
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