

Recruitment

Internal

noticeboards

advertised in employee newsletter
 certain employees are invited to apply
 emails
 owner tells employees about the job vacancy

① match cvs or application form against job specification
 choosing an employee from those people who applied is called selection.

Selection:

All job advertisements include a closing date by which all applicants should be received. On that date the company's managers will look at all the applications that have been received and decide which ones they are interested in.

Advertisement:
 posters
 website
 internet
 social media
 newspaper
 radio
 Job centre

- shortlist candidates
- invite applicants to attend the selection process
- interviews, psychometric tests, assessment center
- choose best applicant(s)
- inform all candidates

Can be costly but offers significant benefits
Benefits of effective recruitment

These may become more apparent in the longer term - results in increased profits
 It appoints the best and most suitable employees for the job

Reduces the chance of them leaving within a short space of time.
Job advertisement and applications:

A job advertisement would usually include: the title of the job, some information about the business, the location of the job, working hours expected and holidays offered, pay rates, how to apply, the closing day for applications.

To apply for a job the applicants will need to give information about themselves such as their address, employment history and qualifications

Sometimes applicants don't fill in an application form but provide a CV.

- To do this, businesses have to have effective processes to:
- recruit the best possible applicants
 - select the right person or people from those who have applied.

most businesses have job vacancies at some point which is so that they can recruit the right people

Recruitment and selection process

- Business needs new employees
- job descriptions and person specifications drawn up
- Job positions are advertised internally or externally
- applications are received and kept until the closing date.

A job description is a document stating information about the duties and tasks needed to be done within the job

A person specification is a document setting out the qualifications and skills needed by an employee to fill a post that is advertised

High levels of productivity
 If an employee is productive this means that the labour cost of producing a single unit of output is likely to be lower. This can increase sales as the business may sell at higher prices and enjoy increased profits as it's costs of production are low.

Alternatively, the business may sell at lower prices and enjoy increased profits as it's costs of production are low.
 Internal adverts within business e.g. on intranet
 external adverts in newspapers and on the internet

THE PROCESS

- 1- Decide what kind of work they want done
- 2- Decide what kind of person they're looking for
- 3- Advertise the vacancy
- 4- Shortlist the candidates to those you would consider
- 5- Select the candidates
- 6- Offer the job.

DEFINITION: Recruitment is the process of attracting people to apply for a job vacancy. First, your business would advertise your job and the role. Second, you would go through the process of selection where you choose from the candidates who have applied for the position.

METHODS OF ADVERTISING

VACANCIES

- Social Media:

- linked in (agency websites)
- Indeed
- banners on website
- Youtube ads

Other: - leaflets

- newspaper, flyers
- telemail & job centres

JOB ADVERT - KEY INFO

- Job title
- Business the job is for
- Where you'd be working
- The hrs/days of the job
- The qualifications required
- What the job involves
- What kind of person they want
- Temporary & permanent position
- How you apply for the job i.e contact details & methods
- Pay per position.

RECRUITMENT

INTERNAL RECRUITMENT

PROS: - the employer will know the employees well, they'll know what they're like

- less training involved.

CONS: - might cause conflict

- no 'new experience' or fresh ideas coming in

Part time is a job

someone is working for a proportion of the full working week. anything less than a full-time worker.

PROS

- Saves money for the business as only working on some days
- Gives people more family time
- Would recruit more people

CONS

- worker is not guaranteed the hours
- More Managing if more workers
- Part time workers are thought of as less loyal / less committed

PART-TIME VS FULL-TIME

JOB ANALYSIS -

identifying the tasks and skills needed to perform the job well.

JOB DESCRIPTION -

a detailed statement of the job and the tasks involved

PERSON SPECIFICATION -

A profile of the type of person likely to make a good applicant.

BUSINESS

KEY WORDS

- sole trader** - a person who is the exclusive owner of a business, entitled to keep all profits after tax has been paid but liable for all losses.
- partnership** - a business or firm owned and run by 2 or more people.
- public limited company** - a company that is legally allowed to offer its shares for sale to the public.
- private limited company** - a company that doesn't publicly trade shares and is limited to 50 shareholders maximum.
- limited liability** - the business owners are personally liable for any loss the business makes.
- limited liability** - the business owners are not personally liable for the company's debts or liabilities.
- shareholder** - an individual that legally owns one or more shares of a company.
- incorporated** - when a business has it's own identity.
- public sector** - government owned businesses that provide a service and are publically funded through taxes.
- private sector** - businesses owned and run by individuals and companies for a profit.
- voluntary sector** - businesses that are run for a 'not for profit' basis.
- USP - unique selling point** - something your product has but none of the other competition does.
- Product differentiation** - something that makes a product stand out from the competition.
- gap in the market** - an opportunity that is either completely new or add something different than a competitors product.
- niche market** - a small part of the market usually with specific needs/requirements.
- primary** - produce or extract raw materials/collecting the resources for the product.
- secondary** - receive and extract resources from the primary sector and manufacture a product using them.
- tertiary** - offers services to a consumer, 70% of people work in this sector.