

Eighty percent of how you land a job is through who you know, a form of networking. In the job market, it is important to find a way to make yourself stand out against other qualified applicants. One of the ways to do this may be to work with a recruiting firm in your area of interest or industry.

Here are some tips about the who, what, and how of recruiters.

Third-party Recruiting Firms

Third-party recruiters are agencies, organizations, or individuals recruiting candidates for temporary, part-time, or full-time employment opportunities.

There are many different types of recruiters:

- Search firms or external recruiting firms are engaged by an employer to source and hire an employee to fill a particular need. The engagement is usually either “contingent” or “retained.”
 - ◆ A contingency recruiter is paid when an individual is placed in the position. An employer may have several contingency firms working on the same role, all competing to place the candidate and win the placement fee.
 - ◆ A retained recruiter has an ongoing relationship with the employer and is hired to find the right person for a position. Retained recruiters are paid a certain amount, regardless of the outcome.
- A corporate recruiter works in-house for the employer’s HR department. The recruiter is an employee of the company to which you are applying.
- Temporary or contract staffing agencies find employees to fill temporary roles for their clients.

As the candidate for a position, you should never be asked to pay a fee to a recruiter. Recruiter fees are paid by the employer—never the applicant.

As a job seeker, making connections with a recruiter is important. Be transparent—if you have placed your resume with several recruiters say so.

These firms may be competing for the commission. Make sure you have knowledge of each opportunity that the recruiter is submitting you for. Ask the recruiter to tell you first.

LinkedIn Tips to Stand Out With a Recruiter

- Make sure your account is professional.
- Use a professional profile picture.
- Take the time to create a good profile bio that explains who you are and what you are searching for. Remember to use keywords about your job interests and industry.
- Update your profile often to keep your bio active and engaging.
- When your profile is complete, you can start searching for recruiters and job positions.
- You can approach recruiters on LinkedIn by sending InMail messages to them.

Ways to Introduce Yourself

Phone call

Be ready with your statement of introduction; ask if the recruiter has openings similar to what you are pursuing or how the two of you might partner. Ask if you can submit your resume to be included in the firm's database.

Email

Have a subject line that sets you apart from other applicants. Example: HR Director with MBA, Marketing VP with 10 years experience, Benefits Specialist with Workday experience, etc.

In the body of the email, you want to be specific about the purpose of your contact. Explain who you are, why you are contacting them, and how you got their information. End with a statement about why you are interested in a specific job. (Use your statement of introduction and accomplishments to help you.) Attach your resume.

Social media

Two of the best sites are LinkedIn and Twitter. Focus on updating your profile and finding ways to attract and locate recruiters. You can post articles and share other topics of interest to support your candidacy.

On Twitter, companies tweet job positions with hashtags you can search for, such as #HRjobs or #ITjobs. You can also search for a specific organization and locate employees by refining the search to only show people who have the employer's name in their bio.

In person

One of the best ways to get the attention of a recruiter is doing it in person. Recruiters can be found at career fairs, networking events, and informational presentations. When meeting a recruiter, make sure you have your resume. Be prepared to give a 30-second introduction including who you are, what you do, your interests, experience, strengths, and goals. Also, make sure you are researching any companies that will be represented at the event. Dress professionally!