

BMSK4005

Professional Career

Development

Assignment 2. The recruitment Process

28/06/2019



Group Presentation

Different means of advertising the jobs.

Hello everyone!

I'm Ciaran Fitzgerald my ID number 1817038

Today I will demonstrate the understanding of different means of advertising the job.

Introduction

Being effective and creative when advertising this job role 'Learning development manager' it's important to us as a company, employing and finding the right person, with the right criteria needed for this role.

We need to reach out to a large and wide audience effectively by internal and externally knowing very well, talented candidates are out there ready to be employed, also highly skilled individuals looking for a job change. As a company we will perform a unique method of 'headhunting' our candidate and hire quality talent needed for this role.

<https://theundercoverrecruiter.com>

www.indeed.co.uk/hire

Internal hiring

The benefits of internal recruitment advertising.

Investing in employee development to fill open roles is a growing trend. Internal advertising within the workplace. Your current employees are qualified, know your company well and are already a culture fit, saves money also time.

- **Boost retention.** Actively recruiting internally sends a message to employees that you care about their professional development. This helps build a culture of trust, which in turn increases engagement and encourages employees to remain with your company.
- **Hire quicker.** Screening calls and executive interviews aren't always necessary when hiring internally because recruiters and managers can find out about employees' performance and track records easily. This minimizes the number of hiring stages that candidates go through, speeding up your recruiting process.
- **Save money.** Recruiting internally doesn't involve costs like job board fees, sourcing costs or payments to hiring agencies. In fact, research has shown that external hiring may cost 1.7 times more than internal hiring.

<https://resources.workable.com/tutorial/internal-hiring-recruitment>

Nikoletta Bika

External hiring

The benefits of External recruitment advertising.

External recruitment advertising is when our business is looking to fill the job role from a skilled suitable applicant from outside the business.

We believe the best external methods of advertising this job role;

- **Using a recruitment agency** - We know agencies are competing in every industry. These agencies exist to do the sourcing for the right candidate.

These agencies have a large database of skilled candidates, also they are trained to know how to find the best talent needed for this job role required.

- **Online recruitment methods** - Thousands of job seekers have signed up to these vast online platforms.

The platform will match skilled candidates to your job post based on factors such as location, job type, and salary. They use keywords to alert them by email.

You can also use a job board to ‘headhunt’ candidates by searching the job board’s CV database for a match.

- **Job centres** – Job centres are paid for by the government and are responsible for helping the unemployed find jobs, they also provide a service for businesses needing to advertise a vacancy and are generally free to use.

- **The printed word** - With newspaper adverts, you can be sure to hit a large network of job searchers. Newspapers are cheap and available everywhere.

Some of them are free, too. We’ve all read The Metro at least once during our commute.

On the other hand, a sector-specific magazine or journal will reach a smaller but enthusiastic crowd.

Ciaran Fitzgerald 1817038

<https://www.brighthr.com/articles/hiring/recruitment/external-recruitment-methods>

<https://www.tutor2u.net/business/reference/people-management-methods-of-recruitment-gcse> *Jim riley*

Conclusion

My conclusion is with such a vast market of individuals seeking to find their perfect job, being effective through a positive ad can help secure our top candidate perfect for the job role.

<https://theundercoverrecruiter.com> *Danielle Middleton*

Reference list

<https://theundercoverrecruiter.com> (Accessed: 28 June 2019).

www.indeed.co.uk/hire (Accessed: 28 June 2019).

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<https://theundercoverrecruiter.com> *Danielle Middleton* (Accessed: 28 June 2019).