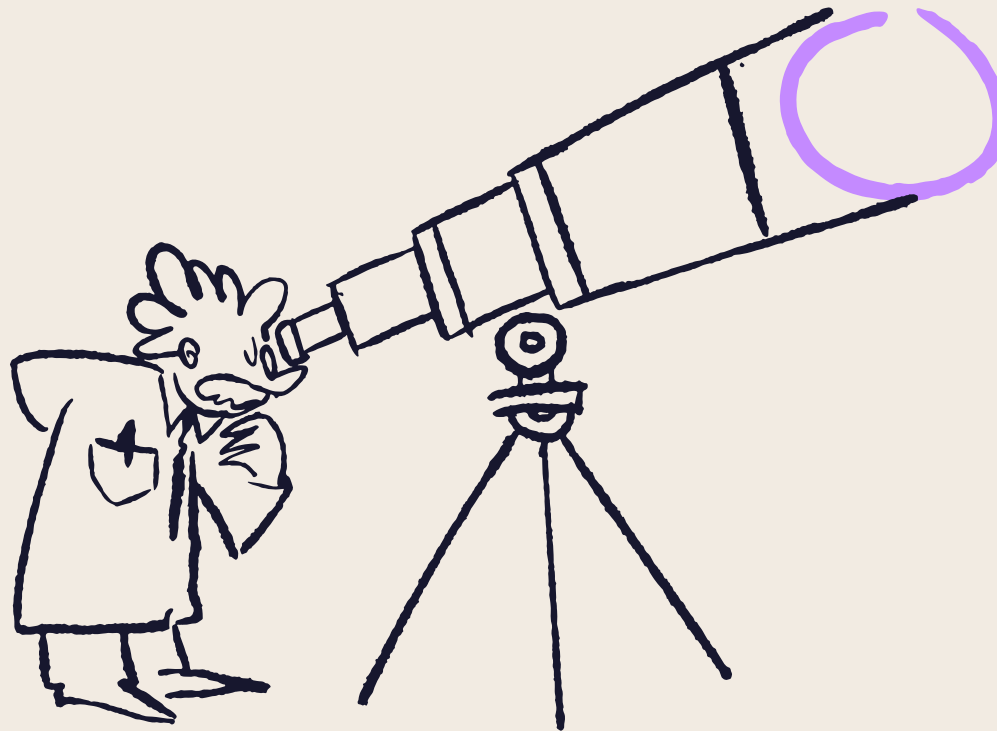


Recruitment

A guide if you have no clue where to start

Build cost-effective recruitment
processes that will help you save time,
grow and scale your business



1. Why is making a good hire so hard?



2. Ask yourself the right questions before putting a job live



3. How top hiring can turn into top talent



4. Do you need an HR person, recruiter or ATS?

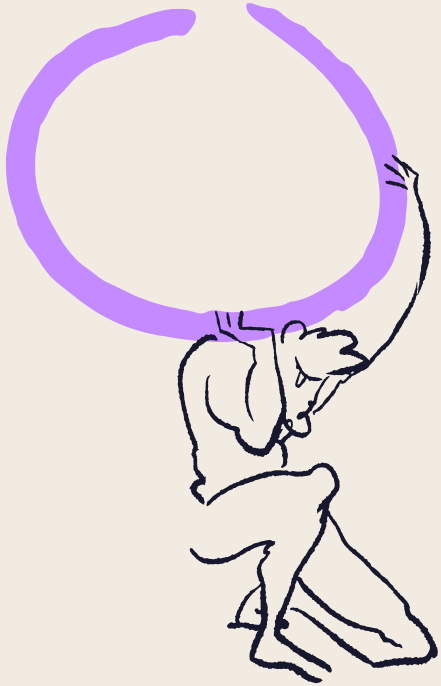


5. How automation can help you get started



6. Extra advice to polish your recruitment process





1.

Why is making a good hire so hard?

Why is making a good hire so hard?



Recruitment for small businesses is... A lot. In fact, 74% of businesses in the UK just found hiring more challenging, and small businesses are no exception.

Recruitment is becoming increasingly challenging for many reasons. But for small businesses, it's not just about securing the budget to hire or offering competitive benefits, it's also about how they hire.

If you've ever been responsible for hiring at a small business, you'll know exactly how overwhelming it can be:

- The hiring process drags on, but you don't have time for it, so you end up cutting corners.
- You receive 100+ applications a day and feel like you're searching for a needle in a haystack, so you randomly pick 20 candidates to review — none of whom are a good fit.
- You're drowning in manual tasks: job descriptions, screening calls, calendar invites, interview coordination, candidate communication... the list goes on.
- The process takes so long that you lose good candidates along the way, unimpressed about the hiring experience.

You do your best with the resources you have, but the reality is that without the right approach, you risk making a bad hire. And often, you won't realise it until they start the job and it's too late.

The problem isn't a lack of effort. It's that hiring has become a full-time job, one you were never trained for and don't have time to do properly.

So, how can you make smarter hiring decisions with limited time and experience?

"A bad hire often starts with an unclear role. Moving goalposts create a long, unfair process. So make sure you define expectations and set candidates up for success with a clear, structured process. Hiring is a two-way street - help them shine, and you'll find the best fit."



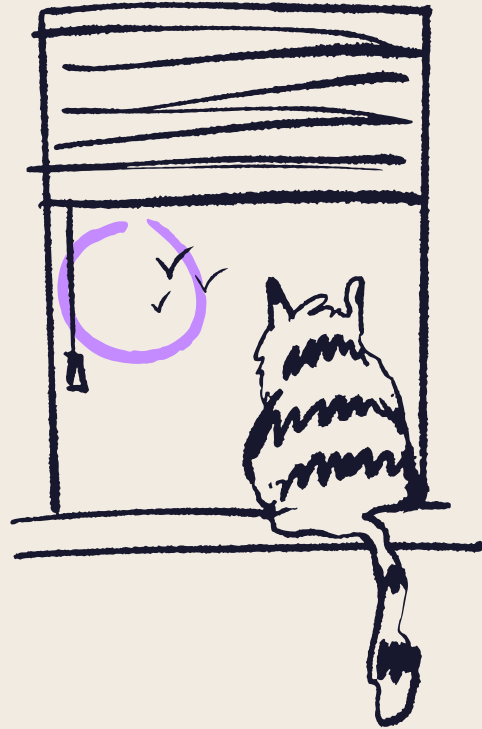
Yasmin Lord-Pottinger
People & Talent Partner
@ CharlieHR



2.

Ask yourself the right questions before putting a job live

Recruitment is hard



For a long time at Charlie, we found hiring overwhelming. But through trial and error, we learned some key lessons that made the process easier.

Now, and before we even think about hiring, we ask ourselves the following questions:

1. Who are you hiring?

Don't put a job live unless you have a clear understanding of what this person will be doing. A well-defined job spec is essential.

2. How much can you afford?

Be realistic about salary expectations. Research industry benchmarks to understand what's competitive (we have a great article on this [here!](#)).

3. Do you have a clear hiring process?

It's okay to start scrappy, but without any kind of structure, you won't get far. Outline your hiring steps.

4. How will you assess candidates?

If you're hiring for a role that is outside of your area of expertise, how will you determine who's the right fit? How will you assess their skills?

- Align with your team. Discuss current needs, identify gaps, and make strategic hiring decisions.
- Review your budget. Understand how much you can invest and what ROI you expect from this new hire.
- Use an Applicant Tracking System (ATS). Instead of manually figuring out every step, invest in an ATS to automate processes, streamline communication, and keep everything in one place – this is what we've aimed to do with [Charlie Recruit](#).
- Seek expertise. Tap into your network for hiring advice, or use practical tests to assess skills. Do your research, prepare for interviews, and ensure you're making an informed decision.



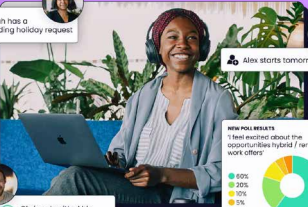
3.

How top hiring can turn into top talent

How top hiring can turn into top talent

Get your hiring sorted today

Book a demo





Sarah has a pending holiday request



Chris submitted his review feedback



Alex starts tomorrow

NEW POLL RESULTS

1 team reacted about the opportunity (flex hybrid / remote work offers)

Reaction	Percentage
👍	90%
👎	10%
👏	1%
👉	1%

Attracting candidates can be difficult when you're hiring for the first time, but it's not just about where to find them, it's also about making them want to work for your business!

Once you've figured out what sort of role you need to hire for, you'll need to get a job description out and this is a part that shouldn't be overlooked.

Here's some advice on how to write a good job description:

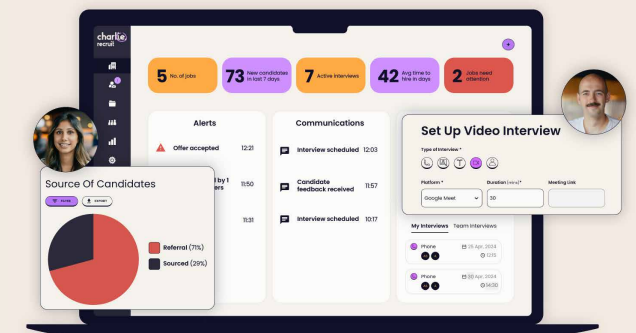
1. **Be crystal clear** – Get candidates excited to work for you by clearly outlining the role, their responsibilities, what a typical day looks like and what career perspectives they can expect.
2. **Set salary expectations** – Whether it's a range or a fixed number, studies show that candidates are more likely to apply if salary information is included in your job ads. It also helps attract high-quality candidates and prevents having to reject candidates asking for salaries above your budget.
3. **Highlight your benefits** – Benefits are not always about money. Think about what your package looks like: are you offering flexible working? Personal development opportunities? Make it clear what sets your business apart.

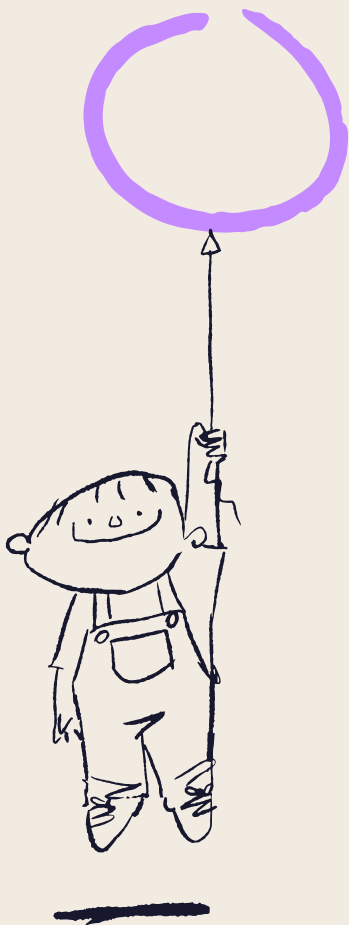
If you need inspiration, have a look at [our blog](#) for a free job description template.

But remember, great hiring isn't just about a strong job description — it's about the entire candidate experience.

A candidate who has a poor experience or doesn't receive timely responses is unlikely to move forward with their application. That's where using an Applicant Tracking System like Charlie could help.

An Applicant Tracking System (ATS) allows you to streamline communication, easily schedule interviews, and makes you look professional with a sleek careers page.





4.

Do you need
an HR person,
recruiter or ATS?

HR person, recruiter or ATS?

“Whatever stage of growth you’re at, you’ll have different needs, and you need to make sure you evaluate those accordingly. The reality is you’ll also always need an ATS to make your job easier, even if you hire someone to do HR, they’ll ask you for it.”



Yasmin Lord-Pottinger
People & Talent Partner
@ CharlieHR

Hiring can be really stressful, and that’s where you might want to get some help along the way. The variety of options available to you, however, can be overwhelming.

We’ve put together a list of pros and cons to help you decide:

ATS like Charlie Recruit

Pros

- ✓ Handles the entire recruitment process
- ✓ Cost-effective
- ✓ Ideal for beginners and small businesses

Cons

- ✗ Limited sourcing options
- ✗ No reporting feature

HR person

Pros

- ✓ Expert in HR & recruitment
- ✓ Available whenever needed
- ✓ Takes care of recruitment from A to Z

Cons

- ✗ Will still need an ATS
- ✗ Additional overhead costs
- ✗ Not always necessary for small teams

Recruiter

Pros

- ✓ Ideal if you’re recruiting in a niche
- ✓ Handles all the sourcing and screening

Cons

- ✗ High commissions (12%–22% of yearly salary)
- ✗ Not always aligned with your values and what you’re looking for
- ✗ Big investment if candidate ends up leaving after probation



5.

How automation can help you get started

How automation can help you get started

"Automation cuts admin. It streamlines the process, gives candidates a smooth experience, and frees up hiring teams to focus on what matters: finding the right person."



Yasmin Lord-Pottinger
People & Talent Partner
@ CharlieHR

Automating your recruitment process is the most cost-effective way to:

- Build a reliable recruitment process in no time
- Optimise collaboration within your hiring team
- Build a sustainable employer's brand

But how does it work exactly?



Remove manual processes

- Use AI tools to speed up the CV screening process
- Create seamless workflows from putting your job ad live to signing an employment contract
- Centralise all of your communication and documents on one platform



Save money

- Cheapest option to kick start your recruitment management process
- Automation keep costs under control



Look professional

- Easily build a careers page, no need to pay someone to do it
- Get templates for job descriptions
- Send personalised comms to candidates



Make good hiring decisions

- Review candidates against the skills set you're looking for
- Anonymise CVs to remove bias



6.

Extra advice
to polish your
recruitment
process

Extra advice



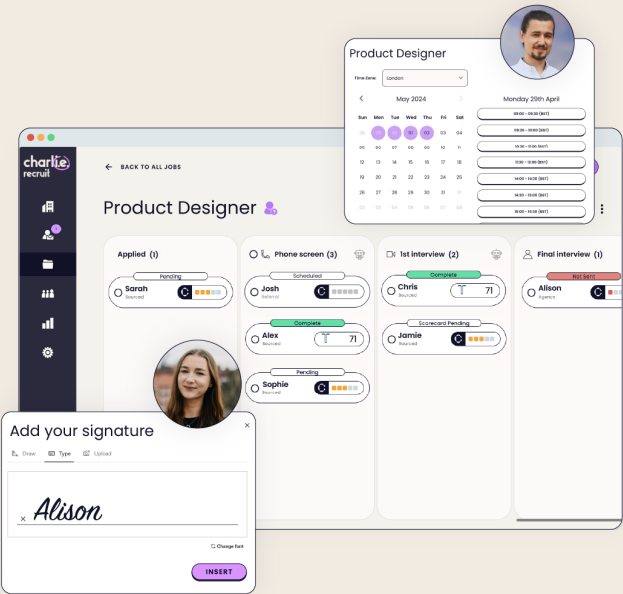
Hopefully, our guide can help you build a recruitment process that makes sense for you and your team, whether that's manually, with someone, or through the help of an ATS.

Whatever happens, remember this for your small business:

- **Keep your tech stack small** – you don't want to pay for and add more noise to your existing tech stack, so look for all-in-one solutions.
- **Teach yourself how to source candidates** – whether that's LinkedIn, niche job boards, events, networking, or sourcing through universities, think about what good candidates look like for you, and how you will keep a continuous stream as you scale. It's not about the numbers, but about the quality of your pipeline.
- **Don't lean on gut feelings** – the worst thing you can do is hire someone because you like them, not based on pure objective data.
- **Be quick** – good candidates get snatched up in no time, so be on top of your game when replying to candidates and ensuring communication is clear and accurate.

Ready to kickstart hiring?

Book a demo



Get HR chaos out of the way



Book a free call today

Get a full tour of our platform today

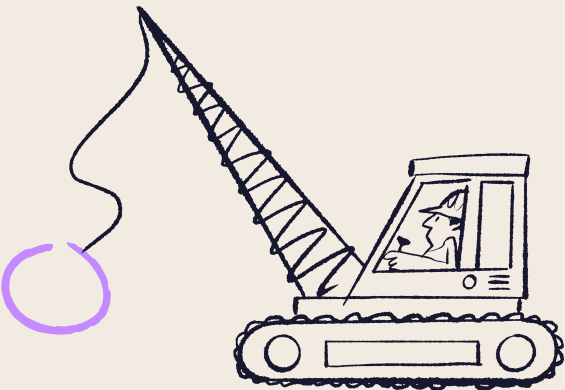
- ✓ 30 minutes tops
- ✓ Ask all your questions
- ✓ No commitment

Book a demo

Simplify your HR tech stack with CharlieHR and Charlie Recruit – an easy all-in-one solution for your small business' HR and recruitment needs

CharlieHR

- ✓ **One-click onboarding:** collect new hire info in seconds
- ✓ **Automated time off:** no more manual spreadsheets
- ✓ **Team database:** all your docs, all in one place
- ✓ **Performance reviews:** help your team develop and grow
- ✓ **Perks & Benefits:** let your team choose their rewards
- ✓ **Expert surveys:** uncover hidden insights



Charlie Recruit

- ✓ **Simple automations:** streamline your hiring process
- ✓ **eSignature:** handle offer letters & contracts in a flash
- ✓ **Smart interview scheduling:** stop diary clashes at source
- ✓ **Custom careers site:** put your best foot forward
- ✓ **Personalised comms:** give candidates a VIP experience
- ✓ **Notifications centre:** never miss a candidate message
- ✓ **Blind hiring:** focuses decisions on skills & competencies only
- ✓ **Weighted scorecards:** makes sure every candidate is assessed fairly
- ✓ **Best-fit analysis:** helps you hone in on the right candidate, fast

✓ From £75 per month

