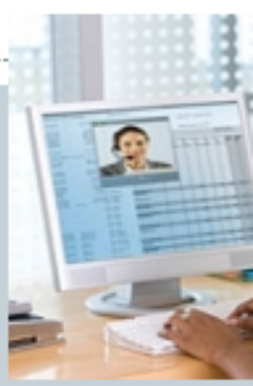
- Eg : Defense jobs.com
- Attorneyjobs.com
- Used for background checks



firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

E-recruiting methods



- **Professional websites** :specific jobs

Eg:www.shrm.org

Virtual job fair:

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

virtualcareerfairs.com/

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Virtual job fair

- Virtual job fairs take place online. Organizati
jobs to fill set up "booths" full of information a
everything from job openings to advancement
opportunities, compensation to culture. The "b
are often "staffed" by recruiters, hiring manage



www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

General employment websites

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

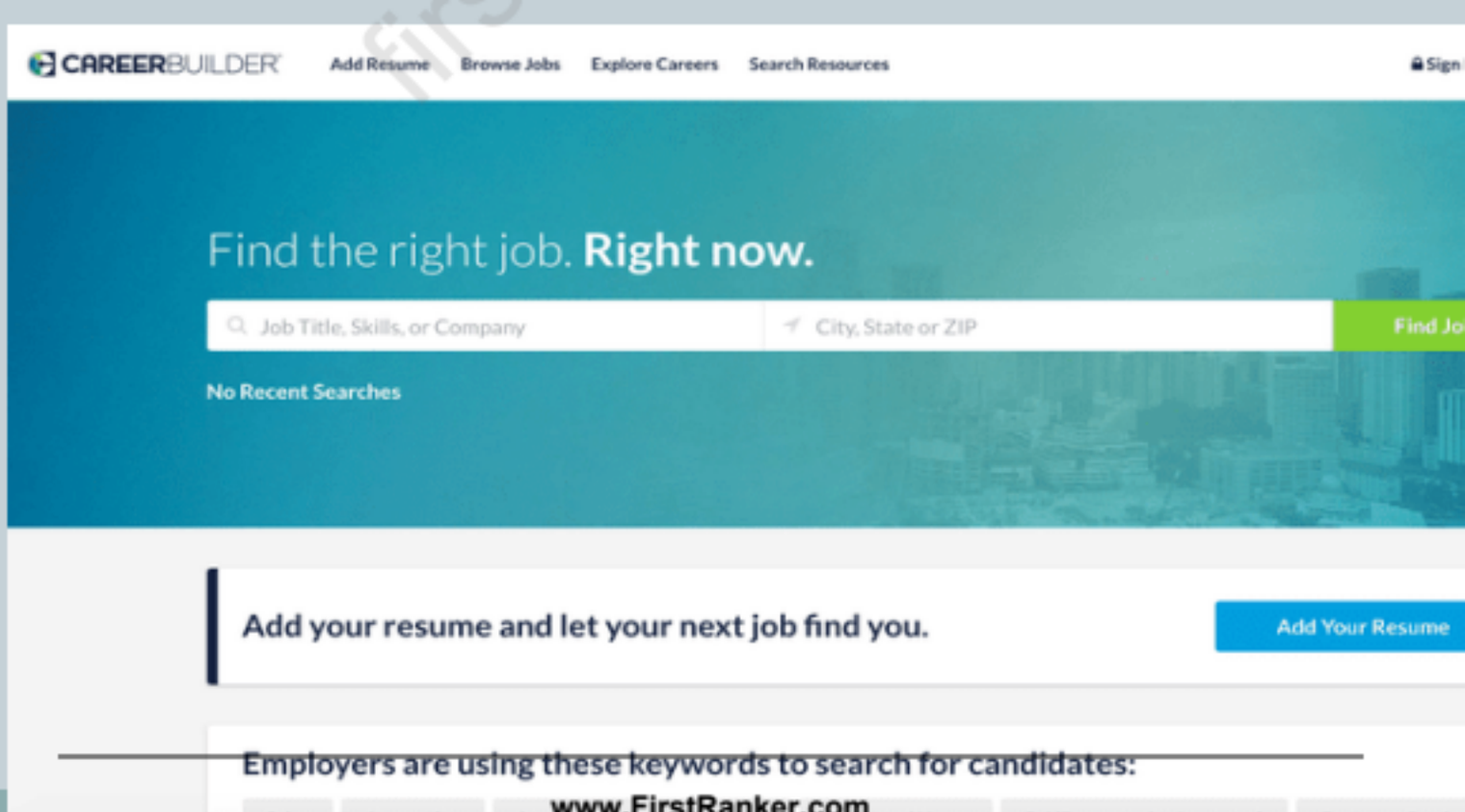
firstranker.com

snagajob™ LinkedIn
THE DREAM BEGINS WITH THE RIGHT JOB.
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Career websites

- Stores candidate database and companies hav
pay a fee



firstranker.com
www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

NACE LINK

- **The NACE link Network is a national collaborative recruiting network of care centers. It includes a suite of web-based recruiting and career services automati 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, mo than 3 million active employer contacts more than 7.2 million active students an alumni.**

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Niche Job board

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Advantages of e-recruiting

- ✓ Less expensive
- ✓ No intermediaries.
- ✓ Reduction in the time for recruitment (over 6
  percent of the hiring time)
- ✓ Improved efficiency of recruitment process.
- ✓ Gives a 24 X 7 access to an online collection o
  resumes
- ✓ Online recruitment helps the organisations to
  out the unqualified candidates in an automate

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Disadvantages of e-recruiting

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Single or multiple sources

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

Internal sources

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

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

External sources

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

firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Choosing the best resource

firstranker.com

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Choosing the best source
Appropriate media- Judgement

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Contents of JOB AD

firstranker.com

Contents:

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com



People power

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 twitter.com/AirAsia linkedin.com/company/AirAsia



firstranker.com

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Drafting of Job Advertisement

firstranker.com

- 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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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 compa listing of products or services you provide

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

- **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 innovati software that integrates social media platform Manage budget pipelines valued at $3M.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

- **Salary information**
- Candidates prefer to know the salaryYou mus
include salary information for your role, but y
choose not to display it to candidates.Job ads
display salary information usually receive mo
applications than ones that don't.If a candidat
filters their search results by salary range, the
will use your ad's salary information whether
have chosen to display or not.

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

- **Location**
- The more specific, the betterYou must include location for your role, but you can choose how specific the location is.When a candidate searc a specific suburb or town, job ads that provide information have priority over job ads with a r general location.If you specify a suburb, your j will still be visible to candidates who search fo neighbouring or broader areas.

firstranker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Job Advertisement

Factors :

Media policies

Purpose of the advertisement may be the strong influences

Amount of copy

‘small size, large size, multi page advertisement

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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 , 26th Street, Near Badar Commercial Area, Phase V (Extension), Defense Housing Authority, Karachi

TEXT CLASSIFIE

TOURS & TRAVELS

REAL ESTATE

BEAUTY PARLOU

COMPUTERS

KENNEL

Click H

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/CR/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 or www.sbi.co.in for details and updates. The examination will be as detailed under point No. 4 Selection procedure.

PAYSCALE

11765-655/3-13730-515/3-16175-950/4-20095-1145/7-28110-2120/1-30230-1310/1-31540

CANVASSING 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 - 400 021
Dated: 09.04.2016

General Manager
(CRPD)

Detail Click on the link

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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@
2	Agricultural Extension Officer	JMGS-I	350	21 – 30*

@ 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** or refer Employment News / Rozgar Samachar issue dated 26.01.2013 or subsequent issues.

Date: 23.01.2013 GENERAL MANAGER

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

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)

भारत इलेक्ट्रॉनिक्स
BHARAT ELECTRONICS
QUALITY TECHNOLOGY INNOVATION

The Engineering Services Division of Bharat Electronics Limited Bangalore Complex, India's premier Defence Electronics Compan requires the following personnel, **on Fixed Tenure basis,** for executio 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.**

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Contents of Public sector recruitme

- 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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

- **Definition**
- **Key Result Areas** refer to general areas of outputs or outcomes f 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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Contents of Public sector recruitme

firstranker.com

- 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

www.FirstRanker.com

FirstRanker.com
Firstranker's choice
www.FirstRanker.com www.FirstRanker.com

Do Less FIRING And More HIRING!

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



firstranker.com