

# Guidelines for Modern Hire intro videos

These guidelines offer advice for colleagues filming introductory videos for Modern Hire video interviews.

Modern Hire 'on-demand' video interviews are used to assess candidates' basic suitability for non-volume Co-op jobs. Every candidate who meets the minimum criteria for a non-volume role will be sent a link to the Modern Hire platform so they can record a video interview. They will film themselves answering questions set by the hiring manager which will be displayed as text on their screen. Before they film their video interview they will watch a short introductory video.

The introductory video should feature the hiring manager for the job in question. Where possible it will be filmed during the vacancy briefing meeting so there is no delay to the recruitment process. The purpose of the introductory video is to introduce the hiring manager to the candidate, briefly describe the role and the key criteria, and ultimately provide a more engaging experience for the candidate which will put them at ease and personalise the assessment process.

Introductory videos can be shot on smart phones. It's important that candidates can see and hear the hiring manager clearly, but these are the only technical criteria for creating a usable video. We want the video to look and feel similar to those the candidates will create to answer our questions, so professional production standards are not necessary!

Follow the guidelines below to create your introductory video. You can see an example of a Modern Hire introductory video [here](#).

## Technical

- If possible, use a tripod (resourcing advisors will provide with one for face to face vacancy briefings)
- Shoot your video in a well-lit, quiet space
- Position the phone so that your head and shoulders are in shot
- Make sure you speak loudly and clearly (there should be no background noise)
- Make sure your video lasts no longer than 1 minute

## Content

- Start by introducing yourself – tell the candidate your name and job title

- Tell the candidate the title of the job you're recruiting, and briefly summarise the purpose of the role
- Summarise the main duties and responsibilities in the role (ideally no more than three)
- Summarise the key hiring criteria for the role (ideally no more than three)
- Sell the role – tell candidates why it's a great opportunity
- Thank the candidate for taking the time to record an on-demand interview, and tell them to make sure they read the instructions closely before they begin