



GUIDE TO HIRING EXPERIENCED CANDIDATES

for digital learning roles

Finding and hiring experienced candidates for digital learning roles can feel like a high-pressure endeavor. That's because it is. If you want to consistently create exceptional learning content, you need an exceptional team.



Explore 5 steps for sourcing experienced candidates for digital learning roles.

The right person, on the right team, at the right time can make a huge difference. These team members don't just affect the quality of the project, they also influence how your team works together and whether you meet goals project after project.

The only thing more stressful than finding the right person is hiring the wrong one. To help you find and hire the teammate your project needs, we've created a handy checklist. We'll break it down step-by-step to help you find the professional your organization deserves.



The 5 Steps for Finding and Hiring Experienced Candidates

You can't just throw a job posting online and hope the right candidate applies. At least, not if you want to find the best person for the job. Finding quality candidates takes time and effort. These five steps should guide your process:

1 Prework

Define who you're looking for and what you want them to do. Also, start preparing for the interview process.

2 Source and Review

Share the job posting, collect applications, and start reviewing applications.

3 Interview

Schedule interviews and collect work samples from top candidates. Discuss with your team and select candidates.

4 Offer

Send an offer letter and be prepared to negotiate terms!

5 Postwork

Follow up with all applicants and prepare for the successful onboarding of your new hire.

Each of these five steps includes several subtasks, which we'll break down below. We've included all the steps and substeps in a checklist at the end of this guide.

1 Prework

Hiring the right candidate starts with solid planning. Before you publish a job posting you should have all of the prep work done.

Get finance and budget approval for the new role and create a job

description. If you've been using the same job description for a while, take the time to review. Make sure it matches the real tasks and responsibilities you expect your new hire to tackle.

Next, define your criteria. Finding the right candidate is much easier if you have a clear idea of what you're looking for. List must-have and nice-to-have criteria for candidates. These criteria should be measurable and well-defined so you can easily assess whether a candidate meets each criterion.

- Get finance/budget approval
- Define the role
- Select 3-5 must-have skills/characteristics
- Determine application assets
- Plot the interview process
- Choose 3-5 interview questions



Example

If you're sourcing for an Education Analyst you might look for someone who has the following criteria:

- Strong writing and verbal communication skills
- 1+ years of formal research experience
- Policy experience

K-12 teaching experience or other education-related experience may be a nice-to-have.

You should also define the job search documents or other assets you expect each candidate to provide. These might include a cover letter, resume, portfolio, or work samples. Make sure to request these assets in the job posting.

Think ahead to the interview step before you post the job. Who will be part of the interview committee? Will successful interviewees need to complete a task or assessment before receiving an offer?

Define at least three to five interview questions that you will ask all candidates. At least two of these should be behavioral questions to help you understand how the candidate thinks and acts. Consider how you'll capture notes, and whether you'll have some sort of rating scale to assess candidates during interviews.

2 Source and Review

With the prework complete, you're ready to start sharing your job posting. Smart employers don't just post to the all-purpose job boards. They also post on boards that are specific to the industry or role. For example, content developers and data analysts may watch different job boards.

- Share the job with your network
- Post to job boards
- Post to social media
- Review and respond to candidates

Make use of your network by sharing the job on LinkedIn and other social media outlets. Private message people who are well-connected in your industry and ask for their help in passing the opportunity to people in their network. Most people are more than happy to help make connections in this way.

Applications should start pouring in. **Be prepared to review and respond** to 300 or more applicants for any given job post. This is where your prework comes in handy. You should be able to eliminate some candidates immediately based on your must-have list from step one. You'll be left with a shortlist of the candidates who are best suited to the role.



3 Interview

- Schedule top candidates' interviews
- Collect and review samples of work
- Discuss interview feedback/samples
- Select a candidate

Set up interviews with your top applicants. Don't be surprised if this requires some back-and-forth discussion. Aligning schedules can be challenging, especially if there are multiple people on the interview committee or a series of interviews. Consider creating a Calendly account or using another scheduling tool to share windows of availability with candidates and interviewers.

During the interview process, ask your prepared questions, and use your planned notetaking and candidate scoring system to assess candidate fit. Don't forget to **collect and review samples of their work**.

When all interviews are complete, you can **discuss interview feedback and samples of work with your colleagues**. If you've asked the right questions and taken clear notes, you should be able to select one or two candidates that match your criteria and fit with your team. A candidate scoring system and clear criteria can help minimize second-guessing at this late stage.



4 Offer

- Send an offer letter
- Negotiate terms

This is the most straightforward step but may still end up being more complicated than expected. **Be prepared to negotiate salary, start date, paid time off, and other benefits with the candidate.**

This will require some back and forth communication with the candidate and your leadership team. Set aside time to complete this process.

5 Postwork

- Follow up with all applicants
- Plan for successful onboarding

By this point, you might be exhausted. Even so, do not skip this step. Postwork sets you up for continued success by keeping everyone on good terms. You should follow-up with all applicants, especially those you've interviewed. Everyone should be informed that they have not been selected at this time. Usually, an email can carry this communication. Be clear and straightforward. Thank the candidate for applying and don't promise anything you don't intend to deliver.

At the same time, start preparing for the successful onboarding of your new candidate. They'll need user accounts, payroll setup, initial training, meetings with their new team, orientation to new projects...but that's a whole different checklist.



Simplifying the Process

If this all seems like a lot of work, that's because it is. Sourcing and hiring the right candidate takes time and effort, but it's worth it. The right teammate will help you consistently create quality digital learning experiences.

Even so, you may not have the time or the extra bandwidth to follow all five steps of the process. If that's the case, you have two options. Either you can keep doing what you're doing and hope you eventually find the right person. Or you can bring in an expert.

Teamed can help guide you through all five steps and take several of them off your plate. Let us handle the hiring so you can focus on what you do best, creating exceptional digital learning experiences.



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HIRING PROCESS CHECKLIST



Prewrite

- Get finance/budget approval
- Define the role
- Select 3-5 must-have skills/characteristics
- Determine application assets (resume, work samples, etc.)
- Plot the interview process
- Choose 3-5 interview questions

Source and Review

- Share the job with your network
- Post to job boards
- Post to social media
- Review and respond to candidates

Interview

- Schedule interviews for top candidates
- Collect and review samples of work
- Discuss interview feedback and samples with colleagues
- Select a candidate

Offer

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