

Think like an employer:

A recruiter's perspective of the

hiring process

Agenda

- + **Hiring in a COVID-19 World**
- + **4 Phases of the Hiring Process**
- + **Q&A**

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Today's Panelists



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Evangelist, Employer Insights
@ Indeed



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Recruiter, Talent Attraction
@ Indeed

**For job seekers, the job search can be
full of uncertainty.**

The hiring process can seem mysterious.

**Today, we're pulling back the curtain on
the hiring process.**

**We can't talk about the hiring
process in 2020 without talking
about **COVID-19.****

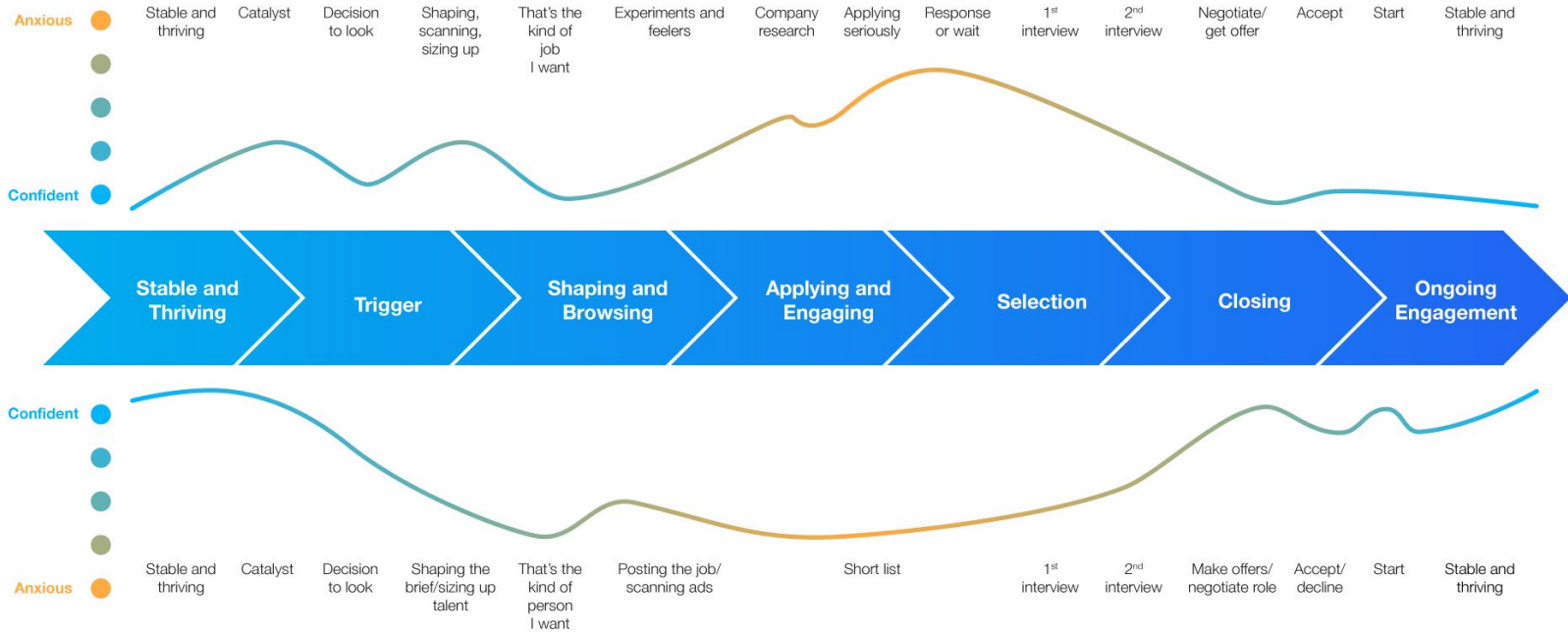
**A lot has changed, but many companies
are still recruiting.**



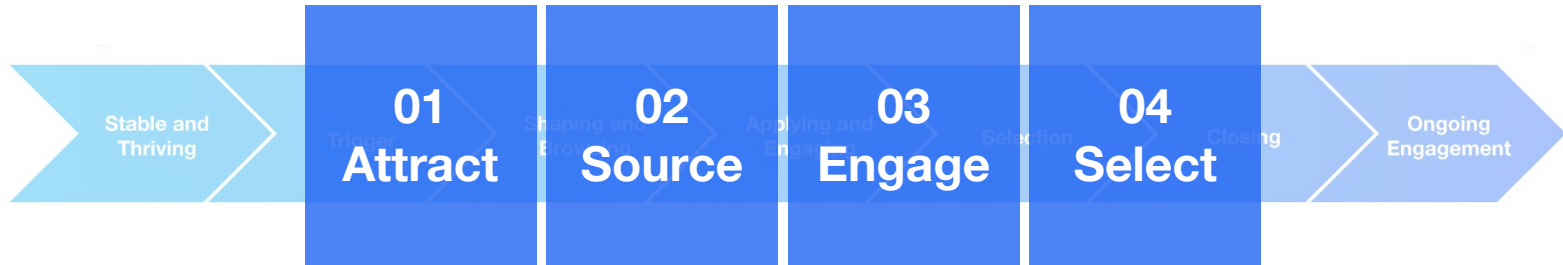
Hiring during COVID-19

- + Remote positions
- + Virtual hiring practices
- + Longer hiring timelines

Typical Confidence Curve for Job Seekers and Employers



From the employer's perspective, the hiring process includes 4 phases



Attract

Attract: Employer actions

- + Building an influential employer brand
- + Writing effective job descriptions
- + Sponsoring jobs on Indeed

The screenshot displays the Wavewood company profile on the Indeed website. At the top, there is a search bar for "Company name" and a "Find companies" button. Below this is a large banner image of a modern office interior with a play button overlay. The company name "Wavewood" is prominently displayed with a 4.1 star rating and 1,227 reviews. A navigation menu includes "Snapshot", "Why Join Us", "Reviews" (selected), "Salaries", "Photos", "Jobs", and "Q&A". A "Review this company" button is visible in the top right of the reviews section.

Wavewood Employee Reviews

Job Title: (all) | Location: United States - 326

Ratings by category:

- 4.4 ★ Work-Life Balance
- 4.3 ★ Pay & Benefits
- 4.0 ★ Job Security & Advancement
- 4.0 ★ Management
- 4.4 ★ Culture

Sort by: Helpfulness | Rating | Date

Found 326 reviews matching the search [See all 467 reviews](#)

5.0 ★★★★★

Featured review
Wavewood selected this as a representative review

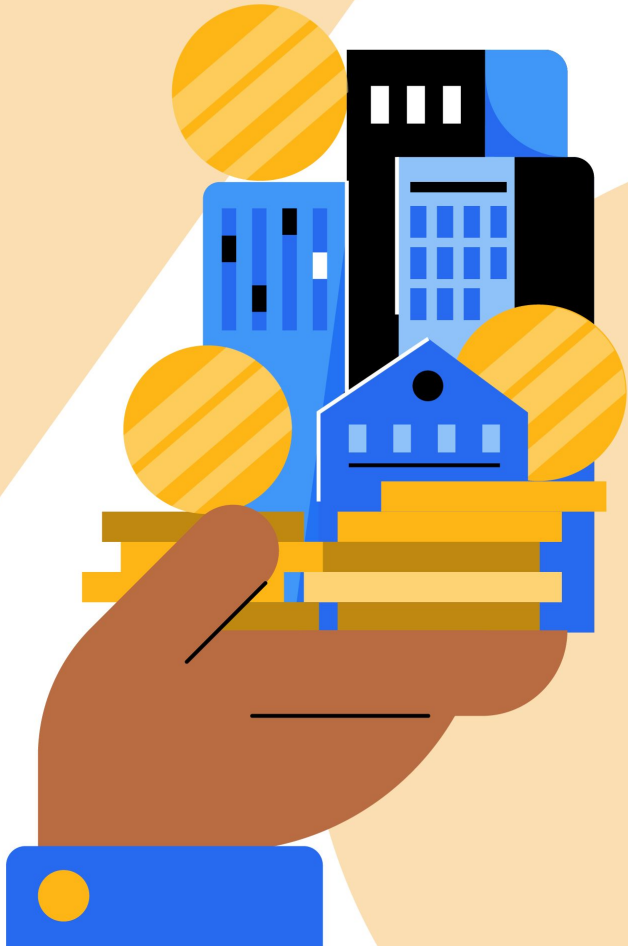
Fun place to work! Fast-paced and great culture
Retail Sales Associate (Current Employee) - Austin, TX - July 25, 2019

This is a great place to work with a strong culture of teamwork within the entire staff. The whole team of associates is very friendly, and management is always there to help out when needed. Many store associates have been promoted to managers and supervisors. I highly recommend it for anyone looking for an hourly job that has the potential to become a great career!

Claimed Profile ✓

Want to know more about working here?
Ask a question about working or interviewing at Wavewood. Our community is ready to answer.

[Ask a Question](#)



Attract: **What you can do**

- + Research employers
- + Identify key details in the job description
- + Determine whether you align with the job requirements and company culture

Source

Source:

Employer actions

- + Review resumes
- + Identify which applicants meet requirements
- + Manage applications

indeed Overview Jobs Candidates

Unread Candidates 24 unread

Business Intelligence lead - New York, NY
[10 unread candidates](#)

Sales Associate - Austin, TX
[14 unread candidates](#)

Activity 3 items in the past week

Item	Details	Date
Note from joe@gmail.com for Aaron Smith	Aaron looks like a strong...	June 13 View
Note from david@gmail.com for Ryan Jones	Let's follow up and talk...	June 9 View
Note from alex@gmail.com for Sarah Reynolds	Seems to have experience...	June 8 View

Interviews 1 scheduled

Candidate	Date	Time	Location	Interviewers	
Aaron Smith	June 16	1:00 - 1:30 PM	NYC - 305	2 Interviewers	Update
Ryan Jones	June 16	2:00 - 2:30 PM	NYC - 305	3 Interviewers	Update

Jobs

Open	6
Paused	1
Closed	96

Candidates

New	1154
Reviewed	816
Phone Screened	35
Interviewed	24
Offer made	5
Rejected	3014
Hired	18

**An employer may also use an
applicant tracking system (ATS).**

Applicant Tracking Systems (ATS)

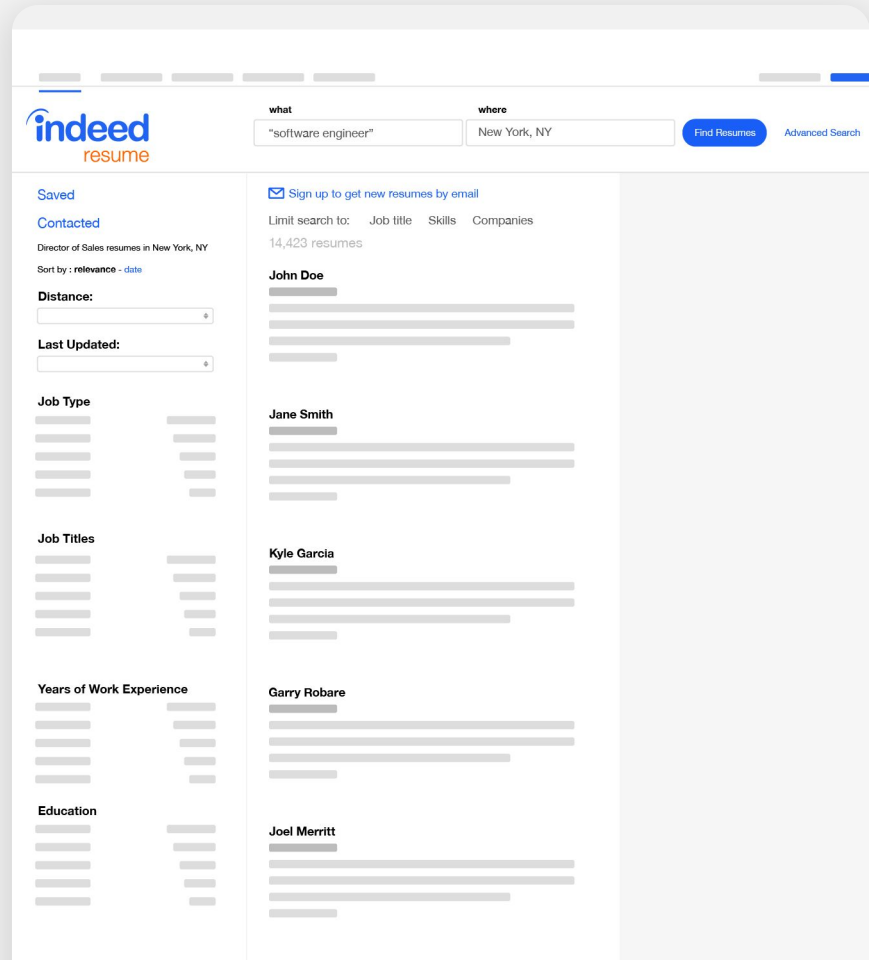
- + Software that parses resume to speed up the screening and selection process
- + Jobs that are not marked “easily apply” likely use an external ATS, which may struggle to read complicated resume formats
- + To ensure your resume is not overlooked, keep format simple and content tailored for the job

Resume search

Employers search for resumes by role and location, using filters and advanced search techniques to refine their results.

Go to resumes.indeed.com to navigate the Indeed Resume database like an employer.

Source: Ladders, "Eye-tracking Study" (2018)



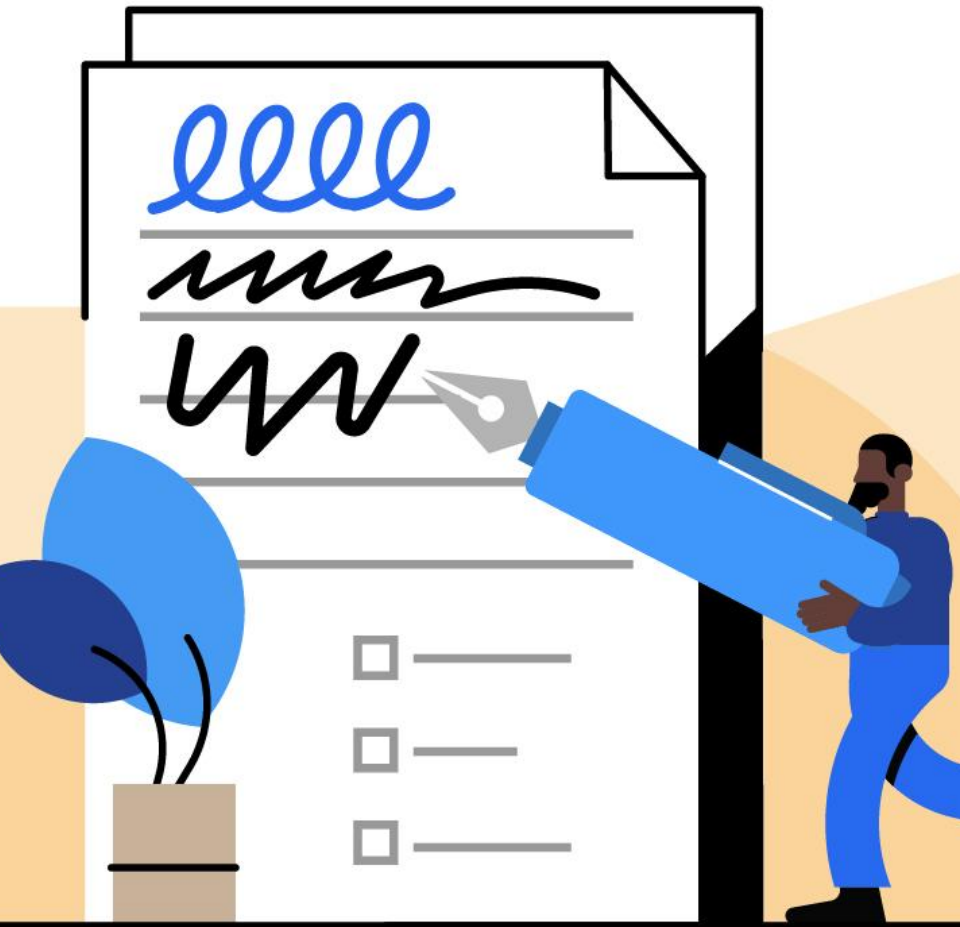
Indeed insider tip

Update your resume at least **once a month** if you are actively looking for a new job.

Updated resumes get pushed to the **top of employers' resume search results**.

You're up to **3X more likely** to get contacted by employers if you updated your Indeed Resume in the last week.*

*Source: Indeed data (US)



Source: What you can do

- + Update your resume
- + Identify popular keywords
- + Take Indeed Assessments

Highlight your qualifications



Complete an Indeed Assessment to prove your top skills to employers and make your Indeed Resume stand out.

my.indeed.com

Assessments [View All Assessments](#)

Complete an Indeed Assessment to prove your top skills to employers and make your Indeed Resume stand out.

Top recommended assessments to take based on your job interests:

 Marketing	 Social Media
10 min – Marketing Understanding a target audience and how to best communicate with them.	7 min – Business Skills Creating content, communicating online, and building a brand's reputation.
Take Assessment	Take Assessment




Engage

Engage: Employer actions

- + Contact applicants to express interest
- + Screen qualified applicants
- + Interview candidates

Aaron Smith
Marketing Specialist
Austin, TX

Status  aaronsmith8912@gmail.com | (512) 459-5300

To: Aaron Smith

Thanks for submitting your resume for the Account Manager position at HTWW Labs. Can you provide details about your experience with CRM software?

Thanks, Matt

Ask if the job seeker's current location matches the job's location

Date **Time** ▾ to ▾

Location

Interviewers

Candidate: Aaron Smith
Message



Engage: What you can do

- + Respond quickly
- + Do your homework
- + Ensure you're ready for screening
- + Hone your video interview skills

Your early communications with an employer tells them a lot about who you are **as an employee.**

Indeed insider tip

If you're applying to jobs and not hearing back:

01

Set daily or weekly **goals** for yourself

02

Recognize your **achievements**

03

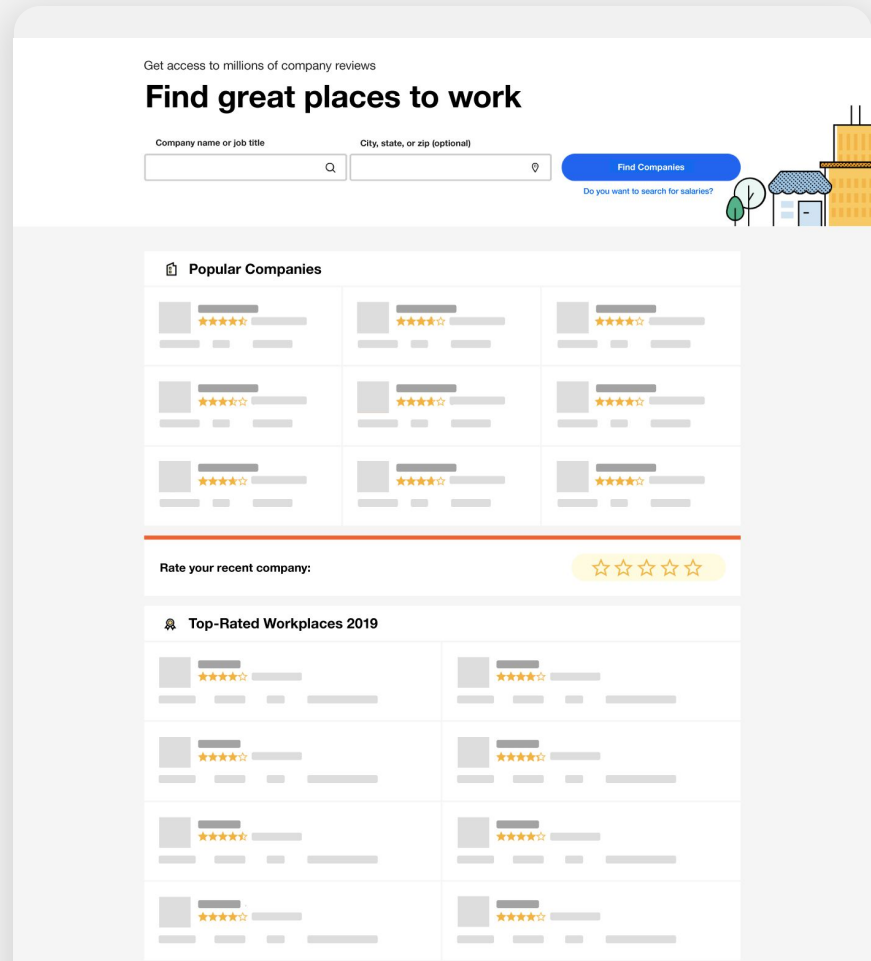
Pinpoint three parts of your job search that **went well** each day or week

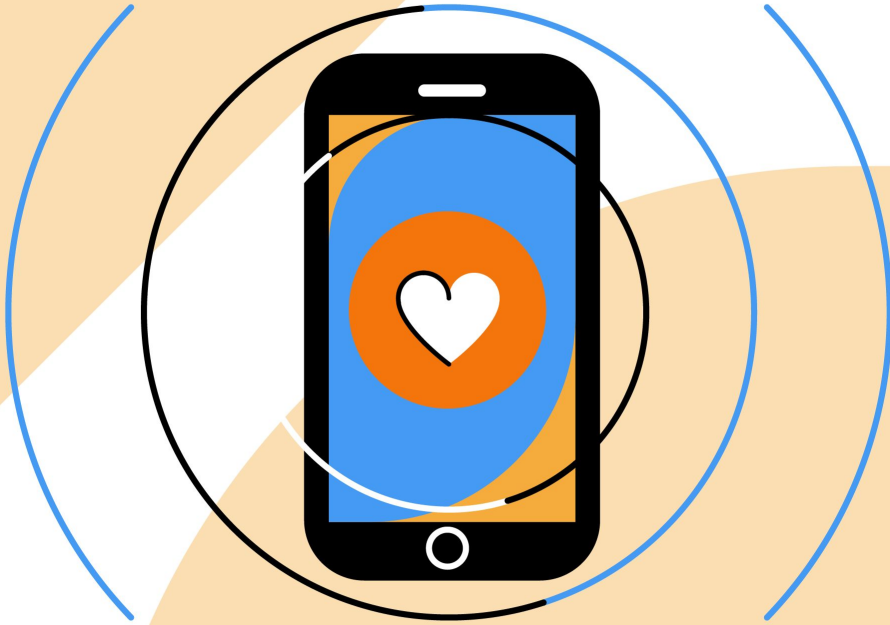
04

Keep an eye out for **new opportunities**

Research the company

- + Search for the employer's Indeed Company Page at [indeed.com/companies](https://www.indeed.com/companies)
- + View the employer's career site and social media





Preparing for a screening call

- + Do a self-background check on Google
- + Report inaccurate information
- + Notify your references
- + Review your social media
- + Be honest

**Right now, most employers are
conducting interviews **virtually.****

Virtual Interview Checklist

- + Choose a quiet location
- + Remove clutter
- + Eliminate distractions
- + Test technology
- + Dress appropriately
- + Maintain eye contact and good posture

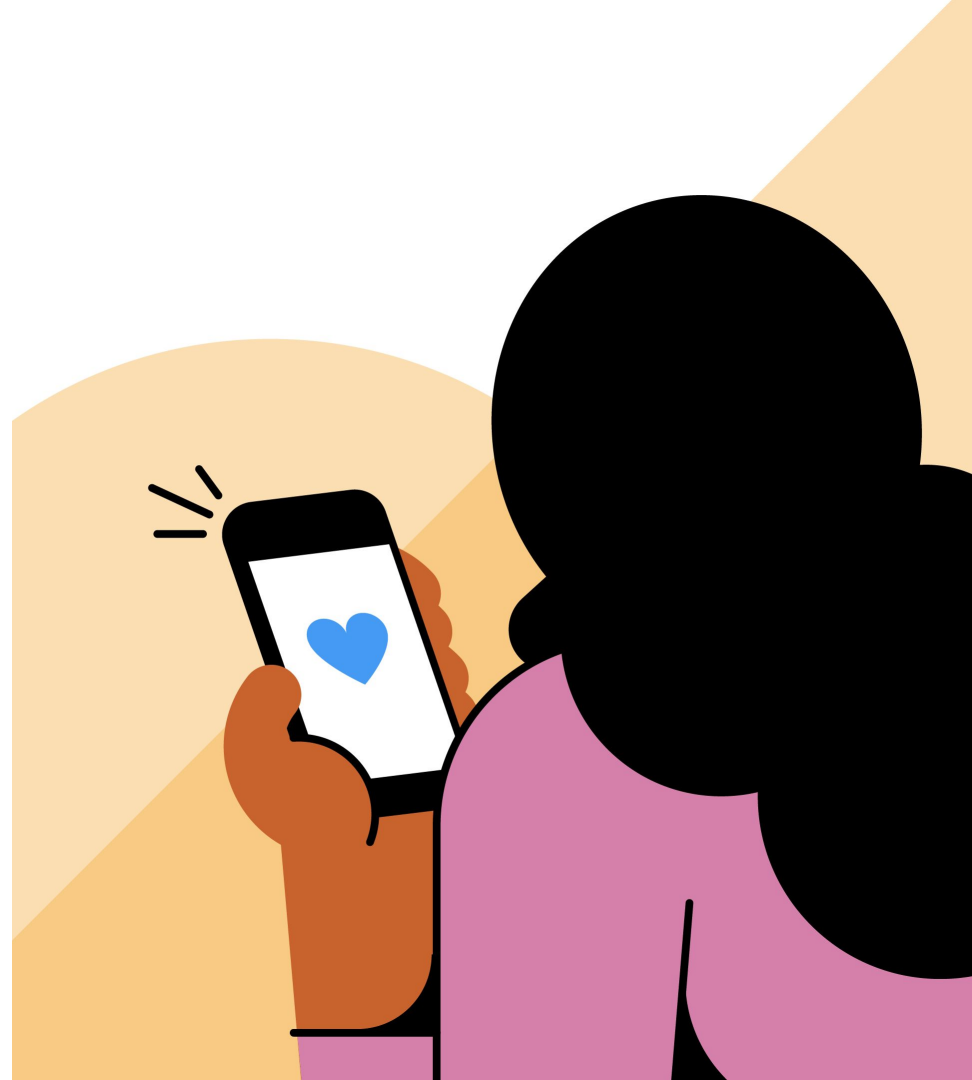


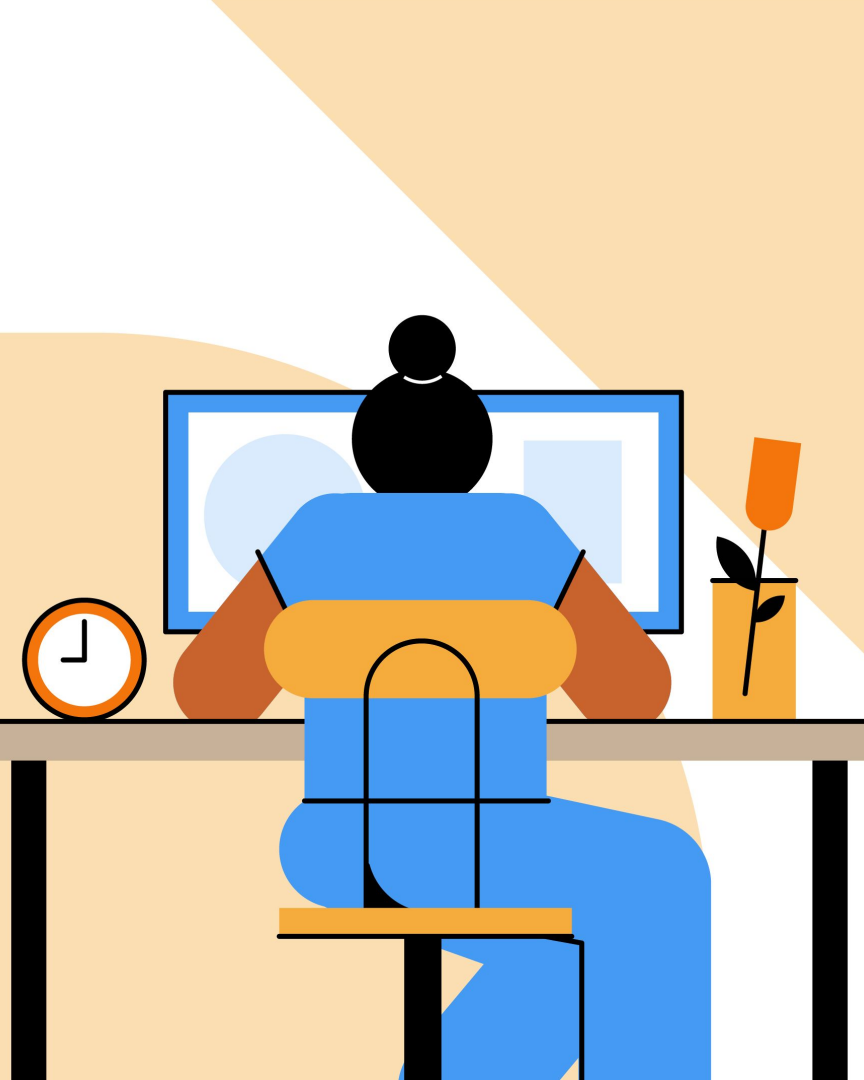
Select

Select:

Employer actions

- + Evaluate candidates' interview performance
- + Discuss with other decision-makers
- + Extend a job offer





Select:

What you can do

- + Sending a post-interview thank you
- + Being prepared to negotiate
- + Responding to employer communications quickly

**Let's
recap**

**For employers, the four phases
of the hiring process are...**

- 01.** Attract
- 02.** Source
- 03.** Engage
- 04.** Select

And remember...

**On the other side of the hiring process
is a **human.****

Q&A

How long after I've applied should I expect to hear back from an employer?

One week, but remain patient.

81% of employers in the US say that, on average, they respond to candidates within one week after receiving their application.

Are there any special skills employers look for when hiring for remote positions?

Yes.

When recruiting for remote positions, employers look for candidates who are independent, well-organized, self-disciplined, accountable, and are excellent communicators.

How should I tell the recruiter about an employment gap?

Be honest and address the gap.

Take the time beforehand to work out how you can explain the gap in a way that projects confidence and positivity. The goal is to convey that you've been engaged even if you haven't been formally employed.

Does your resume design play a factor in the hiring process?

Yes!

Great content is better with the right design because it makes the resume easier to read and allows the most important details to stand out. However, ideal resume design, format and layout vary by industry. And remember to make it ATS-friendly!

How can you tell when a recruiter is serious about moving you forward to the hiring manager?

They'll usually tell you.

If a recruiter thinks you deserve an interview with the hiring manager, they will let you know during or soon after the screening.

How do employers assess things like culture fit and professionalism when the hiring process is virtual?

In many of the same ways.

When recruiting for remote positions, employers look for candidates who are independent, well-organized, self-disciplined, accountable, and are excellent communicators.

How should I incorporate my self-employment on my resume?

Include it under work experience.

Use the same format as the rest of the work experience section, including your company name, your role and your dates of work.

Be sure to highlight your key accomplishments, responsibilities and skills associated with your self-employment.

What information should I provide when asked for references?

Reference name, position, company, address, phone number, email, and a brief relationship description.

Choose people qualified to speak about your skills and work experience relevant to the role for which you are applying.

How do I stand out as a candidate during COVID-19 and what is Indeed doing to support people who were displaced?

Update your resume.

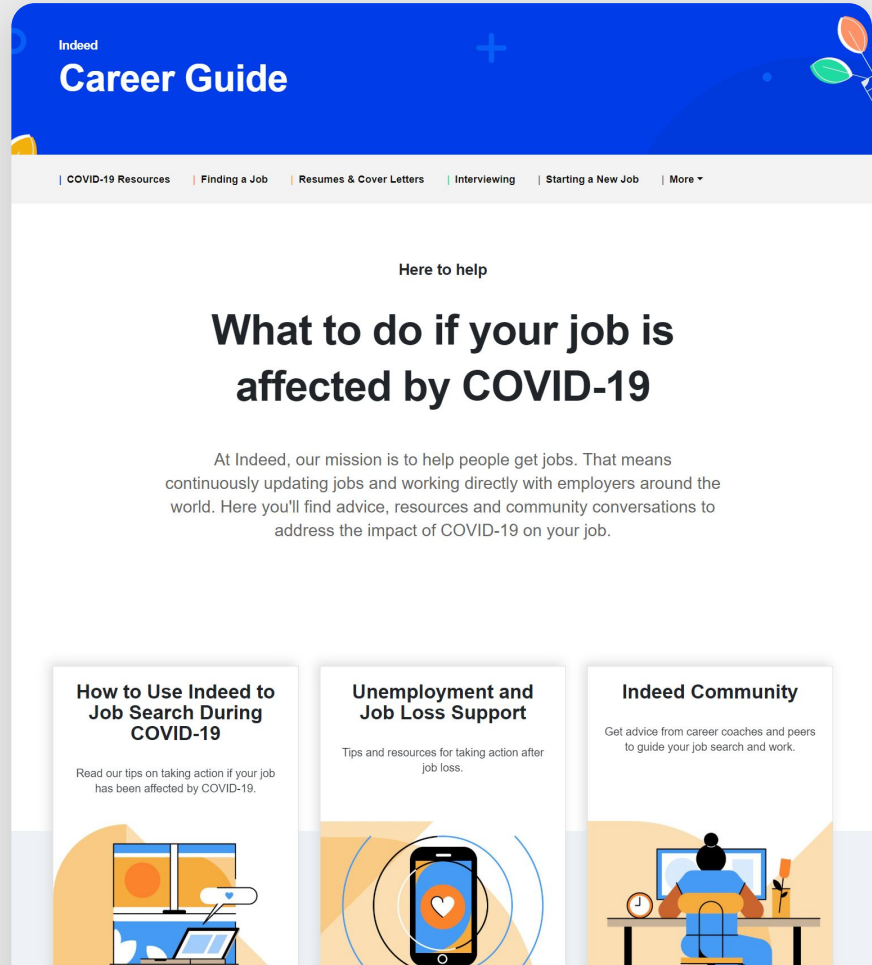
You can now also add #readytowork to your Indeed Resume summary to indicate to employers your immediate availability.

Employers can filter by this tag to find you.

We're here to help!

At Indeed, our mission is to help people get jobs. We've compiled a variety of resources on how to work from home if you can, find work quickly when you need it, and navigate remote job search.

[indeed.com/heretohelp](https://www.indeed.com/heretohelp)



The screenshot shows the top of the Indeed Career Guide page. The header is blue with the Indeed logo and the text "Career Guide". Below the header is a navigation bar with links: "COVID-19 Resources", "Finding a Job", "Resumes & Cover Letters", "Interviewing", "Starting a New Job", and "More". The main content area has a white background with the heading "Here to help" and the title "What to do if your job is affected by COVID-19". Below the title is a paragraph of text explaining the mission and the resources available. At the bottom, there are three cards: "How to Use Indeed to Job Search During COVID-19", "Unemployment and Job Loss Support", and "Indeed Community". Each card has a title, a short description, and an illustration.

Indeed
Career Guide

| COVID-19 Resources | Finding a Job | Resumes & Cover Letters | Interviewing | Starting a New Job | More ▾


Here to help

What to do if your job is affected by COVID-19

At Indeed, our mission is to help people get jobs. That means continuously updating jobs and working directly with employers around the world. Here you'll find advice, resources and community conversations to address the impact of COVID-19 on your job.


How to Use Indeed to Job Search During COVID-19

Read our tips on taking action if your job has been affected by COVID-19.




Unemployment and Job Loss Support

Tips and resources for taking action after job loss.



Indeed Community

Get advice from career coaches and peers to guide your job search and work.



Check out our other webinars

Register for an upcoming Indeed Job Cast, view on-demand webinars, and get helpful job search advice on the new Indeed Job Cast page.

go.indeed.com/jobcast

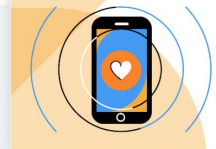
Indeed Job Cast

Virtual workshops that prepare you for work.

Register for our free webinars to learn helpful tips and expert advice on navigating the world of work. With a new Job Cast released twice each month, you can explore a variety of topics to help you lead a successful job search and beyond.

Unemployment Explained

Find out how to navigate financial support and whether you qualify for federal aid in this deep dive on unemployment insurance.



Get the Job in Healthcare

Learn why healthcare jobs are in high demand and tips on securing a job in this fast-growing industry.



Think like an Employer

Get a recruiter's perspective of the hiring process and insights on what makes a candidate stand out.



Watch On-Demand

Whether you're tuning in for the first time, looking for a refresher or want to share these tips with a friend, Indeed Job Cast is now on-demand and available on YouTube. The information presented in these webinars does not represent a forecast, prediction, or other indication of future market or economic performance, and should not be relied upon for such purposes.



Pay Negotiation - 7 Steps to Rea...



Coronavirus Career Advice: Navi...



Interviewing - Tips for before, du...



Thank you!