



Blue
Rocket
Recruitment
Limited
blurocketrec.co.uk

The ultimate hiring toolkit

Go from job advert to onboarding
in 5 simple steps



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Introduction

To build & grow a successful business, you need to build a successful & capable team – to do this you need to make the right hires.

Did you know...

92% of job seekers look online for their next career move

The top 5 job boards in the UK represent 91% of the UK's job applicants

On average 87% of candidates a typical recruitment agency successfully places with their clients, have responded to an online advert

In a recent survey 74% of job seekers stated that they found their new job by using online job boards

Regardless of your sector, whether you are in construction, IT Support, Marketing, Care or any other industry, when you bring the right people onboard, they bring experience, expertise & fresh ideas – whilst helping to service your customers / clients – ultimately helping you grow your business.

We know more than anyone that hiring the right employees can be a daunting & time-consuming task. Attracting & engaging with suitable candidates can prove to be difficult, then there is shortlisting, interviewing, making an offer & onboarding – it can all prove to be a real headache, especially when you are busy running your business & perhaps lack experience of hiring or don't recruit regularly.

That's where this 5-step ultimate hiring toolkit comes in, to help you map out the 5 key steps to making a successful hire.

This toolkit simply explains the best practice in each core area, whether you decide to use our recruitment advertising / direct hire solutions, or if you decide to go it alone & do everything yourself.

So, what are we waiting for... let's get started...

Step 1:

How to write a winning job advert

The key component of making any recruitment campaign a success is sourcing the right candidates in which to shortlist & interview from. The best way to achieve this, is by advertising your job across various recruitment platforms & job boards.

So, clearly this is one of the core areas you need to spend time on, making sure it speaks to your ideal candidate and sparks their interest in working for you & getting them to hit that all important apply button!

Time & time again we see poorly written adverts written on company websites, job boards, social media & all over the internet. Get this bit right, and your well on your way to making a successful hire.

Your job ad checklist

Job title

- ✓ Select a clear job title that jobseekers can easily identify in searches.
- ✓ Avoid abbreviations, jargon, quirky titles or unnecessary information.
- ✓ Using an obscure job title that is unique to the company is never a good idea.

Opening paragraph

- ✓ You now need to grab the candidate's attention as quickly as possible.
- ✓ A good way to do this is to open with an engaging question that gets the potential applicant to think, rather than just skim over a load of generic copy.



The Job Role

- ✓ This should be a brief, succinct summary.
- ✓ This should only be one paragraph and should fully secure the interest of the candidate before you list any criteria that you require.
- ✓ Explain what your business is all about and what it's like to work as part of the team.
- ✓ This is your chance to sell yourself to the best candidates.

Salary & benefits

- ✓ Let's face it money matters - providing details of salary packages on offer within the organisation will help prospective employees build a picture of their suitability for the role and easily rule themselves in or out.
- ✓ Plus, with statistics proving that 2 in 3 jobseekers are more likely to apply for a role when a salary is clearly displayed, you should only ever exclude salary details when the information is absolutely sensitive.
- ✓ Whatever benefits you offer, shout about them in your job ads!

Job location

- ✓ Tell people where you'll expect them to do their job – whether that's in a workplace or working remotely.
- ✓ Flag if you're willing to accept CVs from those outside the local area or the UK.



5 top tips for a winning job advert

1. The vast majority of active candidates looking for a job start their search on google, so make sure your job title is one that your ideal candidate will search for.
2. Opening paragraph – grab the candidate's attention as quickly as possible.
3. Why is the job you have on offer, better than the one they are currently in?
4. Be open & clear with the salary. This increases applications by up to **60%**. Potential candidates can easily rule themselves in or out.
5. Include a clear call to action. It sounds obvious but candidates need to be told what you want them to do, plus it is a good idea to add a sense of urgency, for example:

Immediate interviews being held, so apply now by clicking the below 'Apply' button

We can help you recruit in no time

We offer simple and effective direct hiring solutions for businesses of all shapes and sizes, from just £399 – [click here](#) to find out more.

Step 2:

Shortlisting candidates for interview

So, you've posted your job advert and started receiving applications — now it's time to choose the best suited applicants to interview.

More than **40%** of employers say this step is one of the biggest challenges in the whole recruitment process. That's why at Blue Rocket our clever technology, along with your dedicated experienced campaign manager will help you to quickly highlight candidates who stand out, and who best match your job requirements.

Plus, if you crafted a winning job advert in Step 1, you should already have a head start when it comes to assessing who has the most relevant experience and skills for your vacancy.

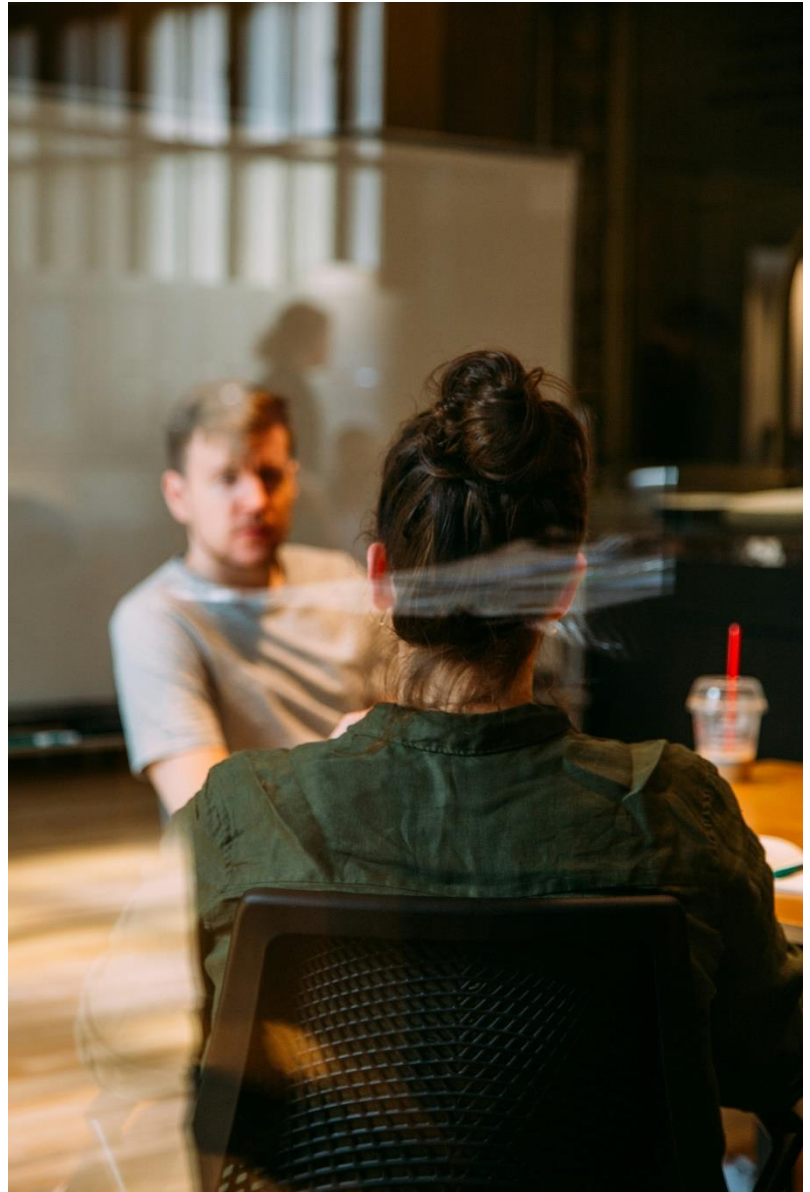
Here are four things to look out for when choosing who to shortlist for an interview.

4 things to look out for in a candidate's CV

1. Career changes

Career changes can be a real asset for some roles, as employees can transfer experience and skills across industries and business functions and bring fresh perspectives along the way.

In recent years more people have been changing careers than ever before, looking further back, if a candidate seemingly changes roles every few months this could



well indicate they don't settle in well with employers, their team or an increased responsibility.

Ambition is of course a good thing, but if alarm bells ring when you read their work history, perhaps you should listen.



2. Must-haves - essential criteria

You've written your job description, and have a view of your ideal candidate, but be sure to take the time to outline the skills, competencies or qualifications that you simply cannot do without and keep these at hand when reviewing CVs.

Very rarely will the best suited applicants or the successful candidate have the exact match of criteria you ideally want, but they will (should) come close.

3. A generic, one size fits all CV

Does the application mention your company name? Does the language and formatting of their CV mirror your job advert?

These little clues could help you pinpoint a candidate who has made the effort, as opposed to someone sending quick-fire applications - which could indicate a candidate has not fully bought into what you do or the role.

4. Evidence

Here you sometimes need to read between the lines of each CV. For example, if they've worked as a team leader - how did the team perform? If they've built websites - where are the links to some examples of the sites they completed?

A good candidate will share their successes as well as their skills & ability — and this could be a key tool for helping to separate candidates who can also walk the walk, as well as talk the talk.

Step 3:

Interviewing your shortlisted candidates

A CV isn't ever enough to go by alone, which is why the interview process is so important.

When interviewing, it is important to ask the right questions. But how do you really dig into what makes someone tick as an employee, and how do you determine if they'll be a good fit for your business — not only in terms of their skills, but also their personality, and as a part of your company culture?

To help you plan ahead - and ensure both you and candidates find the interview structured and informative - here's a list of key questions you can ask.

The best interview questions to ask candidates

Easier questions

"Tell me about yourself..."

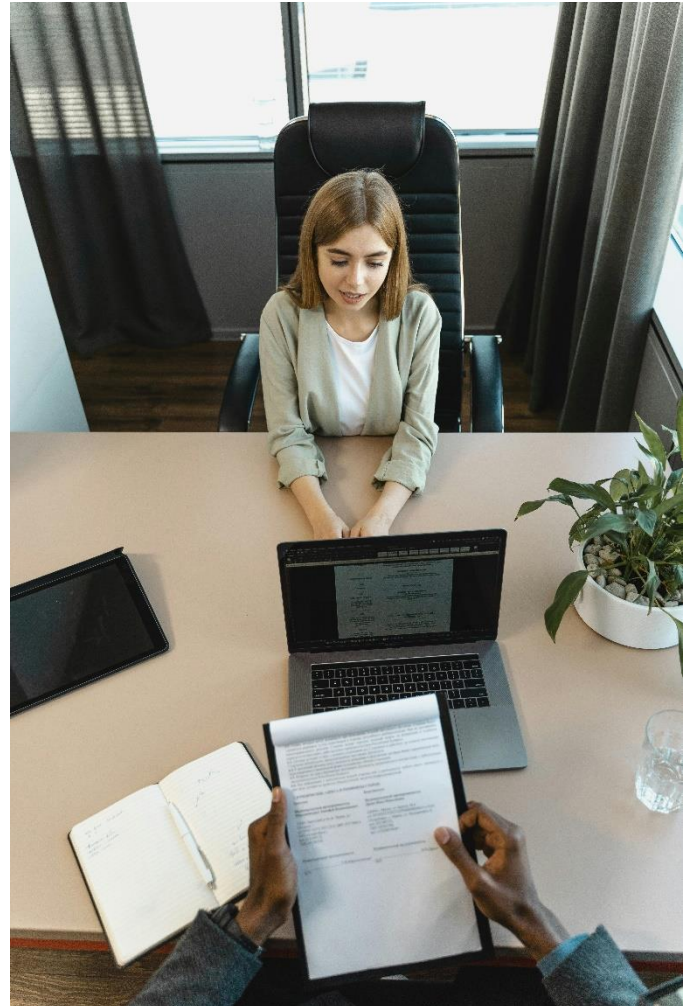
Well-versed candidates should be able to succinctly sell their best qualities, skills and experience in a brief summary.

This is also a good opportunity for you to find out about the person behind the CV — what are their hobbies and approaches to working? This can be crucial when deciding who to hire.

"Why do you want the job?"

This basic question can quite easily throw candidates, as it will shine a light on how committed they are to your role.

Often, this is more a case of what you don't



want to hear, as opposed to what you do. Do they mention salary or the working hours?

These may be red flags over their commitment.

Intermediate questions

What do you know about our company and our competitors?”

A detailed knowledge of your company and the struggles and challenges you face is very impressive. It shows research and dedication, and this insight will help them hit the ground running should you give them the nod.

Where does this job fit into your career path?”

Use this simple question to check their ambitions line up with what your company can offer. You want someone on an upward trajectory, with ambition and drive — but you don't want a short-term hire.

Advanced questions

Why do you want to leave your current job?”

Our first curve-ball — this will give you a clue as to what motivates them in a role. Are they leaving after many years' service, and having gained a great amount of experience — or do they immediately criticise management and team mates, or declare themselves “bored” or “overworked”?

Tell me about a time you've turned a negative into a positive”

Here is another curve-ball, whereby you can find out how good they are at problem solving, thinking on their feet and securing a positive outcome.

Get our Top 40 Questions to ask at interview guide...

To help you come up with the perfect list of interview questions to ask potential employees, we've come up with 40

[click here](#) to download in PDF



Step 4:


Making an attractive job offer

So, you've made it through the interview process, and identified who's the best fit for the job by asking targeted questions. Now it's crunch time – making an offer.

Time is of the essence here, as you want to ensure your first pick isn't scooped up by another business. Here are 5 things to consider as you get the ball rolling and pull together an attractive offer.



Top tips for making a job offer

 **1. If you've selected the best candidate, make your move.**

Aim to contact your ideal candidate within two days of the interview.

A long waiting period can leave candidates second-guessing the interview, feeling insecure, or prompt them to explore other options while they wait.

 **2. Pick up the phone & give them a call**

Why risk a candidate losing your offer in their junk folder? Or declining an offer after you've gone to the effort of creating a formal letter?

A quick phone call is much more personable, plus it can save you time in the long run should a candidate decline, or situation has changed.

 **3. Flattery & enthusiasm wins the day**

If you've selected someone who demonstrated genuine eagerness at the prospect of working for your business — don't be afraid to show a little enthusiasm too.

Telling a candidate why they stood out during the interview process, and why you think they'd be a great addition to the team, can give them the encouragement they need to accept – plus make them extra excited to start.



4. Put your best offer on the table

The candidate's salary expectations should already be roughly aligned with those of your business, thanks to your clear job advert and interview conversations.

Put a generous compensation package on the table and detail any additional benefits. You can reiterate non-financial perks too, like a flexible or relaxed working culture.

While you might see this as an opportunity to win back a few pennies, lowballing on the offered salary could undermine the trust you've established with the applicant so far and reflect poorly on your business.

If all goes to plan, this person will shortly be working for you — so let it be a positive, professional start to the working relationship.

5. Put it all in writing & email it

A formal, written job offer provides security to both you and the candidate.

Once you've received a verbal acceptance over the phone, follow up with a written offer delivered via email.

Make sure you include everything from the specific job title to the reporting manager, holiday leave and compensation package etc.

A thorough offer, that pre-emptively addresses any of the candidate's questions, can eliminate the time it takes to get a 'yes – I'd love to accept' response.

Our direct hire recruitment solutions start from just £399 - no hidden costs, all one-time fees

From creating a winning job advert, shortlisting candidates, making an offer – we can support you every step of the way, whilst saving you £1000's in recruitment fees – [click here](#) to find out more

Step 5:

Getting everything ready & successfully onboarding your new starter

You've done the hard work and made a successful hire – now it's about setting your new employee up for success.

It's important that your new starter not only feels welcomed as part of the team, but that they have the right tools, information and contacts to get stuck into their new role.

Make sure you help your new starter reach their full potential, with our onboarding guide below:



1. Before a new starter begins

- Documentation
- Company software and tools
- Arrange team introductions
- Keep in touch



2. On the first day

- Workplace tour
- Team introductions
- Expectations of the role
- Team lunch (or virtual lunch)



3. During the first week

- Brief in first project / tasks
- Outline upcoming projects or tasks
- Outline probation requirements
- Gather their feedback



1. Before a new starter begins

- **Documentation**

Package up essential HR resources and share them with your new employee. This could include company perks and benefits, company policies, plus contact information for any essential team members, if applicable.

- **Company software and tools**

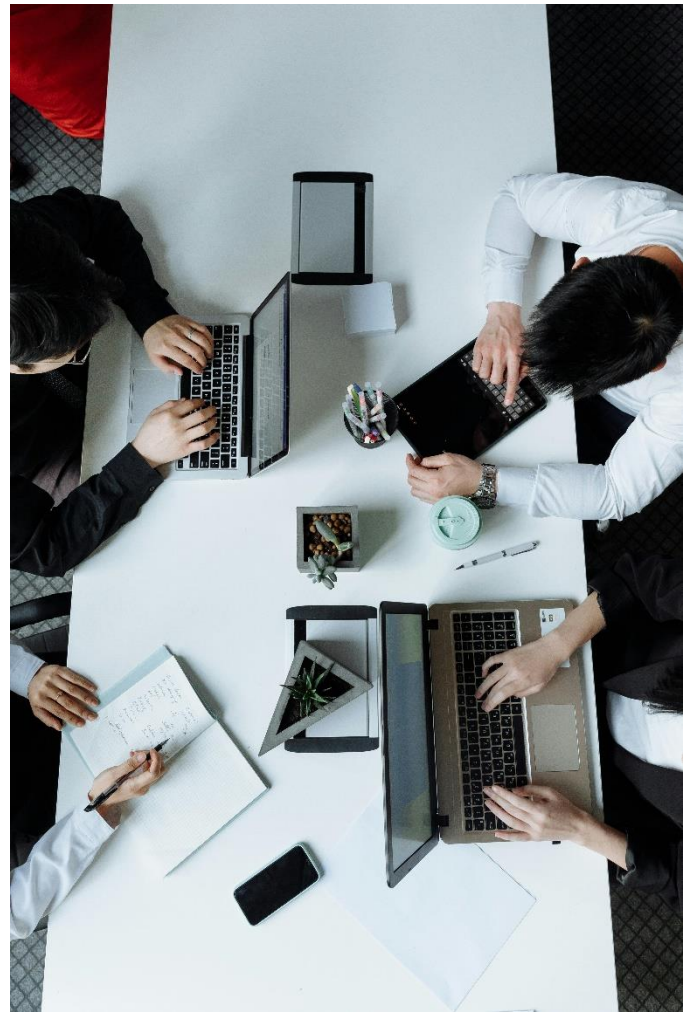
Get your new starter's workspace, tools or laptop (if appropriate for the job) ready for when they start. This might be a case of reaching out to your IT team, who can make sure relevant logins are set up.

- **Arrange team introductions**

Include an overview of what each person does ahead of time, so your new hire has some context when they arrive for their first day.

- **Keep in touch**

Communicate with your new hire and give them an idea of what to expect on their first day.



2. On the first day

- **Workplace tour**

Think about the little things that your new hire won't have any knowledge of yet — like where the toilets are and the coffee machine / kitchen.

- **Team introductions**

A good structure to get colleagues to follow is: an outline of their role, how they work with others in the team, current projects, and how they will work alongside the new hire.

- **Expectations of the role**

Running through the job description again linking it back to the wider business goals can help a new starter to understand the bigger picture and how they can contribute to it.

- **Team lunch (or virtual lunch)**

While your new starter will get to know their new colleagues during scheduled meetings, giving them the opportunity to socialise with the team in a more informal environment is also essential.

3. During the first week

- **Let them get stuck in**

Once they've settled in a little, the best way for a new starter to learn is to get working on something. Give them clear direction and your recommended approach for the task, but otherwise let them use their initiative.

- **Outline upcoming projects or tasks**

Even if they don't start working on a project straight away, you can ask them to get clued up on the task by doing any relevant reading.

- **Outline probation requirements**

If you choose to place your new hire on probation, make sure you take the first week first to explain the process, and outline any particular objectives they will need to hit to be successful in the first few months of their new role.

- **Gather their feedback**

Finding out how your new employee feels about their first week and address any concerns.

Well done — you've successfully gone from job advert to onboarding

Plus, you've equipped your new employee with the tools and knowledge along the way to not only help them grow in their role, but hopefully grow your business too.

For more direct recruitment hiring advice, tips & tricks head over to bluerocketrec.co.uk





about **Blue Rocket Recruitment**

When you use Blue Rocket **Recruitment**, our solutions start from just **£399** For this we will write your advert, post across all leading online job boards & platforms, search databases and you receive all CVs with full contact details via our Candidate Dashboard (ATS) and/or by email.

what we'll do...

1. Take your brief or job spec and write you a winning & optimised job advert from scratch.
2. Post your advert across all the leading job boards, recruitment platforms & social media, including:



3. Provide the full & original CV of each applicant with full contact details, which will go directly into your candidate management system (ATS) and/or email, for you to review, shortlist, interview & ultimately hire.
4. Give you all the tools, support & vacancy exposure you'll need to be able to successfully recruit yourself at the fraction of the cost of using a recruitment agency.
5. Assist with any other aspects of the recruitment process that you'd like us to manage for you, albeit shortlisting, arranging interviews or managing the offer process – just see our various flexible solutions on our website by [clicking here](#)

Find out more about us and how we can help you recruit from
just £399 by visiting our website

bluerocketrec.co.uk

Ready to get started?

Call one of our friendly team on **023 8033 6633** for a no obligation conversation or email **hi@bluerocketrec.co.uk**

'Our great recruitment partner came up trumps once again. They wrote a great advert and gave us maximum coverage, in which we received a number of suitable applications from great candidates'

Ross Negus – Managing Director
Southampton Freight Services - sotonfreight.co.uk



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