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THE **ULTIMATE**

BACK-TO-SCHOOL
CHECKLIST **FOR RECRUITERS**

Let Symplicity Recruit assist you to better target qualified talent

With so much to keep track of for employers and recruiters during recruitment season, following a simple checklist is an easy way to brush up on what needs to be done so that you're better equipped to help students find employment post-graduation. As Gen Z remains at the forefront of newcomers into the workforce, it's important to cater your recruiting approach to a set of students who prioritize different aspects of the job search process. Use this checklist as a way to improve your likelihood of a stronger, and more diverse, recruitment funnel.

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FOCUS ON WHAT MATTERS

Is your job description clear?

Our 2023 Symplicity Recruit student survey found that current college students are unsatisfied with the way employers approach job descriptions. They're either too vague or asking for too much.
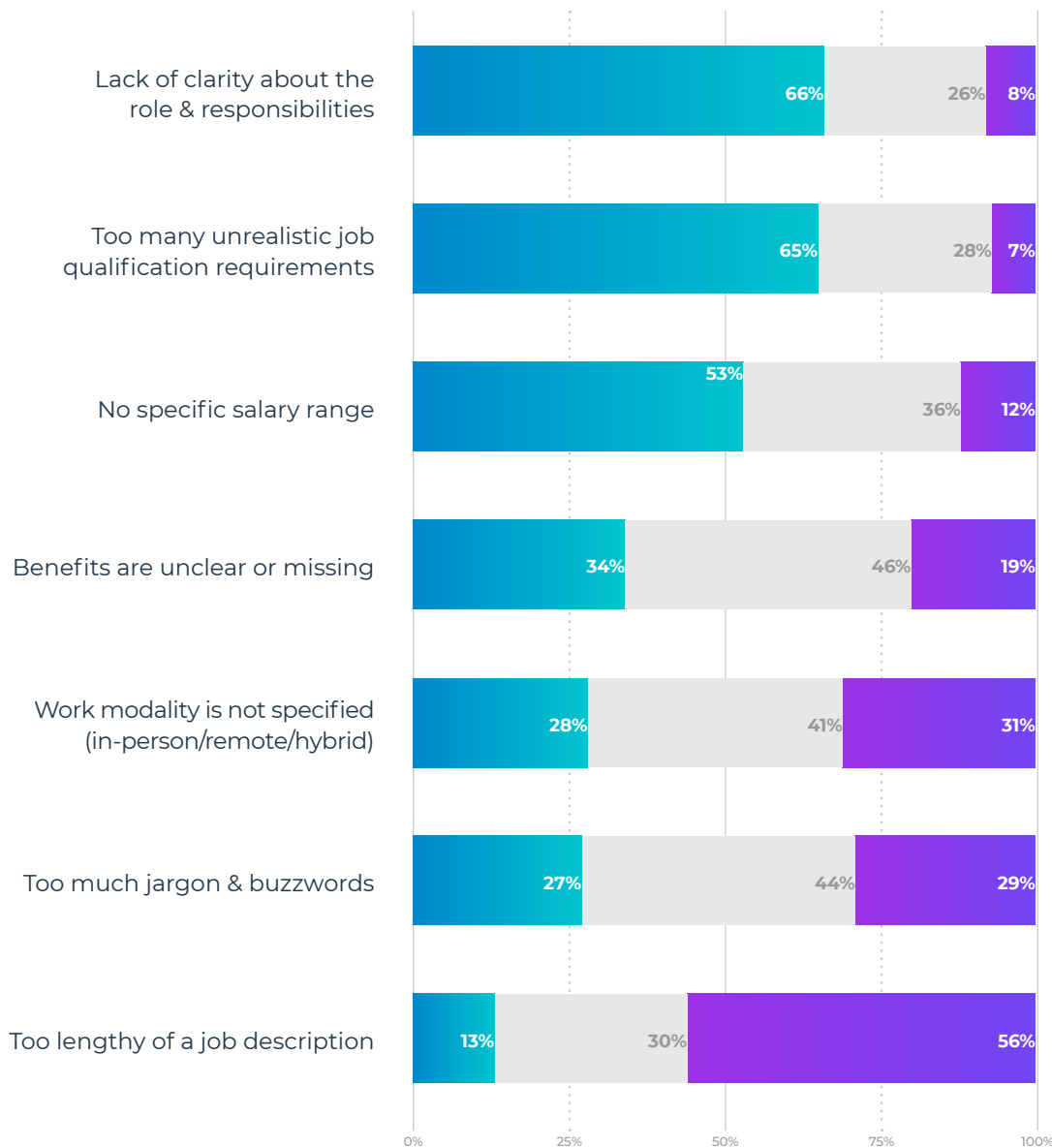
JOB DESCRIPTION CHECKLIST

☐ List only the requirements necessary to complete the tasks of the job

☐ Include salary range & benefits

☐ Give an example of a typical "day in the life" on the job

☐ Describe the position clearly. Don't use too much jargon & buzzwords

SYMPLICITY RECRUIT RECOMMENDATION

Download our free student survey report on the 2023 state of early talent recruiting to learn more about Gen Z and the job search process.

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When reading job descriptions, would any of the following factors discourage you from applying?

YES | MAYBE | NO

Factor	Yes	Maybe	No
Lack of clarity about the role & responsibilities	66%	26%	8%
Too many unrealistic job qualification requirements	65%	28%	7%
No specific salary range	53%	36%	12%
Benefits are unclear or missing	34%	46%	19%
Work modality is not specified (in-person/remote/hybrid)	28%	41%	31%
Too much jargon & buzzwords	27%	44%	29%
Too lengthy of a job description	13%	30%	56%

0%   25%   50%   75%   100%

SHOWCASE YOUR DEI EFFORTS

Talk about DEI initiatives students care about.

Although the importance of DEI in recruiting is nothing new, it's particularly important to Gen Z students entering the workforce. As the most diverse generation to date, college graduates want to make sure that companies are not just talking the talk.

DEI CHECKLIST

- [ ] Be transparent about salary expectations
- [ ] Talk about the availability of Employee Resource Groups
- [ ] Promote inclusive benefits
- [ ] Update job descriptions to speak to a broader range of candidates
- [ ] Use your brand to showcase diversity

SYMPLICITY RECRUIT RECOMMENDATION

Discover & engage with underrepresented talent from any school on our network utilizing our sourcing & campaigns features to better personalize your search.

REVISIT YOUR CORE SCHOOL STRATEGY

Are you recruiting from schools outside your core schools?

While it's true that having a core school strategy in place is an effective way to tap early talent, it's also true that it can sometimes limit your ability to build a diverse pipeline. By incorporating an even mix of core and non-core schools, you have a better chance of enhancing your DEI initiatives.

SCHOOL STRATEGY

- [ ] Focus on qualifications and skills, not just GPA and school name.
- [ ] Leverage virtual career fairs and info sessions to extend your reach.
- [ ] Work with career centers to personalize the recruiting process for a diverse student pool.

SYMPLICITY RECRUIT RECOMMENDATION

Make the most out of recruitment season by utilizing Recruit's Global Search, a student opt-in resume database that allows you to search for candidates with specific skill sets quickly. Filter candidates based on work/internship experience, student-reported demographics, and other specific requirements you're looking for.

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More About Recruit

Symplicity Recruit is the premier early talent recruiting platform connecting employers with our exclusive global network of academic institutions. We empower employers with the technology to find the right candidate amongst our pool of over 6 million active students in an efficient, targeted way. By partnering closely with our schools for over 20 years, we have built a solution that allows employers to connect with quality candidates from all backgrounds.

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