Recruiting, Hiring and Firing

Presented by:
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Here’s What We’ll Cover…

• Recruiting
• Sourcing
• Interviewing
• On-boarding
• Termination
• Legal tips
Turnover can be damaging

It can cost a company an average of 150% cost of employment

- WASTES TIME
- CREATES POOR REPUTATION LOCALLY & INDUSTRYWIDE
- HURTS RECRUITMENT
- LOSS OF BUSINESS
- HURTS MORAL
Challenges and changes:

Change is everywhere!

- Tenure
- Competition
- Compensation
- Flexibility
- Relocation
- Passive candidates
- Onboarding
marketing just to listeners!

Let your community & industry know why you are “an employer of choice”

• Share what you do for the community
• Brag about accomplishments, awards and recognitions internally & externally
• Be a ‘source’ for helpful information to businesses
• Be known for treating employees fairly
• Create fun perks and benefits and share with the world
• Use Social Media to get work out
• Update your website regularly
• Use station events to talk-up your company
First Step: Knowing what you need in a Job profile!

**Posting:**
- Company details
- Market details
- Overall description for the job & responsibilities
- Title reporting to?
- Required skills (computer, CRM, etc.)
- Ability to attend events
- Contact info

**Hiring:**
- Include posting details
- Detailed expectations weekly, monthly and annually
- What is required to maintain their base or guarantee
- Reports & deadlines
- Reference adapting to company handbook
- Details on compensation, benefits, etc.

*Sell the opportunity don't scare them away – cast a wide net*

*There should be no surprises upon start!*
Hiring Process

- Approved job profile
- Interview strategy
- EEO/FCC/Anti-Discrimination
- Promote
- Search
- Interview/Sell
- References/Background
- Extend offer
- Start On-boarding

Today you have to go out and pick your sellers vs. waiting for them to come to you! It’s all about the PASSIVE candidate!
Be prepared to sell your opportunity!

WHY WORK FOR YOU?

- Benefits (Industry) *Hint: Use RAB materials*
- Benefits (Your company)
- Benefits (Your team & You)
- Benefits (Personal)

A Pro-active recruitment plan is all about selling your opportunity and not just about being sold on why to hire someone! It is a 2 way process! Especially needed with Millennials!

**STOP** asking them to only sell themselves!
Where we go to find radio sellers…

Forget about stealing from the competition!

Retail –
  • Cosmetics
  • Mattress
  • Telecom

Car Rental (Enterprise)
AutoNation

Hospitality –
  • Catering
  • Waiters
  • Food & Beverage
  • Room Sales

Finance –
  • B2B
  • Mortgage

Chambers of Commerce
Education (schools & colleges)
  • Students, Teachers, Alumnae
Event Managers
Personnel Services Staff
Networking events
Insurance
Real Estate
Organically grown
How to reach potential sellers:

- Post
- Advertise
- Social Media
- Referral programs
- DJ’s at events
- Raffles
- Clients
- Station Events
- Career Fairs

Recruiting needs to be done continually! Put in your daily planner!

94% of jobs are found via WOM
65%+ are open to hearing about a new opportunity!
Using Social Media to recruit

Researching for candidates on social media can lead to discrimination cases!

- Use someone not involved in the hiring process to screen candidates, filter out all protected information such as race, age, religion, sexual preference, medical issues, military, etc. Have them share only information to prove they can do the job.
- Do not ask for passwords or to view private information.
- If you use in searches, do it consistently, have a solid written job profile and document data.
Interviewing tips:

Treat active job seekers differently than passive candidates!

- Make time
- Pay attention
- Prepare/homework
- Process
- Share profile & details
- Take notes
- Assess/Profile
- Next steps

Asking open ended questions to gain more info!

Don’t be the only one in the station when interviewing!
When Making An Offer...

Offer letter:

• Written & approved employment agreement
• Add job profile, expectations
• Add benefit details
• Confirm start date
• Signature line & acceptance of terms
• Describe compensation use ‘weekly’ vs. ‘annual’ #’s
• Lay out consequences of not meeting goals
• Verbally confirm understanding of comp plan
On-boarding:

- Don’t stop selling when they accept
- Make an announcement to your staff before the new employee starts
- Have workspace set up and cleaned
- Order business cards & other materials in advance
- Make sure you have an agenda and schedule prepared for at least their first 30 days, include training, passwords, instructions, etc.
- Assign measurable goals/metrics
- Set them up for meetings with all department heads week 1
- Schedule individual lunches for first day of week
- Follow up daily to ascertain progress
If you have to fire:

**No surprises: Review, Reiterate, PIP**

- Never on a Friday or day before vacation
- Have a witness
- Prepare paperwork
- Separation agreement
- Exit interview
- Be legal

Try to make it as painless as possible; how you treat others WILL affect current and future reputations!
Keep it legal

- Know what you can and can not ask
- Treat all interviews in a similar fashion (job seekers vs. passive candidates)
- Post your jobs as laid out by HR
- Avoid discrimination
- If you don’t know, don’t answer

Only applicants who drive a station car need a valid license.
Recap & Tips:

- Assess your job
- Involve hiring team
- Always recruit - everywhere
- Build & promote your brand
- Be prepared for meetings
- Sell your opportunity to passive candidates
- Be thorough but move process along
- Think out of the box
- Train, Train, Train
- Communicate, Ask?

Always CYA, put details in writing & have approved!
Lots of info, too little time….  

Stumped? Give me a call.

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