



It never ceases to astound our staff just how little knowledge people have about the recruitment industry yet they engage agencies to represent them to many firms everyday! It is from this lack of knowledge and our desire to educate our candidates (and in fact anyone who is thinking of engaging a recruiters) that we set out to put down on paper a detailed guide about engaging with recruiters. It is based on our experiences as being both a candidate as well as a recruiter along with common sense. We have called this guide "Recruiters - Friend or Foe". It defines the role of a recruiter in its simplest terms, why you might decide to engage a recruiter, your rights and obligations are and how to interact with recruiters both in the short and long term.

Unfortunately, the recruitment industry has a rather negative imagine in the wider community yet there are many people who defy this image and have your interests as their priority. By understanding the principals behind the [recruitment industry](#), you will be able to get the most of out of your interactions with recruiters and identify those that might have ulterior motives and thus be able to avoid them.

We hope that you find this document informative and useful in assisting you to develop long lasting and positive relationships with recruiters in the future.

## **Content**

1. Who/What are Recruiters	Pg 2
2. Why use Recruiters	Pg 3
3. The Business Model	
a. Generalist/Niche	Pg 3
b. Average/Exceptional	Pg 4
4. Your Rights & Obligations	Pg 4
5. Representation to Clients	Pg 5
6. Terms of Business	Pg 5
7. Timeframes for Communication	Pg 6
8. Process & Timeframes	Pg 6
9. Client/Employer Interview	Pg 6
10. Relationships	Pg 7
11. Severing a Relationship	Pg 7
12. Communication with Recruiters	Pg 7

## Recruiters – Friend or Foe

### Who/What are Recruiters

- What is the purpose of a recruiter? We call them People Brokers – because this is what they do. They broker deals between employers and employees. Recruiters are hired by a company to help them source suitable talent to fill a particular need.
- Recruiters can help you [find a job](#). They can work on your behalf to find you suitable opportunities, similar to the way a Real Estate Agent works.
- There is **NO** cost involved to you with using a recruiter, it's free of charge!
- Who does the recruiter actually work for? Typically a recruiter should be working on behalf of you and the client. BUT ultimately the client pays the bill so you will find that some recruiters may not always consider your best interest and tend to put the client first.
- Job matchmakers vs career counselor vs psychologist –
  - o Matchmakers – They are recruiters who purely see their job as matching a [resume](#) and skill set to an appropriate job. They are not interested in how the role will benefit your career goals or if it is the “right” career move for you.
  - o Career Counselor – This type of recruiter is more concerned about offering you advice and guidance to help you make the right career move. They will be more interested to find out about your career goals and will attempt to help you reach those goals by taking the right job in the short term to help you achieve your long term goals.
  - o Psychologist – This would be a recruiter who is willing to listen to all your professional AND personal issues and counsel you. They would make the extra effort to give you personal and professional guidance, where your personal issues may be affecting your work and the career decisions you make.
- There are industry specific recruiters (niche) and other recruiters who work across several industries (generalists)
- Privacy of information: your [resume](#) is your personal information and is confidential, so you should be informed about where your resume is going
- Don't expect recruiters to always be able to tell you who their clients are due to privacy reasons

## Why Use Recruiters

- They do the leg work for you - a recruiter actively looks for suitable positions for you according to your needs
- Recruiters may know about jobs that may not be advertised to the public and you would therefore not know about
- In some instances recruiters are able to reverse-market your [resume](#) to a particular firm as a result of their existing relationships
- A good recruiter should help you prepare for interviews by giving you an insight about the [HR Manager/Interviewer](#), the client and how to present yourself in the best light possible
- Beating the odds – if you apply directly you could be 1 of 100s but if your recruiter only submits 3 resumes, the client knows that you are already of a specific quality b/c you have been pre-selected by someone that they respect and value the opinions of
- Sometimes they are a necessary evil – some firms do not want to be bombarded with emails and calls or even have the market know that they are seeking staff, so they will go through a recruiter. If you want the job, you have to impress the recruiter first!

## The Business Model – General/Niche

### Generalist Recruiters

- More focused on the numbers game
- Larger number of clients and larger client base
- More transactional based approach to recruitment
- Less personal time and attention to each individuals needs
- In some of the larger recruitment agencies, you may not be meeting with the most relevant recruiter – might get a junior to do 1<sup>st</sup> round interviews to further shortlist candidates for the Senior Recruitment Consultant

### Niche Recruiters

- Specialize in a particular industry
- More likely to know more about the specific industry they are working in as they are specialized
- More personalized and one-on-one with each candidate
- More active with their database and clients which hopefully results in better relationships and consequently useful “insider information”
- May have a smaller client base
- Ability to develop a more personal long term relationship with quality

## Average vs. Exceptional Recruiters

### Average Recruiters

- Is a salesperson!
- Not focused on you but their personal/financial gain
- More transaction based and focused on making a “sale”
- They probably wont stay in touch with you unless they can place you
- Don't give you any additional tips or tricks about the client and interviews
- Does not thoroughly explain the recruitment process or your rights and obligations
- Does not do a strategy session to assess targeted opportunities or develop a strategic plan to considering job opportunities but uses the shotgun approach instead

### Exceptional Recruiters

- An exceptional recruiter will guide you through the whole recruitment process
- Help you prepare for the [interview with tips and tricks](#)
- Give you background information about the client – even personal insights
- Talk you through the contract once you have an offer
- After placement care - regularly stay in touch and get your feedback after you have been placed, help you to get through the probationary (settling in) period and beyond with any issues but also sharing in your successes (such as promotions)
- Even if they were not successful in helping you secure a role, a good recruiter would continue to regularly communicate with you, offer advise and be a source of information for you rather than just being focused on “making a sale”

## Your Rights/Obligations

- Treat an interview with a recruiter as seriously as if you were meeting with a client:
  - o They are the first round of the process on behalf of the client. If the recruiter does not think you are suitable you will not be submitted to a client
  - o Always call to advise if you are running later or need to reschedule
  - o Non-attendance does not reflect well and you will not be chased - in fact some agencies will ban contact with you in the future which could backfire on you in the long-term. So at least make the call.

- Research about the job, the recruiter and even the agency they work for (are they generalist or niche, have any of your friends worked with them and what was their experience)
- Have questions prepared for the recruiter about what you want to know about the job
- Consider your presentation: attire, take supporting documents (i.e. academics, a copy of the job ad and your resume)
- Interviews can range from 15 minutes to an hour depending on the job and industry and can be individual, group, panel or a combination of these. Enquire as to whether or not any testing will be undertaken and when
- Ensure you are provided with privacy forms – read and sign

### **Representation to Clients / Introduction Ownership**

- Clarify with each recruiter you meet the next steps and timeframes moving forward
- You **MUST** give permission/consent to the recruiter to send your [resume](#) to specific clients for a specific role – not shotgun (they cant just send to whoever they like)
- You **MUST** keep a personal record of where you have agreed for each recruiter to send your resume. From this list you can
  - o Pre-empt any issues with double representation
  - o Monitor any unlawful activities by recruiters
  - o Keep yourself in the loop with each application's status

### **Terms of Business**

#### Terms of Business with Recruiters and their Clients

- A recruiter has an introductory period and exclusions for between 6 to 12 months on your resume if they are the first to represent you to a client – some recruiters will try to hurry you up to be submitted to try and lock you in
- **Exclusive agreements: once you have been introduced to a client by a recruiter there is an ownership period which varies between 6 to 12 months**
- Be careful, some recruiters say they represent firms when they don't so that you think that you are being represented when in actual fact they are limiting your opportunities! Nasty but true

- Once you have been placed, financial implications exist for the recruiter till you make it past your probationary period or until this has been voided through other circumstances
- If you do not make it past your probationary period the recruiter will be liable to the client financially or to replace you
- Not making it through your probation period will reflect poorly on yourself and the recruiter you were represented by

### **Timeframes for Communication – Managing your expectations**

- Work on the premise that recruiters represent multiple candidates and multiple clients
- Realise that the recruiter is only one piece in the chain of recruitment command and this affects the timeframe of feedback
  - o You – recruiter – HR – Line Manager – HR – Recruiter – you
- “Touch Base” – a good thing to do but don’t be too pushy so you can stay in touch but not too frequently
- Recruiters may ask you to work on your resume. Don’t consider this as “homework” – it is to help you by trying to present you in the best light possible. Help them help you!

### **The Process & Timeframes**

- Maintain a list of where your resume is being submitted too and when
- Follow up and get feedback
- Be open and honest with all communication i.e. why you are looking to move and what you are looking for in your next job
- But be guarded and sensible with the information to give out
- You are not required to mention the name of the other recruiters but more importantly which clients you are being represented too

### **Client/Employer Interviews**

- Same rules apply – be well presented and well prepared
- Remember that you are representing yourself and the recruiter
- Call the recruiter after the [interview](#) to discuss how the interview went
- Give your honest thoughts and feedback about the job, the people you met and any questions and concerns you may have
- This allows the recruiter to provide you with more information or even introduce you to the right people who would be able to answer your questions

- Good recruiters will ask for your feedback so that they can then be armed with as much information to push your positive movement through the recruitment process when talking to their client

## **Relationships**

Inform recruiters once you have successfully secured a job

- It's simply good etiquette to inform a recruiter that you are no longer actively looking for a job
- Simply update the recruiter/s you have been working with as to your status and new details
- This does not preclude you from staying in touch with recruiters and developing a long term relationship even if you were not placed by them, similar to a real estate agent
- They could be a good source of market information for you and can become someone you can trust and talk to about your career choices in the future

## **Severing a relationship with a Recruiter**

- Must be in writing to the recruiter and possibly a Manager
- This would only be necessary where there has been unethical behavior or you feel that you are not being appropriately represented. However, you must have sufficient proof.
- Keep in mind that this may or may not void recruiter/client terms of business and if it does not, then you could miss out on opportunities
- Just like in Real Estate, sometimes you need to work with recruiters that you do not personally like but you need b/c of their introductions. So be polite as they can also work against you if you play mean!

## **Your Communication with a Recruiter**

- You can send a Thank You card or small gift if you have been successfully placed and you appreciated the service that was provided to you
- Send appropriate greeting cards i.e. Christmas
- Referrals – let your friends, family and colleagues know about a recruiter that you had a good experience with (and make sure that the recruiter knows that you are trying to refer them people)