MichaelPage

Expertly brought to you by:

Graham Lucas

Graham Lucas joined PageGroup in 2004 working in our Manchester office. Since become a Managing Director in 2014 he has led specialist teams across the UK focusing on Retail, Procurement & Supply Chain and Logistics. Since 2018 Graham has managed our Northern operations leading teams that deliver recruitment solutions across all sectors and role types.

Andrew James

Andrew James is Managing Director for the East and West Midlands, South West and Wales. He has been at PageGroup for nearly 19 years and prior to his regional MD role spent 6 years running Property & Construction and Retail & Fashion sectors. His first 11 years at PageGroup were spent in Michael Page Finance across the Thames valley, South West and Midlands.

5 steps to recruiting remotely

Step 1 Attracting the **right talent**

Step 2 Assessing **CVs and applications**

Step 3 Utilising **video technology** for interviewing

Step 4 Making a **strong offer** to secure top talent

Step 5 Adapting your **onboarding** to a remote process

Attracting the right talent

Whether your recruitment needs have changed or not, your process for attracting talent must evolve. Recruiting top talent is the best way to future proof and grow your business.

- Are you selling a role or a career?
- What is your commitment to training and development?
- Who are your role models, how could you bring their journey to life?

More than ever, purpose is paramount. What is the purpose of your organisation?
More importantly, what purpose would an employee fulfil in their role if they were hired?

Five ways to better promote your brand

1) Have a clearly **defined mission, purpose and set of values**

2) Share your **company journey, vision and goals – could you do this visually or via video?**

3) Mirror your **external comms internally**

4) Invest in **quality external contact points**

5) Promote a **clear value proposition**

It's not all about salary…

> " There are five things that make businesses stand out to top talent: culture; development; flexibility; salary and benefits packages; and reputation.
>
> **Jon Dolbear,** Manager, **Michael Page** "

? What is your culture?

? Why do employees enjoy working for you?

? What can you offer in terms of benefits, flexibility, training and development?

- *What would a candidate tend to have prior to interviewing with your organisation?*

  a) **The details on the advert**

  b) **The advertisement, with a job description**

  c) **The advertisement, a job description and some company material we share**

You'll need a great job description

What does the organisation **do?**

What is the **purpose and mission**?

What does the business **want to achieve and how**?

Where is the business function or company on its **journey**?

How does the role **fit** into this journey?

How is the **culture** described?

Are there **role models** in the business that are relatable?

Identifying a good CV

"CVs need to be reviewed in line with the objective of the role. For example, if you are looking to recruit a progressive role, with the expectation that the candidate will develop quickly, you should focus on their career journey so far."

Emma Gregson,
Operating Director,
Page Personnel

Step 1

Identifying a good CV

Basics

Consider

| Basics	Consider
A clear and presentable format	Do they have key skills that can be applied in the role?
Key achievements throughout their career	Do they have a unique skill set that you would like to bring in?
Previous experience of similar markets worked in	Have they worked with a similar client base?
Transferable skills	Have they used similar products, systems, and processes?
Time spent in previous roles	Have they impacted change in other organisations?
Professional training courses and qualifications	How qualified are they for the position?
Performance against targets and results	Were they successful in their previous roles?

PageGroup has been **utilising video tech** for a number of years

- **A great time to review your process**
  - *Re-think what is possible*
  - *Are the right people involved?*
  - *Do you need to bring in different business areas?*
  - *Grab a coffee and share your culture*
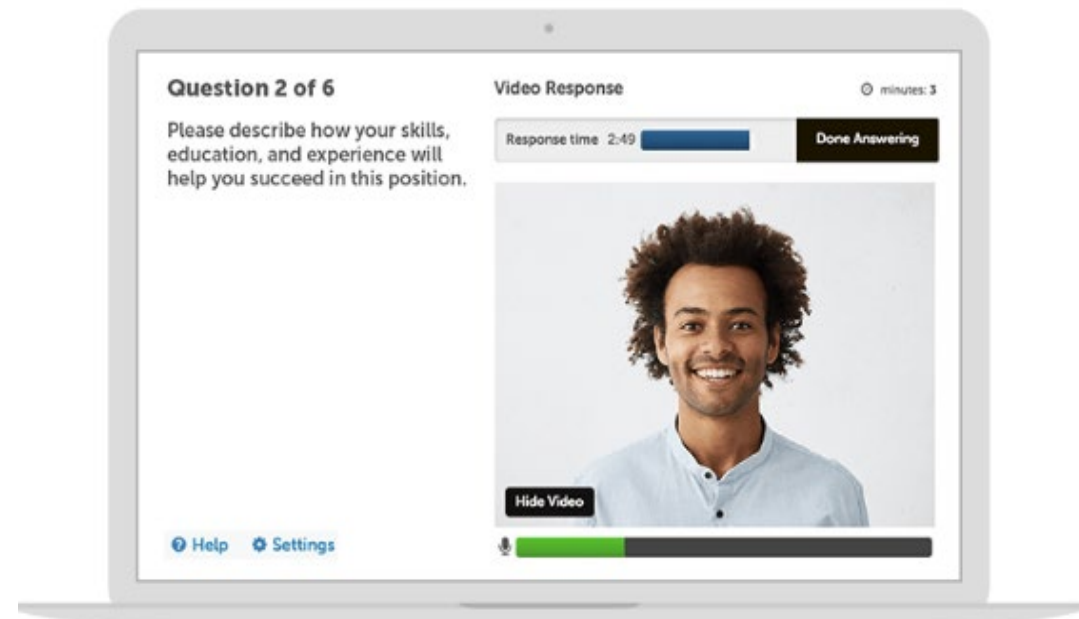
Poll – question 2

- *Which of these do you see as your main challenge when it comes to remote hiring processes*

   a)   **Access to suitable technology platforms**

   b)   **Access to company and role material that allows you to bring things to life effectively whilst not face to face**

   c)   **Access to suitable talent pools**

   d)   **Business confidence in remotely inducting someone**

Tips for video interviewing

1) Power, connection and your device

2) Light, background and what to wear

3) Distraction

4) Camera

5) Pause before speaking

Utilising video tech for interviewing

Further tips on interview good practice

Download here

- How to structure an interview

- How to assess skills and competencies using the STAR technique

- How to test a candidate's capabilities

Although this was written primarily with in-person interviews in mind, the key principles of good interview practice remain the same when assessing a candidate remotely.

Make a strong offer to secure top talent

> "Enthusiasm and positivity are so important when making a job offer.
>
> **Steve Hallam,** Managing Director, **Michael Page**"

Salary

If you like a candidate, it is key to ensure that you are assessing their skill set and experience against the market rate. It is rare for a candidate to accept an offer purely based on salary, but their requirements will depend on what stage they are at in their life and other personal circumstances. However, if you start with an offer that is too low, you risk losing that candidate to a competitor. Check out our comprehensive **salary guides** for more details on average salaries for key roles across our sectors.

Benefits

What really makes an offer stand out are the benefits highlighted in addition to the salary. Particularly if there is a comprehensive list of both core benefits and unique benefits offered. Typically, this might include dynamic and flexible working policies, days off on birthdays, or cycle to work schemes to name a few. In the current climate, you will need to review these benefits in light of the fact that the role may need to be performed from home for many weeks or months. It could be that some of these benefits come into play once Government restrictions are lifted and the working population returns to offices and begin commuting again.
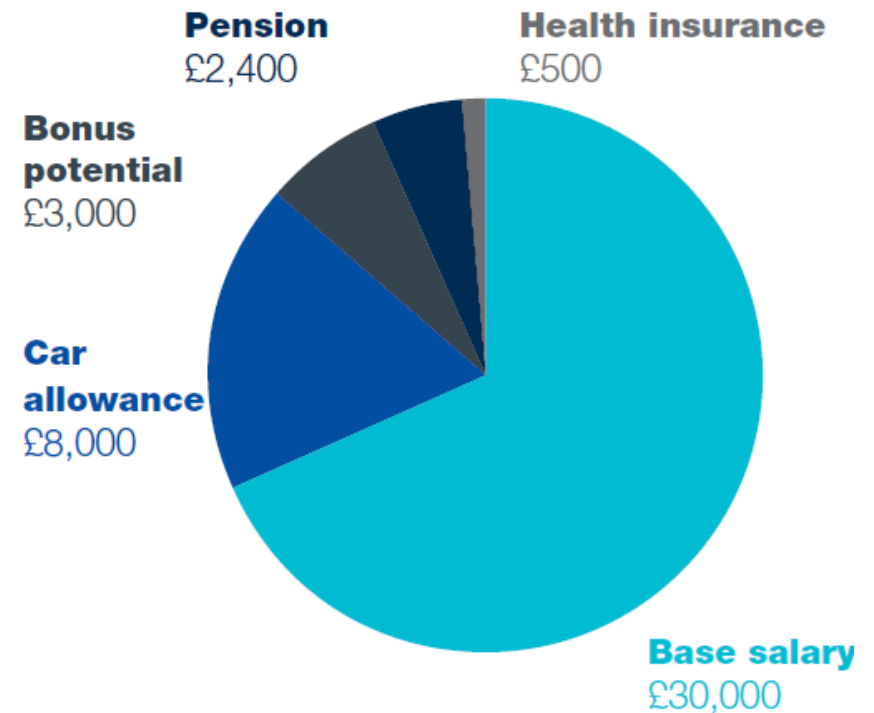
Make a strong offer: 4 steps

1) Summarise

2) Confirm

3) Details

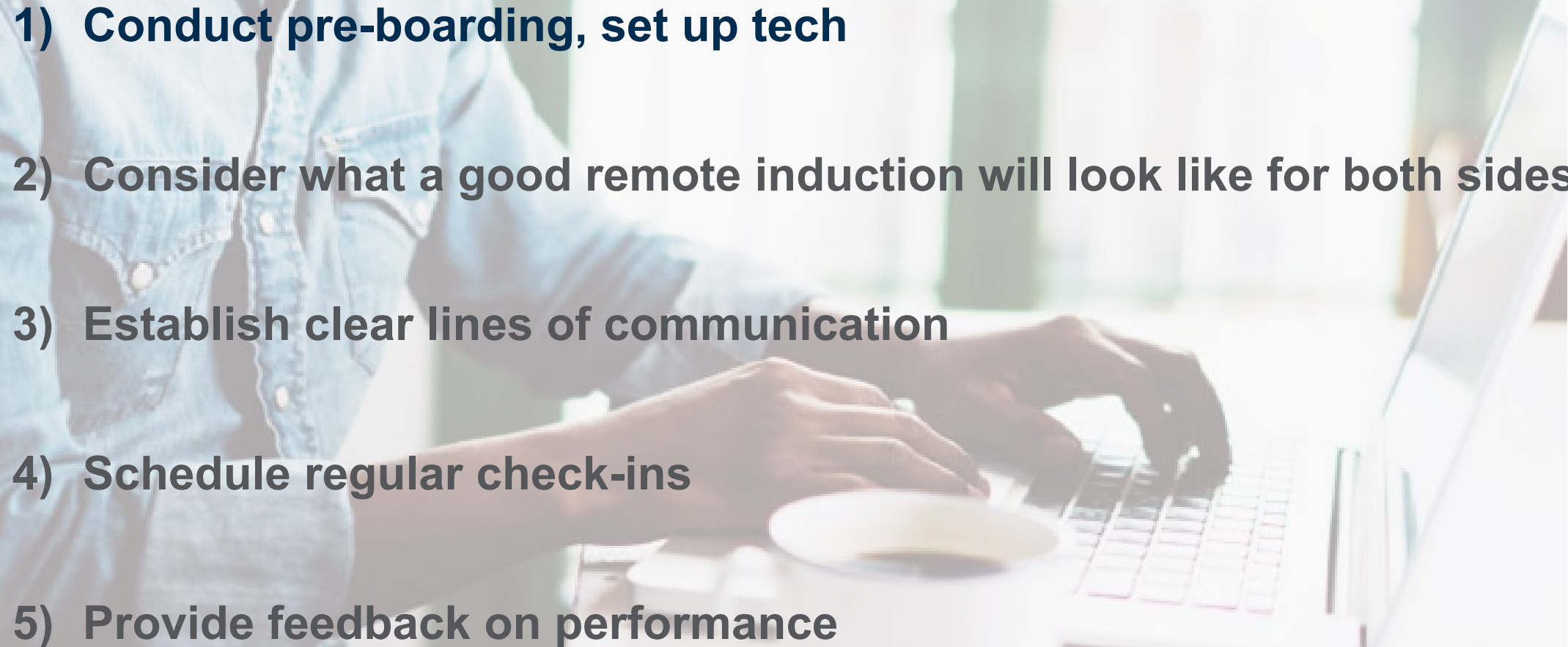4) Renumeration

Total salary and benefits package
£43,900

Pension
£2,400

Health insurance
£500

Bonus potential
£3,000

Car allowance
£8,000

Base salary
£30,000

1) **Conduct pre-boarding, set up tech**

2) Consider what a good remote induction will look like for both sides

3) Establish clear lines of communication

4) Schedule regular check-ins

5) Provide feedback on performance

In summary…

Step 1   Attracting the **right talent**

Step 2   Assessing **CVs and covering letters**

Step 3   Utilising **video technology** for interviewing

Step 4   Making a **strong offer** to secure top talent

Step 5   Adapting your **onboarding** to a remote process

What we're seeing….

- Adaption and evolution is going to be key across all areas of business including the interview process

- Hard to source talent is easier to find

- Many clients now have established virtual interview processes in place and are hiring successfully.

- In the main candidates appear comfortable concluding an entire recruitment process virtually

- Different sectors are experiencing different headwinds or levels of urgency as you'd expect:
    - Healthcare Manufacturing, Logistics, Convenience Retail, Supermarkets, Healthcare Service Providers – some urgent needs and large volumes via assessment centres or online testing

- Still incredibly busy and very much business as usual across Housing Associations, Local Authority and Housing Contractor markets

- Increased volume of urgent roles through consumer goods sector and food production

- A need for greater technical expertise in technology service providers as volume have significantly increased

Why partner with PageGroup…

We provide our customers with a local and specialist service supported by a network of over 900 consultants, from 27 UK locations and 20+ disciplines.

Having operated in the UK for over 40 years, with access to exclusive market data and technology to enable the most efficient processes, we aim to build strong and lasting partnerships with our customers.

Leading recruitment technology

Diversity and inclusion

PageInsights: Unique market data and insights

https://www.michaelpage.co.uk/contact-us

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