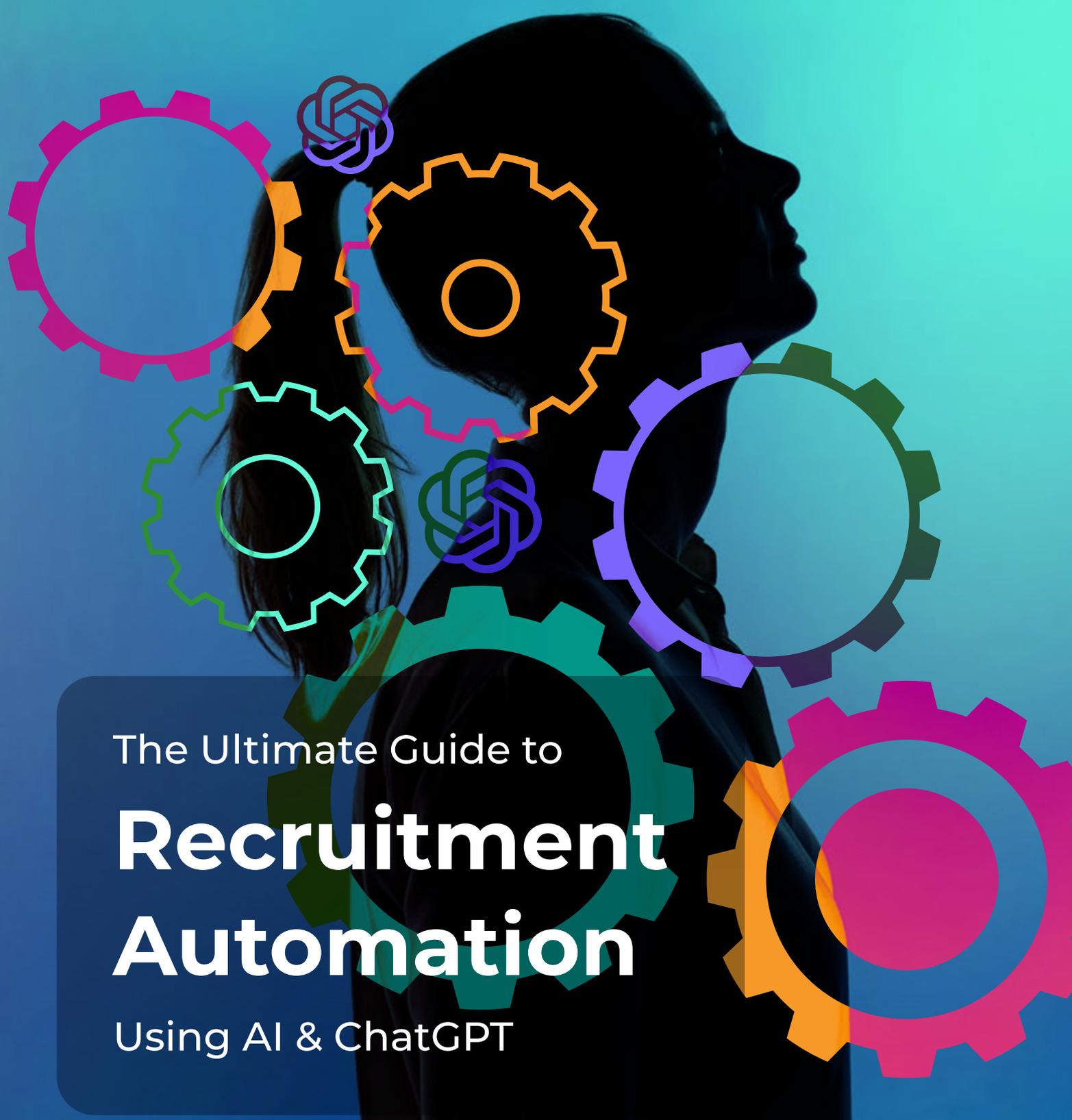


occupop

The Ultimate Guide to

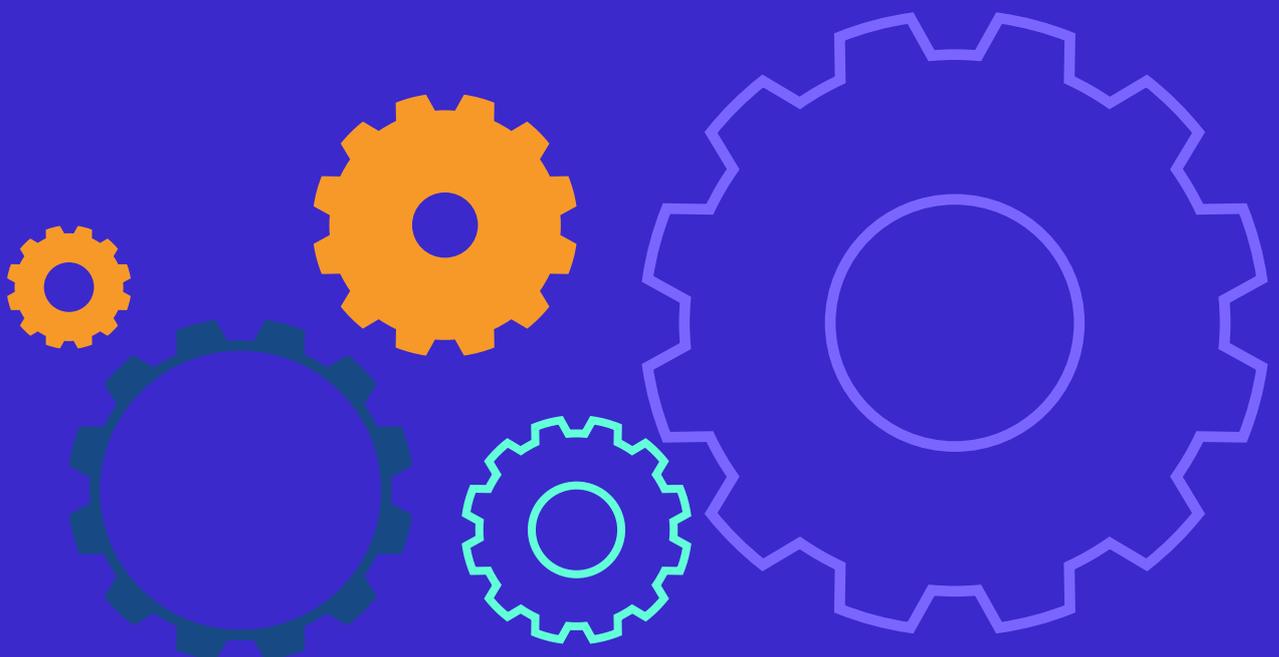
# Recruitment Automation

Using AI & ChatGPT



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# Introduction

Welcome to the *Ultimate Guide to Recruitment Automation using AI & ChatGPT* brought to you by Occupop, a comprehensive manual designed to lead you through the transformative landscape of recruitment automation and harnessing AI and ChatGPT for success.

The landscape of recruitment has undergone a transformative shift in the past year as we see a growing presence in the use of AI, the introduction of ChatGPT and continued use of automation in recruitment. With this adds heightened complexity attached to acquiring top-tier talent. The conventional methods of recruitment just don't cut it anymore, not in an environment where skilled candidates are a hot commodity and talks of recessionary environments, loom.

This shift necessitates a re-examination in how hiring managers approach their recruitment frameworks. The urgency here lies in acknowledging that the cost of standing still - clinging to outdated practices and overlooking prime candidates - far outweighs the benefits of embracing automation and AI in recruitment.

This implies that the everyday grind of a recruiter, saddled with mundane admin tasks like sorting through CVs, will soon give way to a sharper focus on cerebral activities such as refining interview strategies, evaluating candidates, shaping the employer's brand, negotiating, and delving into the psychology of onboarding.

If automation technology and AI hasn't yet made its way onto your radar, it absolutely should. Why? Because it's your ticket to saving precious time and resources for your organisation, while also enhancing the prowess of your in-house HR profession.

This *Ultimate Guide to Recruitment Automation using AI & ChatGPT* takes an end-to-end look, (from job posting to actual hire), at how you, the hiring manager, can gain a distinct edge in this evolving landscape. By harnessing the power automation, AI and ChatGPT, you can revolutionise your recruitment process and propel your organisation towards success.

Let's dive in!



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## About Occupop

# Refreshingly simple recruitment software.

Occupop simplifies and speeds up the entire recruitment process for small and mid sized companies. Get up and hiring in hours — no code, no manuals, no limits, no lengthy training sessions required.



Occupop simplifies everything from engaging, managing and hiring top talent



### Engage

Fill your pipeline quickly with one-click job posting across all job boards, social media and your careers page. Benefit from AI-powered sourcing, smart screening and more.



### Manage

Move faster with a recruitment software that automates process and manual tasks like screening candidates to scheduling interviews.



### Report

Analyse real-time data on all your hiring activity, including CV source tracking, job ad performance & cost effectiveness, informing future hiring decisions.

Loved by SMBs across many industries





# **Cutting-Edge Recruitment Automation in 2023**

*The premier features you need & where to find them*

## The Significance Of Recruitment Automation For SMB Organisations

It's no secret that today's recruiting environment is slowing down as the possibility of recession looms, leaving talent acquisition teams with the key challenge of finding ways to do more with less.

When faced with slower periods, the keys to success lie in harnessing recruiting efficiency and embracing agility. From embracing recruitment automation coupled the power of AI and ChatGPT to automate mundane tasks, talent teams are revolutionising their approaches to work smarter, not harder. They're discovering innovative and effective ways to maximise productivity and achieve remarkable results, even with limited resources.

Streamlining processes, enhancing efficiency, and improving the overall candidate experience are just a few of the undeniable advantages. By automating repetitive tasks like resume screening, interview scheduling, and candidate communication, valuable time and resources are freed up for more strategic endeavours.

Recruitment automation goes beyond just making your job easier. It brings a host of concrete improvements to key performance indicators

For example:

- Reduced time-to-hire: Get the right candidates on board faster.
- Reduced cost-of-hire: Optimise your budget and resources.
- Enhanced quality-of-hire: Find the perfect fit for your organisation.
- Improved candidate experience: Impress and engage top talent.
- Increased job satisfaction: Focus on meaningful work, not admin.
- Reduction in no-shows: Ensure a smooth hiring process

Moreover, the accuracy and consistency brought by automation ensure fair evaluations and reduce the risk of human bias. Ultimately, recruitment automation not only accelerates the hiring cycle but also empowers HR teams to focus on building meaningful connections with potential talents, shaping the future of recruitment.

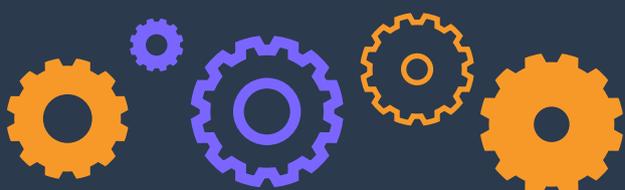
So, shall we dive deeper? Let's explore the recruitment features that are ripe for automation in your organisation. It's time to gear up for a smoother, smarter way of hiring.

# Top Recruitment Automation Features for 2023 - *and where to find them!*

When it comes to harnessing the power of recruitment automation in SMBs, there's a multitude of ways in which it can be employed. Generally, it encompasses a range of features that empower it to tackle essential hiring tasks on behalf of the talent acquisition team. The following is a full list of the pivotal features that drive the efficiency and effectiveness of the recruitment process through automation and where to find them:

- ✓ **Automated job advertising with one-click job posting engines:** This feature enables recruiters to easily advertise job openings across multiple job boards and platforms with just a single click. It eliminates the need for manual posting on each platform individually, saving time and effort. *Where to find it: Most ATS providers, Occupop.*
- ✓ **Automated Interview Scheduling:** This feature simplifies the process of scheduling interviews by providing automated tools to coordinate availability between recruiters, hiring managers, and candidates. It can send automated email notifications and reminders to ensure everyone is aware of the interview details. *Where to find it: Calandly, MyInterview, Occupop.*
- ✓ **Video interviewing platforms:** Video interviewing platforms using AI are gaining prominence enabling personalised virtual assessments and also auto-summaries of each interview saving both time and resources. *Where to find it: Metaview, Hirevue, Canditech.*
- ✓ **Automated shortlisting of CVs, using filtering, scoring, and advanced algorithms:** This feature automates the initial screening and shortlisting of CVs or resumes. The software uses advanced algorithms to filter, score, and rank candidates based on predefined criteria, helping recruiters quickly identify the most suitable candidates for further evaluation. *Where to find it: Most sophisticated ATS providers, Occupop.*
- ✓ **Auto-generates customised interview scorecards and automatically ranks candidates based on interview performance:** This feature automates the generation of customised interview scorecards, which provide a standardised evaluation framework for assessing candidates during interviews. It also automatically ranks candidates based on their performance, making it easier for recruiters to compare and make informed decisions. *Where to find it: Most ATS providers, Occupop.*
- ✓ **Automated interview reminders for interviews and interviewers:** This feature sends automated reminders to both candidates and interviewers, ensuring that everyone involved in the interview process is notified about upcoming interviews. It helps minimise no-shows and ensures that all parties are well-prepared. *Where to find it: Most ATS providers, Occupop.*

- ✓ **Ability to auto-generate careers page with minimal configuration:** This feature allows recruiters to create a professional and engaging careers page for their organisation's website with minimal configuration. The software provides templates and customisation options to showcase job openings, company information, and a user-friendly application process. *Where to find it: Most ATS providers, Occupop.*
- ✓ **Automated candidate communication with auto-reply, bulk messaging functionality, and template-driven communication:** This feature automates candidate communication throughout the hiring process. It includes features such as auto-reply for acknowledging applications, bulk messaging for sending updates to multiple candidates simultaneously, and templates for consistent and personalised communication at different stages of the recruitment process. *Where to find it: iCIMS Bullhorn, Occupop.*
- ✓ **Automated generation of key analytical reports to manage hiring effectiveness:** This feature provides comprehensive reporting and analytics capabilities. It automatically generates key reports that help recruiters measure and analyse hiring effectiveness, such as time-to-fill, source effectiveness, and diversity metrics. These reports enable data-driven decision-making and optimisation of recruitment strategies. *Where to find it: Most sophisticated ATS providers, Visier, Occupop.*
- ✓ **Automated generation of CV review packs for hiring managers:** This feature automates the generation of CV review packs or candidate profiles for hiring managers. It compiles relevant information, such as CVs, application forms, and interview feedback, into a consolidated format, making it easier for hiring managers to review and assess candidates. *Where to find it: Most sophisticated ATS providers, Occupop.*
- ✓ **Automated onboarding workflow:** This feature streamlines the onboarding process by automating tasks such as sending offer letters, collecting employee information, and providing necessary documentation. It ensures a smooth transition for new hires and reduces administrative overhead for HR teams. *Where to find it: Gusto, Paycor, Occupop.*
- ✓ **Resume Parsing:** The software can automatically extract relevant information from resumes and create structured profiles for each candidate. This feature eliminates the need for manual data entry and speeds up the screening process. *Where to find it: Parsehub, Occupop.*
- ✓ **Job Posting and Distribution:** Recruitment automation software enables you to create job postings and distribute them across multiple job boards, social media platforms, and company websites with just a few clicks. This feature helps expand the reach of your job openings and attract a wider pool of candidates. *Where to find it: Most ATS providers, Occupop.*



- ✓ **Candidate Sourcing:** The software can search various online platforms and databases to identify potential candidates based on specific criteria such as skills, experience, and location. This feature saves recruiters time and effort by providing a curated list of candidates who match the job requirements. *Where to find it: Entelo, LinkedIn Recruiter, Occupop.*
- ✓ **Screening and Filtering:** Recruitment automation software includes advanced screening capabilities that allow you to filter and shortlist candidates based on predefined criteria. You can set up custom questionnaires or use AI-powered algorithms to identify the most qualified candidates. *Where to find it: Most sophisticated ATS providers, Occupop.*
- ✓ **Collaboration and Communication:** Recruitment automation software facilitates seamless collaboration between team members involved in the hiring process. It offers features such as shared candidate profiles, feedback sharing, and real-time communication tools to improve efficiency and ensure everyone is on the same page. *Where to find it: Most ATS providers, Occupop.*
- ✓ **Candidate Relationship Management (CRM):** A CRM component within the software helps manage and maintain relationships with candidates. It enables recruiters to track candidate interactions, communication history, and notes to provide a personalised and efficient experience throughout the recruitment journey. *Where to find it: Most ATS providers, iCIMS, Occupop.*
- ✓ **Reporting and Analytics:** Recruitment automation software provides comprehensive reporting and analytics capabilities to track and measure recruitment metrics. It allows you to generate reports on key performance indicators (KPIs), such as time-to-hire, source effectiveness, and applicant demographics, helping you make data-driven decisions and optimize your recruitment strategies. *Where to find it: Visier, Most ATS providers, Occupop.*
- ✓ **Integration and Data Security:** Most recruitment automation software integrates with other HR systems, such as HRIS (Human Resource Information System), payroll software, and background screening tools. Additionally, data security features ensure that candidate information is protected, adhering to privacy regulations and maintaining the confidentiality of sensitive data. *Where to find it: ADP Workforce Now Oracle, most ATS providers, Occupop.*

Incorporating these key features into your recruitment process equips your business with the tools needed to enhance efficiency and make strategic, data-driven decisions. However, like any business transformation project, it's essential to navigate with a well-thought-out roadmap. Next, we dive into recruitment automation best practices, and how to leverage automation to its fullest potential.



# **Recruitment Automation**

*Best Practices*

## Candidate Attraction Best Practices

The time between receiving an instruction to hire and the associated advert being published on a jobs board can be frustratingly long. These delays in posting job adverts can contribute to an increased time to hire. Such delays arise from:

- Failure to get the job ad copy together in good time.
- Navigating multiple complex job sites and convoluted vacancy submission systems

Both these problems can be addressed with recruitment automation technology.

### 1. Automate Job Advertising with One-Click Job Posting

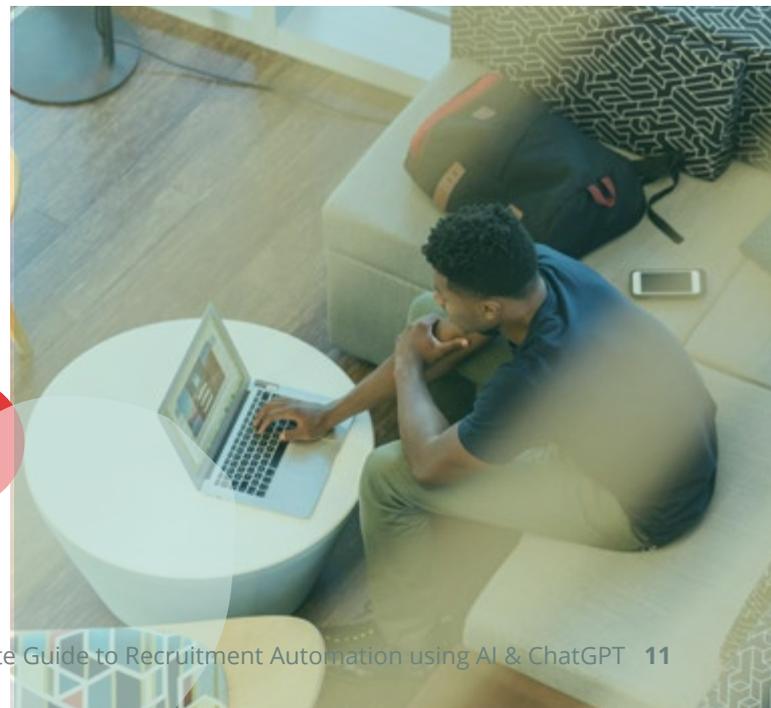
Posting your vacant positions on job boards can be a fiddly and therefore time-consuming set of tasks including navigating the application form, populating multiple fields, dealing with slow-loading web pages and glitches, overcoming usability quirks, establishing user pricing, and making a payment. Multiplied across several sites, social media platforms, and one's own careers sites, what should be a simple task can become a convoluted assignment that often leads to a posting delay.

Thankfully, well-specified applicant tracking systems (ATS), like Occupop come with automated job posting engines that streamline this laborious job posting process.

Our tool allows you to connect directly with all the leading job boards from within the ATS, from which you can publish your jobs directly to all your favourite job boards and social media channels with just one click.

What the best ATS tools like Occupop also do is automate the tracking of candidate sourcing and provide effortless reporting on which jobs boards perform best for specific jobs.

By using an ATS like Occupop, alongside a tool like Chat GPT, (more on this in the next section), the recruiter can automate most of the job advert content creation process and job board submission process.



## 2. Automated Interview Scheduling

Arranging interviews can be tedious and time-consuming making this an ideal process to be streamlined and automated. Let's consider the typical set of tasks around arranging interviews, for example.

- Establish interviewer availability.
- Personalised email interview invites to applicants with interview dates and times.
- Processing confirmation of attendance, or
- Rescheduling the interview time and date to a more suitable time
- Confirmation of attendance to interviewers
- Booking interview rooms

Employers typically interview anywhere between 6 to 10 candidates per position, up to 3 times each.

**In fact, research suggests that around two-thirds of recruiters** are spending between 30 minutes and 2 hours manually scheduling an interview! And 57% of companies have a dedicated team member who only schedules interviews or has it as a fixed part of their job. This shows that there is much time to be saved from automated interviews.

Failure to efficiently contact participants is also one of the biggest causes of interview scheduling delays which can of course diminish candidate engagement and ultimately lead to the loss of candidates to the competition and reputational damage.

With this **Automation Nation Report** suggesting that 54% of recruiters want this process automated, the good news is that automated interview scheduling is available and accessible not just to large companies but to small companies via an ATS like Occupop.

Calendar integration's like those with Occupop, allow to access to the following powerful automated interview scheduling features:

- Invite multiple hiring team users without calendar clashes.
- Automated real-time interview scheduling
- Provides candidates with multiple interview slots for increased flexibility.
- Schedule interviews on behalf of hiring managers
- Enable quicker scheduling with draggable calendar view
- Mark 'no show' interviews as not attended
- Improved usability for managing and cancelling interviews

With automated interview scheduling recruiters can eliminate the **3 big causes of interview delay which are according to research:**

1. Finding times that work for everybody **(72%)**
2. Waiting for candidates to send their availability **(60%)**
3. Waiting for the interview team to send their availability **(46%)**

### 3. Automated Interview Scorecards

**Research from Beardwell and the CIPD shows** that structured interviewing is the most reliable form of interviewing with a predictive validity of 0.62. It is twice as reliable as unstructured interviews/informal chats with a predictive validity of 0.31.

Structured interviews are where candidates are each asked the same standardised set of questions and then their answers are assessed, scored, and ranked alongside each other, forming the basis for the selection decision. This objective and transparent selection process can also help to create a fair and non-discriminatory selection decision.

However, the manual creation of and implementation of such a formal interview scoring system can be time-consuming, and simply too much to bear when multiplied across a hiring process that could include 10 to 15 interviews spread over 2 rounds of interviewing. The

path of least resistance is to compare candidates in a more informal, anecdotal way, reducing admin overhead but also reducing reliability, objectivity, and transparency.

But it doesn't have to be this way, because a well-specified ATS like Occupop now offer a significant degree of automation in this process with its automated interview scorecard feature, which allows you to:

- Create customised interview scorecards so that you and your team can collectively assess and score candidate interview performance.
- Rank candidates based on their interview scores.

This can be done with some basic upfront configuration and minimal effort.



#### 4. Scheduling SMS Reminders

As a busy time-pressurised recruiter or manager with add-on recruitment responsibilities, the ability to schedule SMS reminders can greatly augment or even automate your recruitment planning process. Having automated interview scheduling, modern ATS now has the power to automate SMS reminders, this is a feature also available at Occupop.

Once candidates are booked into the interview, as long as you have their mobile number, you can set up automated SMS reminders at various intervals before the interview to reduce no-shows. You can then put your feet up, (well, get on with higher-level HR tasks) and allow the automated SMS reminder feature to keep candidates engaged with the hiring process, and your company with minimum effort, (**especially as people are 37 X more likely to read a text over an email**).

#### 5. CV Sifting, filtering, and shortlisting

Research suggests that the typical busy time pressurised recruiter is spending **under 10 seconds reviewing a CV in a process that has become 'tinderised'**. This phenomenon is especially prevalent amongst hotly contested entry levels of jobs which often experience volume applications, with some employers seeing over 400 applications per job. It's not that recruiters want to be this dismissive of CVs, but they are often left with no choice due to the sheer volume

of applications and the corresponding shortage of time. Done this way, the CV sifting task is repetitive and superficial, but the good news is that this task can now be easily automated and completed in a more scientific way using best-of-breed software like Occupop. Through a combination of filtering questions and AI-powered CV scoring, Occupop like other leading applicant tracking systems can auto-generate a ranked CV shortlist for you. There are two features within Occupop that make this possible.

##### 1. Smart questions!

Firstly, this tool allows you to quickly design your own personalised candidate application forms with our custom application builder. Following this you can set the questions and assign a score to the response to collect the information you need and evaluate the candidate based on your criteria.

##### 2. AI-Powered Scoring

Our AI CV scoring is a tool to assist you with your CV screening. It scores the candidate's CV based on your job presenting the best matches first, giving you an instant insight into your top candidates, cutting out volume & CV review time.

This CV Short-listing feature means you can simply put the job advert on the career site with the job application instructions and once the candidates apply Occupop will generate an effortless CV shortlist, saving you time.

## 6. Careers Page Builder

Careers pages are still of immense value.

**The Linked-in Global Recruiting trends survey** has revealed that the best way for you to build your employer brand is through your company career's site with 61% of respondents believing this to be the case. The next best channel was Linked-In at 55%, jobs board at just 40%, and Facebook at 35%.

What does this mean for recruitment?

It means that if you have a well-branded web page it will attract candidates who are far more aligned with your brand and values than from other sources, particularly job boards.

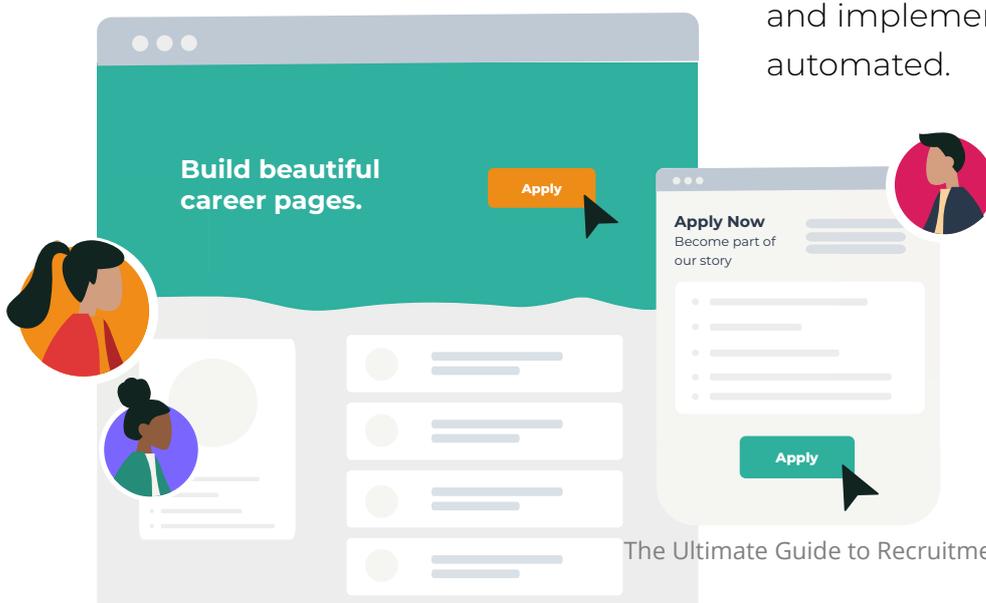
Candidates who are funnelled through your careers page before applying will generally be of higher quality and more engaged with your business than those who have only engaged with your business on the jobs board where your employer brand has been diluted.

For the best quality applications, you should ideally funnel candidates through your careers page, but to do that you have to first build one.

This can be problematic because while highly desirable, career page creation is an off-piste skill set for the typical HR practitioner and as a result, can take a disproportionate amount of time to implement. Unless of course, you automate your careers page construction using an applicant tracking system like Occupop, which includes a no-code branded careers page builder. This heavily featured, easy-to-use tool enables a busy recruiter to:

- Plug-in an existing careers page or create a new branded career page
- Choose from a range of corporate templates to align with your brand.
- Incorporate brand colours, images, and fonts.
- Add functional elements such as a search bar, video, and easy-fill application forms
- Built in reports and analytics for detailed hiring reports

This saves a huge amount of time, which might normally have been spent briefing an internal design team or even an external agency at additional cost to the company. Instead with just a few clicks the careers and application page design and implementation is pretty much automated.



## **7. Automated Candidate Communication**

One of the most laborious hiring tasks is replying to candidates and as a result, many time-pressurised recruiters fail to do it to the immense frustration of jobseekers.

This **survey reported on businessdaily.com** found that 25% of applicants never received an acknowledgment of their last online application. They also noted that around half of job applicants wait at least two weeks to hear back from employers and are finding this wait highly frustrating. We know that employers aren't doing this on purpose, this bad sentiment generated from ghosting job applicants is counter-productive and diminishes the employer brand. It's an important, but awkward and fiddly task that gets reluctantly pushed down the priority list.

### ***(i) Autoresponder***

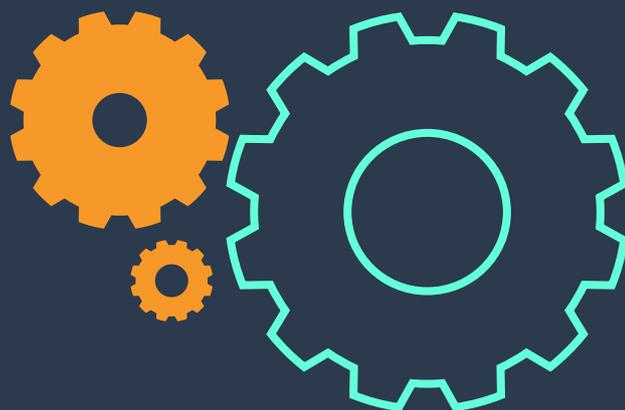
It doesn't have to be this way as most applicant tracking systems come with an autoresponder which can be quickly configured with pre-set templates to provide an automatic and instant acknowledgment message to your candidate. This provides candidates with peace of mind that their application will be receiving due care and attention and is the first stage of automated candidate relationship management.

Communicating with candidates in a timely way and ensuring they remain informed throughout the process is crucial to positive candidate engagement. While the entire process cannot be fully automated, a lot of the tedious manual labour can be, leaving the HR team to work on the more tactical and strategic hiring tasks.

### ***(ii) Email Templates and Bulk Email Functionality***

For example, with Occupop's template builder, you can load pre-existing email templates tailored for every stage of the hiring process. At the click of a button, you can then bulk email candidates (as opposed to having to individually compose an email to each applicant) with preset templates to save time and ensure every candidate gets a response.

Autoresponders, pre-existing email templates, and bulk-email functionality remove a significant amount of the labour from the candidate communication process, leaving recruiters with more time to focus on strategy and not menial tasks.



## 8. Hiring manager review

One of the most time-consuming parts of recruitment can be pulling together CVs into a bundle for the hiring manager to review. Be that face-to-face or online it can be a tedious and fiddly process. Attaching endless CVs to emails, individually reviewing hiring manager feedback, and manually updating your tracking system all take time. It's a labour-intensive process for the already time-pressurised hiring manager too as they individually open CVs, scan for pertinent skills, rate candidates, and write and email candidate reports to the hiring manager. As a result, the task can become fragmented, ultimately taking longer to complete.

The best applicant tracking systems have the features to automate much of this process, streamlining it and eliminating most of the manual labour. For example, Occupop has a timesaving Hiring Manager Review feature which saves both the recruiter and hiring manager time, neatly packaging what can be a convoluted process into a contained task.

At the click of a button, the recruiter can email one or more hiring managers or colleagues the summarised CVs of candidates which also include a CV score. That's it.

The hiring manager receives a notification email with a link to the CV review area in Occupop, where they can individually review each CV, a process made easier thanks to the inclusion of an automatically calculated CV score, helping the manager to make a faster decision. The hiring manager can add comments at the end of the CV and report back with a time-efficient thumbs up and thumbs down, in a labour minimised highly streamlined, partially automated process.

What's great about this process is that the hiring manager can vary their effort and involvement based on available time and level of certainty around the candidate.

***Looking to use AI to auto summarise your shortlist? Try the following prompt in ChatGPT:***



***“Act like a recruiter with 10 years experience. Summarise a candidate I will provide you with for a hiring manager. Use convincing language, formal tone and keep it to approximately 400 words. Candidate: [Insert CV].”***

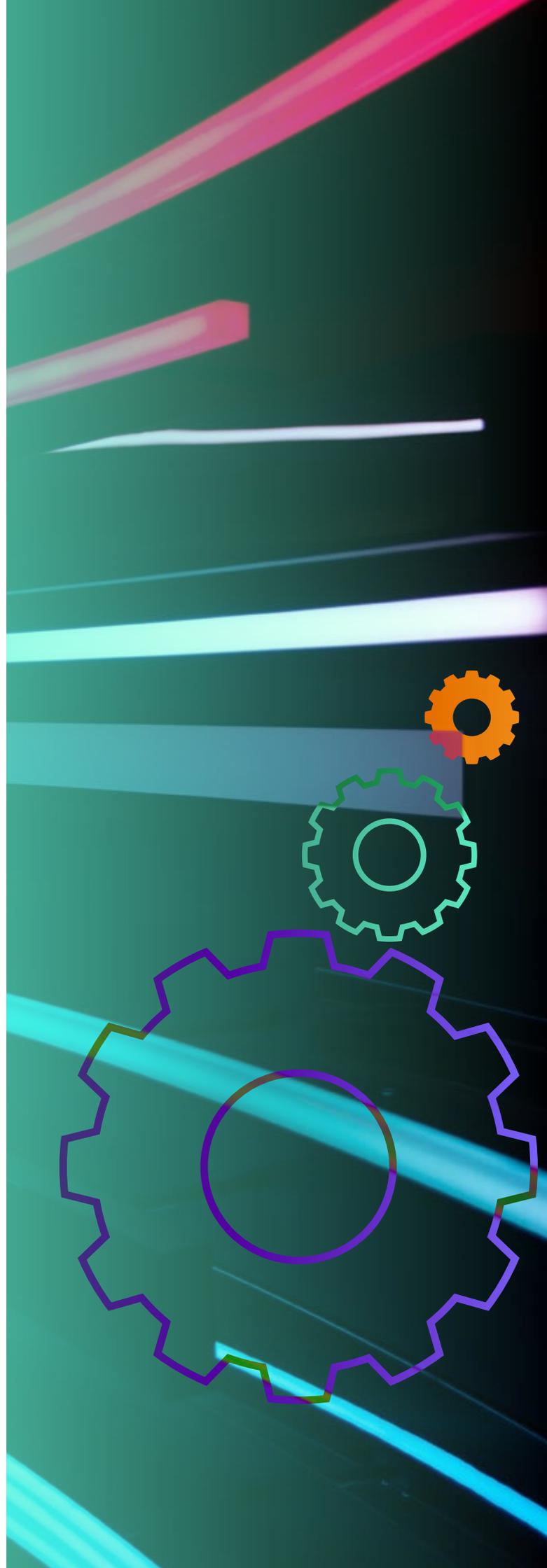
## 9. Automated Analytic Reporting

One of the most effective ways to diagnose problems with your hiring process and to make strategic improvements is using analytical reporting. When you look at hiring activity in aggregate you can spot all kinds of inefficiencies and trends like most and least effective source of hire, bottlenecks in the hiring process, etc.

Done manually, this kind of forensic reporting can be time-consuming and nigh on impossible under normal circumstances leaving many recruiters sort of hiring in the dark, without any of the metrics needed to guide performance optimisation.

By using a modern ATS like Occupop you can benefit from automated analytical reporting. For example, the Occupop system provides out-of-the-box:

- Time-to-hire reports that accurately measure how long your hiring process takes from posting a job to making a hire.
- Bottleneck analysis showing which stages of the hiring process are taking excessively long.
- Source tracking reports provide you with data on your most and least effective sources of hire.
- User reports to analyse your teams' activity, allowing you to quickly measure performance and quickly identify key areas of high and low performance.





# ChatGPT in Recruitment

## Harnessing ChatGPT for Recruitment Automation

The recruitment content creation bottleneck that plagues many hiring processes can be resolved with AI-powered content creation tools, such as **ChatGPT**. This tool is being used to write marketing copy, strategy, film scripts, sales pitches, you name it.

Not wishing to be left behind, HR and recruitment are getting in on the act and starting to use ChatGPT. For many, it's the HR assistant they never had. With ChatGPT hiring managers can experience the power of having their own tireless HR virtual assistant, available 24/7, always eager to help, and ready to incorporate your feedback seamlessly. ChatGPT can revolutionise your recruiting process. However, using it effectively requires the right approach. Introducing ChatGPT into your workflows entails an initial training and onboarding period as your team familiarises themselves with the technology.

### *The rise of prompt engineering*

This ground-breaking AI can automatically produce high-quality HR content for you on demand. You 'prompt' it to produce some copy for you on a particular topic and it does it.

The all-powerful 'prompt' is the input that guides chat GPT to produce content for you. In fact, 'Prompt Engineering' has now become a discipline in the world of generative AI tools like ChatGPT.



The better the initial prompt, the better the quality and appropriateness of the output. It can take some experimentation to find the right formula and right results, but this is the secret to getting the most out of ChatGPT and turning it into a powerful recruitment process content automation tool.

In this guide we provide some samples and starting points on how to use ChatGPT in recruitment, for more in-depth prompts and sample use cases visit the [Ultimate ChatGPT Prompt Library for Recruitment here](#).

Let's now look at a few examples of use cases of ChatGPT in recruitment and how to prompt correctly for best results.

### ***Automated Job Advert Writing with ChatGPT***

We'll be referencing and showcasing ChatGPT's ability to automate recruitment content at specific stages of the hiring process. However, to get the most out of ChatGPT's content automation features, (and avoid producing generic content), you need to get beyond basic command prompts like 'write me a job description for a CFO'

Because, while ChatGPT will write a ready-to-publish CFO job advert, given the likely number of duplicate prompts made by users, your CFO ad may lack originality. And, if you over-rely on basic ChatGPT prompts, over time your recruitment copy will start to feel homogenous and will ultimately be less impactful in the marketplace.

If you want a distinctive job description that reflects your brand and culture, the generic CFO job description working template will need some tailoring using more sophisticated prompts.

The following example instructs ChatGPT with a very detailed prompt to automatically produce a job description in a style of your choice. Tweak for your organisation as necessary.



***'Act as a recruiter with 20 years' experience. Create a recruitment ad for the [insert company URL] looking for a [insert role]. Write it in 1,000 characters maximum. Ensure the title is max 35 characters (so it fits on a smart phone screen). Research and suggest the best title to use in a job advert to get the most job applications. In your research take into consideration alternative ways in which people may enter their role title in their LinkedIn profiles. Write in convincing language appealing to the job seeker. Write in inclusive language.***

Building on this prompt, next you may need help in writing the best job title to get the most applications. Try this:



***Act as a recruiter with 20 years' experience. From this [insert job title] and [insert job description] and [location] research and suggest the best title to use in a job advert to get the most job applications. In your research take into consideration alternative ways in which people may enter their role title in their LinkedIn profiles. Please also take into consideration SEO job titles that would increase the application rate. Output: Make one job title suggestion based on this research that will get the most applications.***

## Outreach emails for direct sourcing of candidates

Direct outreach, where you warm/cold email potential candidates to encourage them to apply for a role, is another great way of attracting new staff. But again, writing that killer inbound marketing email that is punchy but situation-specific can take up time you just don't have. Also, in-house HR professionals with occasional recruitment responsibility may not be quite as familiar with developing effective candidate outreach email content.

Cue ChatGPT which if prompted in the right way can automate (and speed up) the production of direct outreach emails for you. Here's a prompt that we found that might work for you:



***"I will provide you with a job description and you will write an email trying to engage the candidate. Begin with their potential interests in career growth, then present the job opportunity. Outline the benefits and use a convincing tone. Use industry terminology. Keep it short, do not use unnecessary words. Be friendly and human in tone. Use call-to-action, and add a sense of urgency. Job: [Exclusive vacancy for a graduate recruitment consultant is available with an immediate start. Key skills and experience: degree qualified, sales/commercial experience, motivated and a strong desire to achieve targets.]"***

This is a pretty good starting point. Again, you might want to modify the input prompts to suit your output requirements, for example, you might want it to be formal in tone, or you might want it industry terminology, etc.

This is just one of many different styles of prompts that allow you to automate the creation of outreach email content for the direct sourcing of candidates. A simple search on the web for 'recruiter outreach chat GPT prompts' will give you some alternative examples, or you can even ask ChatGPT to make suggestions for you!

### **ChatGPT creates interview questions**

Preparing original and compelling interview questions in behavioural interviewing format, (considered to be the most effective interrogation method) takes time.

Fitting this in can be problematic for a time-pressurised recruiter and ChatGPT can perform virtual assistant duties by creating a set of behavioural interview questions, given the correct set of prompts.

### In **our experiments with ChatGPT**

here, we discovered that with the right prompts, it is very easy to create an interview question bank by role or interview type. For example, you could ask it to create a set of 10 behavioural interview questions for a CFO and it will do this. Some of the best results we had was when we requested a mix of Behavioural Questions, Situational Judgement Questions, Competency Questions and Brainteasers. See the first 3 questions on the next page so that you can see the quality level.

Prompt:



*“Act as a recruiter with 20 years’ experience. From this [insert job description] and [insert job title] extract a list of interview questions. Please list 5 suggested questions under the following headings: Behavioural Questions, Situational judgement Questions, Competency Questions, Brainteasers.*

Result:



- 1. “Can you describe a time when you had to make a difficult financial decision? How did you approach it, and what was the outcome?”*
- 2. How do you stay up-to-date on financial regulations and changes in accounting standards? Can you provide an example of how you’ve applied this knowledge to your work?*
- 3. Tell me about a time when you identified an opportunity to improve financial operations within a company. What steps did you take to implement this change?”*



Looking for more ideas on use cases and prompts for recruitment? Check out our full ChatGPT Prompt Library for Recruitment here, or visit: <https://www.occupop.com/chatgpt-prompts-for-recruitment>

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## ChatGPT Prompt Library for Recruitment

Browse library of ChatGPT prompts for recruitment and talent acquisition use cases.

[Browse prompts →](#)

*Created by hiring managers!*

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### The Ultimate ChatGPT Prompt Library for Recruitment

Created by hiring managers, for hiring managers, browse AI prompts for all recruitment and talent acquisition use cases. To use, simply copy and paste into ChatGPT.

- All
- Candidate Sourcing & Assessment
- Job Advertising
- Recruitment Marketing
- Hiring Strategy
- Recruiter Productivity

## ChatGPT in recruitment: how to get your team to embrace it

Stay ahead of the AI curve by providing ongoing support and resources to your team. The world of finding the right people for the job is changing, and ChatGPT is at the heart of this change. But just introducing it isn't enough – we need to show our teams how to use it effectively. Here's how to help your hiring team get the most out of ChatGPT:



- **Provide regular training sessions:** Keep your recruiters up to date with the latest developments by organising training sessions on ChatGPT and other AI tools. Empower your team to utilise these tools to their full potential.
- **Create a resource hub:** Create a collaborative repository of knowledge where your team can access ChatGPT prompt templates, guides, videos, and real-life examples. Build a comprehensive resource over time to support their AI endeavours.
- **Create a dedicated support team:** Designate a team or individual to provide real-time assistance to recruiters facing challenges or seeking guidance with ChatGPT. Consider integrating this support within your existing IT or HR team.
- **Create open feedback channels:** Establish feedback mechanisms for recruiters to report issues or provide valuable insights on ChatGPT. This facilitates swift problem resolution and informs future training initiatives.

By the end, your team will be confidently using ChatGPT to increase productivity in their roles, building deeper connections with candidates and getting the insights that matter.

## How To Ensure A Smooth Transition To Using Chatgpt In Your Hiring Team

To ensure a smooth transition to ChatGPT and minimise resistance within your recruiting team, it's important to address concerns proactively and highlight the benefits of AI. Here are some strategies to keep in mind:

1. **Be clear and transparent:** Communicate openly about the reasons for adopting ChatGPT into your recruitment process, its advantages, and how it can help team members focus on strategic tasks. Emphasise that AI is a supportive tool, not a replacement for their roles.
2. **Gradual integration:** Introduce ChatGPT processes gradually into existing workflows, identifying areas where it can add value. Start with simple tasks and gradually expand its usage, allowing team members to adjust and adapt at their own pace.
3. **Showcase successes:** Share success stories within the team to highlight the positive impact of ChatGPT, especially around time saved. Celebrate the achievements of team members who have effectively utilised the tool, creating a positive narrative around its adoption.
4. **Foster continuous learning:** Encourage a culture of collaborative learning and adaptation. Keep the team informed about new features and

improvements in ChatGPT, providing training and support. Recognise and encourage knowledge sharing among team members.

By implementing these strategies, you can ensure a smooth transition, alleviate concerns, and enable your team to embrace ChatGPT as a valuable tool that enhances their recruitment efforts.



## Becoming a Recruitment Automation Trailblazer

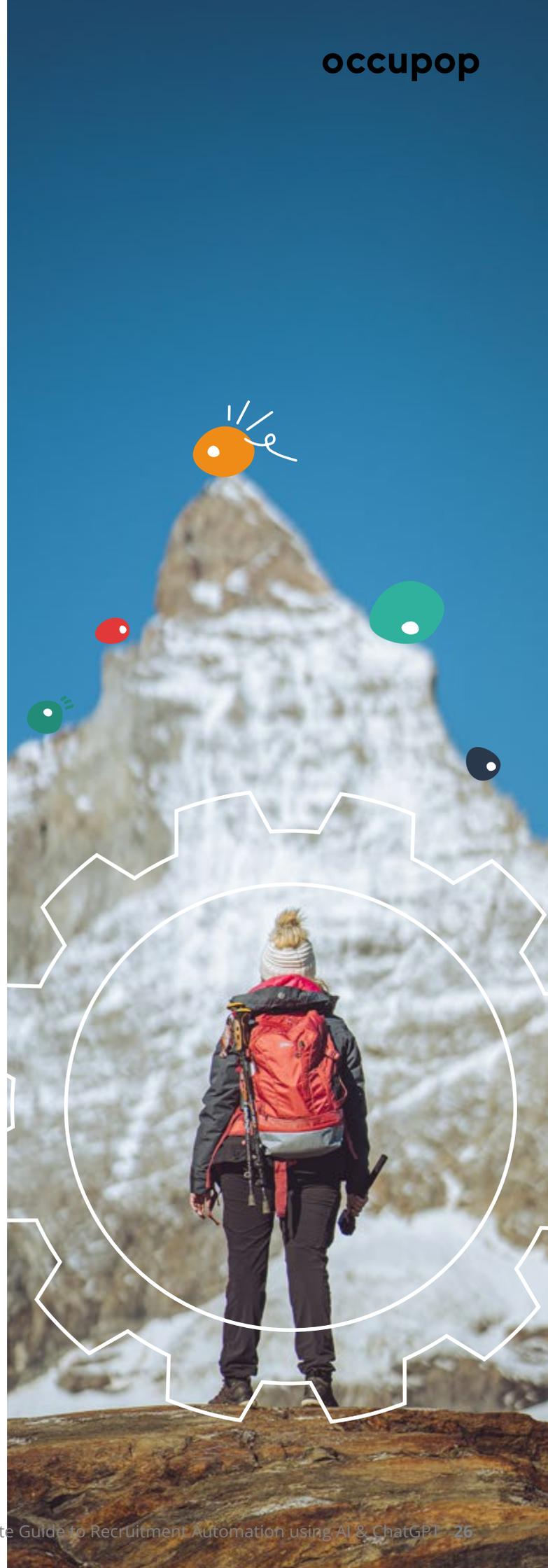
In conclusion, we've explored the transformative potential of recruitment automation using AI and ChatGPT.

As a hiring manager, you possess the knowledge and tools to become a recruitment trailblazer within your organisation. Embracing recruitment automation is no longer an option but a necessity for SMBs aiming to thrive in today's competitive talent landscape.

By harnessing the power of AI and ChatGPT, you gain a significant advantage over your competitors. You have the opportunity to revolutionise your recruitment process, streamline operations, and secure top talent that drives your organisation's success.

When AI and ChatGPT join forces to automate your day-to-day tasks, the door opens for your recruiters to focus on what truly matters - your people. That's what makes it such an exciting time to be a recruiter in the age of AI.

The SMB advantage is yours to claim by embracing recruitment automation powered by AI and ChatGPT. It's time to unlock the potential and step into a future of efficient, effective, and successful hiring.



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Occupop is a beautifully simple recruitment software built for small and medium businesses. We help businesses be great at hiring through our simple philosophy – to make recruitment incredibly easy and accessible to everyone at work. So, businesses can hire the best people and build the best teams.

## Ready To Automate And Digitise Your Hiring Process?

Explore our full hiring platform with a free, access all areas, 14-day trial, no credit card required. Contact us at [info@occupop.com](mailto:info@occupop.com)

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