

Talent sourcing and recruiting checklist



Use this free talent sourcing and recruiting checklist to improve your recruitment strategy and target top-notch candidates while using your recruitment budget for maximum return.

✓ How to use this checklist

This checklist was created to encourage your company to target top talent with a recruitment strategy aligned to your organization's mission and values.

You'll also be able to save valuable time by focusing solely on the strategies that work and attract top talent to funnel candidates into your recruitment pipeline.

💡 Understanding your current business needs

Let's start at the very beginning. By identifying where your strategy to attract and retain talent has gone wrong, you can make improvements that attract and keep quality candidates.

- ☐ Send out employee satisfaction surveys
- ☐ Assess current employee retention level
- ☐ Analyze previous exit interviews to uncover patterns surrounding reasons for leaving
- ☐ Create a document that clearly outlines what your business currently needs
- ☐ Assess your current and future recruitment objectives
- ☐ Prepare candidate experience surveys
- ☐ Conduct a skills gap analysis (crucial for a targeted job description and impactful hire)

Boost your employer brand

A strong employer brand will help attract candidates and support your sourcing efforts!

- ☐ Evaluate your current employer branding strategy
- ☐ Reassess your employer value proposition
- ☐ Enhance your employer brand by reassessing the company's values
- ☐ Interview employees to discover the benefits of working at your company
- ☐ Update your company's career's site
- ☐ Create a video showcasing employees in your organization
- ☐ Post this video to social media
- ☐ Conduct competitor analysis, drawing comparisons of their employer brand
- ☐ Use data collected in the surveys and interviews to position employee's key benefits

Getting started:

- ☐ Assess the role that needs to be filled:
- ☐ Write a list of hard-skills & soft-skills required, "must-haves", and nice-to-haves"
- ☐ Create a job description
- ☐ Determine whether the role should be advertised internally
- ☐ Determine your recruitment methods (social media ads? Job boards? Career page?)
- ☐ Assess and decide on distribution channels and post the advert
- ☐ Set a date range for interviews
- ☐ (If applicable) set a date for trial day(s)
- ☐ (If applicable) set up a pre-qualifying test or demonstration

Building better sourcing habits:

Now that you've laid the ground work, it's time to build a better foundation for your efforts. By implementing these practices, you can improve your sourcing strategy!

- ☐ Anticipate growth and source early and often in the hiring process
- ☐ Build and develop a “watch list” of potential employees
- ☐ Create a referral program with current employees
- ☐ Reach out to recruiters and build relationships
- ☐ Tell your leads across all your active platforms about any job openings
- ☐ Reach out to past-candidates
- ☐ Reach out to passive candidates
- ☐ Look for talent in unusual sources (Reddit, Facebook, the grocery store!)
- ☐ Stay up-to-date with the latest trends
- ☐ Use an ATS sourcing extension

Keep reading more sourcing and recruitment tips on our blog!

