How to Hire Talent Remotely Webinar

JUNE 24, 2020

Recording: https://vimeo.com/432306581/fd62a4e810

OPTIMIZE AD JOB SPEND

- **Discussion of Programmatic Job Advertising Campaign: (view discussion --5:50)**
  - How to set up a Programmatic Job Advertising Campaign and why we think it is important
  - Programmatic Job Advertising campaigns allow you to go from a Pay Per Post (Fixed Job Spend) to Pay Per Click (Flexible Job Spend)
  - Everyone uses job boards and it is nearly ubiquitous
  - Programmatic is a much newer model that will be the future of recruitment marketing spend

AUTOMATE THE INTERVIEW SOURCING PROCESS

- **Automation Levels Across All Functions: (view discussion--9:54)**
  - There are low levels of automation across the board
  - With the current work environment, there is a need to do more with less
  - Furloughs are requiring your teams to do more work, this work could be automated
  - Bots can help automate sourcing, screening, and scheduling
  - Video interviewing helps facilitate remote interviews (synchronous or asynchronous)
  - There has been a dramatic increase in the total number of recordings and virtual activities due to COVID-19
  - Video conferencing web traffic has significantly increased as well
  - Video interviewing Use Cases on how to:
    - Conduct a virtual preliminary screening
    - Reduce costs and time per hire
    - Gain virtual brand representation
    - Provide skills and behavioral assessments
    - Create automated scheduling

VIRTUALIZE YOUR EMPLOYEE AND CANDIDATE ENGAGEMENT

- **Recommendations: (view discussion--16:08)**
  - Recommendations on Internal Staff and Candidates' Collaboration and Activity Management Tools

PANEL

- **Discussion of Panel Question: (view discussion-- 22:04)**
  - Panelist Jeff Scott, Head of Talent at Bank of Montreal and Michael Pellegrino, Chief Information Officer at Colony Hardware answer the following questions:
    - What are some of the best ways you are seeing companies evaluate soft skills and cultural fit during this remote hiring phase?
    - What changes have been made in your approval process to initiate a new offer to a prospective employee? Has this process been smooth? Bumpy?
    - How are you equipping new hires that will start remotely with technology? Is it a BYOD policy or are you shipping and delivering company-owned hardware to each new start?
    - How are companies dealing with group interviews for technical candidates? Virtual whiteboards? Validity issues?
    - How should you go about advising your hiring managers if they are hesitant about candidates' skills and experience because the interview is being performed remotely through video?
    - What are some interesting surprises you encountered during this COVID-19 period? Do you believe this period will have long lasting changes in how we acquire and manage talent well into the future?