4 RECRUITING RED FLAGS

Lackluster listings on a job board don't cut it when it comes to attracting top applicants. As job seekers maneuver the job market, organizations need to be mindful of signals that steer applicants away. Companies stuck in a recruiting slump should avoid these four red flags that hinder the hiring process.

Overused buzzwords

Describing the work environment or ideal candidate with terms like "fast-paced," "jack-of-all-trades," "rockstar," and "winner's mindset" seem trite and unoriginal. Research shows referring to company culture as a "family" in a job listing would deter over 60% of job seekers, giving the impression of a company culture lacking professional boundaries. Position postings should be thoughtful and not cookie-cutter. Consider the unique skills and talents needed for the role and craft a compelling statement on how those skills help advance the company.

Prolonging the process

A disorganized recruiting process reflects a disorganized organization. Taking too long to present a job offer runs the risk of a top candidate taking another position. By the third interview round, hiring managers should have a firm grasp on which candidate is the right fit and a plan should be in place to extend an offer.

Excluding a salary range

Applicants don't want to invest time applying for a position that doesn't meet their pay requisites. Listing a salary range augments alignment between all parties on compensation expectations.

Redundant data entry

Uploading a resume into a portal and then requiring an applicant manually enter the same information in a data sheet conveys inefficient internal processes. Consider adopting a robust applicant tracking system that is intuitive and removes roadblocks to enhance the experience for prospective employees.

Poor recruiting and hiring practices can sideline your business plans. For more tips on enhancing hiring and retention efforts that give candidates the green light, contact Bukaty Companies HR Consultants.

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