



# HR: RECRUITMENT PROCESS

Read the [article](#) titled “Why Use a Recruitment Agency?” by Robery Half.

## 1 EXPAND YOUR VOCABULARY

Task: Use suffixes and/or prefixes to make words from ‘employ’, and use them to complete the sentences.

|        |      |      |        |      |      |
|--------|------|------|--------|------|------|
| Employ |      |      |        |      |      |
| - ment | - ed | - ee | - self | - er | - un |

1. **Self-employed** people earn money from their own businesses.
2. He is **employed** by McDoanald’s. He has worked there for 5 years.
3. The **employer** is looking for a new worker, so will start the interview process.
4. After a successful interview he gained **employment** at the company.
5. John is **unemployed** so he is going to start looking for a job today.
6. I spoke to an **employee** at the store who told me they are closed.

## 2 RECRUITMENT PROCESS

Task: Read the recruitment tasks in the box, then put them in the order in which they occur.

|                                   |   |
|-----------------------------------|---|
| Analyse the job requirements.     | Send feedback to unsuccessful candidates. |
| Write a job description.          | Advertise the job.                        |
| Interview the relevant applicant. | Offer the job to the suitable candidate.  |

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_

### 3 JOB DESCRIPTION

**Task 1:** Read the job description below, then label it using the words from the box.

|           |                      |                  |           |
|-----------|----------------------|------------------|-----------|
| Job Title | Key Responsibilities | Main Job Purpose | About us  |
| Location  | Requirements         | Responsible for  | Report to |

#### Televisions 4u

- Job Title:** Area Sales Manager
- Location:** London, United Kingdom
- Main Purpose:** Manage the company's sales in London. Must ensure the team meets all sales, revenue, and profit targets. Find, negotiate, and confirm new business through various efforts (sales calls, direct mail, referrals, networking, etc) in London.
- Key Responsibilities:**
- Maximise revenue on a monthly, quarterly, and annual basis.
  - Develop and continually improve relationships with key clients.
  - Find and confirm new business partners.
  - Report weekly to the Director of Sales and Marketing,
  - Ensure customer satisfaction.
  - Ensure the Television 4u London team is motivated, and our company values are communicated and enforced throughout the team.
- Responsible for:** 10 sales representatives that work across London.
- Reports to:** Director of Sales and Marketing.
- Requirements:**
- University degree or equivalent
  - 5 years of management experience
  - A proven track record of sales success
  - Budget management experience
  - English level: proficient
- About us:** Established in 1991, Televisions 4u is a B2B television supplier that operates within Europe, supplying TVs to 28 European countries. We are a dynamic, forward-thinking company that employs 200+ staff and is keen to develop more talent. We are dedicated to delivering excellent customer service.



**Task 2: Answer the following comprehension questions.**

- In your own words, describe the responsibilities of the area sales manager job.
- In your own words, describe the requirements of the Area Sales Manager job.
- What are the requirements for the role?
- What do you know about Televisions 4u?
- The candidate is required to have a 'proven track record'; what does this mean?
- Televisions 4u is described as a 'forward-thinking company'; what does this mean?

**Task 3: Create a job description for your current job. Use the headings below.**

|           |                      |                  |           |
|-----------|----------------------|------------------|-----------|
| Job Title | Key Responsibilities | Main Job Purpose | About us  |
| Location  | Requirements         | Responsible for  | Report to |

## 4 JOHN'S RESPONSIBILITIES

**Task 1: Meet John, he is a sales manager at Televisions 4u. Choose the correct verbs from the brackets to describe John's responsibilities.**

- John has to (*improve / prepare / operate*) team performance.
- John has to (*keep / operate / build*) a successful team.
- John has to (*give / do / make*) regular feedback to his team.
- To be successful a manager John should (*change / develop / carry out*) his team.
- To ensure development, John has to (*ask / encourage / request*) creativity.
- To improve the team, John needs to (*see / show / identify*) any problems.
- A manager needs to (*maintain / ensure / see*) that deadlines are met.
- An effective manager has to (*stay / keep / prepare*) the morale of their team high.

**Task 2: Say which of the responsibilities you have in common with John.**



## 5 ADVERTISE THE JOB

**Task 1:** The next step in the recruitment process is to advertise the job. In the box are six ways of advertising a job. Match them to the correct definitions.

|               |                    |                |
|---------------|--------------------|----------------|
| Word of mouth | Internal Marketing | LinkedIn       |
| Headhunt      | Recruitment Agency | Industry Press |

1. **Trade Press** - a magazine specifically for professionals within the industry.
2. **Recruitment Agency** - businesses that connect people with suitable jobs.
3. **Internal Marketing** - advertise within your own company.
4. **Word of Mouth** - passing on information by talking to others / networking.
5. **Linked In** - professional social media, used for networking purposes.
6. **Headhunt** - identify one specific person to work in the available position.

**Task 2:** Discuss the following questions as a class:

- a. Does your company use any of those job advertising methods? Explain.
- b. Do you know of any other job advertising methods?
- c. In your industry, which method is most effective?
- d. In your industry, which method do you think is least effective?
- e. Discuss the advantages and disadvantages of each method.



## 6 WHY USE A RECRUITMENT AGENCY?

**Task 1:** Read the article, then complete the headings using the words from the box.

Ability to identify talent  
Interview candidates

Advertise jobs  
Saves time

Negotiate salaries  
Industry knowledge

**Ability to identify talent:** Recruitment agencies work with both employers who are searching for talent, and professionals who are looking for career opportunities. A recruitment agency has strong networks and a clear idea of where to find the correct talent. The knowledge recruitment consultants possess about how to avoid hiring a bad candidate can be extremely valuable.

**Advertise Jobs:** Sometimes, when employers advertise vacancies, they do not receive suitable applications. Often, this is due to poor marketing because the people they want to hire don't see the advert. And, if they aren't aware of the opportunity, they can't apply for the job. Recruitment agencies not only advertise vacancies online and offline; but they actively seek out professionals who fit the job description.

**Negotiate Salaries:** Businesses need to ensure their preferred candidate has realistic salary expectations before starting the interview process. Recruiters can help assess the salaries of other businesses in an industry. They can negotiate on behalf of both parties and agree on a mutually acceptable salary. If both parties are aware of the other's expectations from the start, it ensures there is a higher chance of agreement.

**Interview Candidates:** A benefit of recruitment agencies is that they can conduct interviews on an employer's behalf, which can save stress and money. A recruitment consultant first provides a candidate screening, potentially over the phone, to begin the process of finding the right applicant. They can learn a little more about the individuals on the shortlist and eliminate any unsuitable matches from the process..

**Saves Time:** Agencies save businesses time because they take care of the initial steps in the hiring process, schedule interviews, prepare the candidates, deal with all of the communications, and verify candidate qualifications and references. Therefore, a recruitment agency reduces the time needed to fill a vacancy.

**Industry Knowledge:** A recruitment agency spends all day, every day, working with organisations across a range of industry sectors. Therefore, they have significant expertise and job market insight, internationally, nationally, and locally, which employers can use in their recruitment strategy. This makes them ideally situated to help employers make positive employment decisions.

Adapted from roberthalf.co.uk - [article](#)

**Task 2: Research different synonyms for the following words.**

1. strong networks.
2. to seek.
3. to negotiate.
4. shortlist.
5. to deal with.
6. insight.



**Task 3: Write a series of sentences or a short story using each word listed above.**

**Task 4: Write detailed answers to the following questions.**


1. How do recruitment agencies identify potential employees?
2. Do recruitment agencies advertise jobs better than employers? Explain.
3. How can recruitment agencies help employers negotiate salaries?
4. How do “screenings” help employers during the interview process?
5. Do you agree that recruitment agencies save businesses time? Explain.
6. How can industry knowledge help employers find the perfect candidate?
7. Would you use a recruitment company to find an employee? Explain.
8. What do you think are the disadvantages of using a recruitment company?
9. Do you think being a recruitment consultant is a difficult job? Explain.
10. In your opinion, what is the most effective way to advertise a job?
11. How do you think job advertising will change in the future?



## 7 LET'S DEBATE


Task: Study the statements, then decide if you agree or disagree with them. Use the language in the table at the bottom of the page to help structure your answer.

**John**




Artificial intelligence should completely replace human recruiters in the hiring process to eliminate biases and improve efficiency.

**Oli**




Companies should be allowed to conduct social media background checks on job applicants to assess their character and suitability for the role.

**Beth**



Job candidates should not be asked about their criminal history during the hiring process, because not hiring ex-criminals limits their chances of rehabilitation.

**Amy**



Unpaid internships provide valuable experience and networking opportunities, making them a fair practice in the job market.

|  |   |
|--|---|
| <p><b>Express an opinion</b></p> <p>It seems to me that...</p> <p>I feel that...</p> <p>I'm absolutely convinced that...</p> <p>In my opinion,...</p> <p>I believe / suppose / feel (that)...</p>  | <p><b>Express disagreement</b></p> <p>I don't agree with you about...</p> <p>I can't accept your view that...</p> <p>I have a different opinion...</p> <p>I'm not sure if...</p> <p>I'm not convinced that...</p> |
| <p><b>Express pro's and con's</b></p> <p>There are two sides to this point...</p> <p>On the one hand...,on the other hand...</p> <p>An argument for / against is...</p> <p>Some people think that...,others say that...</p> <p>The advantages / disadvantages are...</p> | <p><b>Summarise</b></p> <p>So, in conclusion...</p> <p>To summarise..</p> <p>Overall, it is clear that...</p> <p>As a result..</p> <p>The bottom line is...</p>   |

# HOMework

Watch the [video](#) titled “Job Ads & Job Description” by HR 360 Inc.

## 1 PRE-VIDEO VOCABULARY

Task 1: Match the words from the box to the definitions.

screen a candidate    benchmark    incentives    commensurate    precise

1. a standard to which other things are compared to. **Benchmark.**
2. matching in size or degree; in proportion. **Commensurate.**
3. the process of reviewing a person's application. **Screen a candidate.**
4. a thing that motivates others to do something. **Incentives.**
5. when something is exact. **Precise.**

Task 2: Complete the sentences below, using the vocabulary above:

- a. It is important to **screen a candidate** before starting the interview process.
- b. To keep staff motivated, many employers offer **incentives** such as a bonus.
- c. Employers should provide clear, **precise** information on the job description.
- d. Some employers **commensurate** salaries with age and experience.
- e. Employers use the job description to **benchmark** a new employee's performance.



## 2 VIDEO ACTIVITY: WRITING TASK

Write detailed answers to the following questions based on the [video](#).

1. In your own words, what are the differences between a job ad and a job description?

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2. From the video, what must a job advertisement include? (200 words).

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3. From the video, what must a job description include? (200 words).

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