Tips to keep candidates engaged throughout the recruitment process

# During the advertising period – be informative and encouraging.

* Provide details of a contact person, who has a detailed understanding of the job, to respond promptly to queries and set a welcoming tone.
* Value applicant’s time by requesting only the minimum amount of information required for you to make a reasonable assessment of merit.
* If possible, outline the assessment process and key dates.

# When screening and shortlisting link-how to shortlist – be efficient and communicative.

* While the advertisement is running, schedule the shortlisting meeting as soon as possible after the closing date.
* Advise all applicants whether they are progressing or not. As all applications remain available to the process until it has been endorsed by the delegated authority, do not provide feedback until the approved outcome of the process has been communicated to applicants.

# When facilitating further assessments – be inclusive and welcoming.

* Let the shortlisted candidates know what to expect in each interview or assessment.
* Provide instructions about dates, times, location, parking, entry requirements and the names and titles of any people involved in administering or assessing the process.
* Ask if any assistance will be required, such as, wheelchair access or interpreter services.
* Brief anyone assisting with the process so that they are confident, comfortable and can focus on the candidate’s needs.
* Display visual signs that already exist in your agency, that will help candidates from diverse backgrounds and experiences feel at ease.
* Provide pen, paper, water, tissues and any other resources they may need.
* Allow time for an informal chat to build rapport before getting started on assessments or interviews.
* Spend time talking about the job, the team, the agency and what benefits they may enjoy working with you.
* Support the candidate if they get stuck or freeze.
* Allow time for the candidate’s questions before they leave.
* Advise them in advance which referees (meaningful reference checks) you will contact.

# When providing candidates with useful feedback – be empathetic and positive.

* Take the time to give good feedback as it shows that you value the candidate and the time they have taken to participate in the recruitment process.
* Provide assessment reports from ability or personality assessments.
* End on a positive note to keep unsuccessful candidates open-minded to apply again.