

Tips to employers for transitioning to virtual recruitment

- Post your vacancies in an online job board, such as **Employ Florida**, that has a virtual recruiter, a feature designed to recruit candidates for your listing 24/7 based on specific parameters you develop.
- When you post your vacancies, use clear and concise verbiage in the listing. Don't ask for a "Customer Service Guru" in your job ad. No one knows what that means. Also, ensure the salary you are offering matches the experience and education levels you are requiring.
- Speaking of your job listing, is the skill/experience/education required or preferred? Making it a required instead of preferred will decrease your candidate pool.
- One more thing about that job listing, are you looking for a "purple squirrel"? For example, that rare candidate that has experience conducting brain surgery and putting out five-alarm fires in skyscrapers.
- Participate in Virtual Career Fairs when possible. These events are not only for recruiting remote workers – they are also a great way to connect with candidates who otherwise would not have direct access to your company's recruiters due to distance.
- Utilize video interview software. There are a lot of options on the market. Zoom, Skype, Cisco Webex Meetings, and Microsoft Teams are some of the most widely used platforms. Test run the technology prior to the interview.
- Set a process for how video interviews will be run in your company and communicate the process clearly and thoroughly with the interview panel.
- During the video interview, communicate openly and keep the candidate well-informed at each stage of the interview process. Without being able to give them a warm, in-person reception, it's especially important to show them their time and efforts are valued.
- Remove distractions before the interview including silencing your smartphone, as you would in an in-person interview. Choose a clean, quiet, and well-lit space. Find a well-lit room and control for outside light. Both too much light coming through the windows or too little can make you difficult to see, and that can get in the way of connecting with your candidate.
- Give the candidate time by pausing to ensure the candidate is done with their response, before moving onto the next question to account for time lags and lack of usual social cues.
- Be every bit as professional – and personable – as you would be for an onsite interview

Sources:

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