



HIRING & ONBOARDING GUIDE





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WELCOME!

Yeay! You made the hire and are ready to welcome your new team member. Don't forget these few last things.





GROWING YOUR TEAM IS EXCITING!

Hiring is a lot of work!

You've spent time writing the perfect Job Description and have some candidates in mind that you'd like to interview...Now what?

Making sure people know what to expect not only makes your potential hires feel comfortable, but helps you streamline the process!

Here are some ideas to make the process easier from interviewing to onboarding and everything you'll need in between!





INTERVIEW PROCESS

The interview process can be tedious and overwhelming not only for you but for the person you are interviewing.

Here are some steps to ensure a smooth process for you and to help calm nerves by letting the person you're interviewing know what to expect.



ONE

WHO WILL BE THERE?

Giving the interviewee an opportunity to know who will be on the call and what their roles are within the company could help them feel less intimidated.

TWO

SET AN AGENDA

An agenda helps the person interviewing know what to expect and allows you to keep everyone on track. Knowing what order things will be discussed, can help them feel more prepared and less nervous about the conversation.

An agenda could look like:

- Tell us about you.
- We will tell you about the company.
- Specifics of the position.
- Q&A.

THREE

SEND Q'S AHEAD

Yes, we are really telling you to send those pesky interview questions ahead of time so they can prepare. Not everyone is as cool as a cucumber under pressure -so giving them an opportunity to prepare answers to those interview questions could really help your interviewee feel like they've put their best effort forward.

FOUR

SAMPLE QUESTIONS

Not sure what to send or ask? Here are few sample questions to get you started:

- What is most important to you in a role or work environment?
- How do you go about tackling something that you don't know quickly and efficiently?
- Describe a time when you failed to achieve your goals and had to follow a different approach. What happened? How did you deal with that failure?
- Walk me through your time management system. How do you prioritize tasks?
- What do you do to stay on top of the latest marketing trends?

FIVE

GIVE A TIMELINE

At the end of the interview give them an idea of how long it will take to make a decision. And make sure to follow through with that timeline!

Most importantly, assure them that you will let them know your final decision one way or another. Don't leave them hanging!



FOLLOW UP & NEXT STEPS

You've interviewed all potential candidates. Now what?

Waiting is the hardest part for any job seeker. So after the interview process is done, here are some tips on how to handle the next steps.



FOLLOW UP

ONE

SEND A PRE OFFER EMAIL

A lot can happen for a candidate between the time you interview them and then make a decision whether or not to hire them. It's possible they got another offer while you were making your decision. To save yourself time, send an informal pre offer letter via email tentatively offering them the job and what the pay will be. Advise them if they accept you'll send a formal offer letter as a follow up.

TWO

OFFICIAL OFFER

If you use a payroll manager like OnPay or Gusto, there is usually a built in offer letter template that you can use. Make sure to include any specifics like pay, benefits, stipends, if employment is 'at will', etc.

You can view a sample offer letter [here](#).

THREE

SELF ONBOARDING

Are there any self onboarding tasks they need to complete?

- Sending over I-9 Documents
- Setting up direct deposit
- Enrolling in Benefits
- 401(k) elections
- etc.

FOLLOW UP

FOUR

ONBOARDING CALL

Will you have an onboarding call? What do they need to have completed before then? If you have an onboarding guide (if you don't here is your sign that you need to create one!) send it on over before the call so they have time to digest what you will be sharing. You don't want to overwhelm them with info on their first day!

FIVE

LET THE NO'S KNOW

So you've made the offer and are in the process of onboarding the interviewee you hired, but what about the others? Let them know you went in a different direction. They took the time to go through your hiring process, so it's only fair they get a follow up, right?

Not sure what to say? Here's a [sample email](#) you can use!



WELCOME YOUR NEW TEAM MEMBER!

You made it! Their first day is here. Following these steps can not only make your hiring and onboarding process easy, it also helps your newest team member to feel confident that you are organized.

A few final last steps of this process could include:

- Linking them to a Company Wiki or Handbook
- Making sure they know their direct manager's contact info
- A list of helpful processes or programs you use to make thier job easier
- Any lingering items you need to add them to the team
 - Head shot
 - Bio for your website
 - Is direct deposit set up
 - Etc.





We hope this guide was helpful and that it will help you create a streamlined process for hiring.

If you're ready to delegate the hassle of looking for top talent for your marketing agency, our [professional recruiting service](#) for marketing agencies is here to help! Visit our website to learn more and set up a call to chat!

