

Do I really need a recruiter?

By Eric Raynard, Vice President, Jackson+Maxwell+Raynard

415-242-4280

www.raynard.us

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If you have a hole in your team ... and if there is no one on the bench who can step up to take on the additional responsibilities, you clearly need to **add a key person from the outside**.

You can fill the position by yourself if the skill sets desired are easily identifiable.

- Post the opening on **your company's website**.
- Augment that with a posting on a **general job site** (Craigslist, Monster) or an **industry specific site** (stylecareers, coroflot) and many people will send their resumes.
- Get the world out though **industry press** or other resources.

Three Key Problems with Do-It-Yourself Recruiting

- The problem with this method, especially in a “buyers market,” is many people will respond to a posting **even if their expertise and credentials bear no resemblance** to the unique person you need. If you post on web sites -- and if your firm has a strong reputation -- be prepared to sift through a mountain of inappropriate resumes.
- If you use web sites, **you are missing a huge segment of the talent pool**. You see the active candidate population: people looking for a job. But you are missing the passive population: people who are happy and successful where they are (perhaps with a direct competitor) and not necessarily looking for a change ... although they might be interested if approached in a professional fashion and brought into a process with increasing warmth and interest.
- Another aspect of the internet respondent population is **they are looking to change for a reason**. They want to “go from” where they are, which could be between careers. That is very different from a “go to” candidate; someone who is in a position to assess your opportunity as a timely, selective upgrade in their career and make an appropriate decision.

How a Recruiter Provides Value

You need a recruiter if you do not have the time, expertise, and resources to **conduct a thorough** search which brings forward the best possible candidates to the position. Or if you want to **cast a wider net** to see what kind of competitive talent is out there. Or learn the structure of other firms to **locate people in similar environments** with transferable skills.

There is no single step in recruitment which cannot or has not been handled by people individually to fill positions. Recruitment is certainly not brain surgery.

However, a skilled recruiter brings two kinds of specific expertise to the problem:

- An understanding of **the specific industry** in which your company resides.
- A knowledge of **the psychology of hiring**. It's tough for many hiring managers to understand how their company looks from the outside. Or how their actions can be read. A recruiter can bring that third party perspective.

Having a third party involved means it's easier to **gather information in non- confrontational ways**. For example, did you know income verification and degree checks are allowed by law? Someone's compensation (in the form of a W2 or year to date pay stub) is a public record because they pay taxes. It is permissible to ask a candidate to verify compensation in writing. Takes all the mystery and guesswork out of it.

When you call a candidate directly as a hiring manager, the candidate deems that action an expression of interest and **the price goes up**. If a third party recruiter calls that candidate and wants to know about skills, chemistry, interest and, at some point, current compensation, that's merely a reality check.

If you are challenged to **find enough hours in the day** to complete all the tasks on your plate, having a professional project manager lead the search and guard your time adds value. Having a recruiter who understands the core values of your organization and seeks out people who can be key contributors over the long term adds increased value.

The Fifteen-Minute Solution

Please call Eric at 415-242-4280 to discuss your current hiring strategy. Within **the first 15 minutes**, Eric will help you determine if any bundling of the services makes sense in your particular situation.