2. What to Work On - Partnering with an Account Manager

It's the beginning of the recruitment process; what roles do you work on, where do you begin?

There are endless amount of opportunities, but the key is to work smart, stay focused, and organized. You can choose any roles to start with, you can be assigned roles, or you may have candidates in your pipeline already that can be submitted to active roles.

A Project Team is a group of Account Managers and Recruiters for a specific client.

*Be AGILE: Talk to your Account Manager before and after each time you start and finish your search. Provide valuable information.

Have a Strategy

We all have a finite amount of time to work each day. Having a strategy will keep you on schedule, help you focus, and not get distracted by the endless amount of roles to work on. Do not stress on coming up with a strategy right away; be brave, try many ways of work until you find one that works best for you. If you're ever feeling lost, reach out to your mentors, leaders; they are always available to help.

Here are some sample strategies (control the process, make a strategy, and stick to it).

- Working on any 3-6 roles a week might seem like a lot, but...
  - Separate your work into 3 phases: sourcing, submission, and feedback
  - Source for 2-3 roles at a time, once you submit your candidates to the role, they are now in the submission phase; until you get your feedback, you can now focus on sourcing for the next 2-3 roles
- Partner up with a couple of Account Managers and focusing on their specific roles
  - Develop an internal relationship with your team, getting to know each other will only make the recruitment cycle seamless.
- Pick an industry/technology and become the expert
  - Being able to understand an industry/technology will give you the advantage. You'll have a dedicated pipeline of specific candidates, you're being proactive and will have

candidates ready to submit as roles come out.

Partner with your Account Managers

Once you pick a role to work on, it is imperative that you reach out to the Account Manager; ask to join their project team, so that you get all the details before working on those client's role.

All information should be on APN. But joining the project team will give you access to quick communication, feedbacks from other recruiters working on the role, and building your internal relationship with your team.

Do your research! Review the job requirement and have questions ready; ask what you STILL do not understand (research first), simplify the criteria, be able to provide advice, provide market intel, set expectations, and use them to hold the Account Manager accountable! Remember, the more information you have, the more of an expert you'll be when talking to candidates: Here are some examples to keep in mind:

- **Sample Basic Questions**
  - How soon do you need this candidate?
  - What is your salary expectation? Is there any flexibility?
  - What skills are you looking for?
  - How many interviews?
  - Who will they report to?
  - What work status / authorization is needed?
- **Sample Next Level Questions (control the process):**
  - What is the reason for hiring this individual?
  - What challenges are you having with this opening?
  - Dive deeper, and understand their intentions:
    - How long has this role been open for?
    - How many candidates have been interviewed for this role already? Why were they unsuccessful? Why did they turn down an offer?
    - Are other agencies also working on the req? Can we get exclusivity on the req in exchange for promising dedicated resources, candidate recommendations, etc.?
    - What are the top 3-5 skills you want to see in a candidate and of what level of experience? If I find you a candidate with these skillsets then please submit my candidate to the client.

        - DevOps are high in demand, I've met many candidates and they typically ask for $130,000 to 150,000
        - Great candidates usually go off the market; how long will the process be? I'd like to set expectations for the candidate.
    - Getting feedback on candidate submission and after the interview is vital to my sourcing strategy. Let's schedule a call no later than 24 hours of each step to ensure we have a smooth process for the candidate.
    - Are there companies you'd like the candidates to come from? If I can get a candidate from the company interested, let's fast-track them through the process.
    - Candidates will have competing offers; what are the Employee Value Proposition (EVP)/ Unique Selling Point (USP): in other words, why should candidates want to join the company.
    - What is attractive about the client/role trajectory, tech stack, domain, culture, etc.

Check List - BEFORE YOU START WORKING ON A ROLE

Here is a list of items to get at the MINIMUM

- [ ] A SIGNED AGREEMENT between the client and IPG
- [ ] **EXPECATIONS FOR SUBMISSION!**
- [ ] Must-Have vs Nice-to-Have Skills (with years of experience)
- [ ] Salary / Rate Expectations - Benefits
- [ ] Work Location (WFH, in office, hours, etc.)
- [ ] Candidate Submission Notes (what they want to see, format)
- [ ] Interview Process
- [ ] Reporting Manager / Team (Name and Title)
- [ ] EVP / USP
- [ ] Walking out of the intake call knowing you set all the expectations and FEELING CONFIDENT.
    - [ ] If you're not feeling confident, go back and get your concerns answered!
- [ ] Extra: Companies to headhunt from or stay away from

Set Expectations, Accountability - 2 Way

If you're going to work on the role and requested all the information, your goal is to submit candidates, get interviews, offers, and BEST of ALL, FILL IT! However, at every stage, as much as the Account Manager is to provide you feedback for the candidate, you are responsible to provide any feedback on your end to the Account Manager as well. Consider the following:

- You've exhausted your search and can't find a candidate; let the Account Manager know the reason why.
  - Candidates are asking for too much money; please let the client know of the market expectations
  - The client is looking for ABCD, but these candidates only have ABC... Would the client still want to see these candidates?
  - Candidates don't like this client because of XYZ; let the client know that there's a negative image in the market, are they aware and how can we combat this?
  - Candidates are not interested in older technology; is the client looking to upgrading their technology environment, and if so what does that look like?

More on Setting Expectation and Accountability in other modules.

Understanding:

Salary / Rate Expectations - Benefits

When it comes to working on the role, one of the biggest interest for all parties is... Salary (rate for contract).

If the job is full time, we usually refer to Salary, and if the job is a contract, then its based on pay rate.

IE: Contractor Calculation

Bill Rate: What we invoice the client

Pay Rate: What we pay our candidates

Burden: Cost to IPG (Vacation Pay, Benefits, Insurance: what it cost to have the candidate on our payroll) Burden can be anywhere from ~18%-25%.

Bill Rate - Pay Rate - (Pay Rate * Burden)

APN: Searching for Roles, Getting Assigned to a Role

- You can search for roles based on your strategy
  - Search roles by clients, Account Managers, Skillsets, etc.
- Reach out to the Account Managers to join their project teams
- Hold your Account Managers accountable, ensure they update their notes in APN! (they will hold you to the same standards as well).

Links to Other Modules

0. Prelude: Way of Work - Organization, Best Practice, Top of Mind

1. Introduction - Recruiter

2. What to Work On - Partnering with an Account Manager

3. Sourcing (Networking) & Boolean

3.5. Resume Screening

4. Candidate Interview vs Talent Meeting, Relationship, Work Smart

5. Candidate Submission to AM

6. Interview Scheduling & Interview Prep

7. Feedback/Debrief - Offer Stage

8. Onboarding, Background Checks, & Future Opportunities