

DEVELOPING EXCEPTIONAL RECRUITERS

Pre-Job Briefing Preparation:

The Company

- Culture - What have you heard?
- Existing Staff across business - Research on LI & Website
- Decision maker names - Research on LI & Website

The Recruit Background

- Team structure - LinkedIn
- Tenure - LinkedIn
- Backgrounds within team - LinkedIn
- Existing team member background & maybe 2 others : Experience, tenure, industry backgrounds - LinkedIn
- Think on what challenges your client may be facing if role goes unfilled

Initial search based on prev hires

- Overview of Talent Pool – Understand the size, locations, experience levels, and target companies where candidates may come from.
- Potential Candidates – Consider naming one or two candidates who could fit based on LinkedIn search. Be ready to discuss these in the meeting.
- Research Competitors – Explore competitor companies to understand the type of talent they have hired in similar roles. LinkedIn is an excellent tool for identifying these backgrounds.

Salary & Candidate Drivers

- Salary Ranges – Bring data on salary ranges from your last 20 interviews for similar roles. This will help frame the conversation around compensation expectations.
- Top 3 Candidate Drivers – Understand the top 3 things that candidates are prioritising (e.g., work-life balance, salary, career development). Tailor your approach to these needs.

Like for like roles you have placed

- Reflect on previous similar roles you've successfully filled and use those insights to guide the meeting.
- Roles at Competitors – Review roles that are similar within competitor companies. Think about what the client is looking for and the candidates you've engaged with who were successful.
- Reflect on past hiring decisions and analyse what made those candidates successful. Consider why these individuals fit well within the team and how you can replicate this for the client.

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Job Brief Template

Take the brief (Give yourself the best possible chance of filling the vacancy!)

The Company

- **Company Culture:** What's the company's vibe? What's important to them? Dive into specifics like work-life balance, collaboration, or individualism.
- **Manager's Background & Personality:** What's their leadership style? How do they approach team management?
- **Team Demographic:** What's the structure and dynamic within the team?
- **How They Sit Against Competitors:** Are they the cheapest, most expensive, or somewhere in between? What differentiates them from others in the market?
- **Reason for Vacancy & Its Role in the Bigger Picture:** Why is the role vacant? How does it fit into the broader team or company strategy?

The Role

- **Successful Hires in the Past:** Who has excelled in this role before? Can you reference specific examples?
- **Key Duties of the Role:** Lead this conversation. Push for clarity, and offer suggestions. Don't just take their word for it. Workshop the duties to make sure there is mutual understanding.
- **Experience Required:** Challenge unrealistic expectations using data and your expertise. Help manage what's realistic based on market conditions.
- **Soft Skills:** Dig deeper into why certain traits (e.g., empathy, resilience) are essential. Ask them to provide examples of why those skills are critical for success.
- **Technical & System Requirements:** What systems or tools should candidates be comfortable with?
- **Personality & Cultural Fit:** Look beyond surface-level traits like "cultural fit." Discuss the specific team dynamics and what kind of personality would excel. Think about traits that align with their success criteria.
- **Benefits & Growth Opportunities:** What career paths exist? Any employees who've progressed in similar roles? This will help you sell the opportunity to candidates.
- **Flexible Working Options:** What are the policies on flexible or remote work?
- **Top 3 Essential Criteria:** What absolutely cannot be compromised on?
- **Top 3 Desirable Criteria:** What is negotiable? Discuss trade-offs if you find a great candidate with 2 out of 3 desirable but missing an essential.
- **Wildcard Candidate:** Would they consider someone who doesn't tick every box but shows strong potential?
- **Salary Package:** Have salary expectations been discussed already? Reaffirm market data and what the client can expect to pay for this role

The Process

- **Agency Experience:** How have they worked with agencies in the past? What has worked and what hasn't?
- **Ideal Start Date:** Clarify their expected timeline, especially for temporary or contract roles.
- **Interview Process:** Educate them on the need for a smooth process, particularly for passive talent. Discuss interview formats, stages, and expectations.
- **Decision Makers:** Who's involved in interviews? What are their styles and what do they assess? Should you speak to them beforehand to understand the role better?
- **Other Agencies/Recruitment So Far:** Are they working with other agencies or have they been searching internally? How is this impacting their timeline or expectations.

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Manage Expectations

- **Highlight Unrealistic Expectations:** Share market feedback and set the stage for what can realistically be achieved.
- **Offer Solutions:** Offer alternatives and compromises, ensuring their expectations are aligned with market realities.
- **Negotiate Essential vs. Desirable:** Help them rank their criteria, separating the must-haves from the nice-to-haves.

Closing the Brief: Confidence Building

- **Pitch the Role & Company:** Highlight why this role and company are attractive. How would you pitch it to candidates?
- **Sourcing Process:** Share your approach to sourcing candidates and explain why this means you'll successfully fill the role. Walk them through your methodology.
- **Sense-Check Candidates:** Share relevant candidates you've already identified or profiles you've found that match the brief.
- **Relevant Clients/Success Stories:** Mention similar clients you've worked with and roles you've filled successfully. Build credibility by demonstrating your track record.

Exclusivity (Soft Introduction)

Introduce the Concept of Exclusivity:

- For full focus and the best results, you'll need verbal commitment that you're the only recruiter working on this role.

Reasons to Agree to Exclusivity:

- Ensures you're in control of how the role is pitched and prevents miscommunication.
- Helps avoid a "CV race" where candidates are rushed into decisions without proper engagement.
- You have time for headhunting VS race to send cv's.
- Builds a better candidate experience by offering them consistency in communication.
- Reaffirms your commitment to finding the best-fit candidates, not just the ones available right now.
- Perm Roles: Exclusivity for the first two weeks.
- Temp Roles: Exclusivity for the first 72 hours.

Terms of Business

Sign Terms: Ensure that terms are agreed upon, even if it's just verbal initially, to prevent any misunderstandings. Don't get bogged down in fee discussions - focus on how you work.

Next steps

- **Set a Timeline:** Agree on a realistic project timeline for filling the role.
- **Client Availability for Feedback:** Confirm their availability to provide feedback on candidates and resumes.
- **Steering Meeting:** Schedule a meeting to track progress and discuss potential candidates in more detail.
- **Re-brief & TOB's:** After the meeting, re-brief the client and send over the Terms of Business for signature before starting any search.

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Client Rebrief Email Example

Hey Chris,

Great to meet you!

As promised, a recap of our discussion about the Marketing role and outline the objectives, goals, and the type of candidate I'd be looking for if we were to go ahead on partnering for this position.

Recap:

- Currently, the company has 25 employees and is making its first hire in the Marketing department after trailing a few outsourced options over the years.
- We discussed that the MD may have a shorter-term perspective, so it is essential to find a strong marketer who is capable of not only developing a strategy & executing on it, but have the ability to sell this to the leadership team and keep it on track, instilling confidence in marketing.
- We discussed part-time employment (3-4 days a week) is likely the best fit.
- The salary range for this role is between \$120,000 and \$140,000 per annum inclusive of super
- You have already done groundwork on market, customers and brand messaging, which will help with this role in particular allowing the marketer to hit the ground running on projects rather than spending months on developing/understanding the brand/voice of customer etc.
- We need someone who understands b2b marketing, is super confident in their ability, can engage with the leadership team to bring them on the marketing journey and stay the course and executive on the plan!

Overall Role:

The role encompasses a wide range of responsibilities and objectives. Here is a an overview:

Strategy and Planning:

- Develop a comprehensive marketing strategy.
- Create a clear roadmap for executing marketing initiatives that drive results.
- Be responsible for both short-term and long-term planning

Brand Awareness and Positioning:

- Enhance visibility and brand awareness within the B2B market.
- Develop and implement strategies to position your business as a thought leader in the industry.
- Craft messaging and content that resonates with the target audience.

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Lead Generation:

- Implement lead generation strategies to drive new business opportunities.
- Collaborate with partners and leverage their resources to generate leads.
- Develop and manage lead nurturing campaigns to convert prospects into customers.

Content Development:

- Create a variety of content types, including blogs, whitepapers, case studies, and videos.
- Ensure that content aligns with the businesses messaging and appeals to its target audience.
- Utilise content marketing to establish authority.

Marketing Technology:

- Manage and leverage marketing technology, including Salesforce and Pardot Marketing Cloud, for newsletters and campaigns.
- Implement and optimise marketing automation to streamline lead management and customer engagement.

Collaboration and Leadership:

- Play a pivotal role as part of the leadership team.
- Confidently present marketing strategies and plans to the leadership team.
- Collaborate with cross-functional teams, including Sales

The Ideal Candidate:

- A strategic-minded Marketing professional with a proven track record in developing and importantly, executing successful marketing strategies for an SME business.
- This individual should have prior experience in the B2B sector and be well-versed in the nuances of B2B marketing.
- Strong leadership and communication skills are essential, as the candidate will be part of the leadership team and should be able to articulate their marketing vision.
- Problem-solving skills, adaptability, and a proactive mindset are key attributes that align with your culture

Next Steps:

If you did want to go ahead with this position, I would need our terms signed off with our retainer paid. I will then begin by crafting a detailed job description that encompasses all aspects of the role, as well as record a video job ad promoting the position and initiating the recruitment process. You will get weekly updates of progress and full exposure into who we have longlisted for the role.

Timeline:

Given the nature of this role and my strong network within this space, I would estimate to have this assignment completed (contract signed by candidate) within 6 weeks.

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- Wk 1 – Targeted headhunting & advertising
- Wk 2 – Approaches made to longlist of candidates
- Wk 3 – Internal interviews with shortlisted candidates
- Wk 4 – Interviews with you (Estimated 3 candidates)
- Wk 5 - 2nd stage interviews
- Wk 6 – Offer negotiation & contract signed

Regarding my background:

(<https://www.linkedin.com/in/ezkhan/>)

I bring over 14 years of recruitment experience, primarily focused on sales and marketing roles. My passion for marketing extends beyond my professional career, as I have actively led the marketing activities within my previous roles and even in my entrepreneurial ventures.

My hands-on recruitment experience spans nearly 14 years and I have successfully placed more than 500 candidates into various positions in both Australia and the UK.

I take pride in my straightforward approach and commitment to transparency throughout the recruitment process. If a particular strategy or approach isn't yielding the desired results, I will tell you. Communication and collaboration with clients is how I work. I prefer to work as a partner rather than an external service provider.

P.S. I always recommend going with a recruiter you genuinely vibe with. If you feel that's not me, no hard feelings at all! I'm well-connected in the industry and can happily point you in the direction of some other great recruitment agencies across marketing. 😊

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