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UNDERSTANDING SOURCING & RECRUITING

Sourcing and recruiting are two closely related functions in the talent acquisition process, but they serve different purposes and involve different activities.

Sourcing focuses on proactively identifying and engaging candidates. It's all about finding the right people—not just waiting for them to apply.

Recruiting is taking the pipeline created from sourcing and connecting the candidates with the right positions. Think of it as linking talent with opportunity. Let's take a closer look at these critical functions.

IF YOU HAVE QUESTIONS
on how to develop or optimize your sourcing and recruitment strategy or would like to discuss current hiring trends and best practices, **please contact your FrankAdvice HR Consultant.**

SOURCING

DID YOU KNOW?
85% of the workforce consists of passive candidates who aren't actively job hunting but would be open to the right opportunity.

PURPOSE: The best candidates aren't always actively looking. Sourcing helps you identify potential candidates, engage them early, and build a talent pipeline.

SOURCING ACTIVITIES:
- ☑ Understand company hiring needs
- ☑ Build a search strategy
- ☑ Research the market
- ☑ Reach out to active/passive candidates
- ☑ Save/Track candidates (Applicant Tracking System)

SOURCING CHANNELS:
- ◈ Online Job Boards (Indeed, LinkedIn, etc.)
- ◈ Employee Referrals
- ◈ Social Media
- ◈ Events/Trade Shows

Tip: Keep your prospects in the loop by sending occational friendly, helpful emails. It's a great way to stay on their radar and build a relationship.

RECRUITING

DID YOU KNOW?
Talent professionals are using Generative AI (GAI) to increase efficiency in the recruiting process. Utilization is up 27% since 2024.

PURPOSE: Recruiting involves managing the talent pipeline, building relationships with candidates, guiding them through the screening process, and ultimately making an offer.

RECRUITING ACTIVITIES:
- ☑ Engage candidates
- ☑ Reconnect with talent pipeline
- ☑ Screen candidates
- ☑ Interview process
- ☑ Evaluate and compare
- ☑ Make offer/hire

RECRUITING TASKS:
- ◈ Posting on job boards
- ◈ Utilization of Applicant Tracking Systems
- ◈ Optimization of the candidate experience
- ◈ Following the interview process

Tip: Creating clear recruitment procedures and using structured interview questions can make your hiring process more efficient and consistent.