



# Employee Recruiter Best Practices

## To Maximize CBP's Recruitment Capabilities...

## ...The Employee Becomes The Best Recruiter.

### Engaging With The Toolkit

Leveraging the materials in this toolkit will help you become effective supplemental recruiters. The following tips highlight best practices for employees.



#### Engage Your Social Media Network

Leveraging platforms such as LinkedIn and Twitter enables potential candidates to get connected to opportunities at CBP



#### Distribute Approved Recruiter Materials

Spreading CBP's mission and brand using approved materials can educate potential candidates on the CBP Hiring Process, job openings, and contacts to reach out to if needed



#### Encourage Attendance at Recruitment Events

Emphasizing the value of meeting with recruiters in person or virtually through events is crucial to recruitment success



#### Understand the CBP Hiring Process Basics

Refamiliarizing employees with the Hiring Process will make the employee better equipped to answer candidate FAQs

### Make the Toolkit Your Own

Each employee will have **different relationships** with potential CBP applicants **and opportunities** to connect with them:

- **Customize your use** of the materials to best match your recruitment style and who you are connecting with
- **Play to your strengths** whether that is a strong online presence for virtual connections or an outgoing personality for lunches and coffee chats with candidates

### Engaging With The Candidate

Engaging with candidates is the best way for you to indirectly build the CBP pipeline. Preparing for all potential conversation topics in those interactions will benefit you and the candidate.



#### Be Transparent

Providing potential candidates with real-world employee experiences will deepen their understanding of CBP and support their decision to join the organization



#### Understand Common Applicant Challenges

The Hiring Process is lengthy and involves many steps from start to finish. Think about how you navigated the process and what advice you can provide a new candidate



#### Prepare for Negative Comments

As CBP's work garners national attention, this naturally leads to a diverse set of opinions. Recognizing candidate sentiment while also emphasizing the positive mission is essential in providing the best and most honest recruitment experience



#### Be Proactive

Sometimes the most qualified candidates are unaware of the opportunity at large. Approach those who you think will be effective at CBP and show them why they would succeed

### Create Your "Why CBP"

Common questions potential candidates ask is **"Why do you.."** or **"Why Should I"** work at/for CBP:

- Prepare an **"Elevator Pitch"** that dives into your personal purpose or driving factors for working at CBP
- Make this response as **personal** as possible. Candidates want to know how they will benefit and how they can help others by joining CBP and this is an opportunity to show them **through your own lens**