

The Top 9 Mistakes Companies Make When Working With A Recruiter



1. Not Briefing the Recruiter

Though recruitment consultancies understand the recruiting process and career development, they can't read minds.

Good recruiters are exceptional at matching candidates and talent together, provided they are given a full brief of exactly what they are looking for.

If this doesn't happen, your recruiter is working blind, and consequently, you will receive a flood of irrelevant CVs or ones which miss the mark completely.

This wastes everyone's time and delays the opportunity to build your team with the ideal hire who can get up to speed quickly.

The good news is when a recruitment consultant has a full brief, they are then fully informed and the chances of recruiting whom you want, skyrocket.

The briefing can take place with the hiring manager and HR backed by the relevant documentation.

As a guide, a minimum of 15 mins to an hour briefing your recruiting partner can make a significant difference to both your time and the quality of candidate you eventually hire.

2. An HR Brief with No Line Manager Input

Let's explore something we mentioned above. An HR recruiting brief only, in our experience, can be fraught with problems.

To be clear, we have no issue with HR. They do an outstanding job; however, they are spinning many plates and often, especially in manufacturing, don't understand the full technical detail of the role.

There is a well-known saying that the 'the devil is in the detail' and when it comes to recruiting for a technical sector like manufacturing, this is true.

Consequently, this impacts the detailed brief the recruiter receives, which then affects the candidates presented for interview.

All the while the clock is ticking on the unfilled vacancy and the ideal candidate, which the recruiter could have delivered, is on their second interview with your biggest competitor.

This could all be handled if HR, the line manager and the recruiter all had a conversation together where a full brief is fleshed out using everyone's knowledge so that:

- HR can give the company perspective.
- The line manager can provide the granular detail of what the new hire needs to deliver.
- The specialist recruiter can guide what is out there if the remuneration package is on point or if whom you are looking out for might need to flex; more on this later.

3. An Outdated Job Specification

Outdated job descriptions are commonplace. For instance, if you recruited for an electrical engineer three years ago, the job description you had then would undoubtedly need updating.

It's a fact that what people want and expect from their job, workplace and employer today is different. The opportunity for flexible working, development and an inclusive culture are more important than ever.

Remember: We are in the grip of a skill-short market with STEM experienced individuals in huge demand.

Expecting a 'vanilla' and boring Job Description to pique the interest of the best candidates on the market is wishful thinking.

Recruitment consultants who are specialists in their field will have access to candidates who would be ideal for your role. However, one look at your bland Job Description will often result in a candidate rejecting you and your organisation before we have even had an opportunity to send over their CV.

A poor job description sends out a poor signal to the market about whom you want.

Uncomfortable to hear, but a bland job description makes it much harder for your recruiter to create a compelling job advert and can then be a magnet for dull, less than ideal, applicants.

A solution is straightforward too. Work with your recruitment consultant to create a compelling job description and job advertisement

We all have our skills.

I suspect you aren't writing job adverts every day, are you? A recruitment consultant, however, is.

They will also be tracking and monitoring the job adverts which are working now and those that aren't.

For example, what parts of the job adverts are critical, and what are the words and phrases people need to know about.

Which specific information is it that makes someone say: "yes, put me forward," rather than, "no, I'm not interested in that role"?

Having help from your recruitment consultant to develop your job description and job advert could make all the difference in attracting the applicants you want.

4. Using Too Many Recruiters

On the surface, using a group of different recruiters on your vacancy might seem appealing.

Surely it will improve your chances of finding the 'right' and best applicant for your role?

Unfortunately, the answer is no.

In this situation, less really does mean more.

Using multiple recruiters generally means more inappropriate CVs are sent your way, as recruiters compete to get your attention. You might get an initial burst of activity which then drops off as the recruiters realise you, their client, isn't committed.

Duplication will often happen, and a thorough pre-screening won't always occur as you have set up a race to the finish line. Think about it? Though you may think using 4 or more recruitment agencies will spread the net for you.

The reality is this now means each consultant has only a 25% (or less) chance of filling the role, remember consultants are paid on success. In my 14 years plus experience of managing recruitment teams, this is a very demotivating situation for a consultant, and they don't produce their best work under these conditions.

A lot of specialist successful recruitment agencies won't get involved with vacancies where 4+ agencies are working on the position either. Some will be honest about this others will not; leaving you to think your job is being worked on when it is not!

Though you might think more recruitment agencies equals for job adverts and postings; this is rarely the case. Instead what happens is the same job is posted on the same job board multiple times, this puts candidates off applying, creates the impression of a desperate and disorganised company struggling to fill a vacancy (a bit like a house for sale with several estate agents boards on display).

The impact of all this duplication is a massive drain of your time for potentially a less than an outstanding list of people to interview.

On the flip side, when having a recruitment company working exclusively on your role, everything switches up a gear for you, their client.

Now, your Recruiter can bring all their resources to bear in the talent search - not just a quick database search, but a thorough, detailed talent search including networks, communities and social media.

You now have your recruiter's full commitment, as they accept the full responsibility for sourcing your candidate: leaving you to focus on all the other things on your growing 'to do' list.

5. Not taking Advice from Your Recruiter

Before we explore this issue, it's essential to acknowledge that not all recruiters are skilled in their craft. The recruitment sector is buoyant and has seen phenomenal growth in the last three years.

As start-up costs can be low for 'one-man bands', literally anyone can say they are a recruiter with experience which of course they aren't.

Before you do take advice, check the credentials of the recruiter you work with.

As professional recruiters, we are speaking to clients and candidates every day of the week; yes, even Saturday and Sunday too.

We know the market we operate in when it comes to talent attraction, and at a level, you never could.

Why?

Because this is what we do.

Why would you not take the advice from someone who has more knowledge than you in a field; especially when you are paying for their expertise and service?

The reality is that some business owners don't ask our advice and consequently experience an imperfect recruiting process.

Hiring delays, time pressure, poor and unqualified applicants, and the list goes on.

Let's be clear. Recruiting is a profession.

We are governed by a set of standards, and we understand the market we operate within.

I appreciate that some recruitment companies might have a poor reputation. However, experienced recruitment specialists within their field are precisely that; experienced.

Why go it alone when you could have a seamless recruitment process happening? It's more than possible too.

Here is how it could work.

You spend time initially giving a full brief, and then everything happens like clockwork.

Initial candidates are screened ready for interview and their CVs are sent over. First and second interviews are all arranged like clockwork.

You interview the candidates and say yes, or no. You make the offer; we handle the process for you and your new recruit starts.

Yes, it really can be this straightforward; provided something else happens which I'll cover next.

6. Not Keeping in Touch During the Recruitment Process

The most significant issues in both our work and personal life are generally linked to poor communication.

This happens in the recruitment process too. Though recruiters are professionals and can see the recruitment process through from start to finish, there are several points in the process where we need your input.

Disappearing off the project or delays in responding to requests can hold up the whole process.

This can lead to:

- Candidates are getting a negative impression of your brand, which they share with friends and family down the pub.
- Candidates taking another offer because of delays.
- Negative reviews of your company on social media.

All the above are particularly troubling in the current market, which is so short on manufacturing skills.

Developing a good communication channel and process can be handled easily too.

Agree with your consultant the recruitment process ahead of time, and this will make a significant difference to the whole process.

Your recruiter won't expect 24/7 availability to respond either. However, knowing what needs an immediate response and what doesn't can be agreed ahead of time, as can the timing of emails and phone calls too.

This ensures a positive impression of your brand with candidates and a fast and effective recruitment process too.

7. Not Providing Feedback on CVs and Interviews

Recruitment is a relationship business, and as such, we need to remember we are dealing with human beings whose livelihood and often self-worth is attached to their career.

Feedback is a two-way process.

The more we know about the CVs we send and the feedback from the interviews you conduct, the better understanding we have about the specific parts of the role and therefore how to deliver the person you want.

Recently one of the clients I work with started to give detailed feedback, support and help; more than they had ever done before.

They went on to explain the reason why.

Their daughter had applied for several roles recently and had received zero feedback. Nothing.

Even when pushed, the company in question were not forthcoming.

Interesting, isn't it? When you have a personal experience of the impact, a lack of feedback might have, it's a chance to change your behaviour.

A reminder again about how this might impact your brand on the broader market. Today we live in a review society.

People share their experience with each other both face to face and on social media, and unfortunately, it tends to lean on the negative side.

On a positive note, neither your recruitment consultant or a candidate is expecting reams and reams of feedback notes. A few helpful comments about how the individual could improve are all that's needed.

8. Focusing Too Much on The Fee

If I could take you back a few paragraphs, you'll remember I shared how important building a team is to your growth.

What if the 'wrong' person was hired because you decided to use a recruitment company whose low-level fee meant they had to provide a stripped-down service?

According to research carried out by the [Chartered Institute of Personnel and Development](#), hiring the wrong person can cost an employer anything between £12,000 and £28,000. Even in today's economy, few organisations can take such a hit to their finances.

Recruiting the ideal candidate for your role is a complex process involving hours of research, networking, conversations, screening, phone calls, personality profiling and the list goes on.

This involves time.

When you factor in what is involved, and the level of input required, and the skill of the candidate you want, the fee you are debating becomes insignificant.

9. Leaving Your Recruiting Process to The Trainee

Hopefully, throughout this report, I have established how important recruiting the key hire you want is to your organisation.

So please don't leave this business-critical process to an inexperienced trainee.

I am a business owner, too, and I understand that we all must start somewhere and train our staff accordingly.

However, leaving your recruiting process in the hands of a trainee who:

- Doesn't understand your organisation, its culture and requirements.
- The specific skills of the role and what 'good' looks like.
- Has a limited knowledge of recruitment and how talent attraction works.
- Doesn't have final authority and therefore delays occur.

..... is fraught with disaster.

Have your trainees work with the hiring manager to learn the process, but please don't leave them on their own.

Our experience in working with trainees is mistakes and delays happen consistently.

Trainees will either regularly contact their manager, therefore delaying the process.

Alternatively, let their embarrassment in the fact that they are out of their depth, mean they forge on without asking for help and refusing any support or guidance from a recruitment consultant.

In the meantime, the wrong candidates are interviewed, and the right ones are employed by someone else.

Instead, this could be avoided by having a recruiting process in place involving all the stakeholders who can make an informed decision as they create a great recruiting process.

Finally

I appreciate there are a few things to consider here. All of which can be easily rectified as you create your outstanding recruitment process. We have an additional resource for you, which you may find valuable. It lists how to identify the nine mistakes recruiters make too. You [can access a copy here](#).

A question: Would you like help with your manufacturing recruitment process? Here at Sigma Recruitment, we have worked with hundreds of manufacturing companies and thousands of candidates.

If you would like help to develop your hiring strategy, call me on 02920 100790 or email rhys@sigmarecruitment.co.uk

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