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## 3B. Recruitment

### 3B.1 Recruitment methods and channels

#### a. Internal recruitment methods:

- ✦ Internal job posting
- ✦ Employee database - contain personal details, qualifications, skills, experience and work history
- ✦ Staff referral program
- ✦ Ex-employees/retirees

#### b. External recruitment methods:

- ✦ on-line recruitment websites
- ✦ recruitment agencies
- ✦ media advertising, e.g. newspapers, magazines, radio & television, roadside billboards or posters on buses etc.
- ✦ career fairs
- ✦ school/campus recruiting
- ✦ Labour Department
- ✦ social network website for professionals, eg. LinkedIn

### 3B.2 Ways to attract candidates throughout the recruitment process

#### a. A good job advertisement will:

- ✦ state clearly the required/desirable qualifications, skills and experience as well competencies required for the job
- ✦ state the tasks and duties of the job holder
- ✦ outline the rewards, benefits and the prospect for the job that the company offers
- ✦ not solicit personal data from job applicants in a job advertisement that doesn't provide identification of either the employer or the employment agency acting on its behalf
- ✦ reflect the company's culture
- ✦ raise job applicants' interest and enhance employer branding simultaneously.

#### b. A good application form will:

- ✦ ask for generic and necessary job related information only, observing the data privacy and discrimination laws when designing the layout of the form
- ✦ be precise and brief.

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c. Initial contact with the job applicant

- ✦ It is important to create the right impression when:
  - the HR person contacts the job applicants and invite for an interview
  - the HR person/hiring manager conducts the job interview
- ✦ HR person has to be:
  - prepared by going through the resume in advance and highlight areas to
  - inquire further during the interview
  - knowledgeable about the company, the role in discussion and the job application process the applicants will go through so as to be able to answer questions they might have
  - enthusiastic, friendly and courteous so the applicant will be inclined to view the opportunity more positively
  - resourceful and helpful to hiring managers such as sharing tips as interviewer, how to manage interviewees' expectation etc.

### 3B.3 Arranging interviews

a. Provide the shortlisted candidate with helpful information about the interview including:

- ✦ when and where the interview will take place
- ✦ who will be in the interview
- ✦ how the interview will be conducted

b. To facilitate a smooth and effective interview, the interviewer should:

- ✦ ensure the interviewing environment is comfortable and free from workplace disturbances
- ✦ not leave the candidate waiting for too long

c. When closing the interview, the interviewer should advise the candidate of the possible next steps

