## RECRUITMENT CHECKLIST FOR SMALL-MEDIUM BUSINESSES
### TIPS FOR SUCCESS FOR RECRUITING ENTRY, TECHNICAL AND MANAGEMENT STAFF

### 1. WEBSITE
- **☐** Review your company Website from a Job Seeker’s Perspective
  - Is your website current and up to date?
  - What is the pull for the Job seeker to want to work there?
  - Is the Career section informative and welcoming?
  - Do you have Team photos, activities, video testimonials etc?
  - Check your job descriptions and postings. Is it clear, attractive and shares the value that this position has for your company? e.g. for a Customer Service role: “You give that most important first impression of all that we do” BWork is a useful resource

### 2. SHARING THE OPPORTUNITY
- **☐** Share the opening with your staff and networks
- **☐** Implement/encourage a reward referral system or program
- **☐** Explore free non-profit agencies or educational institutions who are here to help you and can assist in the promotion/recruitment/ funding resources for talent recruitment. (Some funding can be attached to the status of the jobseeker- most funding requires pre-approval). Access Local Talent helps you find a service in your area.
- **☐** Use social media to promote the position and link to your posting on your careers page
- **☐** Select the best places to promote your opening that are most likely to attract your targeted talent. Free sites available: Job Bank, Indeed, Kijiji, London’s Job Match Network, www.londontechjobs.ca, www.londonmfgjobs.com, Post-Secondary job boards. Etc.) Please note that most of sites are linked to https://workforcedevelopment.ca/jobs/ which provides an easy to search aggregated site for jobseekers
- **☐** Utilize Low cost Job boards such as Knighthunter and others such as Linkedin, Monster, Eluta, Workopolis

### 3. BE AN EMPLOYER OF CHOICE
- **☐** Review applications daily for hard to recruit positions and respond quickly (Do not wait for deadlines, if they are applying to you then they will be applying elsewhere!)
- **☐** Are you competitive? Check that your wages, benefits, perks and working conditions are fair and well organized.
- **☐** Ensure that your professional development supports, company activities and communications are relevant and engaging
Apply for recognition and reward programs that raise the profile of your company

4. BUILD YOUR PIPELINE

- Attend Job and Career Fairs that have relevant target audience for your position (Visit LEDC’s events at LEDC Events to get started.)
- Build relationships and networks with educational institutions locally. Click links for a few career services at each location below:
  - Hirewesternu
  - Fanshawe College
  - Lambton College
  - Conestoga College
  - University of Waterloo
  - Among others, provide opportunities to post positions, access internships and co-ops as well as projects and research opportunities.
- Build relationships with professional groups relevant to the talent you are trying to recruit
- Be a guest speaker and/or become a mentor
- Sponsor an event that targets the audience you want to attract or compliments your company
- Host a co-op or intern – check out the resources listed above
- Host a company tour or open house
- Cultivate your local media by sharing company milestones, events and community contributions

5. RESOURCES

- LinkedIn: 2017 Ultimate Hiring Toolbox For Small & Medium Businesses
- Benchmark Salary websites: Creative Earners, Canadian Job Bank, Glass Door,
- Add your company to the London Economic Development Corporation (LEDC) Business Directory.
- LEDC London Magazine and Rave Card to help with recruitment to London for Candidates and their families
- Concierge Package is a self-serve guide to London, Canada; found on the LEDC website