

# Your Guide to Remote Recruitment

Whitepaper



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There's no way around remote recruitment these days. More and more companies are going semi-remote and instilling a hybrid work environment as the 'work from home' movement is on the rise, partly thanks to this pandemic we're all so familiar with. Though many companies offered remote work prior to the COVID-19 pandemic, we can all agree that since then, the trend of remote work has been in overdrive. With that said, there has been over a 173% increase in the number of people who work remotely.

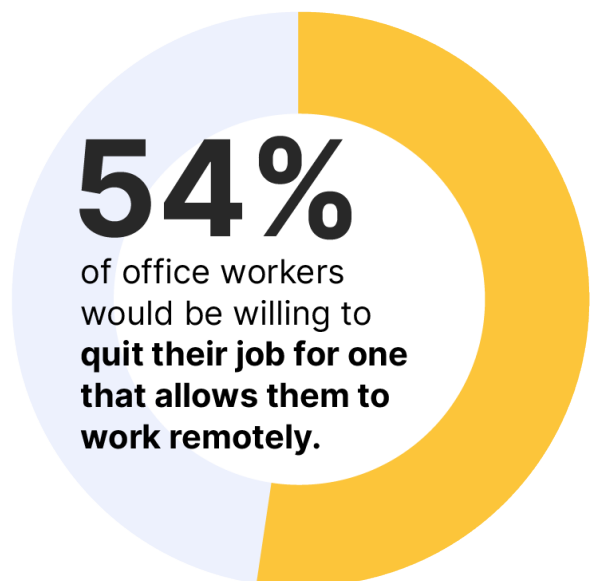


Nevertheless, pandemic or no pandemic, it's clear that remote working is sticking around in some capacity or another. So naturally remote recruitment is becoming a more significant part of our jobs. That's why we've put together a guide to help you create a successful and seamless remote hiring process.

# Remote Recruitment Benefits

A study by Stanford University shows that there are many various benefits of remote work, including an increased sense of autonomy, higher productivity, and increased job satisfaction. Remote recruitment also allows you to:

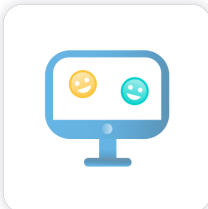
- *Attract a bigger pool of applications*
- *Transcend geographic barriers*
- *Reduce overhead costs*
- *Reduce costs for employees*
- *Save time for employees*
- *Increase retention*



# What Do You Need for Remote Recruitment?

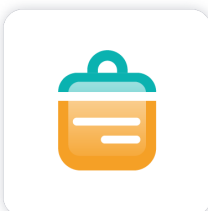
Technology is at the heart of remote recruitment. In order to source, screen, interview, and hire employees virtually, you need the right recruitment tools that enable you to connect with potential employees, whether they're from the same or different geographic locations. Here are some tools you may need when remote hiring:

## Video Interviewing Platform



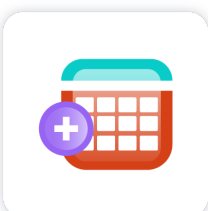
A user-friendly tool for video calls to conduct smooth interviews.

## A Job Board



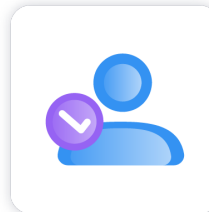
Post your job post there to help reach remote talent.

## Scheduling Tool



A handy tool for planning interviews auto-detects time zones.

## Reference Check Tool



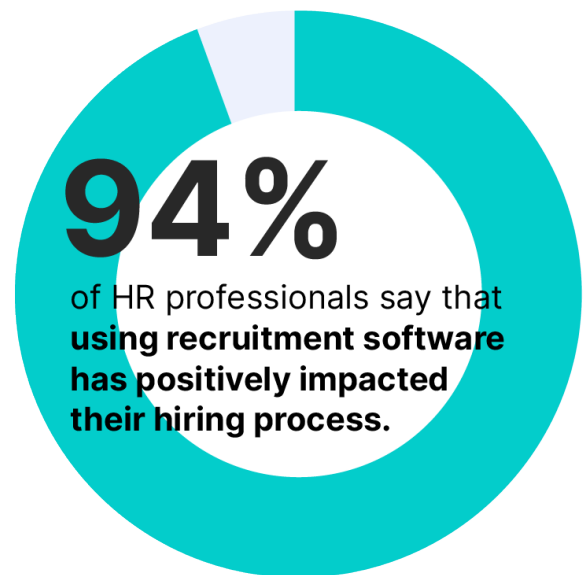
A tool to help automate and gather reference checks for candidates.

## Digital Signature Tool



A tool that allows you and your candidates to easily sign documents digitally.

There are many different tools and software out there, and it's up to you to find what works best for your remote recruitment process and needs.





# How to Successfully Recruit Remote Employees:

## 1 Clarify the Core Competencies Required

When hiring new employees, you need to be clear on what's expected of them, along with the responsibilities you want them to undertake. When thinking about core competencies, consider the skills employees require to work remotely with the same effectiveness as they would do when working in an office.



Remote working tends to require some different sets of skills. So when you're hiring remotely, there are certain skills and qualities that you should pay close attention to, such as:

- *Effective Communication*
- *Self-Motivation*
- *Teamwork Proficiency*
- *Time management*
- *Collaboration*
- *Ability to work under pressure*

## 2 Create a Remote Job Post and Promote It

The purpose of a job post is to give applicants a general but clear understanding of what a remote job entails. So, ensure that your job descriptions are engaging, realistic, short, and also attention-grabbing. When creating a job post for remote positions, it's crucial to be transparent regarding the role and responsibilities and clearly convey the nature of the job.

A remote job post should include the following:

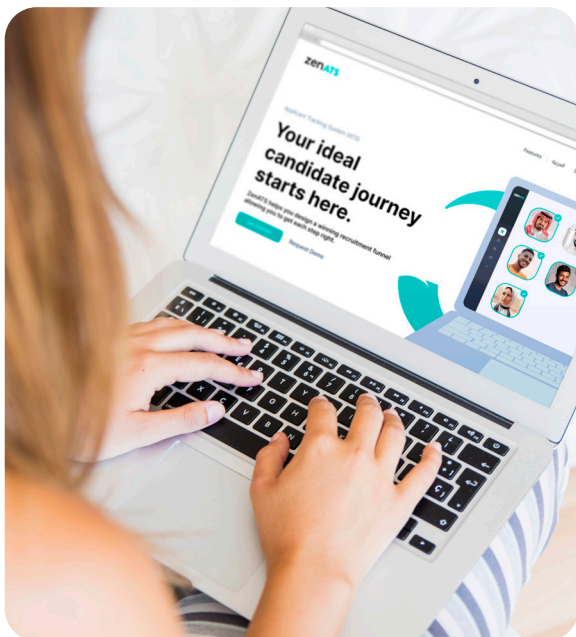
- ✓ **A company brief** - with the vision and mission, values, and remote working policies.
- ✓ **A job title and key responsibilities** associated with the job.
- ✓ **Keywords** such as virtual, work-from-home, or remote in the title to attract the right candidates.
- ✓ **Position details** - whether it is a full-time or part-time job and if there are any geographical restrictions.



- ✓ Make clear **whether the job is permanently remote or whether this will change in the future.**
- ✓ **Required qualifications** - education, previous experience, soft skills, and other qualities you are looking for.

## Manage Applications With Technology

Once the application phase is done, it's time to shift your attention to screening and shortlisting the most qualified candidates from the pool of applications received. The best way to make this process easier is by using an applicant tracking system, like ZenATS, which enables you to organize and manage job applications easily to avoid mix-ups and ensure none falls through the cracks.



Fast track the screening process by filtering key qualifications your ideal candidates must have. Ensure that you evaluate candidates on hard skills as well as soft skills. Begin with role-specific qualities and slowly move towards soft skills such as the candidate's cognitive ability, personality, and cultural fit to determine how good a fit they'll be in your team.

Once you have your list of shortlisted candidates, you'll need to:

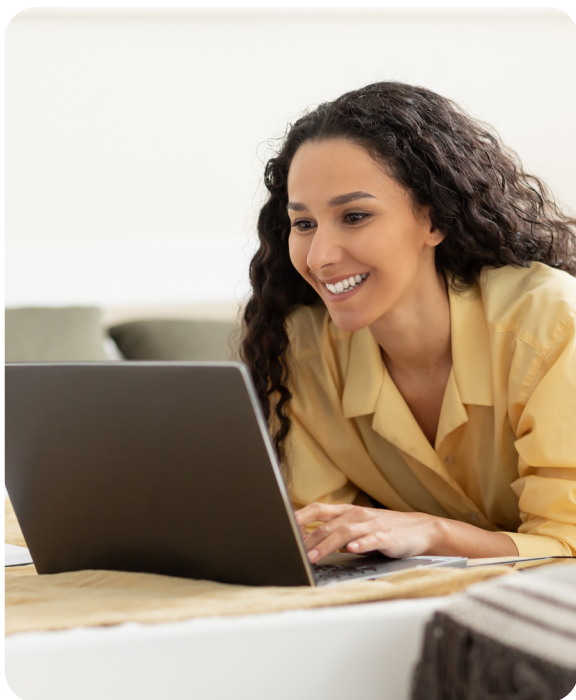
- *Review their resumes to ensure they have the skills and qualities you are looking for.*
- *Call the candidates to know them better and find out whether they are a good fit for the job.*
- *Give them a test assignment to assess their remote working skills.*

## Embrace Video Interviewing

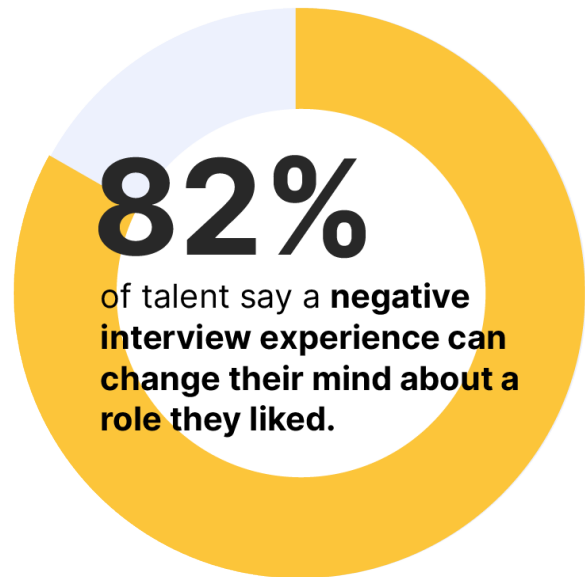
Interviews are an important part of the recruitment process because they give you a chance to better understand your candidates. There are many different video interviewing platforms that can help you recruit remotely. New-age recruitment technique is only going to be more prevalent with time. Here are some useful ways to be well-prepared for virtual interviews:

- ✓ Check your internet connection and video conferencing software beforehand.

- ✓ Provide virtual meeting guidelines to candidates a day or two before the interview so that they have enough time to prepare.
- ✓ Organize your hiring team - invite the person who will be working with the candidate to the interview.
- ✓ Prepare interview questions in advance and decide which questions each member of the hiring team will ask.
- ✓ Share resumes of the candidate with the hiring team ahead of the interview.
- ✓ Set a time limit for the interview.
- ✓ Keep in mind the time zone of the candidate when scheduling the interview.



Be as prepared as you would be for a face-to-face interview, if not more. Have your hiring team join the interview session early. To connect with candidates better, practice active listening and keep your eyes on the camera to maintain eye contact.



## Multi-Channel Communication

Communication is an essential aspect of the hiring process. It is the glue that binds everything together, from when you launch your recruitment process to when you onboard employees remotely and assist them every step of the way.

The best way to keep things efficient and transparent is to adopt a multi-channel communication approach. Rather than relying on a single communication channel, your communication is more effective when you use a mix of **emails, phone calls, video calls, and text messages**. Determine which communication channels work best for you and your team and which ones to use for specific situations.

## Online Employee Onboarding

Employee onboarding is an integral part of any hiring process. It involves orienting and training new hires to familiarize them with your organization and the team they will be a part of. To provide remote employees with a pleasant onboarding experience and help them settle into their new roles, all you need is the right onboarding tool, such as an HRMS. With an HR software, you can streamline processes such as paperwork that HR and new employees have to complete and overall make the process much easier.



You can also improve onboarding by giving your new employees all the references and resources they'll need. References such as an employee handbook that comprises information about your company, work policies, HR policies, different

teams and divisions, and much more. As well as any necessary resources, including headsets, laptops, internet access, and even training courses.



To improve your overall onboarding experience, you can conduct onboarding surveys to collect feedback, and based on it, you can enhance the quality of your onboarding by keeping it relevant to what your new employees need.





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