

JOBVITE



A Guide to Remote Recruiting

Discover the best practices for
keeping recruiting flexible.

Table of Contents

Introduction	3
Why Remote Working is Popular and Productive	4
How Remote Working Translates to Remote Recruiting	6
5 Best Practices for Remote Recruiting	7
Build a Centralized Process	
Use a Variety of Communication Channels	
Be as Mobile as Your Candidates	
Video Conferencing	
Don't Forget About Onboarding	
Conclusion	16

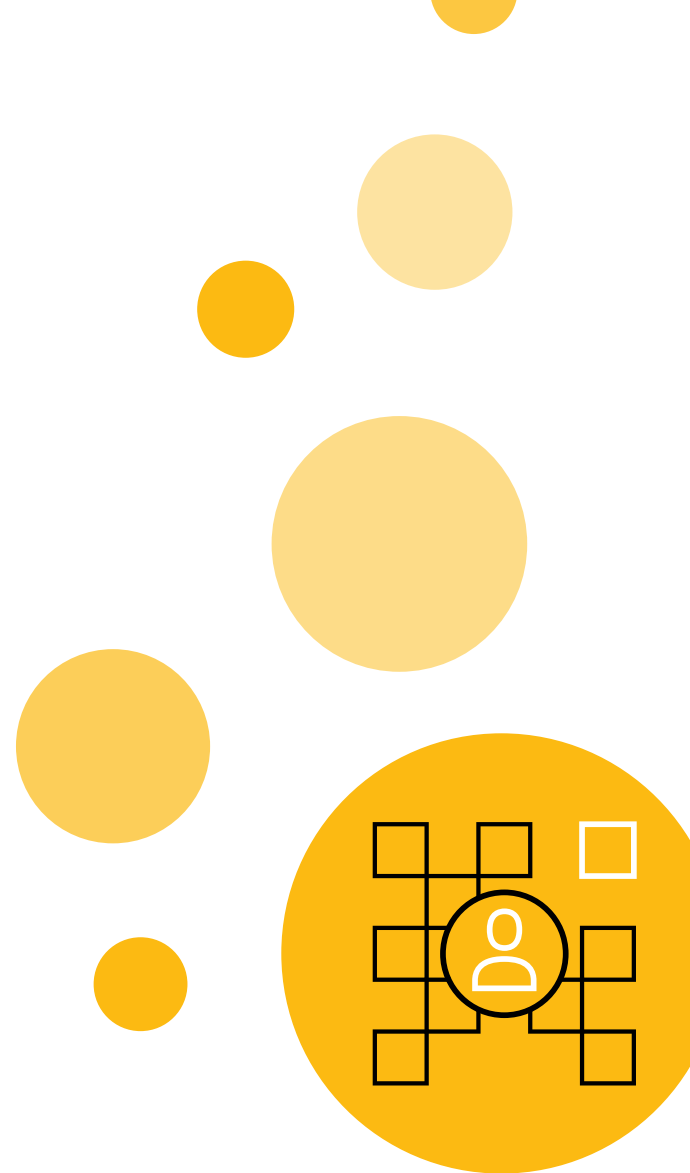
Introduction

A recent article by CNBC points out that **“70 percent of professionals work remotely — a phenomenon known as telecommuting — at least one day a week, while 53 percent work remotely for at least half of the week.”**

Let that sink in: three-fourths of the US workforce is working remotely as part of their weekly schedule! Remote working isn't the future — it's the present. This means that if recruiting teams aren't practicing remote recruiting with the right people, processes, and technology, they're already behind.

If your team has been killing the remote recruiting game for a while, we applaud you. If your team has given it a lot of thought, but haven't started a remote recruiting strategy, now is the perfect time to begin.

No matter which camp you belong to there's something in this guide for you. Read on to discover the latest data and strategies for recruiting a remote, flexible workforce with an effective remote recruiting team.



Why Remote Working is Popular and Productive

See the latest stats about the growth of remote working.

The power of remote working to tempt workers away from the traditional in-office experience is undeniable. Benefits like cutting down on commute time and costs, flexible working schedules, and the ability to reach candidates outside of the normal 9-5 appeals to nearly everyone.

But we have encountered a few organizations who still question the productivity of working remotely and the pull it really has on candidates. To those companies, the latest data eases fears of remote laziness and shows how remote working, both for candidates and recruiters, can increase productivity.



1

A two-year study by Stanford University found **an astounding productivity boost among remote workers.** ([Inc.](#))

2

Remote workers earn salaries higher than \$100,000/year, 2.2x more than on-site workers. ([Owl Labs](#))

3

34% of U.S. workers would take **a pay cut of up to 5%** in order to work remotely. ([Owl Labs](#))

4

Remote workers say they're happy in their jobs, more than 29% more than on-site workers. ([Owl Labs](#))

5

In 2018, there was an **estimated \$5 billion in cost savings** for U.S. companies with employees who worked remotely. ([PGI News](#))

6

Remote workers can **save about \$7,000 a year on average.** ([TECLA](#))

7

People who are working from home **avoid emitting 3.6 million tons of commuting-related greenhouse gasses** annually. ([flexjobs](#))

How Remote Working Translates to Remote Recruiting

The possibilities are endless.

If the majority of the workforce is working remotely...that includes recruiters. Remember that remote working can be dressed up in many different ways, and it's important to find a remote recruiting strategy that works for your business objectives and your teams. We recommend considering one or more of these options:

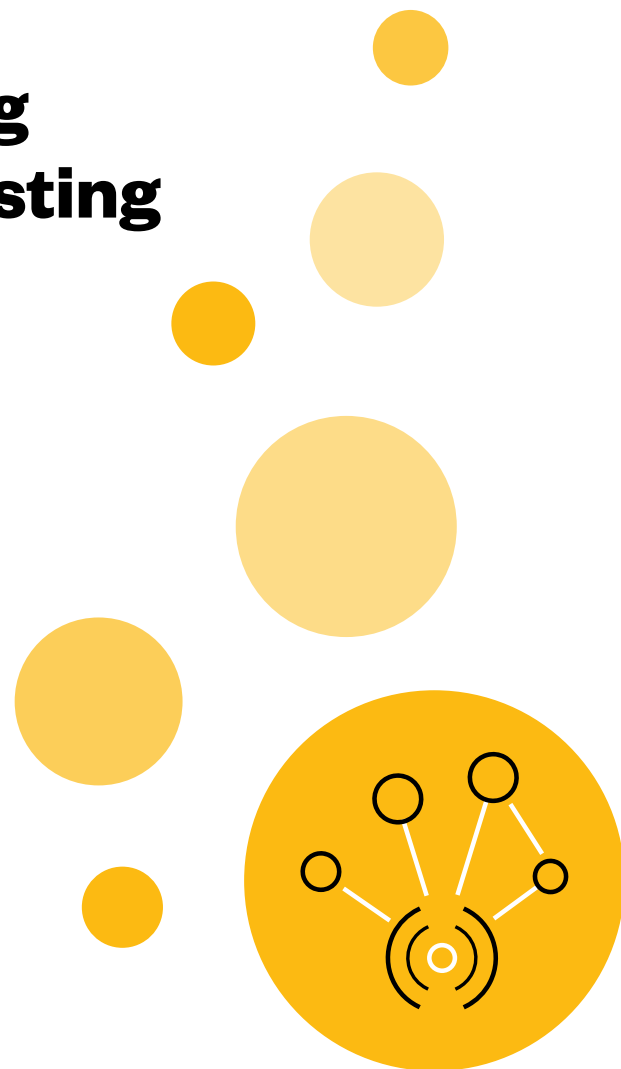
- Recruiting teams work remotely 1-2 days a week
- New recruiters work from an office their first six months of employment, then they can work remotely as they please
- Recruiting teams work remotely with the option to work from a co-working space



5 Best Practices for Keeping Recruiting Remotely Interesting

Ultimately, recruiting teams should be prepared for remote work in some capacity to keep up with the present state of the workforce. And it helps your organization plan for future challenges such as **a possible upcoming recession, increasing business costs**, health or other national crisis, growing global connectivity, and more.

Follow these five best practices to help your recruiters engage top talent remotely and achieve your business goals.



1) Build a Centralized Process

Different locations don't mean different processes.

Just because you have recruiters working at different locations doesn't mean they should be following different processes. In fact, remote recruiting requires your team to use centralized data and processes more than ever.

Recruiting leaders should work closely with HR teams to help build a remote working policy, document it in an easily accessible format that can be reviewed from anywhere, and encourage recruiting teams to visit it often.



Follow These Steps for a Centralized Process

A good, centralized recruiting process should include elements like:

- Choosing a consistent communication tool like Slack, Microsoft Teams, or other systems for fast communication
- Scheduling daily and/or weekly check-ins for the team to get together to discuss work and personal updates
- Planning opportunities for the team to get together either virtually or physically at happy hours or monthly meetings
- Selecting a platform that keeps all your data in one place



Learn how Ingram Micro partnered with Jobvite for centralized processes that work.

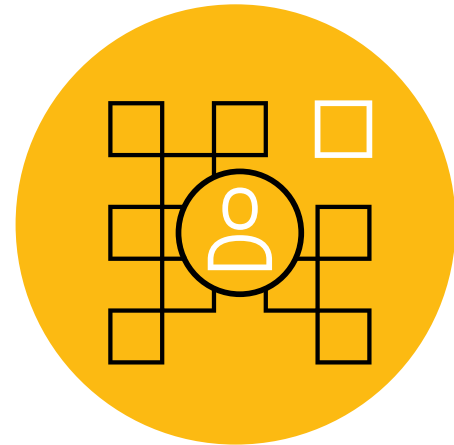
READ THE STORY 

2) Use a Variety of Communication Channels

Meet candidates here, there, and everywhere.

Now that we've established how your recruiting team can effectively work remotely, it's just as important to give your team the tools to do what they do best: recruit the top candidates.

Great recruiters know that the most engaged candidates come when you meet them where they are. That means having access to every mode of communication and understanding where your target candidates are most likely to engage in conversation.



The Best Ways to Reach Candidates



Social Media

LinkedIn and Facebook are two of the most popular social media platforms for reaching and recruiting candidates. Twitter is a popular place for candidates to get to know a potential company. #employerbranding



Text

Did you know that it takes a candidate an average of 90 seconds to respond to a text, whereas it takes about 90 minutes for a candidate to respond to an email?

For speedy conversations with candidates on-the-go, you can't beat using text.



Email

Even though text has proven to be the fastest mode of communication, email remains a tried-and-true method. With these communication tools working together, it's easier than ever to schedule interviews directly from email and set up drip campaigns via text and email to reach candidates at the right time.



Phone Call

Even with all our advances in communication, **phone calls remain the most preferred mode of communication in a survey of millennials, Gen Xers, and Baby Boomers.** Even though phone calls may take some effort to schedule, the data proves that once a recruiter connects with a candidate via phone call, the job seeker is highly engaged. If your recruiters are working remotely, they likely have more flexibility to call candidates outside of 9-5 work hours to reach them.



More than
73%
of people age 18-34
have found jobs
via social channels.

3) Be as Mobile as Your Candidates

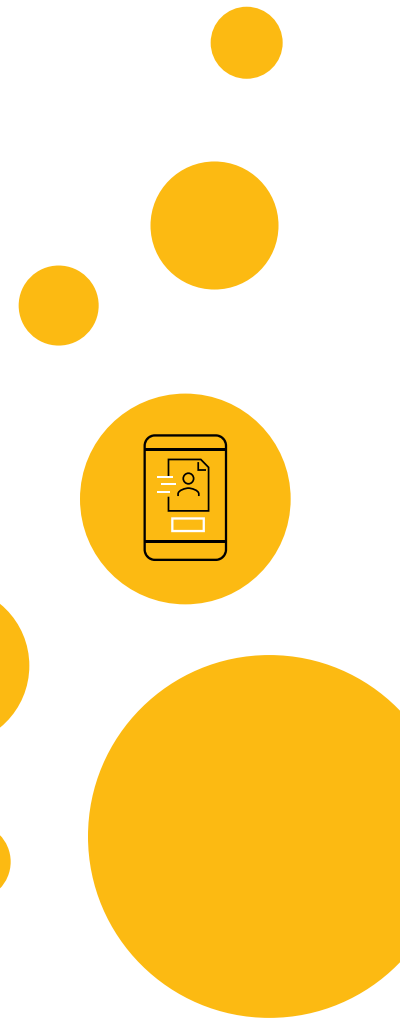
How to make every part of your recruiting process mobile-friendly.

The great thing about all the communication methods we just talked about is that they're all built for mobile success. The phone and text approaches speak for themselves. Every email platform has been made available via mobile, and social media platforms are most often accessed on smartphones.

With features like candidate reviews, interview feedback, and in-app recruiter messaging, a mobile phone can quickly become a recruiter's best friend.

Discover the top features of the Jobvite Mobile Hiring Team App

READ THE BENEFITS



4) Video Conferencing

Smile! You're on not-so-candid camera.

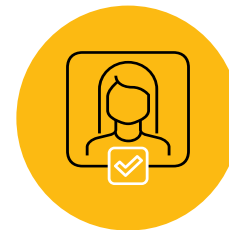
Video conferencing seems like it's more casual than an in-person meeting or interview, but video meet-ups should be anything but candid. Whether you're communicating with a fellow recruiter or a candidate, your video conferences should be organized and well-planned.

Luckily, there are tons of options for the right video conferencing systems for your team. Whether you want one built-in to your ATS or you're looking for a free or almost-free solution like Google Hangouts or Skype.



A Checklist for Successful Video Interviewing

- ✓ Ensure your tech and audio are working properly, and give the responder an **extra few minutes** in case they're struggling to log on.
- ✓ Take time for professional intros.
- ✓ Maintain a professional image. It's not the time to be in sweats!
- ✓ Choose a quiet environment. Close the door, put the dog aside, and silence the mobile.
- ✓ Make your interviewee comfortable. Not everyone is used to video calls. Start with softball questions or ask about the weekend.



5) Don't Forget about Onboarding

Ensure your employees feel special from afar.

Training and onboarding are a huge part of any healthy, successful work environment, and that doesn't change with remote recruiting. The best practices of good onboarding still apply to your remote recruiters: make training and onboarding materials available online; schedule intro meetings to key members of the team in the first two weeks of employment; and check-in on a regular basis.

When you're welcoming a new employee on the team, consider mailing their laptop and other equipment with employer branded items like t-shirts and mugs, and sending them lunch one day that first week.



Conclusion

We live in a time of innovative, cool technology and fast change that results in many of us completing our jobs from anywhere. And that includes recruiting. Let's keep moving our companies forward, keep the work we're doing personal and impactful, and stay flexible enough to change with the times.

Jobvite is a great platform to ensure your recruiting teams remain productive and consistent from wherever they work. We'd love to talk with you about remote recruiting, so don't hesitate to call, email, video, or text someone on our team.

REACH OUT TODAY



About Jobvite

Jobvite is a comprehensive talent acquisition suite that offers a marketing-inspired approach to recruiting by intelligently attracting your dream candidates, automatically screening for the highest quality, engaging employees invested in their futures, and retaining the people who care the most about your organization by combining the power of data and the human touch.

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