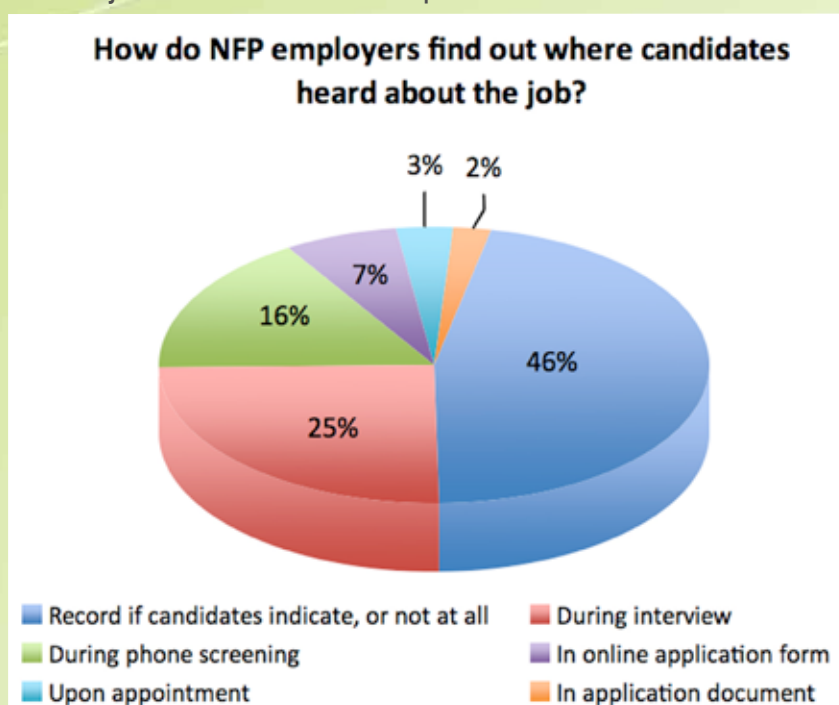# EthicalJobs
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Where are your best candidates coming from?

The value of "source-of-hire" data for Australian NFPs

Recruitment can be an expensive process, with even small organisations spending potentially thousands of dollars a year on job ads. So do you know how your best candidates are seeing your jobs?

EthicalJobs.com.au recently surveyed not-for-profit employers and asked this very question. And we were surprised to see how many organisations don't actively track their "source-of-hire": nearly half of all organisations – 46% – don't include a mandatory question about where a candidate first saw the job in their recruitment process!

How do NFP employers find out where candidates heard about the job?

3% 2%

7%

16%

46%

25%

- Record if candidates indicate, or not at all
- During interview
- During phone screening
- In online application form
- Upon appointment
- In application document

If you're trying to choose the best place to advertise your organisation's vacancies, knowing where previous candidates have found about your vacancies is invaluable. Despite the fact that many organisations don't actively collect this information, it's actually simple and cost-effective to include this question in your recruitment process.

Ask candidates in interviews

Interviews are the most popular – and probably most effective – place to find out where candidates found out about your vacancy. Of those organisations who actively collect this data, almost half – 47% – do so through asking candidates during an interview.

Asking a simple question – "Where did you first see this role advertised?" – in all interviews is cost-free and focuses data collection on the highest value candidates.

As with any other method, it's essential to have good procedures for collecting and analysing the data you collect, and to feed it back into decisions about where future job ads are placed.

At EthicalJobs.com.au, we recommend including a standard question in all interviews as the most cost-effective way for small and medium-sized not-for-profits to evaluate the effectiveness of their recruitment advertising.

Other Methods

There are a variety of other ways to collect source-of-hire information:

E-recruitment systems allow employers to streamline the recruitment process using a centralised database, usually integrated with the organisation's website or accessed through a third party provider. While e-recruitment can greatly assist evaluation of advertising by simplifying the collection and analysis of detailed source-of-hire data, poorly worded, optional or out of date questions can reduce their effectiveness.

The cost of implementing an e-recruitment system also places them out of the reach of all but the largest not-for-profit employers – as indicated by the relatively small number of employers (7%) that rely solely on this method to determine source of hire.

A significant proportion of not-for-profit employers (16%) only **ask candidates during phone screening** how they first heard about the job. While cost-free and more effective than not asking at all, the shift from print to online recruitment means that job descriptions are often downloaded from a website and interviews may be arranged via email. Reduced opportunities to interact with prospective candidates on the phone limits the effectiveness of this evaluative method.

About 3% of not-for-profit employers use **a survey of new staff** or ask successful candidates as their sole method of collecting source of hire data. While largely cost-free, delaying

the collection of this information until the appointment of the successful candidate can re-duce the chance of accurate recall. It also overlooks the value of knowing how other applicants heard about the role.

Finally, a small 2% of NFP employers rely on including **a question on a standard application document** to collect source of hire data. While far less costly than e-recruitment, it's impossible to compel applicants to respond to any question on paper. Relying on paper-based applications also tends to limit the usefulness of this data by forcing employers to manually check paper files.

More information

If you'd like discuss the best ways to track where your organisation's best candidates come from, please feel free to give us a call on 03 9419 5979.