

Fact Sheet

Recruitment in a Regional Context

To hear from one of our clients about how Pinnacle People Solutions can help with recruitment, visit <https://www.youtube.com/watch?v=IqtbTQbXlQQ>

Recruitment in regional and rural areas is often perceived as being more difficult and challenging than recruiting in urban and metropolitan areas, if not just impossible. It doesn't have to be – like any other aspect of staffing your business, there are positives and negatives, and ways to manage the issues and pursue opportunities. In close-knit communities it is essential to ensure that your business reputation is maintained, which requires a more personal approach.

Workforce planning

Underpinning any successful potential recruitment process is robust workforce planning. This involves analysing your current staffing and identifying opportunities and risks to your business from your existing staff numbers, skills and qualifications. It may be that after undergoing this process, you determine that you do not need additional recruitment and work can be redeployed amongst existing staff. If you do need to recruit, this is the time to review or develop a comprehensive job description and list of selection criteria, including essential and desirable qualifications, skills and qualities of your ideal new employee. Part of the workforce planning is determining the timing of taking on a new employee with regard to your business needs and practical reality. It is always cheaper to hire the right person, than to hire quickly.

Preparing to Recruit

Once you have your position description finalised, the preparation for recruitment begins. You need to determine how you will assess the quality of candidates, and what you will ask them to prepare as part of the application process. This can be quite creative – think outside the box of resume/selection criteria/referees!

For example:

- Applicants for a sales job could be asked to record a short video pitch for one of your products so you can test their real capacity to sell your products
- Applicants for a caring job such as a support worker could participate in group role play situations to assess their capacity to deal with real life situations.

Advertising

To ensure your business has access to the widest range of the best quality candidates for your vacant position, it is essential to advertise through as many networks as possible. What this looks like depends on the nature of your business; i.e. a National Marketing Manager will be found in different ways to a Butcher's Assistant. Advertising needs to be written in a way that is eye catching and targeted towards the people you want to reach. There is no value in overspending on advertising that is not reaching the candidates you want.

Shortlisting

As you receive applications, review them against the criteria you determined, and any that obviously lie outside these parameters can be quickly determined not to be the right fit for your business. It will enhance your reputation as a business to reply to all candidates, even if unsuccessful, as it shows that you are paying attention to all applications as they are received.

This information and advice is general in nature, based on our interpretation of current legislation and policy, and does not take into account your specific circumstances. You should consider whether the information is appropriate to your needs and seek professional advice if required.



It is our practice when recruiting for our clients that the candidates that, on paper, meet your selection criteria, undergo an initial phone interview with us for a preliminary assessment of their suitability for interview.

Interviews

The job interview is the opportunity for you to meet your preferred candidates, and for them to meet and get to know you! Prepare well in advance so that you know everything possible to know about the candidates you are interviewing and take the time to ask probing questions and invite the candidate to ask any of their own questions.

Selection and Communication

Once you have determined which candidate you wish to offer the position to, discuss it with them. A position is not filled until the employment contract is signed, so don't get ahead of yourself. It is important to communicate with the unsuccessful candidates as well and offer feedback on why they were unsuccessful if asked.

Probation

Probation periods are there to protect your business and your new employee – it gives both you and them the opportunity to "try out" each other and see if the fit is good for your business. Don't let issues go on during a probation period and be sure to keep track of the dates so that you don't lose the opportunity to let them go if it is not working out. Too many businesses are afraid to address problems during the probation period, but that is exactly why it exists.

All sounds too hard?

Pinnacle People Solutions can help! We can design a bespoke advertising and recruitment process for your business to ensure that you get the right person, every time. We specialise in recruiting for rural and regional small to medium businesses and non-profits and offer competitive recruitment packages.

Contact us by email to admin@pinnaclepeoplesolutions.com.au or call 1300 856 231.

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