



STAY CONNECTED

THE OFFICIAL NEWSLETTER OF

designated
medical

Hello and welcome to our November issue.

In this month's newsletter, we focus on HR & Recruitment. It's likely we've all experienced a virtual interview at some point in our careers, whether that's on the side of the hiring manager or the candidate. We have put together an extensive list of top tips to ensure your video call, is the best it can be.

We also go back to basics as we look at writing and posting a job description. It isn't always as easy as one might think! Our tips will help you produce a great job advert and help you stand out from the crowd.

If you're interested in learning more about our HR and Recruitment solutions, please don't hesitate to reach out.

**Best wishes,
Designated Medical Team.**

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CONDUCTING A VIRTUAL INTERVIEW, TOP TIPS FOR HIRING MANAGERS & CANDIDATES



Let's be honest, you can't beat a face to face meeting. As the hiring manager or interviewer, you have the opportunity to see your potential new team member in what could be their new working environment and you can pick up any cues on engagement and interest, through complete body language.

It is much easier to build rapport with somebody we're physically close to, our natural human instincts encourage us to match and pace our opponent. These responses have evolved over thousands of years of humans living and working together. It represents a huge amount of communication that doesn't always translate well virtually.

However since the Covid-19 pandemic changed our preferred ways of working, we have seen the rise of virtual meetings. Virtual job interviews have allowed hiring managers to continue the recruitment and hiring process throughout lockdown, which is a good thing. However, with it comes a whole new set of challenges that we have had to quickly learn to adapt to.

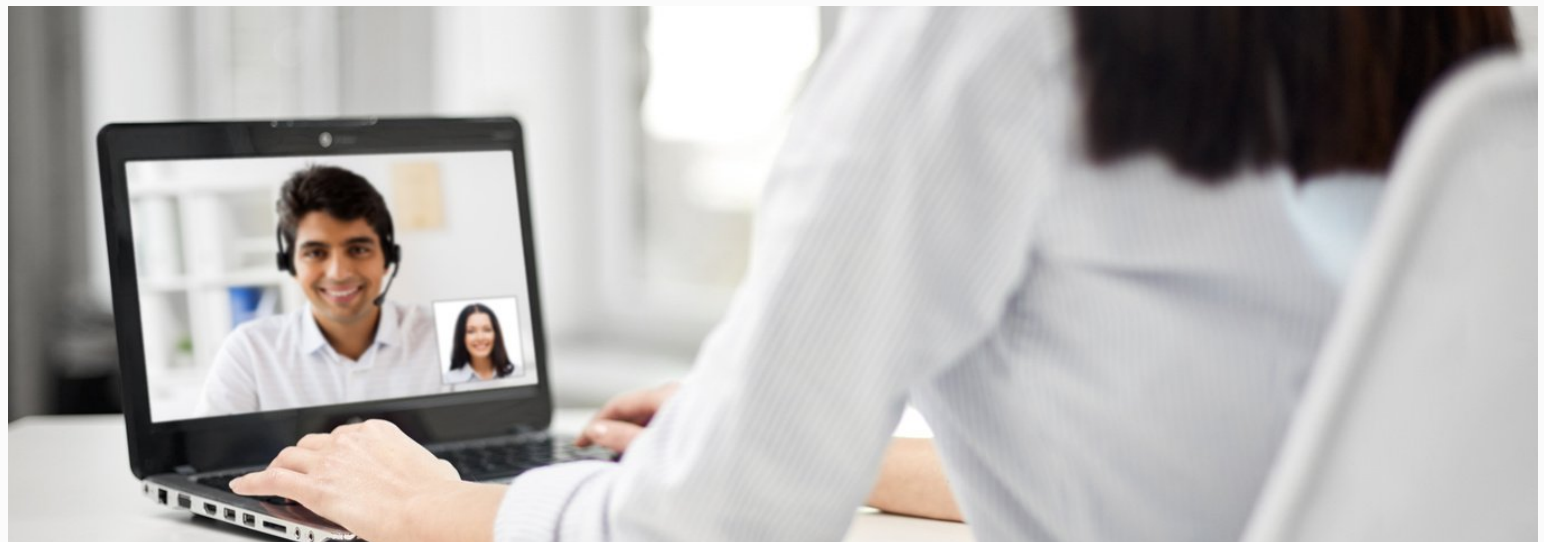
Technology Having a good internet connection is key to ensuring a smooth conversation. There is nothing more frustrating than struggling to hear what the other person is saying or the screen freezing in the middle of a crucial question.

Installing and testing the platform beforehand, whether its Zoom, Skype, Google Meet or Teams, is also important. Some laptops work better with different platforms, so finding the most reliable platform for your laptop or pc is advisable. It's also important to have a backup plan in case technology fails you, for example, exchanging mobile numbers in advance should the worst come to the worst and you need to continue the interview by phone.

Sometimes, failing technology may cause a question to be unclear or garbled. Whatever happens, don't guess the question. Ask the interviewer and candidate to repeat the question before answering it, so that you can prepare the right response. [Read more>](#)

HOW TO WRITE AND POST A JOB DESCRIPTION

As the expression goes “First impressions count” and once made, it takes a long time to change. Experts say it takes between five and fifteen seconds for someone to form a first impression about a person. So it's hardly surprising that a badly worded job description can turn off candidates in the first sentence. Why make the effort of reading about a role that doesn't immediately interest, engage or inspire you? Let alone go through the process of applying. Tempting though it may be to dig up and re-post an existing job description each time the same role becomes available, candidates do not want to read tired, re-hashed text. Failure to make the role and the business sound engaging and inspiring will undoubtedly reflect negatively on the company and the job.



A well-worded job description can be an effective employer branding tool, allowing you to positively promote your organisation whilst attracting candidates who have the right skills and experience to do the job.

What makes a good job description? Here are some top tips to help you write job posts that stand out from the crowd.

1. Keep the job title accurate and realistic. Avoid using buzz words that have no real meaning, as this can confuse candidates. For example, Marketing Guru sounds cool but what does it mean? Senior Marketing Manager immediately gives an accurate idea of the role and the level of experience required.

2. Your Employer Value Proposition (EVP) defines how you'd like to be seen and experienced by employees and candidates. It describes what your organisation stands for, requires and offers as an employer and provides a promise of what candidates can experience working for your business. [Read more >](#)

To discuss HR and Recruitment solutions, contact us on: info@designatedmedical.com



The Designated Medical team have earned my trust completely.

They rose to the challenge and ensured I had a functioning practice in a very short space of time.

My Designated Medical PA is an essential part of my team, she ensures my patients receive the best experience and I wouldn't be without her.

Stuart James, Consultant Plastic and Reconstructive Surgeon



I'm glad I decided to work with Designated to build my website.

Tina and her team have been brilliant in understanding my vision and exporting it in a simple user-friendly way. The website is easy to cruise and designed in a simple and focused way.

I had regular virtual meetings with Tina during each step of the process and her regular feedback has been excellent. I have chosen to continue the website maintenance with Designated as I feel the team understood my vision and delivered my message clearly. I have no hesitation to recommend Tina and her team.

Dr Hiba Al-Reefy Consultant Rhinologist and Facial Plastic Surgeon



At Designated Medical we know that delivering exceptional patient experience is a true team effort and requires the selection of the best team members, with each person contributing their best effort and working successfully together to deliver an exceptional service.

Our Designated HR and Recruitment team can help you to recruit, manage and develop your support team to ensure your team works at optimal performance to the benefit of your patients. Find out more>