

Recruitment platforms and strategies

What is the recruitment lifecycle?

The recruitment lifecycle is a series of stages that may occur when organisations are seeking to fill position vacancies. Depending on the position and/or the organisation, the stages may differ and may encompass the following:



1. Creation of job advertisement

The job description and advertisement are written by the hiring manager or Human Resources



4. Psychometric or behavioural testing

Candidates may be invited to undertake psychometric or behavioural testing.



7. Offer

The candidate receives a letter of offer and may accept or decline.



2. Sourcing

The job advertisement is posted and applications are received for the position.



5. Selection

The hiring manager (or Human Resources) shortlists suitable candidates and informs them that they are invited for an interview



8. Onboarding

The candidate commences in the role and undertakes induction and training.



3. Screening

Applications may be screened by the hiring manager or Human Resources to ensure that the candidate is suitable for the position and has submitted the required documentation



6. Reference checks

The preferred candidate may be asked if their referees can be contacted by the panel (or Human Resources) and a background check may be performed with the permission of the candidate.

What is the hidden job market?

It is important to be aware of the hidden job market. This refers to positions/roles that are not publicly posted or advertised. There are many reasons why these opportunities do not end up on search engines like **SEEK** or **Indeed**. Employers might be saving time and costs, prefer to recruit via referral only, use recruitment agencies or have a large internal pool to draw upon. This clearly demonstrates the importance of networking and developing a clear and concise elevator pitch to articulate your personal value proposition.

Write down a brief elevator pitch that could be delivered within 40–60 seconds, ensuring you mention your skills and career goals.

Example: Hi my name is John Brown. I am a UQ student studying Business with an internship at PWC and I am looking for opportunities within the finance industry.

In the box below, brainstorm 3 ways that you can improve your professional network.

This may include attending a networking event, connecting with industry professional online, etc.

Identifying your job searching platform

There are a range of online job searching platforms that you can utilise when identifying opportunities.

List three platforms that you could utilise in your discipline to support you in finding employment opportunities.

Developing a plan

Once you are aware of the job searching platforms that you can utilise, it is important to develop a plan to identify suitable opportunities. It is recommended to utilise a “Job Search Tracker Template” so that you can keep a list of the opportunities that are available.

It is also recommended to:

- Regularly review the job searching platforms (e.g. once a week) and apply for jobs that align to your professional goals and interests.
- Indicate on networking platforms that you are “open to work”.
- Indicate to your professional networks that you are seeking employment opportunities.

For further details, please contact:

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