

Week 8

Recruitment & Selection Process

Professional Career Development

BMSW4012

Learning Outcomes and Session Objectives

By the end of this session, you should be able to:

- Explain the key stages of the recruitment and selection process.
- Identify the main roles and responsibilities within recruitment.
- Compare different recruitment methods and sources.
- Evaluate effective job adverts and applications.
- Demonstrate good interview preparation and professional interview behaviour.
- Understand the requirements of Assignment 2.

Week 7 Recap: Careers, CVs & Cover Letters

- Understand the difference between a job and a career
- Explain the purpose and structure of a CV and cover letter
- Identify what makes an effective job application
- Recognise the different types of CVs and cover letters
- Create a CV and a tailored cover letter

Understanding Recruitment and the Recruitment Process

**1. In your own word,
what is recruitment?**

**2. What does the
recruitment process
involve?**

Understanding Recruitment and Its Importance

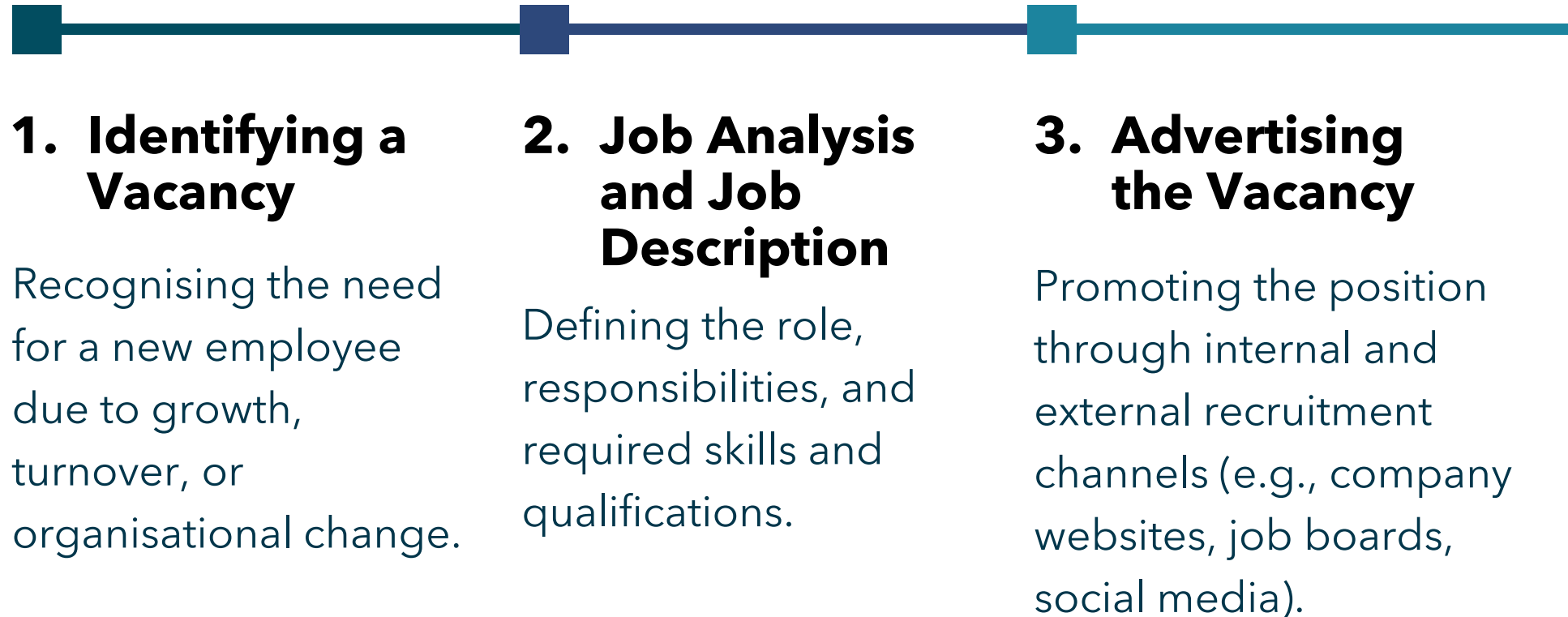
Recruitment is the process of attracting and encouraging people with the required skills, knowledge, and experience to apply for jobs within an organisation.

Why is Recruitment Important?

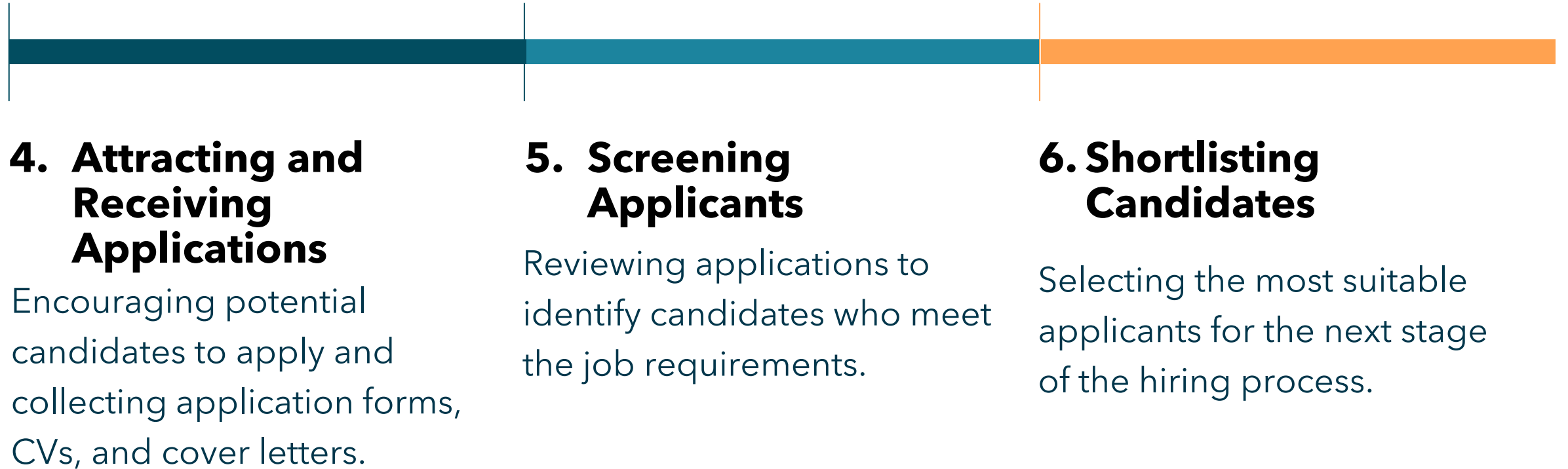
- ✓ Ensures vacancies are filled efficiently
- ✓ Attracts talented employees
- ✓ Supports business growth and success
- ✓ Helps organisations remain competitive

(Armstrong and Taylor, 2023)

Key Stages of the Recruitment Process



Key Stages of the Recruitment Process



The Recruitment Process and Its Importance

Recruitment Process

Vacancy Identified → Job Description Created → Vacancy Advertised → Applications Received → Screening → Shortlisting

Why is the Recruitment Process Important?

- ✓ Attracts qualified candidates
- ✓ Reduces hiring mistakes
- ✓ Supports organisational performance
- ✓ Helps ensure fairness and equal opportunities

(Armstrong and Taylor, 2023)

Recruitment Process Roles: Hiring Manager Duties & Responsibilities

01

Identify the need for a new hire

Recognises staffing needs due to growth, turnover, or operational demands.

02

Define job requirements

Determines the skills, qualifications, and experience needed and approves the job description.

03

Review shortlisted candidates

Assesses applications to identify candidates who best match the role requirements.

04

Conduct interviews and make the hiring decision

Participates in interviews and selects the most suitable candidate for the position.

(Armstrong and Taylor, 2023)

HR Manager / HR Officer Duties and Responsibilities

01

Oversee the recruitment strategy

Plans and manages recruitment activities to ensure the organisation attracts suitable candidates.

02

Ensure compliance with employment laws and policies

Monitors recruitment practices to ensure they are fair, consistent, and comply with legal and organisational requirements.

03

Participate in interviews when required

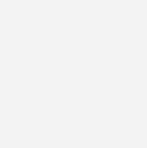
May support or lead interviews, particularly for senior, specialist, or sensitive positions.

04

Prepare job offers and manage onboarding

Coordinates employment offers, contracts, and onboarding documentation to support a smooth transition into the organisation.

(CIPD, 2024)



Recruiter / Talent Acquisition Specialist

- **Write and post job advertisements:** Creates and publishes job adverts to attract suitable candidates.
 - **Source potential candidates:** Identifies talent through job boards, databases, professional networks, and LinkedIn.
 - **Screen applications and conduct initial assessments:** Reviews applications and carries out pre-screening interviews to identify suitable candidates.
 - **Coordinate interviews:** Arranges interviews between candidates and hiring managers.
 - **Maintain candidate communication:** Provides updates and supports a positive candidate experience throughout the recruitment process.
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(Taylor, 2022)

Key Duties of a Recruitment Coordinator / HR Assistant

Schedule interviews and communicate with candidates

Arranges interviews, sends invitations, and keeps candidates informed throughout the recruitment process.

Organise documentation and track progress

Maintains recruitment records, updates applicant tracking systems, and monitors candidate progress.

Provide administrative support

Assists the HR and recruitment team with paperwork, correspondence, and other recruitment-related tasks.

(Bratton and Gold, 2023)

External Recruiter / Recruitment Agency Consultant Duties

01

Source candidates on behalf of organisations

Works with employers to identify and attract suitable candidates for vacant positions.

02

Specialise in specific industries or roles

Often develops expertise in particular sectors, enabling them to target candidates with relevant skills and experience.

03

Screen and recommend candidates

Assesses applicants and presents only the most qualified candidates to the employer.

04

Support negotiations and hiring arrangements

May assist with salary discussions, contract terms, and recruitment fees between the employer and candidate.

(Taylor, 2022)

Recruitment processes:

Type of recruitment	Source	Common use
Internal	Within the company	Promotions/Department transfers
External	Outside the company	New talent
Direct	Walk ins	Entry level jobs
Campus/Graduate	Universities/Colleges	Internships
Outsourced	External firms	Large scale/complex hiring
Headhunting	Targeted search	Senior/Specialist roles
E-recruitment	Online platforms	All levels
Referral programs	Company employees	Trusted networks
Temporary/Contract	Agencies/Freelance work	Seasonal/Short terms needs

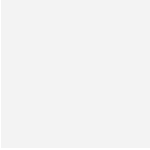
A welder saw a wanted advert in the newspaper saying “Welder needed £25/£65 an hour.

He comes for an interview. There is a test where the welder is left to perform his welds, after, the supervisor comes to inspect them.

The welder has completed two welds side by side. One weld looked like it was done by an inexperienced high school student and the other one was the best weld he had ever seen.

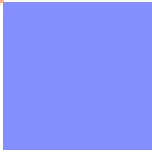
The supervisor asks him, “what is going on here and why the quality of the welds are so drastically different?”

The welder said, “the advert stated that the position pays between £25/£65 an hour, so the weld on the left is what you will get for £25/hour and the one on the right is what you will get for £65/hour

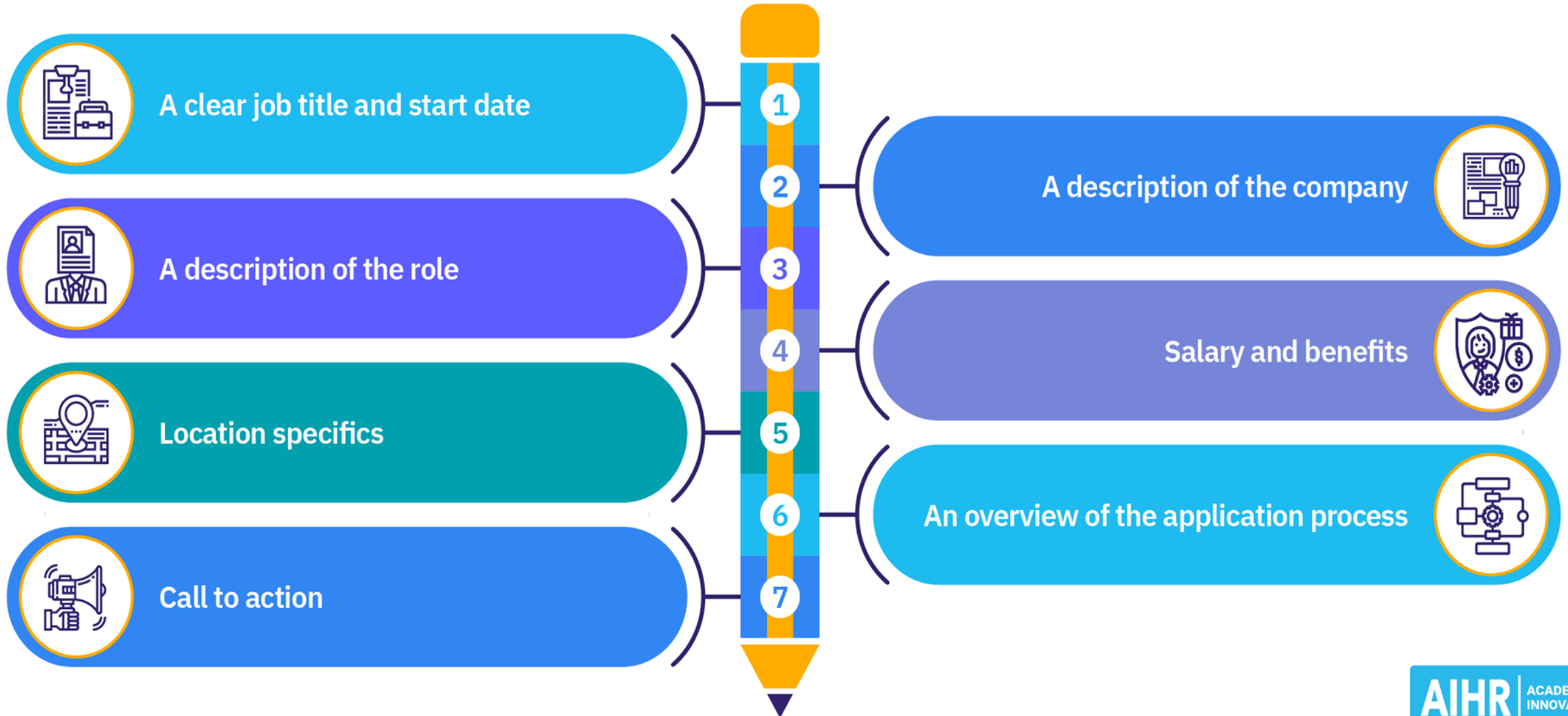


Key Lessons for Writing More Effective Job Adverts

Lessons from the Job Advert

- Salary information should be clear and realistic to avoid misunderstandings and attract suitable candidates.
 - Job adverts should accurately reflect the role, expectations, and rewards of the position.
 - Poorly written adverts can attract unsuitable applicants or create unrealistic expectations.
 - Clear communication helps organisations attract the right candidates and improves the quality of applications received.
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Write a Great Job Advertisement: Must-Have Elements

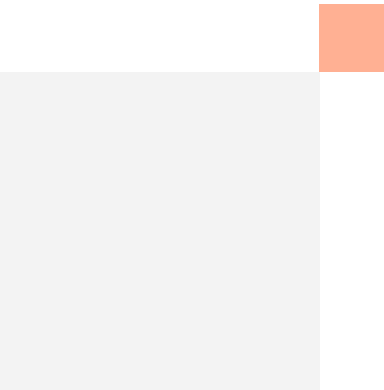


Preparing Before You Apply: Researching the Organisation

Before applying for a role, take time to learn about the organisation and determine whether it is a good fit for your career goals and values.

- **What are the organisation's goals and future plans?** Understanding its direction can help identify future career opportunities.
- **How does the organisation support employee development?** Look for training programmes, professional development, and promotion opportunities.
- **What is the workplace culture like?** Consider employee reviews, company values, and how staff are treated.
- **How is work managed within the organisation?**
- **Are there strict rules and procedures, or do employees have greater autonomy and flexibility?**

**How would you prepare
after receiving an interview
call?**



Five Essential Steps to Prepare for an Interview

01

Review the Job Description

02

Research the Organisation

03

Prepare for Interview Questions

04

Prepare Your Own Questions

05

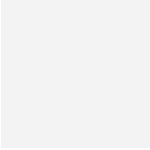
Plan Ahead



Group Task:

Interview Do's and Don'ts

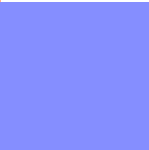


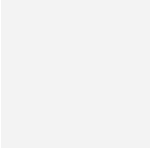


What You Should Do in an Interview

- Arrive on time and be prepared.
- Dress professionally and make a positive first impression.
- Listen carefully and answer questions clearly.
- Use examples to demonstrate your skills and experience.
- Maintain good eye contact and positive body language.
- Show enthusiasm for the role and organisation.
- Ask relevant questions about the position or company.
- Thank the interviewer for their time.

(Taylor, 2022)

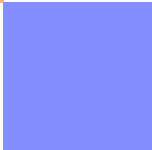




Common Interview Mistakes to Avoid

- Arrive late or appear unprepared.
- Dress inappropriately for the role or organisation.
- Interrupt the interviewer or fail to listen carefully.
- Provide vague or dishonest answers.
- Speak negatively about previous employers or colleagues.
- Use your phone or become distracted during the interview.
- Show a lack of interest in the role or organisation.
- Forget to thank the interviewer for their time.

(Taylor, 2022)



Assignment 2: Job Interview Practical Task (50%)

What do you need to do?

Assignment 2 Breakdown

Step 1:

- You will be paired with another student.
- Each student creates a different job role for their partner to apply for.

Step 2

For the job created by your partner, you must prepare:

- A tailored CV
- A cover letter

Assignment 2 Breakdown

Step 3: Attend the Interview

Take part in a 10-minute interview for the role.

Answer 7 interview questions.

Demonstrate professionalism, communication skills, and suitability for the role.

Step 4: Submit Your Documents

Upload ONE document containing:

- Job Description provided by your partner
- AI Acknowledgement
- Cover Letter applying for the job
- Tailored CV to the job

Assignment 2 Preparation

Partner Selection & Job Description

- Tasks to Complete This Week
-
- Choose a partner for Assignment 2.
-
- Create a job description and share it with your partner.

Application Documents & Review

Using the job description, your partner should create:

- A tailored CV
- A cover letter suitable for the role

Review the completed example on Moodle to help you understand what is expected.

Learning Outcomes and Objectives

By the end of this session, you should be able to:

- Describe the key stages of the recruitment and selection process.
- Identify the main roles involved in recruitment.
- Differentiate between common recruitment methods and sources.
- Recognise the features of effective job adverts and applications.
- Apply good interview preparation and professional interview techniques.
- Understand the expectations of Assignment 2.

Next week (Week 9): Interview Skills & Performance Techniques

Reference List

- Armstrong, M. and Taylor, S. (2023) *Armstrong's Handbook of Human Resource Management Practice*. 16th edn. Kogan Page
- Bratton, J. and Gold, J. (2023) *Human Resource Management: Theory and Practice*. 8th edn. Palgrave Macmillan
- CIPD (2024) *Recruitment: an overview..* Available at: <https://www.cipd.org/uk/> (Accessed 6th May 2026)
- Taylor, S. (2022) *Resourcing and Talent Management*. 9th edn. Kogan Page

**If you have any questions,
please do not hesitate to get in
touch.**

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