

## Recruitment: Attracting the Right Talent

### Introduction

Employees are the greatest asset for any HRM and they reflect the performance and survival of the organization and it is important that the right talents are recruited. The HRM must therefore use his or her skills to recruit the best candidates for the available job to maintain a competitive edge and maximize profits and objectives. To attract the right candidates, the HRM clearly outlines the job description. An effective job description should highlight the tasks, knowledge, skills & abilities, tools & technology and the educational requirements associated with the position.

The first step in the process of recruitment is the determination of the major tasks/responsibilities of the job and making them known to potential candidates. The major tasks are those job-specific duties that are important to the specified job. These duties must be performed exceptionally, if not will negatively impact the nature of the job.

Tools and technologies are essential for effective recruitment. The leading source of job candidates is employment agencies. These agencies which exist both as public and private collect information about persons in search of employment in the market; evaluate their qualifications, skill sets and experiences via serial interviews and tests; and then connect them with relevant organizations for employment. Another tool is web recruiting via web job boards and postings, career websites and employer websites. Colleges and universities are another applicable tool and technology of recruitment. In addition, professional employer organizations and temp agencies, outplacement agencies, job and career fairs, unsolicited resumes and applications and soliciting specific applicants are a powerful source of recruiting top talents in the market.

Knowledge, skills & abilities (KSAs) is another critical factor to consider when recruiting. KSAs must be listed on each job description of a position to guide applicants, employees and departments to analyze and assess the possibility of the applicant becoming a success in a job. The subjects, topics, and items of details that a worker should know before being hired comprise knowledge. The skills (usually measurable and observable) are the manual or technical know-how learned or obtained via training. Abilities encompass the capacity to simultaneously apply knowledge and skills to finish an assignment. Abilities also include natural personal and social behaviors.

The educational level ought to be stated otherwise a scenario where a diploma holder applies for a job requiring post-graduate degree may arise. This wastes time and increases the cost of recruitment. As stated by many HRM scholars and professionals, effectiveness in recruiting talents reduces costs and accelerates the recruitment process; which is the primary principle of any organization.

Recruitment can be done both external and internal. Since each method has its own advantages and disadvantages, it is worthwhile explaining them further. Internal recruitment happens when a current employee is promoted from within or gets a lateral transfer. Employee referrals also constitute internal recruitment. Internal recruitment raises the morale and satisfaction of promoted employees. Moreover, internal recruitment costs less and it makes it easy to accurately judge the skills, abilities, performance indicators, personality and technical experience of an internal employee.

The shortcomings of internal recruitment are: no new ideas can be introduced, more training and development are required for the duties and responsibilities related to the new job

post, and it can possibly generate conflicts and hatred within the organization as some colleagues equally or more capable than the recruited person may feel treated unfairly being left out.

### ***Advertising Jobs***

Organizations can advertise jobs via radio, television, magazines, and newspapers. These are the commonest media sources. To choose the most effective advertising media, the HRM evaluates the cost and reach of each, the most important things to consider. Speaking of cost, television is more expensive than radio advertising; hence most local organizations with narrow resources advertise on local radio stations.

It must be noted that cost is not the only factor to put into thought when choosing where to advertise a job opportunity. It is invaluable important that the venue of advertising be capable of reaching the target audience. If the pool of candidates is widespread throughout the country and if the organization is able and willing to relocate a qualified candidate or permit him or her to work from a distance, nationwide media may be the right choice. Nonetheless, a low pay job with no assurances of relocation will lure local candidates, and this is where local advertisements chip in.

### **Conclusion**

Employees are the greatest asset for any HRM and they reflect the performance and survival of the organization and it is important that the right talents are recruited. The HRM must therefore use his or her skills to recruit the best candidates for the available job to maintain a competitive edge and maximize profits and objectives.

If the organization unfortunately recruits unqualified or underqualified candidates fighting competition and maximizing profitability and objects will be a climbing task. It is for this reason that the HRM prudently defines the job duties and responsibilities, educational

requirements, KSAs and uses the right tools and technology to ensure that only the right candidates apply.

#### References

N.A (2015). *Recruitment: Attracting the Right Talent*. United States: Bridgepoint Education, Inc.

[www.primeassignments.com](http://www.primeassignments.com)