



High-Tech Headhunting

by Gina Petrello-Pray, Contributing Editor

If used correctly, the Internet can be a valuable tool in finding talented people to fill important positions.

Less than 10 years ago Internet staffing was nothing more than a pie-in-the-sky dream. A vision that maybe some day qualified candidates from across the country — and across the world, for that matter — could be connected with companies looking for talented employees. Today that dream is a reality as Internet recruiting is already a popular way for human resources managers to source talent.

Within the flexible packaging industry, Internet recruiting has been adopted with the expectation that it will help employers manage the workforce and get them through the next talent shortage.

Although Internet staffing technology is widespread, the field is still in its infancy and has pitfalls in its methods and practical use. A common complaint is that most recruiting web sites and on-line job boards are black holes for staffing and HR professionals. The volume of resumes received for a single job posting is overwhelming. Qualified candidates can and do slip through cracks when resumes pile up. Adding to this inefficiency, most companies are severely underutilizing Internet recruiting. There seems to be a lack of knowledge in how to attract, identify, and engage qualified candidates using this new technology.

Since Internet staffing and recruiting is an emerging trend and will continue to grow, there are some basic practices that managers and HR departments can immediately adopt.

Have a Game Plan

You need a clear recruiting plan to yield positive Internet recruiting results. Haphazardly posting jobs on-line is not a prudent plan. Internet recruiting plans begin with the review and analysis of your company's hiring goals, current sourcing programs, recruiting process, and resources. Resources refer to an appropriate budget as well as internal staff to handle inquiries and responses properly. By knowing where you have been, where you are, and where you want to be, you can begin to develop a successful Internet recruitment program.

Invest Time and Money

Allocate the proper time and money needed for Internet recruiting. There will be an investment required, especially when considering on-line advertising and design. Creating and designing an attractive ad will grab attention. Including a "wow" factor about the job and/or the company will capture interest. However, it's important to keep the ad user-friendly. Avoid lots of scrolling. It takes too much time and job seekers are not a patient group. A well designed ad will help to attract the talent you typically hire and/or to bring new talent to your attention.

Accurate and Updated Job Descriptions

Companies that are successful in attracting high quality people understand how important it is to post accurate and up-to-date job descriptions. A well-written description will jump off the page. Avoid antiquated and overused industry jargon as well as wordy descriptions. In addition, advertise the exact job at hand. Stay away from overselling the position or using the "bait and switch" tactic. These ploys are counterproductive and will cause qualified candidates to look elsewhere for their next employment opportunity.

Try New Ideas

The Internet is constantly changing and what seemed like a good idea three months ago may no longer apply. If you are to use the medium successfully for Internet recruiting, it is very important to stay current and open to new ideas. Popular ways of staying current include Internet research and company training sessions. In addition, consider contacting companies



that are successful with cutting-edge Internet recruiting such as leading search firms. Be creative in how you stay current. New ideas can really pay off.

Internet recruiting is no longer a vision of the future. It has become a standard and an accepted channel for locating industry players. Those organizations wishing to remain successful must combine Internet recruiting with current staffing programs to compete effectively in the future talent marketplace.

Gina Petrello-Pray recently launched her new search firm, Enterprise Asset Search (EAS), of Solon, OH, specializing in the flexible packaging and converting industries in North America. With more than 14 years experience in the search industry, she is known for bringing the human element to every search. She is an active member of IOPP and has gained recognition by building top producing sales teams for respected industry names. Gina frequently serves as a consultative resource for trade publications and has earned many speaking engagements at industry-related events. Gina can be reached at (440) 715-0040 x206 or gina@enterpriseasset.com.