



Recruitment Process Checklist

- Analyze the pros and cons of using your in-house recruiters, leveraging third-party recruiting firms, or hiring a recruiter in the local market.
- If you're using your in-house recruiters, keep in mind that they'll probably lack knowledge in your local market. It might take them several months to get up to speed.
- If you're hiring a recruiter in the local market, be sure to budget in time to fly them to headquarters to train them. Set aside a few days for them to meet with executives, learn your priorities, understand the company mission and culture, and get a handle on the product roadmap.
- If you're hiring a third-party recruiting firm, be sure that you have a firm handle on the terms. Will the engineers they hire be a permanent part of your team? Or will the firm be at liberty to move them to other clients? How will they charge for their services?
- Figure out in-market branding and promotional messaging.
- Research the most popular job platforms for the local market.
- Create your localized job listing, post, and manage the replies.
- Test different in-market job boards and listing sites.
- Decide if you need to partner with a local PR firm or bring on additional marketing support to find the candidates you need for your open roles.
- Attend recruiting events. Local universities and networking meet-ups can be a great place to start. Hosting a digital event could also work through local partnerships.
- Send outbound communications to talent through your internal or third-party recruiters.
- Test variations of your messaging to get the best results possible.
- Begin interviewing candidates. Pro tip: While it's possible to conduct the entire interviewing process remotely, consider that you might want to bring some candidates into HQ to meet them in person.
- Be prepared to tailor your offers to the needs of your candidates. What do they value most? Do they want work-life balance? Comprehensive health benefits? Learning and development opportunities?