



EBOOK

Hire★Vue

MILITARY RECRUITING YOUR HIRING PLAYBOOK



Military Recruiting



With millions of active job openings and a widening global skills gap, the demand for strong leadership talent has never been greater. Veterans have the skills, abilities, and competencies to succeed in a huge variety of roles, particularly those which require leadership. Yet many former service members have difficulty transferring their skills to the private sector. Why is that?

The core challenge here for recruiters is not lack of skill – it's finding and matching these skills to the right position. Traditional screening tools and processes unintentionally and unnecessarily exclude active servicemen and women and veterans from open positions due to applications getting “lost in translation.”

By looking past resumes and profiles, recruiting technology – including video, mobile and social-enriched interactions – gives veterans a chance to be heard, and allows businesses to connect with high-potential leadership talent. This guide offers step-by-step use cases, best practices, and success stories around how you can boost your veteran recruiting efforts.



Sourcing
Military Talent



Screening
Veteran
Candidates



Remote
Recruiting



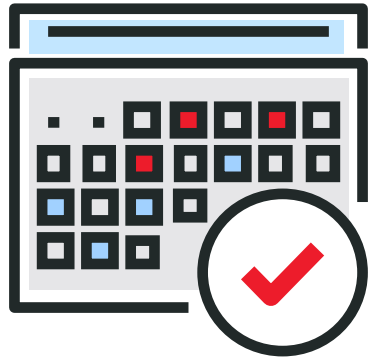
Military
Career Events



Fulfill Your
Veteran Jobs
Mission Pledge

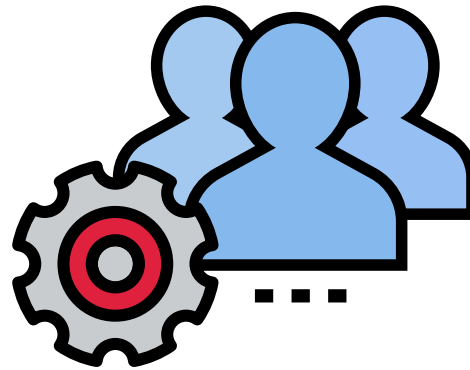
Opening the Aperture for Veterans with Video

Video offers an unprecedented way for companies to get to know veterans. Video interviewing is highly flexible; with HireVue, you can leverage video interviews in different ways, depending on what you are trying to achieve.



OnDemand Interview

A video interview that is sent to a candidate via a private email or SMS link. This can be taken OnDemand at any time on a computer or mobile device, and evaluated and shared by all members of the hiring team. This enables busy vets around the world to interview anytime, anywhere.



Open Interview

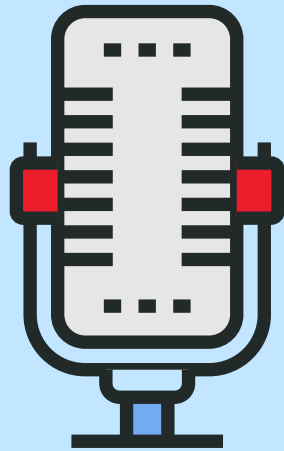
An OnDemand interview for a position that can be openly accessed via registration links (posted to social media, job boards, your career portal, etc.), allowing prospective candidates to self-register and interview on a rolling basis. Perfect for talent pooling and getting to know more about candidates much earlier in the process.



Live Interview

A real-time video interview. Candidates are able to connect either one-on-one or with an interview panel of multiple stakeholders using video streaming technology. Interviews can be recorded and shared with hiring teams for further evaluation.

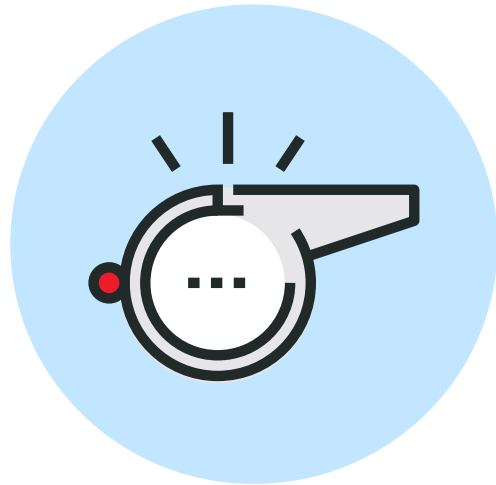
Sourcing Military Talent



Using resume filters and job descriptions based on keywords that don't typically show up in military resumes can make it difficult to source qualified military talent and find the right strategy for your military sourcing efforts.

Open video interviewing allows you to advertise for open positions year-round on military-focused sites (such as Hiring Our Heroes or RecruitMilitary), and helps you build a qualified military talent pool. You can also source from military job fairs and events by sending OnDemand interviews to top candidates as you meet them, allowing you to engage and evaluate in a quicker and more cost-effective way – before your competitors even get back to HQ.

Sourcing Military Talent



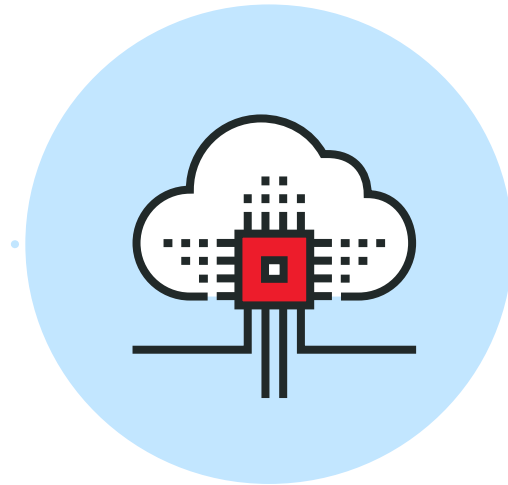
Get the Word Out

A video interview that is sent to a candidate via a private email or SMS link. This can be taken on demand at any time on a computer or mobile device, and evaluated and shared by all members of the hiring team. This enables busy vets around the world to interview anytime, anywhere.



Prospective Candidates Sign Up And Interview

An OnDemand interview for a position that can be openly accessed via registration links (posted to social media, job boards, your career portal, etc.), allowing prospective candidates to self-register and interview on a rolling basis. Perfect for talent pooling and getting to know more about candidates much earlier in the process.



Evaluate Great Veteran Candidates

A real-time video interview. Candidates are able to connect either one-on-one or with an interview panel of multiple stakeholders using video streaming technology. Interviews can be recorded and shared with hiring teams for further evaluation.

Spectrum

- ◆ Spectrum utilizes HireVue open interviews to make the most of their strategic partnerships with military organizations like MSEP, PaYS, Fort Bragg, and RecruitMilitary. They work with these partners to share the opportunity to interview, and educate veterans about the opportunity to introduce themselves via video.

“ Just by asking veterans basic questions that are not job specific, **you find out who that human is on that video. And that’s much more compelling than any resume or evaluation you can come up with.** Most veterans want a job more than they want anything else, and video allows them to share what they’re passionate about and experienced in, so we can match them with the right role.

***Jennifer Tracy**
VP Recruiting Solutions,
Spectrum*

Screening Veteran Candidates



Military service members and veterans are active job seekers with experience that differs from the rest of the applicant pool, making it difficult for hiring managers to effectively assess their skills and capabilities with traditional screening methods such as resumes and phone screens.

Using OnDemand interviewing for screening gives you a deeper insight into a candidate's skills, personality, and fit, and allows veterans to tell their story better than a resume ever could. Using competency-based interview questions will also allow you to assess a candidate's qualifications quickly and efficiently. Video interviews can also be evaluated with artificial intelligence (AI) to double as validated pre-hire assessments – surfacing top performers and quantifying job-crucial competencies for recruiting teams.

Screening Veteran Candidates



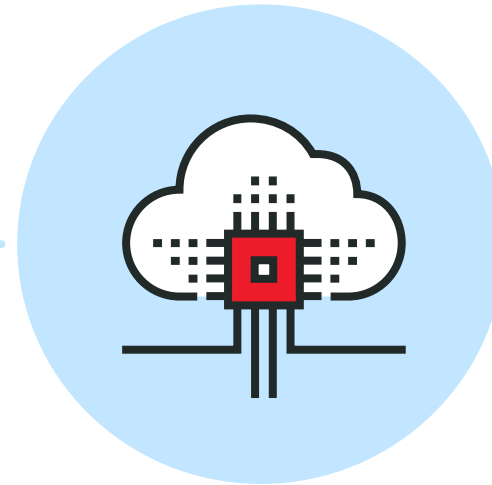
Create The Position

Use a mix of competency-based and experience-based questions to create the perfect position, tapping ex-military employees and military skill translators to optimize wording and terminology.



Invite Candidates to Interview OnDemand

Skip the resume and send your military candidates an OnDemand interview request – no need for scheduling headaches, phone screens, or missing out on great candidates.



Evaluate Candidates

Review your OnDemand interviews at your convenience. For extra insight, recorded interviews can be evaluated with AI to validly assess critical competencies, such as communication skills and teamwork, and surface high potential candidates.



Select the Best

Share top candidates with key stakeholders in your organization to get them involved – without taking blocks of time out of their schedule or having to rely on second-hand information.

Equinix

- ◆ Equinix leverages veteran-oriented career pages to brief former service members on the types of roles available, and the typical expectations and duties for each.

If a veteran finds a job role that looks interesting, they can introduce themselves in a HireVue open interview, and explain why they think their military experience makes them a good fit. Recruiters then watch their introductions, and point them in the direction of relevant openings.

“ Just by using our HireVue landing page for veterans, in our operations business alone, **the percent of hires we made from the military jumped from 5% to nearly 30%.**”

Todd Frey
*Operations Military Recruiting
Program Manager,
EquinixSpectrum*

Remote Recruiting



Military talent is located all around the world, but traveling for interviews can make a big dent in your budget and schedule – and your candidates'. Instead of writing off overseas bases or remote domestic locations and missing out on potential candidates, use video interviewing to extend your reach and maximize your strategy.

Both Live and OnDemand video interviews can be used to screen and interview military candidates across time zones and regions, and connect them with hiring managers in different locations. Use them as part of the regular interview process, or set up a virtual career day with back-to-back live video interviews – without the need for any hiring managers to even be on-site. Here's how you can leverage Live interviews to gain access to these remote military talent pools.

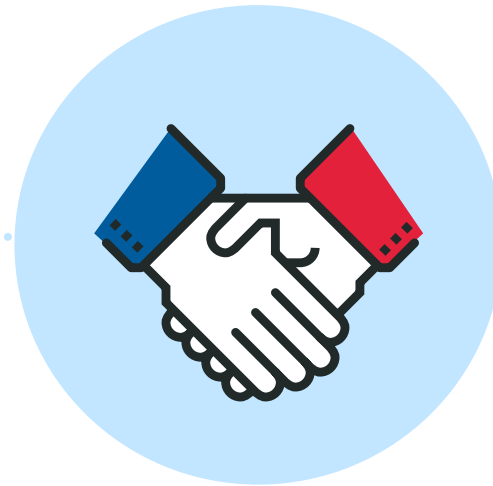
Remote Recruiting



Schedule Live Interviews or Virtual Career Days

Connect candidates with hiring managers across the country or around the world with a scheduled interview.

For career days, schedule different interviews in back-to-back blocks. With HireVue, you can automate this process by allowing candidates to schedule their own interviews.



Leverage Live Interviews

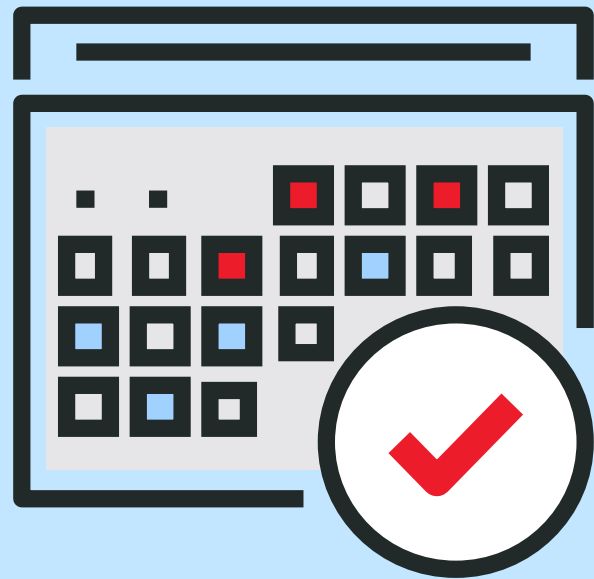
Arrange either panel or one-on-one interviews, using the ability to rate and share interviews and record interactions for later review. Evaluators can interview from their respective locations with minimal or no on-site presence required.



Chose the Best

Choose the best candidates to move onto the next stage, or meet face-to-face – with no wasted time or journeys on either end.

Military Career Events

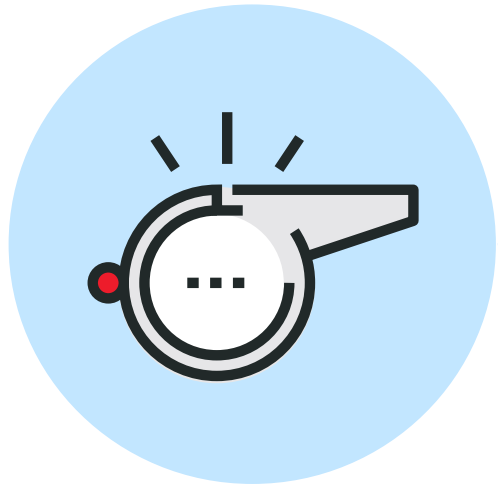


Maximize the effectiveness of your military career event efforts by using video interviewing to build awareness of your recruiting efforts ahead of time and connect with potential candidates earlier in the recruitment process.

Working with local Transitional Assistance Programs (TAP) or other military placement services to publicize your opportunities prior to events will allow prospective candidates to interview on demand, and let you evaluate and select candidates to meet face-to-face at the event itself.

Leaving your interview open year-round will also allow you to build up a talent pool either as part of your event recruitment cycle or for ongoing openings.

Sourcing Military Talent



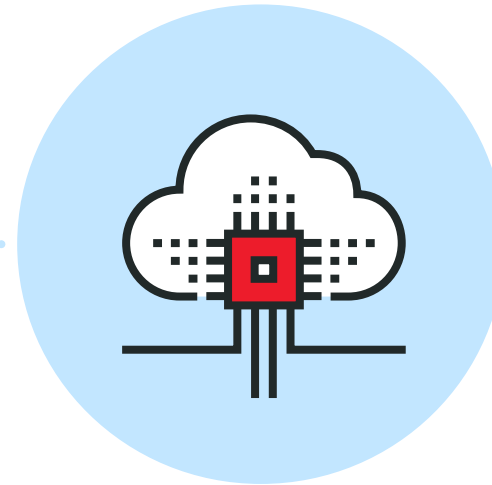
Get the Word Out

Publicize opportunities through local Transition Assistance Programs or military placement service events using a registration link.



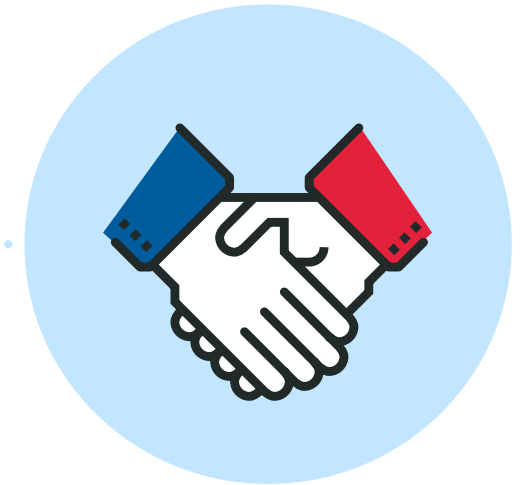
Prospective Candidates Interview OnDemand

Service members work with TAP programs to take interviews via TAP resources, or coordinated events where large numbers of service members are transitioning, and take interviews in bulk.



Evaluate Interested Candidates

Evaluate candidates, involving other key stakeholders as part of the evaluation process.



Meet Top Candidates Facetoface

Share top candidates with key stakeholders in your organization to get them involved – without taking blocks of time out of their schedule or having to rely on second-hand information.

“

In the military, they wear a uniform that tells people what they've accomplished, what campaigns they've served in, who they are. When they take that uniform off, and no one knows what they've done just by looking at them, it can feel very bare. **So have your recruiters talk to veterans, and learn who they are as people – that way they can better translate those accomplishments into the civilian space.**

Donna Wright

Senior Manager, Military & Diversity

Sourcing Strategy T-Mobile

Fulfill Your Veterans Job Mission Pledge



Over 200 companies have signed up with Veteran Jobs Mission since its inception in 2011, and the initiatives has resulted in 500,000+ veteran jobs so far. However, getting started can be tough. Having the right tools, including a video interviewing platform, can really help your program get off the ground and continue to push the program further.

Veteran Jobs Mission



Get Buyin

Establish a core internal team to identify and demonstrate how military skills align with your organization's business objectives and secure internal buy-in for the initiative.



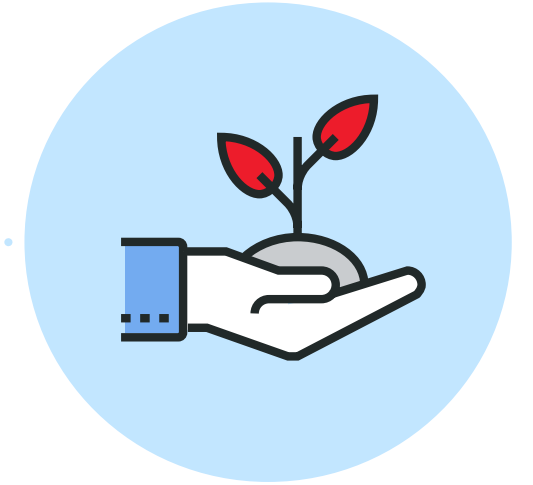
Align Your Messaging

Attract veterans using branded landing pages for OnDemand and open interviews, tapping veteran employees and military skill translators (such as military.com) to optimize wording.



Spread The Word And Build Your Talent Pool

Promote using military recruiting campaigns on email, social, your website, and other channels. Build a veteran talent pool on an ongoing basis through open positions and OnDemand interviews.



Find Out More

Please visit veteranjobsmission.com for more information on launching your veteran employment program.

7 Tips To Maximize Your Military Recruitment

1 Communicate

Communicate your message and culture to your military candidates from their first point of contact via branded interview portals and customized intro and outro videos before each OnDemand interview. Create a military-friendly experience across the hiring process using resources such as a military skills translator to ensure you are communicating effectively.

3 Ease The Transition

Many military candidates may not have interviewed for some time – in some cases for over a decade – and transitioning back to the civilian labor force can be a difficult process. Work to translate your job descriptions and other candidate-facing content into terms that veterans are familiar with. Meet service members halfway by offering candidates an unlimited number of retries on your OnDemand interviews to let them get back into practice, and present themselves in the best way possible.

2 Collaborate

Partner with military transition assistance to support the recruitment process and get military members and veterans alike on board with the idea of video interviewing. This will not only help you get more traction with your recruitment initiatives, but will prepare candidates for video interviewing and ensure they perform as well as they would like. This also allows TAPs to explain to service members how video interviewing can help them tell their story and highlight their experiences beyond their resume.

4 Be Creative

Don't use the same interview questions over and over – mix it up! Use a combination of behavioral-based and experience-based questions to allow candidates to paint a full picture.

7 Tips To Maximize Your Military Recruitment

5 Use Your Employee Network

Former military personnel are a wealth of information on how to source and select more great candidates just like them. Ask for advice from military service members inside your organization on question wording, military terminology, and skills translation. Incorporating AI-driven assessments, like HireVue Assessments, into your process can also help you uncover top military performers.

6 Expand Your Talent Pool With Military Spouses

Expand your talent pool by including the 750,000 active military spouses in your recruitment efforts. With unemployment among military spouses standing at six times the national average (26%), programs like Joining Forces provide resources like job boards, career fairs, and other ways for you to advertise your opportunities to not only service members, but their spouses as well.

7 Accommodate Disabled Veterans.

For any veteran, the interview process is a potentially life-changing, and stressful, experience. For disabled veterans this stress is often amplified by physical or psychological barriers. Using video for the interview process drastically helps reduce the stresses that may come from getting to a physical interview, or dealing with sensory, anxiety, or processing challenges that come from the interview environment. Allowing a disabled veteran to interview from an environment they are comfortable in removes these additional stressors and allows the candidate to show you more of their best self.



Benefits of Video Interviewing

Happier Candidates

Interviewing on demand offers military candidates the flexibility and convenience of interviewing on their own time, without having to travel or take time off for an arranged interview. They also get the chance to communicate their skills and personality, which leads to a better candidate experience.

A large aircraft carrier is shown from a low angle, sailing on the ocean. Several Navy aircraft are visible on the deck, including a helicopter and a fixed-wing plane. The ship's complex structure, including masts and railings, is prominent. The sky is clear and blue.

Benefits of Video Interviewing

Deeper Insight

Veterans have great experiences to share, so let them share them. A video interview gives you insight into a candidate's skills, competencies, and other attributes that a piece of paper never could. Combine that with AI, and you'll get validated, scientific insights into their unique job aptitude.



Benefits of Video Interviewing

Better Quality Hires

Using video interviewing, you can get a better quality of hire and improved interview-to-hire ratio by reaching more candidates, prioritizing the best, and sourcing top talent ahead of the competition.



Benefits of Video Interviewing

Improved Brand Perception

Allowing military service members to move beyond resumes for their evaluation criteria shows a clear commitment to service members and any programs involved in the process (such as TAPs, specific bases, and partners), allowing you to be seen as an employer of choice for transitioning service members – a key differentiator when companies are competing for talent.



EBOOK

Hire★Vue

TURN THE TIDE - TODAY

You can make a difference, and video interviewing is the perfect tool to help you achieve this.

We'd love to talk to you about how you can use video interviewing to improve your military recruiting efforts, and have the chance to check out our platform in action. Why not book a live demo today to see how video interviewing can work for you?

[GET A DEMO](#)

