

## Recruitment

- Create a plan before you start recruiting – looking at your marketing mix
- Make sure you market your roles correctly – targeting the right audiences
- Keep the message clear, simple and to the point
- Don't overload any adverts with too much information
- Use attention grabbing headlines/images and design to engage people
- Use a wide range of advertising tools – think outside the box e.g. a radio advert
- Follow up promptly once you have interest
- Make sure you have a selection process and that you keep to it
- From the volunteer showing initial interest, to meeting and placing them into the role, make sure the process is as short and efficient as possible
- Be clear that you have the right person for the job. If you don't, go back to advertising for that role

Check out [www.teamherts.org](http://www.teamherts.org) for more resources and guidance