Additional recruitment services in focus

May 2023
Examples of additional recruitment solutions, in addition to vacancy management, for occasional vacancies
Team Recruitment
OVERVIEW OF POTENTIAL RECRUITMENT SOLUTIONS BASED ON YOUR VACANCY SITUATION

<table>
<thead>
<tr>
<th>Vacuum situation</th>
<th>Within 1 week*</th>
<th>1-2 weeks</th>
<th>2-4 weeks</th>
<th>4-12 weeks</th>
<th>Preparation time for recruitment campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sufficient applicants expected or disappointing reaction but in a hurry</td>
<td>Standard vacancy management</td>
<td></td>
<td></td>
<td></td>
<td>€</td>
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<tr>
<td>Difficult recruitment expected and in a hurry</td>
<td>Standard vacancy management</td>
<td>Limited additional recruitment (AR1 Active)</td>
<td></td>
<td></td>
<td>€€</td>
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<tr>
<td>Difficult recruitment expected and quality is more important than speed</td>
<td>Standard vacancy management</td>
<td></td>
<td></td>
<td></td>
<td>€€€</td>
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<tr>
<td>Extremely difficult, multiple recruitment expected</td>
<td>Standard vacancy management</td>
<td></td>
<td></td>
<td></td>
<td>€€€</td>
</tr>
</tbody>
</table>

* After submitting completed target group analysis form

€ After submitting completed target group analysis form

Radboud Universiteit
When is the standard approach sufficient?

- If enough applicants are expected;
- If the response runs the risk of being disappointing, but there is a rush.

Contents

- Vacancy is posted on ru.nl/working-at;
- Posted to the jobs section on LinkedIn, and at WP also on Academic Transfer and Academic Positions;
- Shared on the Radboud Twitter account;
- On request, a recruitment text/image banner will be created for promotion within the relevant online network (see appendices);
- On request, cross-posting to specific job sites.

Investment

- There are no additional promotional costs except for cross-posts

Action

- Deliver Vacancy format to recruitment@ru.nl
When do we use this additional approach?

• You use this if a particularly difficult recruitment is expected and you are in a hurry.

Contents

• Standard vacancy management and limited additional recruitment;

• Extra promotion of the vacancy on RU.nl via additional media, such as:
  • Social media ads (e.g. LinkedIn, Facebook/Instagram, Twitter or Reddit);
  • Website banners for sites relevant to the target recruitment group;
  • Job boards (e.g. generic sites like Intermediair.nl or target group-specific sites like nature.co).

• Campaign results from Google Analytics will be shared upon completion (see Appendix 6).

Investment

• Costs are €1,000 - €2,500 (estimate)

Action

• Need to start quickly? -> Deliver completed target group analysis format to recruitment@ru.nl

• In need of a start with more service? -> Let HR advisor contact the Recruitment Specialist
When do we use this additional approach?

- You use this if a particularly difficult recruitment is expected and inflow quality is more important than speed in the process.

Contents

- Standard vacancy management and expanded additional recruitment;
- **Additional vacancy content** is created in addition to the vacancy advert. This content is promoted to the target group specifically. For example:
  - Day in the life article (see Appendix 1);
  - Ambition story (see Appendix 2);
  - The Radboud Chair (see Appendix 3).
- Potential use of **direct search** to approach candidates directly and inform them of the additional vacancy content, enticing them to the vacancy;
- Campaign results from Google Analytics will be shared upon completion (see Appendix 6).

Investment

- Costs are €2,000 - €3,000 *(estimate)*

Action

- Need to start quickly? -> Deliver completed target group analysis format to recruitment@ru.nl
- In need of a start with more service? -> Let HR advisor contact the Recruitment Specialist
**INTENSIVE ADDITIONAL RECRUITMENT**

**When do we use this additional approach?**
- The recruitment is extremely challenging and/or involves multiple (>3) positions.

**Contents**
- Standard vacancy management and intensive additional recruitment;
- A longer-term vacancy campaign can be set up, for example, possibly with a target group-specific landing page on ru.nl (see Appendix 5);
- In this campaign, both the *vacancy advertisement* and *additional supplementary content* are promoted;
- Potential use of *direct search* to approach candidates on LinkedIn and inform them of the vacancy content;
- Campaign results from Google Analytics will be shared upon completion (see Appendix 6).

**Investment**
- Costs depend on the situation, but one should expect at least €2,500.

**Action**
- Need to start quickly? --> Deliver completed *target group analysis format* to recruitment@ru.nl
- In need of a start with more service? --> Let HR advisor contact the Recruitment Specialist
AR Process steps: Quickest or Best Serviced route

Quickest: HRA (or VH) delivers partially completed target group analysis format + recruitment profile to RS or recruitment@ru.nl
Best serviced: HRA approaches RS for short vacancy intake, RS or RM schedules interview with VH for making target group analysis

Complexity of recruitment 1
- RS estimates after intake or analysis format:
  => AR1 (more standardised) more target group analysis and RM action plan
  => AR 2 (customised) more target group analysis and RS action plan

Target group analysis => Plan 2
- RM or RS immediately emails brief draft action plan or schedules meeting for target group analysis (or to augment it) with VH to draw up draft action plan. HRA or internal target group can optionally be involved.

Action plan coordination 3
- RM or RS discusses action plan with VH (optionally with HRA). Coordinates target group, proposition, distribution, media, resources, follow-up actions, schedule and costs. AR2? RM is also involved in this.

Operationalising action plan 4
- RM directs development of AR action plan steps. Such as direct search, images, banner texts, media deployment, GA, etc. And takes on vacancy management processing.

Recruitment campaign go live 5
- RM puts the AR campaign and vacancy management live simultaneously. Double-check all content, media and UTM code. And send partial instruction to relevant colleagues.

Evaluation of recruitment 6
- RM checks returns after recruitment ends and performs GA analysis. Schedules evaluation with VH and HRA (and RS). And discusses ‘learnings points’ in AR consultations.

VH = VACANCY HOLDER - HRA = HR ADVISOR - RM = RECRUITMENT MARKETING STAFF MEMBER - RS = RECRUITMENT SPECIALIST
APPENDICES

- Appendix 1: Additional content 1 - Article ‘Day in the life of...’
- Appendix 2: Additional content 2 - Ambition story
- Appendix 3: Additional content 3 - the Radboud Chair
- Appendix 4: Direct search
- Appendix 5: Example of campaign page
- Appendix 6: Campaign results from Google Analytics
A current employee from the team will be interviewed to encourage recruitment. This article focuses on the meaning, demands and benefits of working in the relevant position at Radboud University.

- Employee time investment: 2 hours;
- Additional costs: none, only for media for promotion;
- Duration: 2-4 weeks.

This campaign targets potential jobseekers who are triggered and read on in terms of content rather than job posting. After this, we turn this interest into informal contact and, eventually, an application.
A current employee from the team or a manager is interviewed to aid with recruitment. The article focuses on the ambitions and challenges of the relevant team, and on the meaning, demands and benefits of working in this team for colleagues, new and otherwise.

- Employee time investment: 2 hours;
- Additional costs: none, only for media for promotion;
- Duration: 2-4 weeks.

This campaign targets potential jobseekers who are triggered and read on in terms of content rather than job posting. After this, we turn this interest into informal contact and, eventually, an application.
A current employee from the team in which there is a job opening, takes place in the Radboud Chair. This employee is interviewed to aid with recruitment for the job opening. This is turned into a video in which the employee talks about what makes the job and working at RU so special. Potential reasons for the target group to apply for this position are central to this. This video is promoted to the target group through a campaign.

- Ambassador time investment: 6 hours;
- Additional costs: media and resources fees will be charged on;
- Duration: 2-4 weeks.

This campaign targets potential jobseekers who are triggered and read on in terms of content rather than job posting. Choose a video if the target group, available ambassador and recruitment promise lend themselves well to video content.

Note: At this moment there's only a Dutch version of the Radboud Chair available, hence the next images are in Dutch.
In specific cases, candidates can be reached easily through a personal email/message on LinkedIn. This varies between target groups, but it can work well for small and/or very specific target groups.

- Additional costs: none yet;
- Duration: 1-2 weeks, quick to deploy;
- Time investment: answering phone calls from interested candidates, 1-2 hours per week.

Based on the target group analysis, the action plan includes how many profiles we will approach. These selected people will be alerted to the vacancy or other additional content by means of a personal message. If they have questions or want to know more, candidates are put in touch with the vacancy holder through recruitment. If they are interested, candidates are invited to apply via the website.
A separate website is created that the advert links to, to support recruitment. The page contains the link to the vacancy, but it can also provide more information about the faculty, share different studies or contain several interviews.

The most important part of this page is that it enables candidates to contact the vacancy holder. If there are still any doubts or specific questions, this is an approachable way of getting in touch, which ensures candidates get in touch rather than clicking off. This leads to potential applicants.

This page is particularly aimed at a potential target group, which needs more information about the new workplace, environment and colleagues.

- Additional costs: none, only for media for promotion;
- Duration: 4-6 weeks.
The results (number of clicks and reading time) of all actions measured online are tracked in Google Analytics. These results are analysed after recruitment and shared with the vacancy holder and HR advisor.

**CAMPAIGN RESULTS**

**APPENDIX 6**

**DATA FROM GOOGLE ANALYTICS**

**VISITORS VACANCYPAGE: 2744**

- **Twitter advertisement** (2378 / 00:40 min.)
- **Sharing by colleagues** (113 / 00:55 min.)
- **Direct** (92 / 01:47 min.)
- **LinkedIn advertisement** (70 / 00:19 min.)
- **Other** (44)
- **Job alert RU** (19 / 02:36 min.)
- **Round Up RU** (17 / 04:24 min.)
- **Academic Positions** (11 / 01:38 min.)

- **Twitter delivered a lot of visitors, with an extremely long average reading time for a social medium** (so of ALL these visitors, people read the vacancy for more than half a minute on average, while they were not looking for it at all!)
- **Sharing by colleagues** and **LinkedIn** both yielded visitors with a long reading time for social media, so those are really interested visitors.
- **Job alert and the round up delivered visitors with a very long reading time**, although someone is aware at the moment that they are looking at/searching for a vacancy.
- **Academic Positions** also delivered visitors with a long reading time; someone has already read the entire vacancy on AP, and still stays on this page for that long.

*in brackets you first see the number of visitors and then the average reading time (how long they have been on the page)*