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16

HUBSPOT
**PARTNER
DAY**

HubSpot

EMEA PARTNER DAY

2016

DUBLIN / 12.06.16



Creating and Managing Your Recruitment Funnel

Declan Fitzgerald,
Global Recruitment Director

Recruitment Funnel

TOFU Strategies

- Post & Pray v. Strategic Hunting
- Referral Driven Strategy
- Employer Branding

MOFU Strategies

- Direct Sourcing Hacks
- Create a Pulse
- Recruitment Metrics

BOFU Strategies

- Structured Interviews
- Employee Value Proposition

TOFU Strategies

MOFU Strategies

BOFU Strategies

1 TOFU Recruitment Strategies



A person's hands are clasped in prayer over a laptop keyboard. The background is a blurred office setting.

Define Your Recruitment Strategy...

Don't Just Operate Post and Pray!

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BOFU Strategies

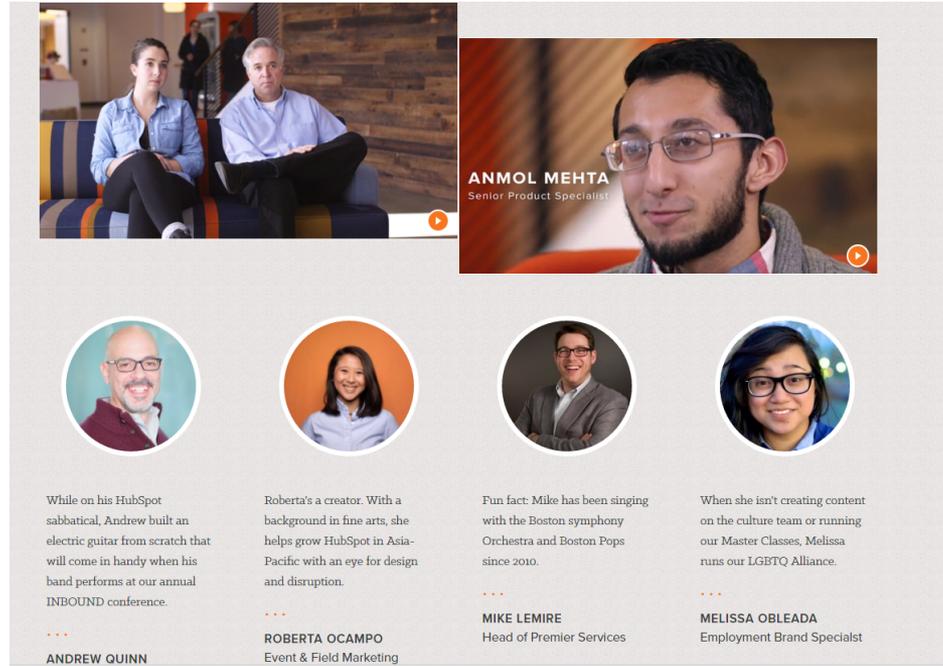
Go inbound recruitment

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BOFU Strategies

- Generate compelling content
- Have a dynamic career site
- Create day-in-a-life assets
- Show your personality
- Ask for a CV of failures!



ANMOL MEHTA
Senior Product Specialist

ANDREW QUINN

While on his HubSpot sabbatical, Andrew built an electric guitar from scratch that will come in handy when his band performs at our annual INBOUND conference.

ROBERTA OCAMPO
Event & Field Marketing

Roberta's a creator. With a background in fine arts, she helps grow HubSpot in Asia-Pacific with an eye for design and disruption.

MIKE LEMIRE
Head of Premier Services

Fun fact: Mike has been singing with the Boston symphony Orchestra and Boston Pops since 2010.

MELISSA OBLEADA
Employment Brand Specialist

When she isn't creating content on the culture team or running our Master Classes, Melissa runs our LGBTQ Alliance.



Get your funk on with referrals

- Get a policy in place
- Referrals v leads
- Celebrate wins
- Create competitions





Good Players Inspire Themselves
Great Players Inspire Others

Who will YOU Inspire?
HubSpot's International Referrals Cup

Recruiter phone interview: 10 points
Manager phone interview: 2 points
Face to face interview: 4 points
Offer: 2 points
Accept: 10 points

Prizes:

1st place: iWatch
2nd place: iPad

**Speak to the Dublin recruitment team for more details*



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2 MOFU Recruitment Strategies

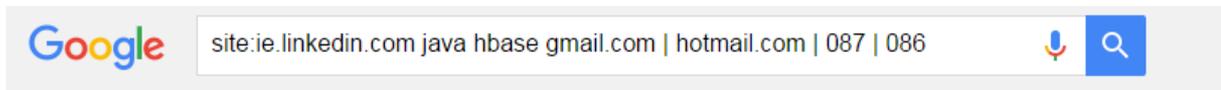


Direct Sourcing Hacks

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Murilo Goulart | LinkedIn

<https://ie.linkedin.com/in/murilogoulart>

Ireland - IT Security Administrator at Realex Payments - Realex Payments
(Cassandra, HBase) -- Contact Info Email: murilogoulart@gmail.com ... Install, Configure, Manage [V5.0]; Java Developer Academy; ITIL v3 Foundation Training ...

Pierre Lacave | LinkedIn

<https://ie.linkedin.com/in/pierrelacave>

Ireland - Senior Software Engineer at Corvil - Corvil
C++, Java, Scala, Python, Spark, Hadoop, HBase ... My role is to do investigate code (Panther, Java, PL/SQL) in order to help the development team fix defects ...

Usman Aftab | LinkedIn

<https://ie.linkedin.com/in/usmanaftab1> ▾

Ireland - Technical Lead at Telecommunication Software and Systems Group (TSSG) - Telecommunication Software and Systems Group (TSSG)
Specialties: • Java SE & EE, Ruby on Rails, Python, PHP, C, C#, ... Amazon Web services S3 EC2, HBase, Hadoop, Apache Solr Lucene, Thrift, Panda Stream.

Laura Kennedy | LinkedIn

<https://ie.linkedin.com/in/laurakennedynextgeneration> ▾

Ireland - Senior Talent Acquisition Partner - Data Science at Next Generation - Next

#HubSpot



Use the LinkedIn Hack - & No, it's not illegal 😊

- Learn to write some simple Boolean
- Use the site command i.e. site:
- Examples
 - `site:uk.linkedin.com inbound "marketing manager" gmail.com | hotmail.com`
 - `site:uk.linkedin.com trinity | UCD | DCU "software engineer" hadoop mobile`

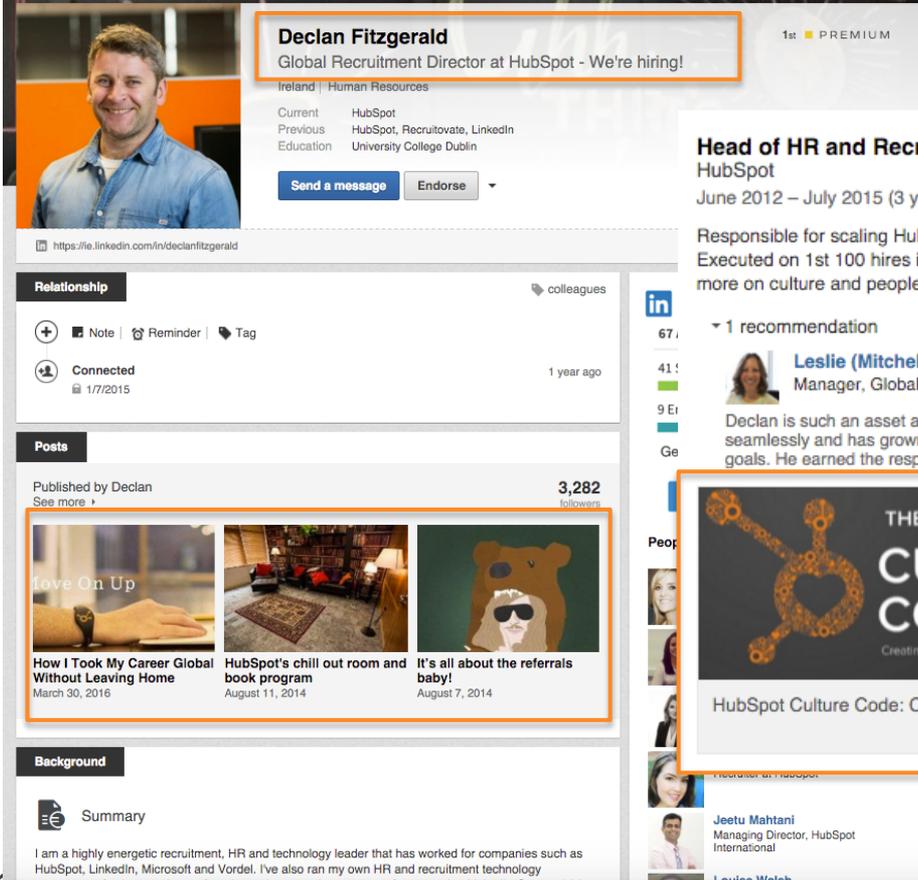


Create a Pulse

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Declan Fitzgerald
Global Recruitment Director at HubSpot - We're hiring!
1st PREMIUM

Ireland | Human Resources

Current HubSpot
Previous HubSpot, Recruitvate, LinkedIn
Education University College Dublin

Send a message Endorse

Relationship colleagues

Note Reminder Tag

Connected 1/7/2015 1 year ago

Posts

Published by Declan 3,282 followers

How I Took My Career Global Without Leaving Home March 30, 2016

HubSpot's chill out room and book program August 11, 2014

It's all about the referrals baby! August 7, 2014

Background

Summary

I am a highly energetic recruitment, HR and technology leader that has worked for companies such as HubSpot, LinkedIn, Microsoft and Vordel. I've also ran my own HR and recruitment technology

Head of HR and Recruitment, EMEA HubSpot

June 2012 – July 2015 (3 years 2 months) | Dublin, Ireland

Responsible for scaling HubSpot's recruitment in EMEA and APAC. 1st employee hired outside of US. Executed on 1st 100 hires in 20 months. First two years were all about recruitment but now also focusing more on culture and people ops.

1 recommendation



Leslie (Mitchell) Grenier

Manager, Global Talent Acquisition & HR Operations at Intralinks

Declan is such an asset at HubSpot. He has taken on the challenge to run international recruitment seamlessly and has grown a very hard working talent acquisition team to support our aggressive hiring goals. He earned the respect of the hiring... View ↓



HubSpot Culture Code: Creating A Lovable ...



HubSpot- GANGNAM STYLE (강남스타일) Pa...



Focus on the Right Recruitment Metrics

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BOFU Recruitment Strategies



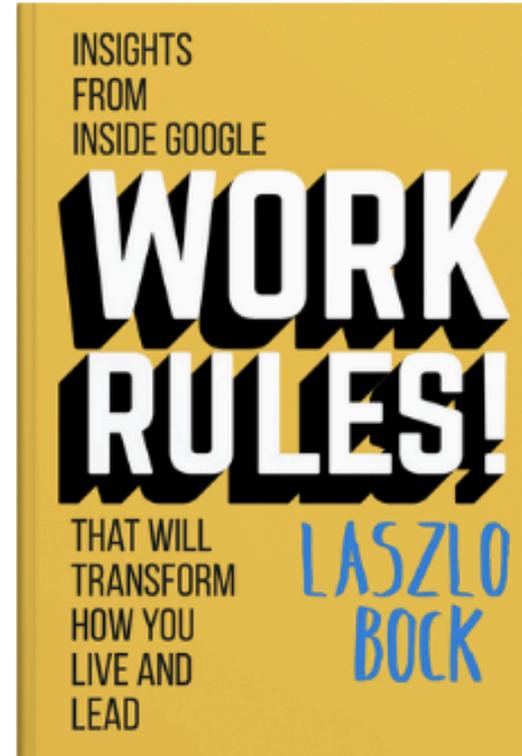
Structured Interviews

- ✓ Build A Structured Interview Process
- ✓ Conduct A Work Sample Test
- ✓ Create a Rating Scale
- ✓ Consider Backdoor Checks
- ✓ Solve For The Candidate Experience

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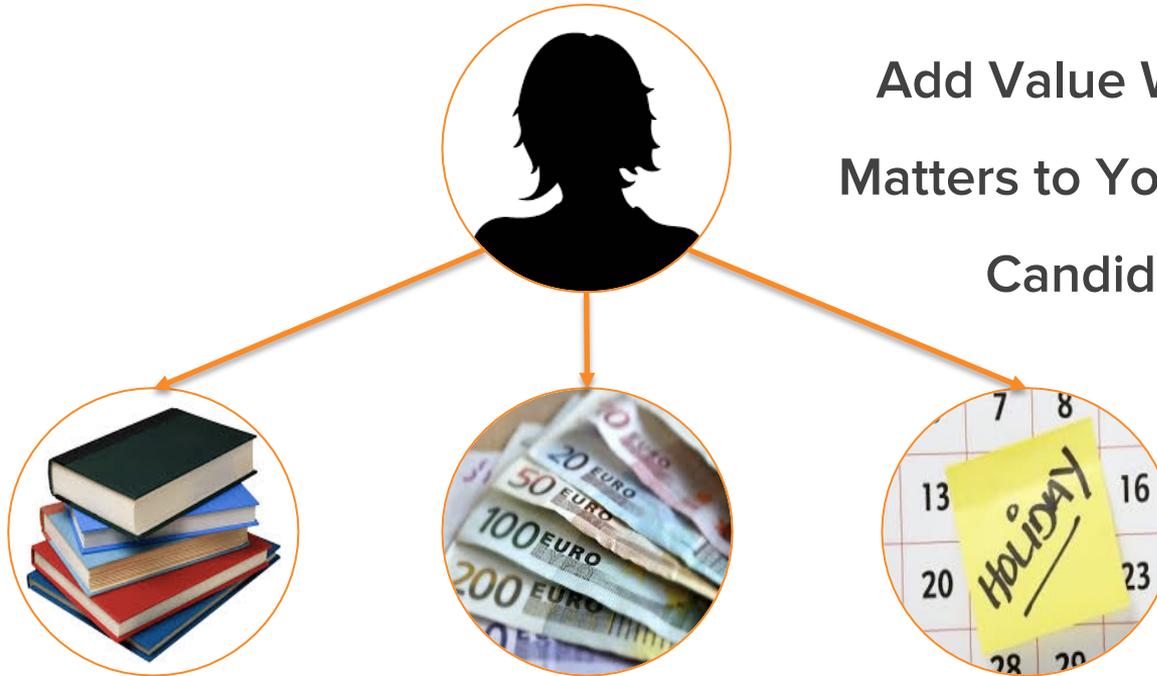
Differentiate your Employee Value Proposition

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Add Value Where it
Matters to Your Target
Candidate



Benefits

Salary

Annual Leave



Questions?

