



ISSA HYGIEIA NETWORK

Effective Job Ads and Recruitment Communication Guide

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Effective Job Ads and Recruitment Communication Guide

This guide offers a comprehensive set of steps to create a strong job advertisement and effective recruitment communication. It is designed to help your company attract top talent and streamline the hiring process. The guide covers writing concise and engaging job descriptions, outlining the responsibilities and qualifications for each role, and includes templates for communication at various stages of the hiring process—such as candidate outreach, interview confirmations, and offer letters.

How to Use:

HR professionals and hiring managers can use this guide to craft job advertisements that stand out and efficiently manage recruitment. It provides practical examples and tips to enhance company representation while maintaining clarity. Utilize the templates to communicate consistently with candidates and ensure a smooth recruitment process.

Position Title

Who We Are:

Provide a brief overview of the company and what it represents. Stick to a few sentences to maintain reader engagement, as overly long descriptions can lose their attention. Keep it concise and focused on the essential points.

About the Role:

Provide a brief description of the key responsibilities for the role, rather than relying solely on bullet points. Also, specify the required location if the position is not fully remote.

What You Will Do:

- Function from JD
- Function from JD
- Function from JD
- Function from JD

Who You Are:

- Education requirements
- Years of experience required
- Technical Skills
- Technical Skills
- Technical Skills
- Competencies
- Competencies
- Ability to demonstrate a strong work ethic
- Travel requires (when/where applicable)

What We Can Offer You:

Discuss how the company can help someone further their career.

Compensation and Benefits:

Include information on benefits, and if in a state with pay transparency put salary range as well.

AI Generated

Creating Competency Questions for Interviews using AI

I will provide a job description. I need 5 competency-based questions that you will provide based on this job description.

Creating a Job Advertisement from a Job Description using AI:

I would like you to act as a copy editor for job advertisements. I will provide you with a job description I would like you to rewrite into an engaging job advertisement. This job advertisement will be provided in my next message. If the job description exceeds 4000 characters, I will provide it in multiple messages, and will indicate by stating "WAIT" at the end, or indicating "COMPLETE". Once you receive the job description and I indicate "COMPLETE", please ensure the job advertisement is written using inclusive language, maintains a balance between bulleted and non-bulleted text, and adheres to the best practices of writing job ads, including maintaining the right length/number of words. Format the job advertisement as follows, with all segment headers (e.g. "Job Title", "Introduction" etc.) in bold. Job Title: [Insert Job Title Here] *Please remove this heading before publishing. Introduction: [Provide a brief overview of the job and the company.] *Please remove this heading before publishing. About the Role: [Describe what the role entails and its importance to the company.] What You Will Do: [List the key responsibilities of the role.] Who You Are: [Describe the ideal candidate, including necessary skills and qualifications.] If you have understood, please confirm by requesting the job description to be rewritten.

LinkedIn

Mail

Hi <Candidate Name>,

My Name is <Your Name> and I am part of the recruiting team for <company>. <Company> is a <sentence or two on who the company is>. We are currently looking to add a <Job Title> within our <Appropriate BU>.

The reason I am reaching out to you is that your background appears to align to what we are looking for. <Insert 3-4 sentences highlighting more important responsibilities>. Below I have provided a link to the job posting. Take a look and let me know if you have any questions.

Job Description: < job posting>

Please let me know if you would be open to a 10-15-minute call to discuss the role in more detail.

Manager Briefing Preparation Email

Subject: Brief Preparation | Requisition

Dear <Manager's Name>,

I have scheduled a briefing meeting for the <Requisition Title> role. This meeting is crucial to ensure an efficiently run recruiting process. Below are the topics you should be prepared to discuss and the key outcomes for the briefing meeting:

Preparation Checklist: (Refer to Hiring Manager Briefing Guide below)

- Candidate Profile:

What skills must an individual possess to be successful in this role? Can any be taught after joining?

- Sourcing Strategy:

Are there any companies or industries that you would love to see individuals from? Are there any companies that we should avoid?

What information would you want to know about a candidate to determine your interest? This will drive the topics/areas I cover in my initial interview of the candidate.

- Interview Process:

Be prepared to discuss the skills and characteristics you will want to evaluate during your interview. I will build out a robust interview guide based on this information.

Key Outcomes:

- Understand the recruiting process, including roles and responsibilities.
- Existing talent landscape and challenges we might experience in this recruitment.
- Defined interview process and topics for the interview guide.
- Next steps and follow-up cadence.

Please contact me with any questions prior to our meeting.

Hiring Manager Briefing Guide

Background

Manager Name:

Date:

Job Title:

Location:

Remote Type: (Hybrid / On-site / Remote)

Amount of Travel: (Domestic / International)

Recruiting Range:

Internal Equity: Are there aspects we should consider that might prevent using the full recruiting range?

Typical Work Hours / Weekend Work:

On Call Responsibilities:

Vaccination Requirement:

Reason for Hire: (If replacement, what happened with the incumbent.)

Candidate Profile

What skills will be needed for a candidate to succeed in this role? Which are needed day one and which can be developed?

What are the essential requirements of this position? (education / certifications / areas of expertise / years of experience)

Technology: What software or technology tools will be essential in this role? Are there any similar tools that would be acceptable?

Day to Day: What can candidates expect their typical workday to look like?

Team Profile

Current Structure: Who would be the peers to this individual? Will there be any direct reports to this role?

Collaboration: Who are the main stakeholders this role will interact with?

Sourcing Strategy

What job titles would be ideal for a candidate to possess?

Are there any candidates (internal/external) that you have in mind for this role?

What competencies / skills do you want me to screen for in the initial interview?

How would you sell this opportunity to the ideal candidate? What are growth opportunities within this role?

Closing

- Share when they can expect to see job posted
 - Discuss what sites they can expect position to be posted on
 - Educate managers on how they can share their job through LinkedIn
 - Set expectation on when they might start seeing candidates
 - Educate regarding alerts they will receive from Workday
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Virtual Interview

Subject: Virtual Interview Confirmation | Requisition

<Candidate Name>,

I am reaching out to confirm your interview for the <Name of Job> role on <Date of interview> at <Time of interview>. Below I have provided some tips to help you prepare. Please test the virtual link in advance to mitigate any technical issues.

Interview Team:

- <Manager Name> - <Job title>

Company Research:

- <Company Website>
- Job Posting: <Name of Job>

Areas to discuss during interview:

1. Example 1
2. Example 2
3. Example 3
4. Example 4

Additional Tips

- Dress for the role and ensure that your background is clean and uncluttered.
- Be prepared to discuss why you are interested in joining <Company Name>.
- Have 2-3 questions prepared to ask.
- Follow-up with a thank you email.

Please contact me with any questions you might have.

In-Person Interview

Subject: Interview Confirmation | Requisition

<Candidate Name>,

I am reaching out to confirm your interview for the <Name of Job> role on <Date of interview> at <Time of interview>. Below I have provided some tips to help you prepare. Please arrive at least 15 minutes early to avoid any issues getting into the building.

Site Information: *Please ask for <Appropriate contact> once you are checked in.*

< Insert location address >

- < Provide any site-specific instructions for checking in >

Interview Team:

- <Manager Name> - <Job title>

Company Research:

- <Company Website>
- Job Posting: <Name of Job>

Areas to discuss during interview:

1. Example 1
2. Example 2
3. Example 3
4. Example 4

Additional Tips

- Dress for the role and ensure that your background is clean and uncluttered.
- Be prepared to discuss why you are interested in joining <Company Name>.
- Have 2-3 questions prepared to ask.
- Follow-up with a thank you email.

Please contact me with any questions you might have.

Hiring Manager Interview Guide

Interview Guide

Name of Candidate:

Position:

Date

Introduction / General Information

- Welcome candidate
- Introduce yourself (name and role within company)
- Explain the interview structure
 1. Questions regarding professional experience (The What)
 2. Questions based on beliefs and behaviors (The How)
 3. Time for candidate questions/comments

Job Specific Competency

Competency 1: (Whatever the competencies for the position is)
Question based on what you are trying to evaluate in a candidate for their competency.

Competency 2:
Question

Competency 3:
Question

Competency 4:
Question

Beliefs & Behaviors Evaluation

(Select one question per belief)

Commitment

Can you give an example of a time where you had to put your Company's interest above your unit specific need?

- What were the circumstances?
- How did you overcome the obstacles?

Tell me about the last time you went beyond goals assigned and clear expected deadlines.

- What did you do to maintain a positive and successful outcome?

Care

Tell me about a recent situation when you have had to integrate several and different points of view to reach a common customer-oriented goal.

- What was the context and the best solution for the "customer" in your point of view?
- What was the result?

Describe a situation where you had to make a decision, being aware that there was a known risk.

- What approach did you take to evaluation the risk in that moment?
- What was the outcome?

Describe a situation when you stood firm on your ideas, despite all the resistances and opposite point of views.

- What was the situation and how did you persuade others to see your point of view?
- What would you do different if given the opportunity again?

Courage

Tell me a time when, despite facing some resistance, you led your team or your colleagues towards a positive change.

- What were the circumstances?
- What was your approach to address the value of positive changes?

Describe a situation where you had to make a decision, being aware that there was a known risk.

- What approach did you take to evaluation the risk in that moment?
- What was the outcome?

Describe a situation when you stood firm on your ideas, despite all the resistances and opposite point of views.

- What was the situation and how did you persuade others to see your point of view?
- What would you do different if given the opportunity again?

Collaboration

Tell me about a time when you fostered collaboration and reached a clear goal with people not reporting into you.

- What difficulties have you encountered when managing all stakeholders' expectations?
- Who did you involve in collaborative discussion to share your ideas and perspectives?

How often do you seek feedback from your peers or stakeholders?

- What do you ask when gathering feedback?
- What actions have you taken based on the feedback given, whether negative or positive?

Can you describe an occasion when you noticed a development area of one of your peers or team members?

- What did you do to help him/her to develop a specific competency?
- What feedback did you provide him/her that has helped you in a similar development area?

Offer Letter Messages

Via E-Sign

Subject: Employment Offer (E-Sign): Candidate | Requisition

<Candidate Name>,

It was great speaking with you and congratulations again on receiving this offer with <Company>!

It is my pleasure to provide you with your Offer of Employment package. Attached you will find the following documents, please complete by date:

- (list what they need to sign)

I will send additional employment offer documents in a separate email. If you have any questions, please don't hesitate to reach out.

Via Email

Subject: Employment Offer: Candidate | Requisition

<Candidate Name>,

In addition to your <what forms were sent for e-sign> sent to you – Please see attached employment offer documents (yours to keep):

- (list whatever benefits forms you attach)

Thank you and please let me know if you have any questions.



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