

New Year Recruiting Checklist

January 2025

The New Year is an exciting time for organisations to refresh their recruiting strategies and prepare for success in the months ahead. A well-organised recruiting plan ensures that your team is ready to attract, engage, and hire the best talent. Use this checklist to align your recruiting efforts with your company's goals and set the stage for a productive year.

1. Review Hiring Goals and Workforce Plans:

- Align hiring needs with the company's strategic goals for the year.
- Assess current workforce capacity and identify skills gaps.
- Prioritise critical roles and plan for future talent needs.

2. Audit Job Descriptions:

- Update job descriptions to reflect current expectations and responsibilities.
- Include inclusive and engaging language to attract diverse candidates.

3. Refresh Employer Branding:

- Update career pages, social media profiles, and recruitment materials.
- Share employee success stories and highlight company culture.
- Promote awards or achievements that showcase your company as a great place to work.

4. Optimise Recruitment Processes:

- Review and streamline application and interview workflows.
- Update technology tools (e.g., ATS) and ensure they're running efficiently.
- Train hiring managers on best practices for interviewing and decision-making.

5. Plan Recruitment Marketing Campaigns:

- Schedule campaigns to promote open roles across various platforms.
- Leverage trends like video content and employee testimonials.
- Use data to target the right talent pools.

6. Enhance Candidate Experience:

- Simplify the application process.
- Provide timely updates to candidates about their application status.
- Solicit feedback from candidates to improve the overall experience.

7. Strengthen Equity, Diversity and Inclusion (EDI)

- Review hiring metrics for diversity gaps and set measurable EDI goals.
- Partner with diverse organisations or job boards.
- Educate recruiters and managers on unconscious bias.

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8. Build Talent Pipelines:

- Reconnect with silver-medalist candidates from past hiring rounds.
- Engage with passive talent via LinkedIn or other platforms.
- Host networking events or webinars to nurture relationships with potential candidates.

9. Plan Onboarding Improvements:

- Review onboarding processes for gaps and inefficiencies.
- Develop a comprehensive 30/60/90-day plan for new employees.
- Gather feedback from recent hires to refine onboarding.

10. Monitor Industry Trends:

- Stay updated on hiring trends like remote work, AI in recruitment, and gig economy roles.
- Benchmark salary ranges to stay competitive in your industry.

Find out more about how Kestrel HR can help you with all your HR and Recruitment needs by [contacting](#) us today for an initial chat.