Additional recruitment services in focus

July 2024

Examples of additional recruitment solutions, in addition to vacancy management, for occasional vacancies

Team Recruitment

Radboud Universiteit

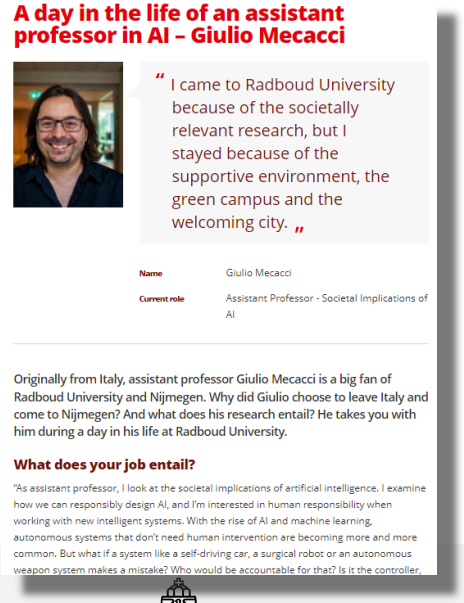
DIFFICULT RECRUITMENT

WHY USE ADDITIONAL RECRUITMENT?

84% success rate!

Why choose additional recruitment?

- More visibility of the vacancy
- Reaching the right target group
- More quality in candidates
- For vacancies without a suitable candidate via the standard vacancy approach, the vacancy is still filled via AR in 2 out of 3 cases



OVERVIEW OF POTENTIAL RECRUITMENT SOLUTIONS BASED ON YOUR VACANCY SITUATION

Vacancy situation	Within 1 week*	1-2 weeks	2-4 weeks	4-12 weeks
Sufficient applicants expected or disappointing reaction but in a hurry	Standard vacancy management			
Only internal recruitment or only (re)writing vacancy text, but help is needed	Standard vacancy management	Limited additional recruitment *(AR1 Internal or Text)*		
Difficult recruitment expected and in a hurry	Standard vacancy management	Limited additional recruitment *(AR1 Active)*		
Difficult recruitment expected and quality is more important than speed	Standard vacancy management		Expanded additional recruitment *(AR1 Potential)*	
Extremely difficult, multiple recruitment expected	Standard vacancy management	Management positions *(AR2 Management)*		Intensive additional recruitment *(AR2 Customised)*

Preperation time for recruitment campaign

€

€€

€€€

* *After completed target group analysis form*

Radboud Universiteit

OVERVIEW OF RESOURCES & ACTIONS

STANDARD VACANCY MANAGEMENT

DURATION < 1 WEEK

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

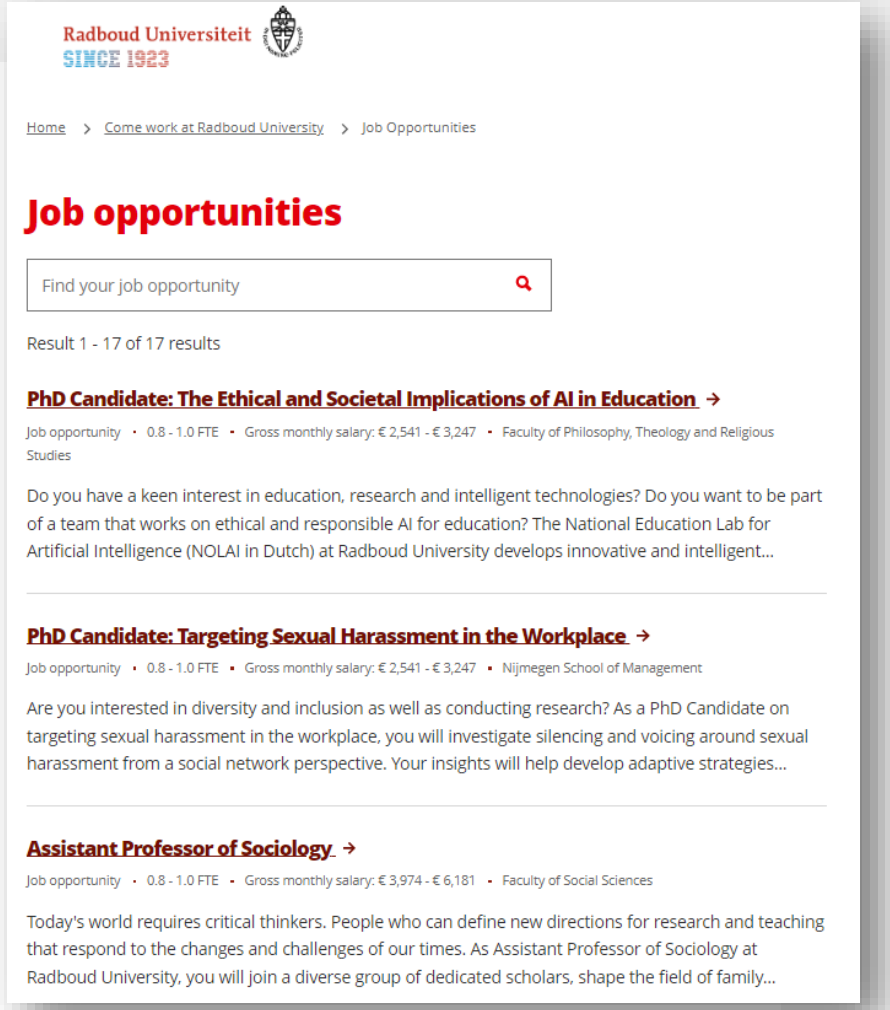
- Vacancy is posted on **ru.nl/working-at;**
- Posted to the jobs section on **LinkedIn**, and for SP also on **Academic Transfer** and **Academic Positions**;
- Shared on the **Radboud Twitter/X account;**
- On request, a recruitment text/image banner will be created for promotion within the **relevant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

Investment

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

Action

- Register the vacancy in Bass via HR



OVERVIEW RESOURCES & ACTIONS

DURATION 1-2 WEEKS

LIMITED ADDITIONAL RECRUITMENT INTERNAL

When do we use this additional approach?

- You use this when you only want to recruit internally.

Contents

- Standard vacancy management and limited additional recruitment;
- **Extra promotion of the vacancy internally** via additional media, such as:
  - RU newsletter and/or mailings;
  - Sharing via collega's internally within relevant teams;
  - Sharing via relevant study associations/courses;
  - Narrowcasting (screens in building).
- Possible use of approaching internal target groups directly;
- At the end, we evaluate all the channels used: what were the reactions from colleagues?

Investment

- Costs are €0 - €100,- *(estimate)*

Action

- Let HR advisor contact the Recruitment Specialist or sent your request to recruitment@ru.nl

Sidenote: when recruiting externally, internal opportunities to draw attention to the vacancy are always included!

OVERVIEW RESOURCES & ACTIONS

DURATION 1-2 WEEKS

LIMITED ADDITIONAL RECRUITMENT (RE)WRITING VACANCY TEXT

When do we use this additional approach?

- You only want help with (re)writing the vacancy text.

Contents

- Standard vacancy management and limited additional recruitment;
- We will dive into the content of the profile;
  - What exactly are you looking for? How do we express that?
  - What makes it interesting for the target group?
  - How do we make the text promotional?
  - How can we focus more in the text on, for example, specifically recruiting woman?
  - Also focus on DEI; How does the text remain inclusive?
- At the end, we briefly evaluate the vacancy text and responses.

Investment

- Costs are €0,-

Action

- Let HR advisor contact the Recruitment Specialist or sent your request to recruitment@ru.nl

Sidenote: you can also use the writing help for more extensive AR campaigns.

OVERVIEW RESOURCES & ACTIONS

LIMITED ADDITIONAL RECRUITMENT

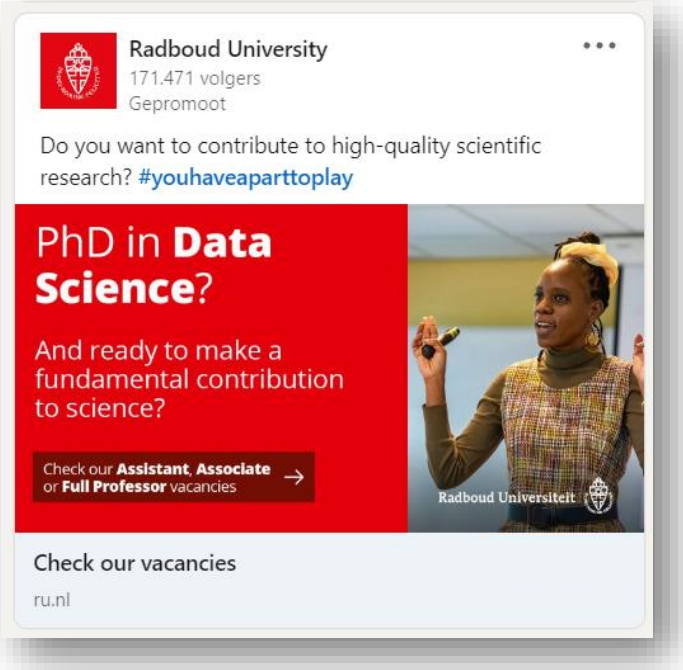
DURATION 1-2 WEEKS

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/X or Reddit), possibly in a video format (see Appendix 1);
  - 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).
- Potential use of **direct search** to approach candidates directly and inform them of the additional vacancy content, enticing them to the vacancy;
- Potential use of help with (re)writing the vacancy text;
- Campaign results from Google Analytics will be shared upon completion (see Appendix 7).



Investment

- Costs are €1,000 - €2,000 *(estimate)*

Action

- Let HR advisor contact the Recruitment Specialist or sent your request to recruitment@ru.nl

OVERVIEW OF RESOURCES & ACTIONS

EXPANDED ADDITIONAL RECRUITMENT

DURATION 2-4 WEEKS

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

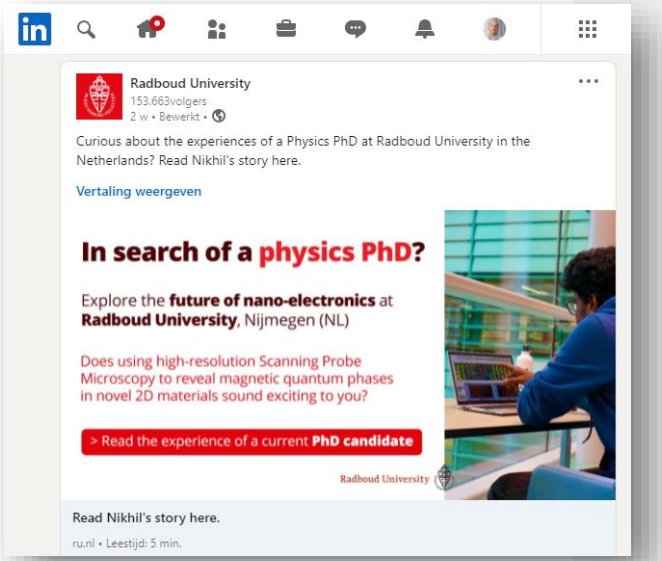
- Standard vacancy management and expanded additional recruitment;
- **Additional vacancy content** is created in addition to the vacancy advert. This content is **promoted** to the target group specifically. For example:
  - Day in the life article (see Appendix 2);
  - Ambition story (see Appendix 3);
  - The Radboud Chair (see Appendix 4).
- Potential use of **direct search** to approach candidates directly and inform them of the additional vacancy content, enticing them to the vacancy;
- Potential use of help with (re)writing the vacancy text;
- Campaign results from Google Analytics will be shared upon completion (see Appendix 7).

Investment

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

Action

- Let HR advisor contact the Recruitment Specialist



OVERVIEW RESOURCES & ACTIONS

INTENSIVE ADDITIONAL RECRUITMENT

DURATION 4-12 WEEKS

When do we use this additional approach?

- The recruitment is extremely challenging and/or involves multiple (>3) positions.

Contents

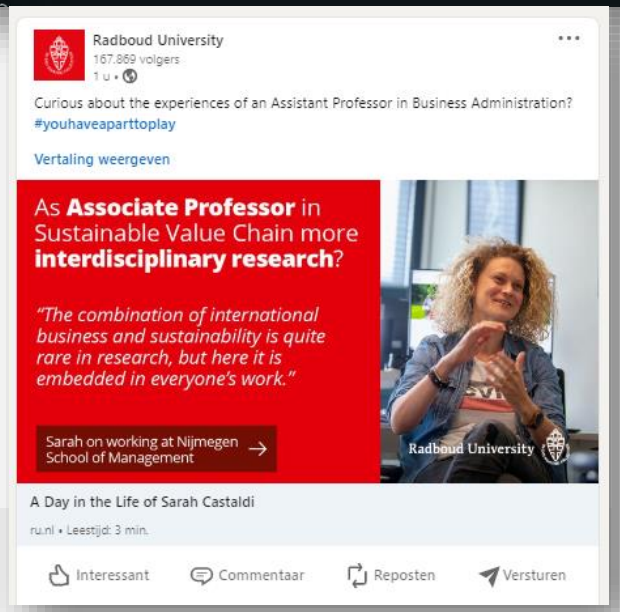
- Standard vacancy management and intensive additional recruitment;
- A longer-term vacancy campaign can be set up, for example, possibly with a target group-specific landing page on ru.nl (see Appendix 6);
- In this campaign, both the **vacancy advertisement** and **additional supplementary content** are promoted;
- Potential use of **direct search** to approach candidates on LinkedIn and inform them of the vacancy content;
- Potential use of help with (re)writing the vacancy text;
- Campaign results from Google Analytics will be shared upon completion (see Appendix 7).

Investment

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

Action

- Let HR advisor contact the Recruitment Specialist



OVERVIEW RESOURCES & ACTIONS

DURATION 1-2 WEEKS

ADDITIONAL RECRUITMENT MANAGEMENT POSITIONS

When do we use this additional approach?

- It concerns a higher management position.

Contents

- Standard vacancy management and intensive additional recruitment;
- In this campaign, both the **vacancy advertisement** and possible **additional supplementary content** are promoted;
- Potential use of **direct search** to approach candidates on LinkedIn and inform them of the vacancy content;
- Potential use of help with drawing up a profile and (re)writing the vacancy text;
- Campaign results from Google Analytics will be shared upon completion (see Appendix 7).

Investment

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

Action

- Let HR advisor contact the Recruitment Specialist

AR Process steps

Route: HRA approaches RS for short vacancy intake, RS or RM schedules interview with VH for making target group analysis

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

APPENDICES

- Appendix 1: Additional content 1 - Video ‘Day in the life of…’
- Appendix 2: Additional content 2 - Article ‘Day in the life of…’
- Appendix 3: Additional content 3 - Ambition story
- Appendix 4: Additional content 4 - the Radboud Chair
- Appendix 5: Direct search
- Appendix 6: Example of campaign page
- Appendix 7: Campaign results from Google Analytics

APPENDIX 1

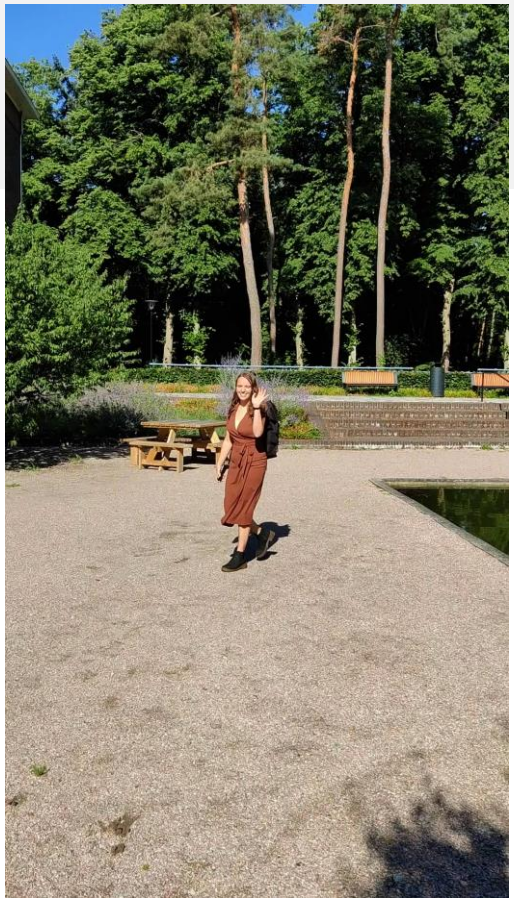
EXPLANATION OF DAY IN THE LIFE-VIDEO

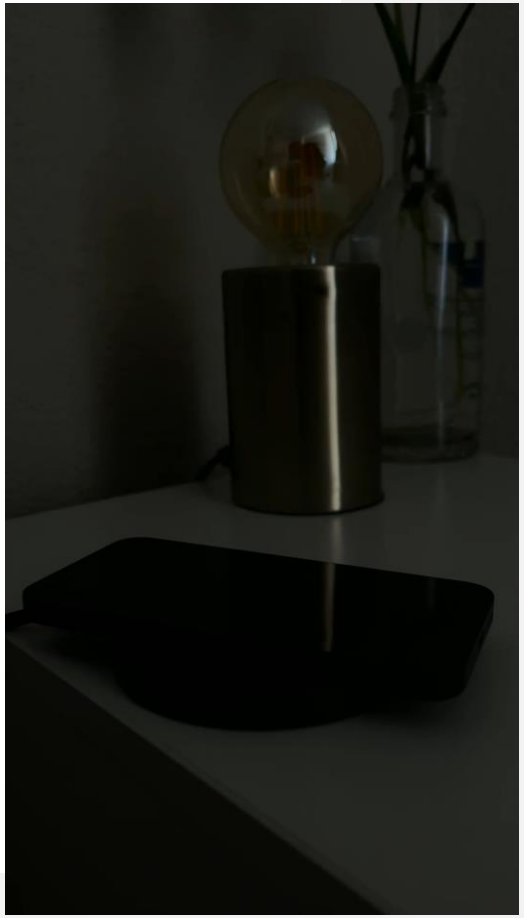
A current employee on the team is asked to make videos of a working day. The video shows the working environment and tasks that are appropriate for the function.

- Employee time investment: 2 hours;
- Additional costs: +/- €400, and costs for media promotion;
- Duration: 2-3 weeks.

This content focuses on **active job seekers**, and refers directly to the vacancy page. It mainly gives a good picture of the working environment and activities in the position. It is more appropriate for some target groups to use video images and it often speaks more to the emotions than a still image or a story.

Note: Example videos (in Dutch) are available on request.





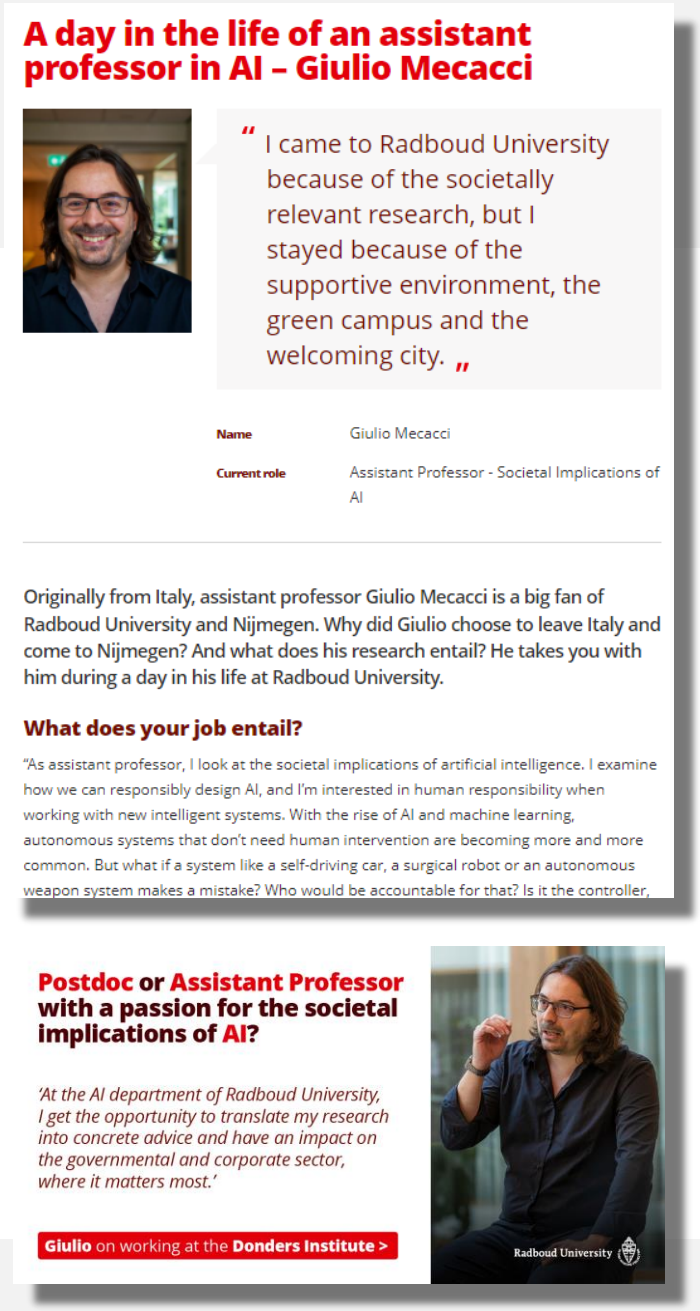
APPENDIX 2

EXPLANATION OF DAY IN THE LIFE ARTICLE

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 day in the life of an assistant professor in AI – Giulio Mecacci

"I came to Radboud University because of the societally relevant research, but I stayed because of the supportive environment, the green campus and the welcoming city."

Name Giulio Mecacci

Current role Assistant Professor - Societal Implications of AI

Originally from Italy, assistant professor Giulio Mecacci is a big fan of Radboud University and Nijmegen. Why did Giulio choose to leave Italy and come to Nijmegen? And what does his research entail? He takes you with him during a day in his life at Radboud University.

What does your job entail?

"As assistant professor, I look at the societal implications of artificial intelligence. I examine how we can responsibly design AI, and I'm interested in human responsibility when working with new intelligent systems. With the rise of AI and machine learning, autonomous systems that don't need human intervention are becoming more and more common. But what if a system like a self-driving car, a surgical robot or an autonomous weapon system makes a mistake? Who would be accountable for that? Is it the controller,

Postdoc or Assistant Professor with a passion for the societal implications of AI?

'At the AI department of Radboud University, I get the opportunity to translate my research into concrete advice and have an impact on the governmental and corporate sector, where it matters most.'

Giulio on working at the **Donders Institute >**

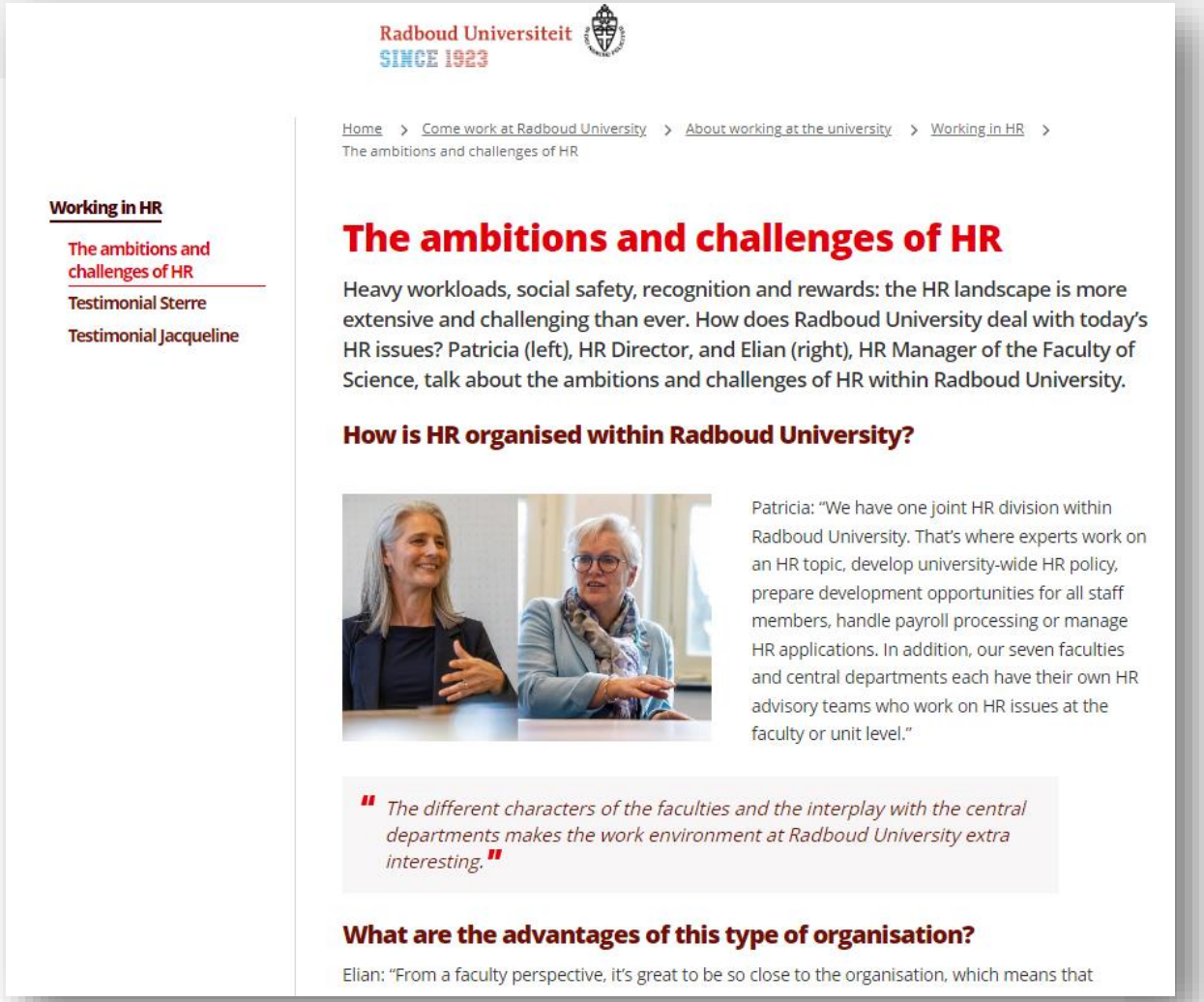
APPENDIX 3

EXPLANATION OF AMBITION STORY

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.



Radboud Universiteit
SINCE 1923

Home > Come work at Radboud University > About working at the university > Working in HR > The ambitions and challenges of HR

Working in HR

- The ambitions and challenges of HR
- Testimonial Sterre
- Testimonial Jacqueline

The ambitions and challenges of HR

Heavy workloads, social safety, recognition and rewards: the HR landscape is more extensive and challenging than ever. How does Radboud University deal with today's HR issues? Patricia (left), HR Director, and Elian (right), HR Manager of the Faculty of Science, talk about the ambitions and challenges of HR within Radboud University.

How is HR organised within Radboud University?

Patricia: "We have one joint HR division within Radboud University. That's where experts work on an HR topic, develop university-wide HR policy, prepare development opportunities for all staff members, handle payroll processing or manage HR applications. In addition, our seven faculties and central departments each have their own HR advisory teams who work on HR issues at the faculty or unit level."

"The different characters of the faculties and the interplay with the central departments makes the work environment at Radboud University extra interesting."

What are the advantages of this type of organisation?

Elian: "From a faculty perspective, it's great to be so close to the organisation, which means that

APPENDIX 4

EXPLANATION OF THE RADBOUD CHAIR

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: +/- €2500, and costs for media promotion media;
- Duration: 3-4 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. The video is available on request.

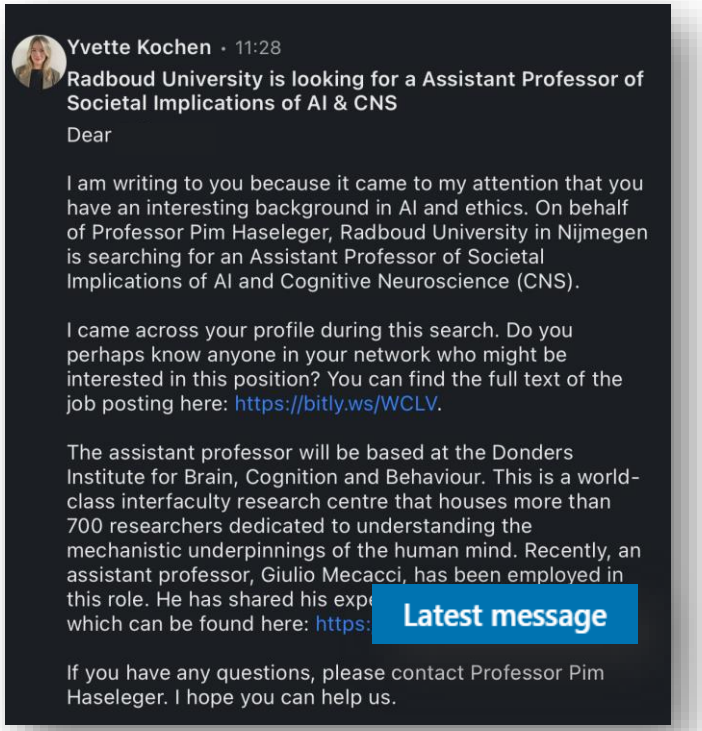
APPENDIX 5

EXPLANATION OF DIRECT SEARCH

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.



APPENDIX 6

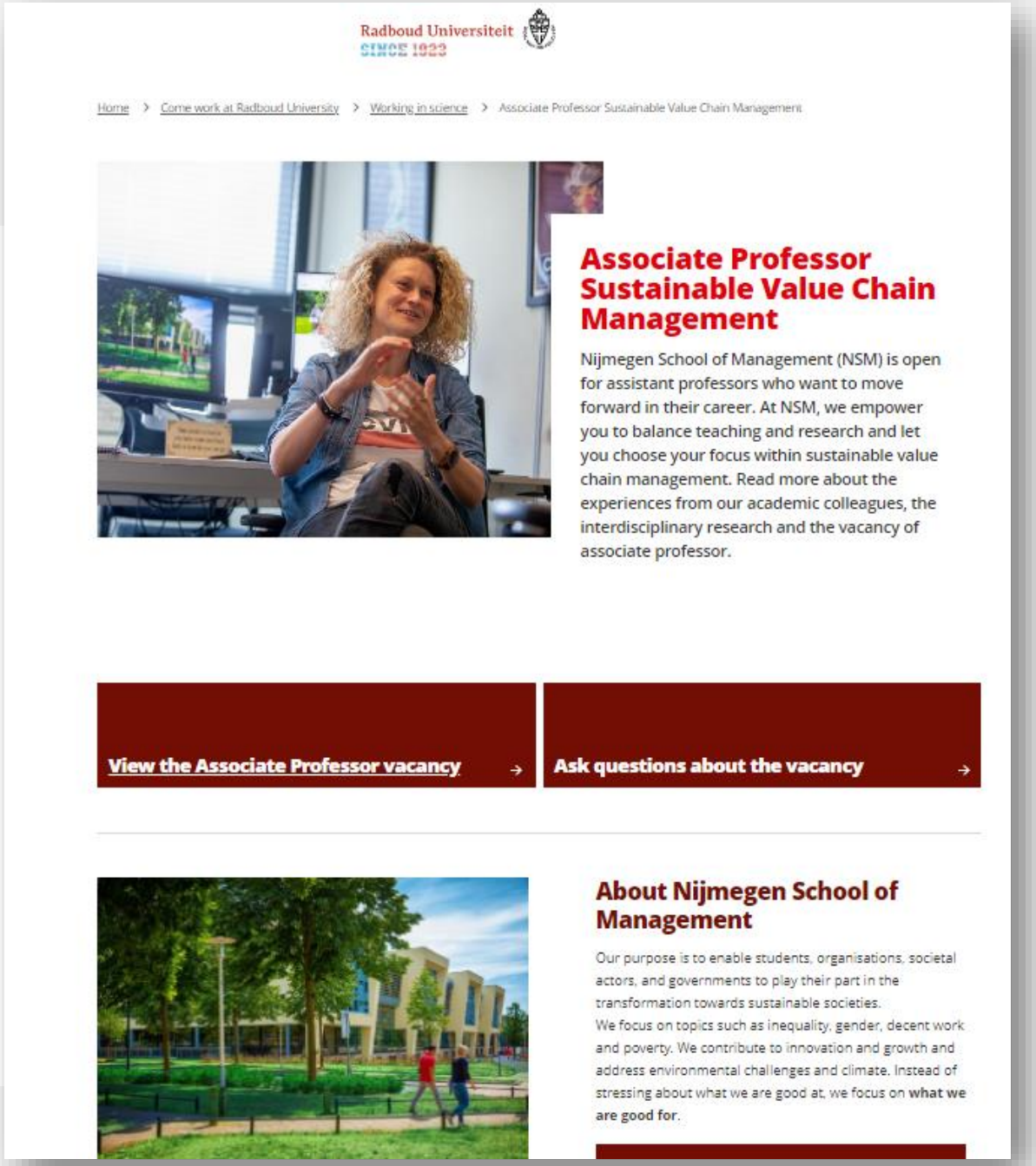
EXAMPLE OF CAMPAIGN PAGE

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.

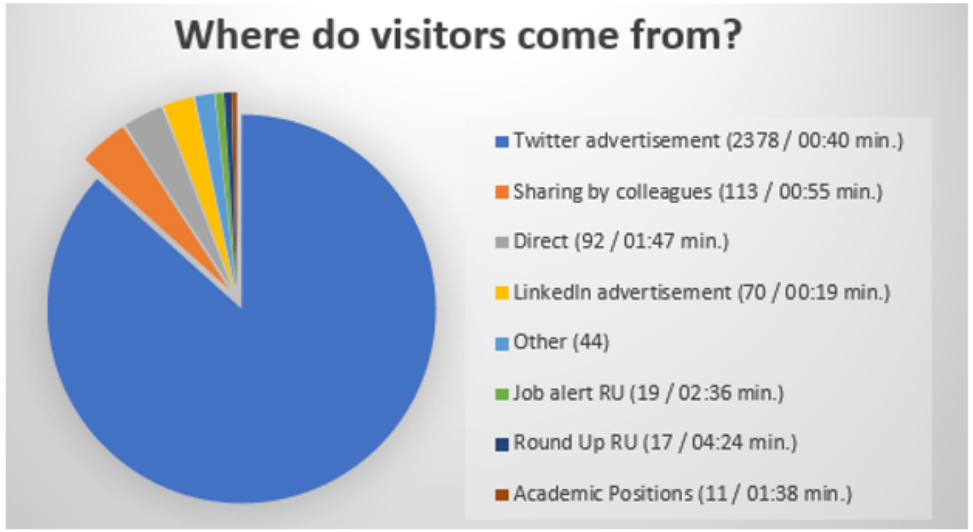


APPENDIX 7
CAMPAIGN RESULTS

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.

DATA FROM GOOGLE ANALYTICS
VISITORS VACANCYPAGE: 2744



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)

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