

Global Recruiting: Candidate Experience Sets the Boundaries

I used to believe the best recruiting was done locally. What I mean by "local" is that recruiters who know the market, industry, candidate pool and regional nuances are most effective. The definition of local can vary-sometimes it might be a large metro area - or in certain cases - a small country. But either way, "local" recruiters know the market and the candidate pool inside out.

The internet has greatly expanded the boundaries of recruiting. Today you can source candidates from anywhere. It's also possible to manage the entire recruiting life cycle across multiple time zones. But, just because it's possible, doesn't mean it's always a good idea.

Global recruiting might look like it can be accomplished from any recruiter's laptop. However, there are several factors to consider, the most important of which is candidate experience. Recruiting is not transactional. Candidates expect and even demand greater engagement, which can be difficult when recruiting across borders. While technology is certainly an enabler, there are three factors that should be considered when implementing a global recruiting strategy.

3 FACTORS TO CONSIDER WHEN IMPLEMENTING A Global Recruiting Strategy

■ IMPLICATIONS FOR GLOBAL RECRUITING ■ IMPACT ON CANDIDATE EXPERIENCE



Language and Cultural Nuance

Job postings and interactions with candidates need to be translated for effective communication within the local market. There should be local insight into candidate behavior and knowing how to reach passive candidates is critical.

Diverse language skills exist in most major markets and in low cost labor countries.

Vernacular or subtle language differences still may lead to

Cross-border recruiting is possible when you have the necessary language skills.

misperceptions or misunderstandings.



Time and Distance

Differences in time zones and geographies impact communications between the recruiter, hiring manager and candidates.

Recruiters can be hubbed where business hour time zones overlap. Video interviewing allows for pre-screening and is both time zone neutral and low-cost.

Technical difficulties could arise that might prevent a positive candidate experience. A time zone difference can cause delays. Such delayed communications might also result in a poor candidate experience or even loss of the candidate to another position.



Regulatory Concerns

There are local norms, privacy and employment laws concerning compensation and benefits that must be understood. Additionally, compliance for job postings often varies by country.

Job descriptions can be translated for the local market. Regulatory data is readily available.

Compliance for job postings change from country to country. A properly targeted recruitment campaign can increase candidate satisfaction, but not complying with local nuances or laws could hinder that experience.

While there are technical enablers for recruiting globally—the candidate experience should drive your decision making. Look at the candidate experience at every point in the process. In this highly connected world, it's not where you perform the process, but how each point in the process aligns with a great candidate experience that reflects well on your employer brand.

A handwritten signature in black ink that reads "Kate Donovan".

Kate Donovan
Global RPO President
ManpowerGroup Solutions



