

HiringThing

Guide to Creating An Effective Hiring Plan





Introduction

Many businesses may not think of a hiring plan as a high-priority need, especially when they're hard-pressed to fill open positions. However, establishing an efficient hiring plan early on is very important. Simply put, a hiring plan refers to a prearranged strategy for hiring employees. It acts as a timeline for companies to find qualified applicants without causing any downtime. A hiring plan also identifies all the goals for a particular position.

Without an effective hiring plan, you may experience longer times to fill open positions, as well as an increased turnover rate due to an inability to find qualified candidates that align with your company's strategic goals. This hiring guide will help you establish effective hiring goals, eliminate pain points, and find stellar candidates who are eager and willing to stay on board for the long haul.

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Goal Examples:

Reduce unqualified candidates by **20 percent**

Reduce time to hire by **three weeks**

Increase the number of applications via social media channels by **50 percent**

Within this hiring guide, you'll find everything you need to successfully develop an effective hiring plan of your own. We will discuss:

- Best practices for writing job descriptions
- How to find the best job boards and channels for advertising open positions
- How to identify the perfect candidate using pre-employment assessments
- Sample interview questions you can use in your own recruiting process

Let's dive right in!

Next:
How to Write Stellar Job Descriptions

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How to Write Stellar Job Descriptions

Don't Strive for Ordinary

We often grow comfortable with generic, old-fashioned job ads that candidates can easily overlook. Instead, seek to lure candidates right away. Set your sights way above average.

Instant Love Connection

We all know that applicants generally skim over job descriptions, quickly deciding whether the jobs listed will work out. Make sure your job descriptions are intriguing. You don't have to become a search engine optimization (SEO) guru, but by inserting keywords, you will help candidates find your ads and be excited to apply. The right keywords will tell search engines that your text is relevant to job seekers.

PRO TIP:



Rules to remember: Don't overuse keywords for your job postings; this could make them look and sound like spam. Create well-written text to evaluate what and how many keywords to use.

The Power of Writing

Utilizing power words in your job postings is a good way to lure and hook candidates. The essential language patterns for job postings include:

- **Job title** — the name of the position, plus up to three words that make it sound attractive to candidates
- **Introduction** — one paragraph with up to five exciting details about the job
- **Company** — name, years on the market, projects, awards, and work culture facts that may be interesting to candidates
- **Requirements** — a brief description (try limiting to three things) discussing number of years experience, education, advancement opportunities, etc.
- **Reasons candidates should apply** — up to six reasons the job is the perfect fit for applicants

Not sure which words to include in your job description? Check out [job templates on Upwork](#).

PRO TIP:



Don't forget to proofread and edit your text! No power words can save you if your job description is full of spelling and grammar issues.

The Power Behind Social Media

Share your open jobs on social media where your ideal candidates spend the majority of their time. LinkedIn, Facebook, Twitter, or thematic communities are great platforms to start — Tweet a link to your job description, add hashtags of keywords, share a video on Facebook.

The more people share your posts regarding open positions, the more visible it will become to networks of potential candidates.



Next:
Where to Find Your Best Candidates

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Where to Find Your Best Candidates

Posting to Job Boards

Companies and recruiters commonly use job boards to post open positions and search resume databases. Job boards give companies instant access to many different candidates and offer advantages to help streamline the hiring process.

HiringThing offers a variety of free and paid job board options to which you can post your active jobs from your account with just one click.

Below are a few examples of popular general U.S. job boards:

- [ZipRecruiter](#)
- [Monster](#)
- [Glassdoor](#)
- [Indeed](#)

Niche job boards are also a great option for companies who are looking to conduct more targeted searches, as they are usually industry specific.

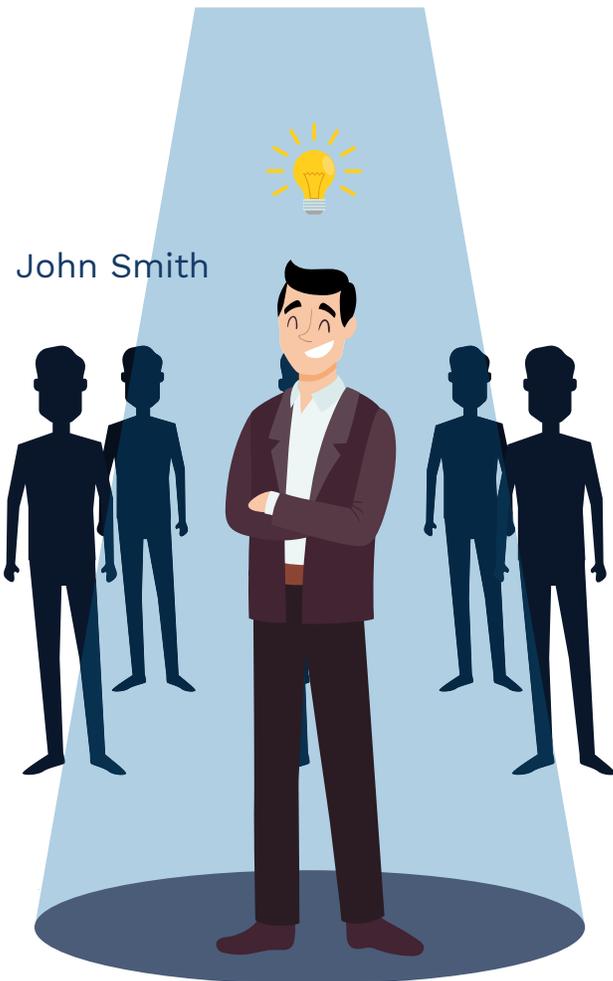
Here are a few examples of niche job boards in various industries:



- [AllRetailJobs](#) — used by retailers and franchises to find candidates at all career stages
- [Angel List](#) — used by startups to attract new talent, including developers, growthhackers, sales reps, and even co-founders
- [Idealist](#) — a non-profit clearinghouse that connects thousands of applicants to a large directory of non-profit jobs
- [ManufacturingJobs.com](#) — used by manufacturing and production employers to find candidates in plant management, quality control, logistics, and more

Posting to job boards is an easy way to bring more visibility to your open positions. Select job boards that will give you the most exposure to the most qualified candidates.

The Ideal Candidate



Through **HiringThing**, you can administer pre-employment assessments using Wonscore by Wonderlic, which allows you to quickly qualify and track candidates. You can send applicants a link to pre-screening tests — or include it right within the application.



Our example applicant, John Smith, applied for a sales associate position at Neiman Plus, his local department store. He was given a Wonscore assessment to complete at the end of his application. He scored a 91 — a strong Wonscore for his industry. Wonscore is a combination of three tests — cognitive ability, motivation, and personality — that result in one score. Wonscore assesses and ranks employees in areas that are proven to predict job performance.

Quality Candidate Characteristics:

In addition to pre-employment assessments, looking for these characteristics can be beneficial:

- **A strong work ethic:** setting and achieving goals
- **Dependable:** consistently following through
- **Positive attitude:** creating a good environment
- **Self-motivated:** working effectively with little direction
- **Team-oriented:** making the most out of collaboration
- **An effective communicator:** clearly conveying ideas and active listening
- **Flexible:** adapting in a meaningful way

Interview Notes



PRO TIP:



Hiring the wrong employee can be a costly setback for your business. Candidates who go the extra mile to complete a pre-employment assessment are demonstrating a higher level of engagement which bodes well for lower turnover down the road.

Next:
How to Conduct Impactful Interviews



How to Conduct Impactful Interviews

After you build a talent pool full of top applicants, it's now time to interview the top candidates for your open positions. Beginning your interviewing process with an initial phone screening is a good way to prioritize top candidates. After phone screenings, it's highly recommended that you conduct in-person interviews to gain a better feel for candidates and determine whether they are qualified to work at your organization.



Be sure to prepare a good mix of open-ended questions that will test candidates' job knowledge, reveal more about their work history, show accountability, and more. Finally, before you make any final hiring decisions, verify your candidates via background and reference checks.

Sample Interview Questions:

1. How do you prioritize tasks on a busy day and also ensure that clients feel valued and supported?

This interview question demonstrates candidates' task management and customer service skills.

2. Describe a time when you made a mistake. How did you handle it?

This interview question shows candidates' accountability.

3. How do you approach difficult situations with both customers and co-workers?

This interview question demonstrates candidates' ability to think on their feet and to foster strong communication skills and relationships.

PRO TIP:



Formulate relevant interview questions that can address everyone who applies. The more questions you have prepared ahead of time, the easier it will be to keep track of applicants' answers during interviews.

The Culture Fit

Hiring for culture fit means recruiting people who will naturally thrive in your business environment. Culture fit interview questions single out candidates whose ideals, beliefs, and behavior fit within your company's culture. Hiring a candidate who does not fit your company's culture can lead to serious issues down the line.

Sample Culture Fit Interview Questions:

1. Describe the work environment or culture in which you are most productive and happy.
2. Describe the management style that brings forth your best work and efforts.
3. What is the single most important factor that must be present in your work environment for you to be successfully and happily employed?

PRO TIP:



Try to avoid thoughts like, “But we’ve always done it this way” or “We tried that and it didn’t work.” Hire new employees who will challenge your way of thinking with new ideas and new ways of looking at familiar situations.



Piecing It All Together

Congrats! You now have all the knowledge that you need to develop an effective hiring plan for your business. We've covered everything from how to write engaging job descriptions to the most important questions to ask during the interview process.

Now it's time to use everything you've learned to create a hiring plan that will blow everyone away! To recap, we recommend closely following these steps in order:



STEP 1

Create an engaging job description for your open positions.



STEP 2

Use HiringThing's Form Builder™ to add additional knockout questions that will immediately eliminate unqualified candidates.



STEP 5

Conduct impactful interviews, including culture fit questions that will help you determine if the candidates will thrive in your work environment.

Post your open positions to a variety of job boards in just one click, including both general and niche job boards.

STEP 3



Administer pre-employment assessments using Wonscore by Wonderlic to compare how candidates rank against each other.

STEP 4



At **HiringThing**, we understand that no business can succeed without the right employees. Without an adequate hiring plan, you may have to deal with long, inefficient candidate journeys that won't guarantee the best hires.

Developing a hiring plan will help ensure you find the right candidates who not only fit your open positions but contribute to your company's culture and morale. The five steps listed in this guide will get you on the right track to hiring success.

HiringThing is a powerful applicant tracking system that can help you find qualified talent for your business. Experience Hiring Happiness™.

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