



The High-Volume Hiring Toolkit: Maintaining Quality as You Scale



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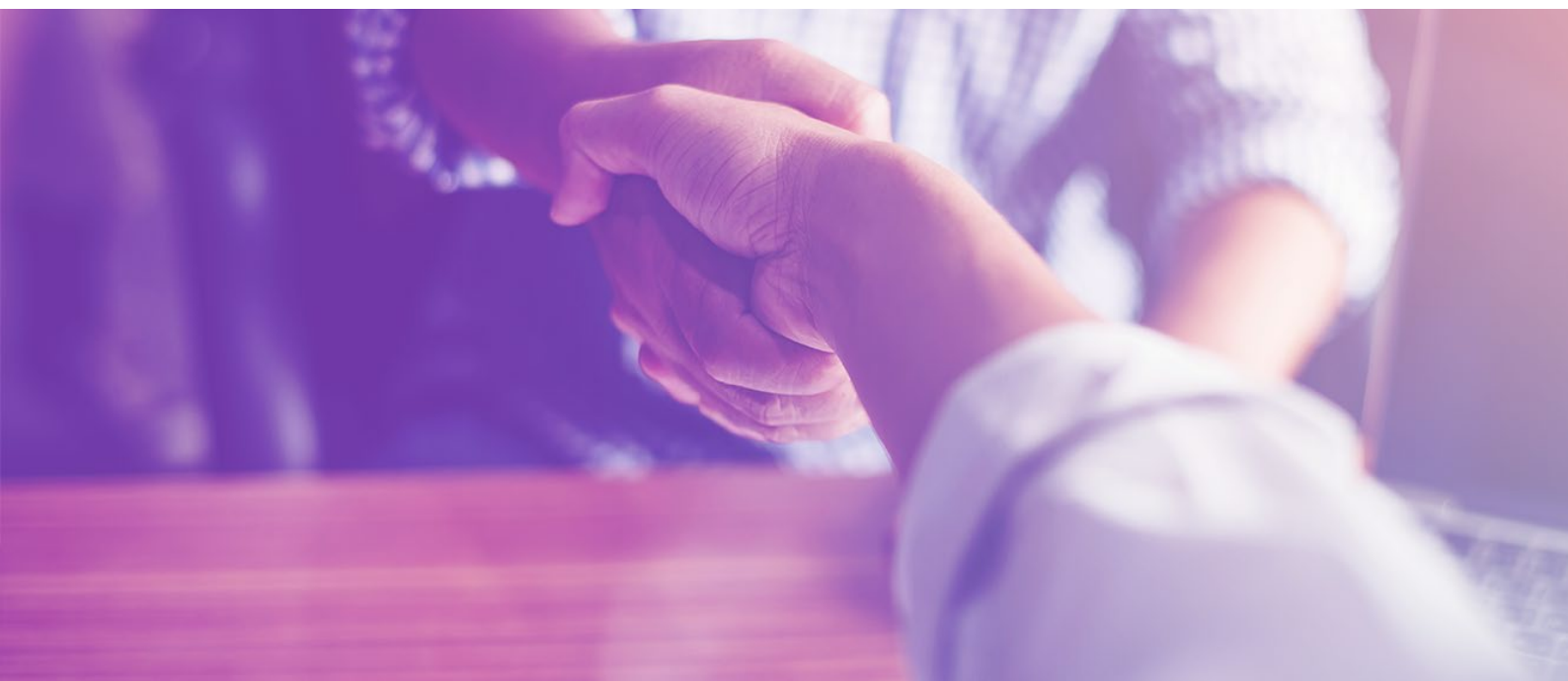
The COVID-19 pandemic has caused hiring freezes, redundancies, and [mass job loss](#). After a [31% decline](#) in candidate volume as a result of COVID-19, job-seeker traffic [has rebounded](#) above pre-coronavirus levels. This represents a huge opportunity for businesses looking to rebuild or add to their workforce.

The uncertainty that surrounded recruitment and hiring is starting to dissipate for some parts of the economy. Certain industries like construction and healthcare, are experiencing high demand as a result of reopening, prompting businesses to adapt and restaff. For these sectors and many others, now is the time to prepare for and embrace the new hiring landscape.

With an increase in both job openings and applications, many are facing periods of high-volume hiring. In order to fill open roles with the best-fit candidates, businesses must act both quickly and strategically to secure top talent.

But with hurried hiring comes the risk of lowered quality. According to a [CareerBuilder](#) survey, one bad hire can cost a business around \$17,000 on average. The negative effects extend beyond monetary value, too. A bad hire can also impact your [productivity](#), [company culture](#), and [reputation](#).

So before you extend offers, follow these best practices to reach good quality candidates when you're in high-volume hiring mode.





What is high-volume hiring?

High-volume hiring refers to the challenging practice of hiring people for multiple open positions in a given (usually short) period of time.

Managing the large amount of applications that accompany these open roles requires specific strategies, best practices, and techniques. High-volume hiring may seem overwhelming—and a nightmare to process—but with the right tools and systems in place, you can still provide a great candidate experience while maintaining a quality-of-hire.

Here are some tools and best practices for amplified hiring in the current economy.



What Does The Ideal Candidate Look Like?

“In talent acquisition, misalignment is the root of all evil. Even the slightest disconnect between you and your hiring manager around job requirements can lead to wasted time and energy,”

- **Alyssa Sittig**, [LinkedIn](#).

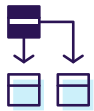
A vital step in your high-volume recruitment strategy is to have a clear, defined image of the candidate you're looking for in each specific role. High-volume typically means a ton of applications, but these candidates will be useless to you if they aren't of the right quality.



Misalignment is more obvious when you begin to hire at scale. Before you begin your recruiting efforts, make sure all your team is on the same page. Get your hiring managers and recruiters together to brainstorm your perfect candidate for each individual role. Answer questions like:



Are there any overarching performance goals for each open position?



What specific tasks does the new hire need to do to achieve their performance goals?



How many years of experience do they need?



What certifications or special skills are required?



Are there any other non-negotiables?

Having a specific type of candidate in mind will allow you to create more precise job descriptions and enhance your screening process. Precision in these early stages is crucial to ensure that you only move forward with the highest quality candidates.



Focus On Your Brand

In today's market, your 'employer brand' is a [crucial part of your recruitment strategy](#). Having a strong and positive reputation will allow you to:



Recruit and retain high quality employees



[Reduce your recruiting costs](#)



Encourage your employees to be ambassadors for the company



Increase employee engagement

To increase the quantity and quality of applications, you've got to make it clear that your company is a great place to work. Find attractive ways to portray your culture like interviews with employees, promoting employee benefits and work flexibility or advertising active career progression.

The aforementioned [job descriptions](#) come in handy here too. Treat them as simple tools to communicate and reinforce your employer branding efforts.

Also, make sure to **monitor company reviews** on sites like [Glassdoor](#). Don't just reply to the positive ones, either. You need to address and rectify negativity as well.

Tools to optimize your employer brand

- **Vizi** - automatically transforms your job descriptions into visual, branded experiences.
- **The Muse** - used to attract and hire talent by providing an authentic look at company culture, workplace, and values through the stories of their employees.
- **NextWave Hire** - attract the right talent with optimized career site, employee stories & talent networks.
- **Rejobify** - helps you to move candidates who you don't select onward in their job search.



Revive Your Talent Pool

In an ideal world, your open roles will attract a number of qualified candidates from which you'll choose the best fits. But this isn't always the case. Often, the best person for the job hasn't proactively applied. In fact, they may be someone who didn't make the cut for a past role. Those previously unsuccessful candidates can still be beneficial down the line, especially when you're hiring in bulk.

Whenever a candidate applies, keep [close track of their status](#) and add them to a mailing list for future engagement. Even if the candidate doesn't make it to the interview or takes a job elsewhere in between, you could still tempt them with a better offer or role in the future.

Embrace recruitment marketing strategies and engage your talent pool with [regular outreach](#). For example, [send an email to](#) candidates in your database asking them to update their details and experience. This will alert past candidates to the fact that you're hiring again.

The most effective way to consistently engage candidates is with an Applicant Tracking System (ATS). This technology allows teams to nurture candidates and centralize communication throughout the pipeline. Which leads us to our next point...





Take Advantage Of Technology

There are obvious challenges that come with high-volume hiring. When a single job posting receives 200+ applications, hiring teams can feel overwhelmed. Multiply that number over dozens of positions, and your team members could be working around the clock to view each resume. That's before the candidate reaches the phone screening and interviewing stages.

Technology will never fully replace the human elements of recruitment, but it can save you significant time and effort for high-volume, repetitive tasks.

Optimize your process for high-volume hiring by empowering your recruitment team for success before you begin. A [recruitment management system](#) helps HR teams stay on top of applications. Equip them with the right technology to manage various stages of your hiring process:



Resume parsing



Background checks



Candidate assessments





Applicant tracking



Interview scheduling



Video interview software

These tools can help streamline your screening processes, allowing you to spend less time skimming through resumes and more time focusing on more strategic recruiting tasks. It's only by adding some of these tools that high-volume hiring becomes feasible.



Advertise In The Right Places

When hiring at volume, it's important to distribute your job postings on multiple channels so you can source the most diverse pool of candidates possible. The right strategy will expand your reach beyond traditional job boards. Be sure to also include social media channels, your own careers site, and any niche online communities in which your potential candidate might already be active. Leverage your current employee's networks with incentivized [referral programs](#), which can be especially helpful in filling multiple roles at once.

[Programmatic job advertising](#) tools are also a good investment, especially when hiring in mass. Software like [JobTarget](#) allows you to purchase, publish, and optimize job ads, rather than doing it manually. It can both save you time and increase your reach.



Enhance the candidate experience

Achieving a positive candidate experience while hiring at high volume isn't easy. It may seem like there are simply too many applicants to provide a personalized experience to each individual. Nonetheless, a [poor candidate experience](#) can be costly: a [Deloitte survey](#) discovered that 83% of talent would change their mind about a company if they had a bad interview experience.

To make a positive impression with a large number of candidates, prioritize communication. Keep candidates engaged by providing clear information about what to expect in the hiring process, frequent updates about the status of their application, and timely notifications by using [automated tools](#) that help move them through your process efficiently.

[Applicant tracking systems](#) and [skill assessment tools](#) allow recruiters to progress or reject multiple candidates with one click, keeping candidates informed as they move through the application process.

Automation and other HR tech tools can turn [rejected applicants](#) into ambassadors for your company.



Reflect And Analyze

The final step in the high-volume hiring process involves reflection and improvement. [LinkedIn research](#) has found that two out of three recruiters don't have the tools necessary to understand the market and talent pool they are hiring from. Hiring at high volume should be a data-driven, iterative process.



Track time-to-hire

Time-to-hire is a key performance metric that tells you how long it takes an applicant to move through your hiring process. It is measured from when a candidate first enters your pipeline to when they accept a job offer.

This number will vary depending on your industry, hiring process, and even location. The goal is, of course, to have the shortest time-to-hire possible—unless you're hiring the wrong candidates out of a sense of urgency or desperation. It's worth unpacking time-to-hire in detail to see if your high-volume hiring strategy is actually working. Work with your team to understand:



How much time you spend on each step of your hiring process.



Where candidates are most likely to get stuck or drop off.



Which areas in your organization slow down the hiring process most.



Whether there are additional opportunities for automation throughout your funnel.

Monitor Referral Sources

As applications increase, monitor who makes it through the process—and where they're coming from. Keep track of information about each candidate, including where they found the job listing and their location. This will allow you to determine which channels are worth investing more in and which aren't quite right. You might find that you get a lot of candidates applying via one job board but very few of them make it through your interview process. Social media platforms might attract fewer candidates, but they may turn out to be of higher quality versus a typical job board. Learn and process what's working for you, and apply the same techniques to other channels where open positions are posted.



What's next?

Though challenging, reopening and getting back to business should be as positive an experience as possible. You've now got the tools and processes you need to maintain quality as you scale. Remember to take make use of what you already have on hand: technology, your candidate database, and, most importantly, your people.

With this toolkit, you're on the way to creating a foolproof high-volume hiring strategy. [Get in touch](#) to see how JazzHR can help.



About JazzHR

JazzHR is powerful, user-friendly and affordable recruiting software built to help growing companies exceed their recruiting goals. JazzHR's best-in-class solution replaces manual, time-consuming hiring tasks with intuitive tools and automation, empowering hiring managers to recruit and hire the right talent faster. To learn more about JazzHR, visit [our website](#).

