

CHAPTER 4

RECRUITMENT

PART ONE : NEW RECRUITING METHODS

There are many ways to find new employees for the company. Some of the newer methods employers are using are listed below:

- **Social Media:** Advertising and communications strategies are changing rapidly as a result of new social media. Companies who understand and use social media will be in a far better position to recruit more people. These media allow instant access by millions of people around the world.
- **Special Events :** Forums, sponsored events, and charity events can provide recruitment opportunities. Smart employers are *always recruiting*. Participating in community and charity events creates a positive image of the company, and is a great way to contact potential employees.
- **Internet Recruiting:** There are two ways of using the Internet to find the right person for your company: placing a job posting and using a résumé matching service.
- **Current Employees:** Some companies rely on their existing employees and provide incentives to get their support in attracting new recruits.
- **Former Employees :** Former employees usually don't need an orientation or training period and they know the culture of the company. They can usually start work right away with no delay. This saves on orientation and training costs. They may also know of other good potential employees.
- **Company Web Site:** Some companies are developing their own well-designed, user-friendly websites. This provides potential employees valuable information about your products, services, markets and business approach.
- **Job/Career Fairs:** Business and community organizations, and even some individual businesses are organizing job fairs to showcase their industry or company.
- **Trade Publications:** Advertising in a magazine specific to the industry can attract applicants with interests, training or skills that are well suited to your company.
- **Cable Station Ads:** Try posting a short advertisement on the local cable station and The TV Guide channel.
- **Community Notices:** Some employers are posting positions in Church Halls, Community Centres, Sports Centres, Town Offices and similar locations. Many of those locations can be used to reach stay-at-home parents, newcomers to the community and other persons not currently in the workforce .
- **Retired or Semi-Retired Workers:** Retired or semi-retired workers have years of experience. Many are looking for part-time work for social reasons or for travel money! Try posting the position at seniors clubs or resource centres in the area.
- **Career Work Centres:** Visit the Career Work Centre in the area and talk to the staff there about potential workers and available support programs to assist unemployed workers who are entering the workforce.
- **People Looking to Immigrate:** People from other countries who are looking to move to Thailand have skills and talents that can make a valuable contribution to your business.
- **International Graduates:** Persons from other countries who are graduating from local colleges and Memorial University are also potential new employees.
- **People with Disabilities:** Have you considered the work skills and abilities of persons with disabilities? A number of employment centres and associations support persons with disabilities in finding employment and they can help you find workers.

PART TWO : VOCABULARY

Conversation between Manager to an HR Director

- Juliana gave her a notice last week. We need to replace her.
- It is an entry- level position.
- I want someone with at least two years of experience.
- In the last recruitment fair, were there any good candidates ?
- Here's a list of job duties.
- What's the salary range for this position ?
- The applicant should be flexible, creative, and be able to work in a team atmosphere.
- We received a lot of responses from our internet ads.
- After screening the applications, we are inviting twelve candidates to come for an interview.

Conversation between HR Director to a Manager

- What are the qualifications you are requesting for the position ?
- The salary ranges from forty to fifty grand depending on experience.
- Do you have a detailed list of duties ?
- How much experience do the applicants need ?
- We should place an ad in the paper.
- Have you thought about placing an ad online ?
- You have to interview every qualified applicant.
- Do we have any good candidates ?
- First, let's post it internally.

Practice : Recruiting new staff

Situation : Outline the job requirements.

- Nancy : Donna gave a notice last week. We'll need to fill her position.
- Craig : Oh no ! My workload will double. How much notice did she give ?
- Nancy : She gave two weeks. That gives us time to hire and train a replacement.
- Craig : More work !
- Nancy : No one will get stuck with more work if we quickly find a replacement !
Now, help me outline the requirements for the job ads.
- Craig : OK. " Able to skip lunch, work overtime, meet impossible deadlines....."
- Nancy : No one will respond to that ad.
Anyway, we 'll require a four year degree, preferably in marketing.....
- Craig : And experience !
- Nancy : We'll require two years' experience. What else would you suggest ?
- Craig : The person needs to be outgoing, very organizing, and be able to work independently.
- Nancy : Right. You don't want to have to hold his or her hand all the time.
- Craig : Exactly, that just means more work for me !
- Nancy : It won't be ! Now, go and type up a job ad for me.
- Craig : Ah – ha ! Extra work already !

Situation : Placing a job ad.

Robert : You now, we could save money by not filling the position.
Craig : Nooooo !
Robert : I'm only kidding. Now, do you have a list of job requirements and duties ?
And the salary range ?
Nancy : Here's a list. The salary is thirty-five to forty-five thousand a year, depending on experience.
Craig : What ?! I don't make that much !
Nancy : Oh...I 'm thinking of giving Craig a raise if he does a good job finding a new person.
Robert : How do you want to advertise the opening ?
Nancy : I have had good responses from the Fortune City Times' help-wanted ads.
Robert : All right. I suggest posting the ad Friday through Monday.
Nancy : OK. Friday's the big day for job ads.
Robert : And job seekers will certainly check the paper over the weekend.
Craig : Let's post on the internet too. We'll get the better response. I 'll post the ads.
I know some good sites.
Robert : Such concern for the company, Craig ! I'm impressed
Nancy : Don't be fooled, he's just lazy.
If we don't replace Donna, he knows he'll have to work harder.

Situation : Ringing up a profit

Nancy : (Thinking) I need a good replacement. I don't want to give Craig more work.
Robert : Here are more resumes and cover letters for you. They were faxed in over the weekend.
Good. And we should get more today.
Robert : And decent candidates ?
Nancy : Not yet. I want someone experienced in our industry.
Robert : Remember, it's company policy to interview every qualified applicants.
Nancy : We only have a few. That shouldn't be a problem.
Craig : (Walking in) Hey, boss. Here are the responses we received by email from our internet ads
on Saturday.
Nancy : There must be 30 !
Craig : 43 , actually.
Nancy : I'd better get on the phone and start setting up interviews.
Robert : Remember – interview every qualified applicants.
Craig : Oh, and here are responses from Sunday-another sixty. Internet job ads sure are effective !
Nancy : One hundred resumes ? I'll be here all day, and I 'll be interviewing for a month.
Craig : Anything to keep from giving me extra work, right ?
Nancy : Wrong ! Here. Screen these hundred applications for me by the end of the day !

Using the verb , noun and adjective

คำนามที่ใช้บ่อยในการสมัครงาน

classified ads	หน้าโฆษณาบ่อยในหนังสือพิมพ์ที่ลงเรื่องประกาศรับสมัครขายบ้าน ขายรถ ฯลฯ
replacement	พนักงานแทน
vacancy - vacant position	ตำแหน่งงานว่าง
outsourcing	ธุรกิจภายนอก
head hunter	ธุรกิจหาคนทำงาน
applicant	ผู้สมัครงาน (job hunter, job seeker, candidate)
application form	แบบฟอร์มใบสมัครงาน อเมริกันใช้ว่า application blank
aptitude	ความถนัด (natural ability)
attribute	คุณลักษณะ คุณสมบัติ (characteristic)
personnel requirements	
professional qualifications	
Job specification	ข้อกำหนดคุณสมบัติประจำตำแหน่ง
job description	คำพรรณนาลักษณะงาน
a person – job fit	ความสอดคล้องระหว่างบุคคลกับตำแหน่งงาน
a person – job match	พิจารณาความเหมาะสมของคนกับลักษณะงาน
a person – organization fit	ความไปกันได้ระหว่างบุคคลกับองค์การ
core competencies	กลุ่มสมรรถนะหลัก
workload	ปริมาณงาน
job description	คำพรรณาลักษณะงาน
job specification	คุณสมบัติเฉพาะตำแหน่ง
merit system	ระบบคุณธรรม
permanent staff	พนักงานเต็มเวลา
temporary staff	พนักงานชั่วคราว
short-term employment	การจ้างงานระยะสั้น
seasonal employment	การจ้างงานตามฤดูกาล
skilled labour (worker)	
skilled work	
unskilled labour (worker)	
work shift	

คำกริยาที่ใช้บ่อยในการสมัครงาน

fill out	กรอกข้อมูล	get stuck with	ไม่สามารถหลุดพ้น
give a notice	แจ้งลาออก	give someone's a raise	ขึ้นเงินเดือน
get on the phone	ยกหูโทรศัพท์	get off the phone	วางหูโทรศัพท์

คำกริยาที่ใช้บ่อยในการบรรยายปฏิสัมพันธ์/บริหารผู้อื่น

Interact	recruit	รับสมัครคนใหม่	interview	สัมภาษณ์
	coach	แนะนำ	train	ฝึกสอน
	cultivate	อบรม ฝึกฝน	team up	ร่วมทำงานกับผู้อื่น
	collaborate	ร่วมมือ	intervene	แทรกแซง
	encourage	กระตุ้น ให้กำลังใจ	sponsor	อุปถัมภ์
Change	address	พูดจา	guide	แนะนำ
	mediate	ไกล่เกลี่ย	reconcile	ทำให้ปรองดองกัน
	persuade	ชักจูง	moderate	บรรเทา (ปัญหา)
	delegate	มอบหมายงาน	regulate	วางระเบียบ
	enforce	บังคับให้ทำตาม	direct	ควบคุม แนะนำ
	govern	ปกครอง	oversee	ควบคุมตรวจตรา

คำกริยาที่ใช้อยู่ในการเขียน Resume

Start	approve establish forge launch	อนุมัติ สร้าง ก่อตั้ง บังคับ ลงมือ เริ่มปฏิบัติการ	institute implement introduce initiate	ริเริ่ม ก่อตั้ง จัดเตรียม แนะนำ เข้าสู่ ริเริ่ม
Plan	anticipate assemble construct set (goal)	มุ่งหวัง รวบรวม สร้าง ตั้ง (เป้าหมาย)	engineer organize outline devise	วางแผน ควบคุม ทำให้เป็นระบบ ร่างเค้าโครง ออกแบบ วางแผน
Work on idea	develop diagnose examine foster	พัฒนา นุกเบิก วินิจฉัย วิเคราะห์ ตรวจสอบ สนับสนุน ส่งเสริม	research synthesize systemize track	วิจัย สังเคราะห์ จัดระบบ ติดตาม
Check goals	exceed pass	ดีกว่า มากกว่า ผ่าน	surpass yield	เหนือกว่า ได้ผล
Work	adopt assume improvise produce navigate	นำมาใช้ เข้ารับตำแหน่ง แก้ไขสถานการณ์ ผลิต สร้าง นำทาง	prepare prioritize maintain schedule volunteer	เตรียมตัว จัดลำดับความสำคัญ รักษา บำรุง จัดตารางเวลา อาสาสมัคร
Change	broaden expand improve rehabilitate re-engineer reorganize update	ทำให้กว้าง ขยับขยาย แผ่ขยาย กว้างออก ทำให้ดีขึ้น ซ่อมแซม ฟื้นฟู วางแผนใหม่ วางแผนจัดการ ทำให้ทันสมัย	replace overhaul resolve streamline strengthen widen upgrade	แทนที่ ปรับปรุงใหม่ แก้ปัญหา ปรับปรุงให้มีประสิทธิภาพ เพิ่มประสิทธิภาพ ขยายออก ยกระดับ
Add energy to a project	promote publicize	ส่งเสริม สนับสนุน เผยแพร่ ประกาศ	sell generate	เสนอขาย สร้างขึ้น ทำให้เกิด
Use data	catalogue classify review	ลงบัญชีรายชื่อ แบ่งประเภท ทบทวน	compile collect test	เรียบเรียง รวบรวม รวบรวม ทดสอบ
Work with budget	allocate audit increase	จัดสรร กำหนด ตรวจสอบบัญชี เพิ่มขึ้น	calculate balance decrease	คำนวณ คำนวณงบดุล ลดลง
Finish	carry out complete	สำเร็จ เสร็จสมบูรณ์	conclude terminate	ลงมติ สิ้นสุด ยุติ ลงท้าย

คำกริยาที่ใช้บ่อยในการพบและแก้ไข้ปัญหา

Find	analyze	วิเคราะห์	diagnose	วินิจฉัย วิเคราะห์
	uncover	เปิดเผย	discover	ค้นพบ
	circumvent	หลีกเลี่ยง	locate	หาที่ตั้ง
	define	ทำให้ชัดเจน	identify	จำแนก บ่งชี้
Fix	solve	แก้ปัญหา	mitigate	บรรเทาลง
	handle	จัดการ รับมือ	rectify	แก้ไขให้ถูกต้อง

คำคุณศัพท์ที่ใช้บ่งบอกบุคลิกคุณลักษณะ

Investigative Personality (แบบใช้เขาวีปัญญา)	conscientious	รอบคอบ ระมัดระวัง	discrete	ชอบแยกตัว
	honest	ซื่อสัตย์	unbiased	ไม่มีอคติ
	Precise	พิถีพิถัน เจียบขาด	analytical	ชอบวิเคราะห์
Realistic Personality (แบบนิยมความเป็นจริง)	attuned	ปรับตัวเข้ากับผู้อื่นได้	dedicated	อุทิศตน
	reliable	เชื่อถือได้	trustworthy	ไว้วางใจได้
	hands-on	ชอบลงมือปฏิบัติ	Practical	ลงมือจริง
	systematic	มีระบบ	straightforward	พูดตรง
	Thorough	ละเอียดถี่ถ้วน	willing	มีความตั้งใจ
Artistic Personality (แบบรักศิลปะ)	creative	มีความคิดสร้างสรรค์	critical	ชอบวิจารณ์
	curious	ช่างสงสัย	expressive	ชอบแสดงออก
	idealistic	มีอุดมการณ์	innovative	มีความคิดใหม่ๆ
	independent	เป็นตัวของตัวเอง	unconventional	ไม่ทำตามกฎเกณฑ์
Social Personality (แบบชอบเข้าสังคม)	charming	มีเสน่ห์	cheerful	ร่าเริง
	energetic	มีความกระตือรือร้น	flexible	มีความยืดหยุ่น
	helpful	ชอบช่วยเหลือผู้อื่น	caring	มีความใส่ใจผู้อื่น
	sincere	จริงใจ	open minded	เปิดใจรับฟังผู้อื่น
Enterprising Personality (แบบกล้าคิดกล้าทำ)	ambitious	มีความทะเยอทะยาน	charismatic	มีเสน่ห์
	competitive	ชอบแข่งขัน	decisive	เด็ดเดี่ยว
	determined	ดีจ้าน	entrepreneurial	เป็นผู้นำที่ริเริ่ม
	motivational	มีแรงกระตุ้น	Forward-thinking	มีความคิดก้าวหน้า
	persuasive	โน้มน้าวใจเก่ง	influential	มีอำนาจชักจูง
	savvy	ฉลาดหลักแหลม	smart	ฉลาด เก่ง
	perceptive	เฉลียวฉลาด	alert	ตื่นตัว
Conventional Personality (แบบทำตามแบบแผน)	accurate	แม่นยำ	efficient	มีความสามารถ
	dependable	พึ่งพาได้	disciplined	มีวินัย
	impartial	ยุติธรรม	objective	ไม่ลำเอียง
	productive	ชอบทำงาน	wary	ระวังตัว

Organization
Logo

Job title

Employer's name

Location of the job

Brief, to-the-point company description

To whom the position reports

Job role and purpose

Ideal candidate profile [qualifications and experience required]

Salary guide

Contract [FT,PT or a short-term contract]

Other package details [pension, car etc.]

Response and application instructions

Contact details as necessary [address, phone, fax, email,]

Request for references

Website address

Sample 1

JOB : Legal Administrative Assistant, AMS Headquarters - Minnetonka, MN

JOB REQUIREMENTS: AMS is a global, publicly held, medical device manufacturing company specializing in pelvic health products and therapies. This individual will provide general legal and administrative support to a small, growing, fast-paced Legal Department.

REQUIRED QUALIFICATIONS: Strong time management and organizational skills and the ability to prioritize in a matrix-driven environment; proficiency in Microsoft functions, including Outlook, Word, Power Point, and Excel; interpersonal skills; filing system experience and proficiency; effective oral and written communication skills; sensitivity to working with confidential material; active learning skills and the ability to understand the implications of new information for both current and future problem-solving and decision-making; strong critical thinking skills; flexibility and willingness to adapt to changing environment and priorities; positive attitude, integrity, and excellent judgment.

Sample 2

JOB ADVERTISEMENT

Administration Assistant

Job Reference: 124589

An exciting opportunity exists for a self-starter to join our small team. As administration assistant you will assist the Administration Manager with duties such as answering phones, customer relations, coordinating mail outs, inputting data into the statistical database, scheduling appointments and other administration duties as requested.

The applicant must possess excellent communication skills with the ability to work under pressure in a busy office environment. Knowledge of Word and Excel are essential.

Salary Range: \$28-33K negotiable based on experience.

Send resume to: HR Recruitment Manager, ACME Corporation,

PO Box 76, Melbourne, VIC 3001.

ABC, Inc.

Title: UNIX Systems Administrator

Skills: Solaris 2.7 preferred, Apache

Date Posted: 05/02/01

Location: anywhere CA

Tax Term: W2 Full-time

Pay: 85,000 - 110,000

Length: Full-time

Email: excellent@example.com

Web: www.dice.com/example

Position ID: CA9572

Job Description:

Join the company that is a leader in the industry. Fortune 100 Company has an excellent opportunity for a UNIX System Administrator. We are searching for a UNIX System Administrator to support its Sr. Operations Manager.

Administer a mid-sized Apache web site alone or assists in the administration of a larger Apache web site. Help plan for the future UNIX networks. Evaluate UNIX hardware/software purchases.

Requirements:

2+ years of UNIX system administration experience (Solaris preferred).

Good UNIX system administration in the following areas: configuration of mail system, system installation and configuration, printing systems, fundamentals of security.

Solid understanding of a UNIX OS: paging/swapping, inter-process communication, file system concepts ("inode", "superblock").

Compensation:

We offer an extremely generous compensation package including:

- * Paid vacation and sick days
- * Medical and Dental coverage
- * Insurance
- * Employee Stock Options
- * Individual performance bonuses
- * Company profit sharing
- * Competitive salary
- * State of the art employee break room with pool table, ping-pong, putting green, basketball hoop, video games, and big screen TV
- * Casual Dress
- * On-Site day care

Candidates should e-mail resume to address above. We invite your calls to speak with a recruiter now! Be sure to reference the job number and title in the subject line.

We are an equal opportunity employer.

Sales Executive

Date: Feb 6, 2014

Location Atlanta, GA, US

Req ID: 19867

About the Role:

Success Factors is seeking an experienced senior sales executive to drive strategic enterprise-wide sales initiatives into corporations in the Mid-Atlantic Region (1,250-5,000 employees). Responsibilities include qualifying, selling and closing new business into large prospects and installed accounts

Duties and Responsibilities:

- * Sell value and ROI into C-Level business decision makers, as well as into HR & Finance leaders
- * Develop in depth knowledge of SAP Cloud's People and Money product suites and effectively sell to clients through initial phone conversations, face-to-face meetings, and product demonstrations
- * Align Success Factors/SAP solutions with the customer's strategic objectives
- * Manage and drive multiple concurrent sales cycles effectively
- * Qualify and forecast deals accurately
- * Build strong & maintain strong client relationships to pave the way for additional future sales
- * Upsell and cross-sell existing SAP accounts and likely some Success Factors' customers

Required Skills and Experience:

- * 10-15 + years overall sales experience, including significant time as an outside representative
- * 6 + years experience selling premise-based ERP/application software or SaaS solutions to C-Level business decision makers at large enterprise corporations
- * Previous experience selling HRIS/HCM software and/or selling into HR a plus
- * Consistent over-quota performance and top tier company ranking – We want quota killers!
- * Consistent 200K+ W2 income with track record of above OTE achievement
- * Stability – Proven history of being a top performer in a company for multiple years running
- * Highest level of professional courtesy, mutual respect, and ethics
- * High standard of excellence, professionalism, and role model behavior
- * Interaction with senior executives across multiple industries
- * Strong C-level/board level communication and presentation skills
- * Adaptability – Ability to change objectives quickly when necessary in ever-evolving, fast paced industry and organization
- * Likability – No Jerks – this is one of our core company values

Benefits:

- * Very competitive compensation package with uncapped commissions and stretch bonuses
- * Employee equity plan (LTI)
- * President's Club annually
- * Laptop computer and Blackberry/iPhone and air card provided
- * Sales training boot camp at hire; continuous sales training quarterly
- * Career Advancement with strong track record of internal promotions and mobility within sales
- * Competitive benefits package (Medical, Dental, Vision, 401k, and Vacation)

About Success Factors, an SAP Company

Success Factors is the leading provider of cloud-based Business Execution Software, and delivers business alignment, team execution, people performance, and learning management solutions to organizations of all sizes across more than 60 industries. With approximately 24 million cloud application subscribers seats globally, we strive to delight our customers by delivering innovative solutions, content and analytics, process expertise and best practices insights from serving our broad and diverse customer base. Today, we have more than 4,000 customers in more than 177 countries using our application suite in 35 languages.

For the most comprehensive cloud computing portfolio in the market, SAP Cloud delivers mature business applications that drive collaboration across a business and connect to partners. There are over 20 applications and suites in the SAP Cloud designed to optimize and manage a company's most critical assets – its people, money, customers, and suppliers. And for those who prefer to run their entire business on a single, cloud-based software solution, we offer a suite that will surely meet your needs.

Our primary focus is on delivering beautiful products for our customers. When our customers win, we win. And we pride ourselves in delivering the most powerful software-as-a-service (SaaS) solutions on the market. As we like to say... our cloud strategy is Bad Ass SaaS. As an SAP company, the possibilities for growth, innovation, and impact are endless!

Are you ready? You are in for an exciting ride. Success Factors is known for its innovation, extraordinary leadership, and high-energy culture. We hire high-performing people that want to make a difference.

We expect all of our talent to be leaders – no matter what your role. We challenge ourselves and each other to swing big and take risks every day. We move fast, but we care about how we work with each other. It's one of our core values – “No Jerks!”

In turn, our commitment to all employees is to provide the opportunity for personal and professional growth, recognition for real impact, and meaningful rewards for delivering amazing results! Employees truly are the heart of our success.

See what it's like to work at Success Factors- check out this video! <http://youtu.be/eZarfkN4hUo>
Connect with us! Learn more about the culture at Success Factors, an SAP Company, see pics of our global offices, talk to recruiters, and see real-time job openings:

Facebook: <http://facebook.com/successfactorscareers>

Twitter: <http://twitter.com/CareersAtSF>

YouTube: <http://youtube.com/CareersAtSF>

LinkedIn: Search "SuccessFactors Careers"



	Full name
	Address
	Contact
	Email
Career objective:	
Professional skills:	
Work history:	
Education:	

	Full name
	Address
	Contact
	Email
Objective:	
Strengths:	
Experience:	
Education:	
Extracurricular activities:	

	Full name
	Address
	Contact
	Email
Objective:	
Summary of Qualifications:	
Professional Experience:	
Education:	
Technical skills:	
Honors & Awards:	

