



“THE RIDGE BRIDGE” - ENHANCED RESPONSE MANAGEMENT

Advertised recruitment is a costly affair, so the need to optimise returns on this investment is crucial and, with the launch of a recruitment advertising campaign, it is vital that the resources for management of the response are in place.

The response handling dilemma

The ease with which candidates are now able to apply for positions generally results in a multitude of replies and accordingly:

- Their careful evaluation to avoid overlooking potentially competent applicants in the sea of aspirant contenders becomes extremely time consuming
- Problems are experienced with the effective administration and response of these volumes
- Handling of the abundant telephone calls which can often block switchboards becomes a serious challenge

How we can help

- As a group established in 1981, we have worked with some of South Africa's most innovative employers with whom we have been involved in extensive recruitment campaigns and managed large response volumes.
- With our centralized response management process — the “Ridge Bridge”, we understand that professionally administering the volume of responses to advertisements, selecting the most promising applicants and providing both timely and appropriate feedback to candidates is crucial to the success of any campaign.

The Process

- Although the approach adopted is tailored to meet client specific needs and expectations it is likely to track the following four steps:

performance driven people solutions

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STEP 1: THE POSITION PROFILE

- As a first step, it is essential to clearly establish the requirements of the opportunity in terms of the person, position, package and place. Further, relevant information about the company and its culture is also important.

STEP 2: THE ADVERTISEMENT

- Key to a successful campaign is our full understanding of the position which enables the crafting of an appropriate advertisement as we work closely with the client to determine the most appropriate design, layout, media, timing and placement to ensure that the advertisement reaches the target market.
- If it is decided that the press is the medium to be adopted and, if the client has an existing design or logo with which they wish to gain exposure in the press, the advertisement will be set in accordance with their specifications.
- However, if perhaps for strategic reasons or otherwise, the client wishes to advertise anonymously, we are able to use our own logo.
- Alternatively, it might be decided to access one of the internet sites like Career Junction or PNet or perhaps a combination.

STEP 3: RESPONSE MANAGEMENT

- Advertisement response is directed via telephone and e-mail to our dedicated response team who have years of experience in screening applications, selecting appropriately qualified candidates and matching them with the defined requirements and essential criteria of the advertised position.

- Applicants who most closely match the parameters of the position are presented to the client in a Candidate Comparison format for ease of assessment and final selection of those who warrant an interview.
- Unsuccessful applicants are advised and client interviews arranged in accordance with schedules and availability.

STEP 4: APPLICANT/CANDIDATE AND CLIENT CARE

- Interviews are arranged and coordinated with selected candidates for shortlist and final interview as required, confirming time, date and place with each of the candidates.
- Candidates selected for interview are briefed and provided with an information pack comprising details of the client organisation and the position.
- If required, candidate behavioural profiles and job match together with suggested interview questions related to each individual can be provided at cost to assist in the interview process.
- Comprehensive behavioural and aptitude evaluations of those selected can also be conducted at cost.
- At cost, we can also arrange reference, criminal, credit and qualification checks on those selected prior to final offers of employment being made.
- Letters of appointment can also be completed on client's behalf.