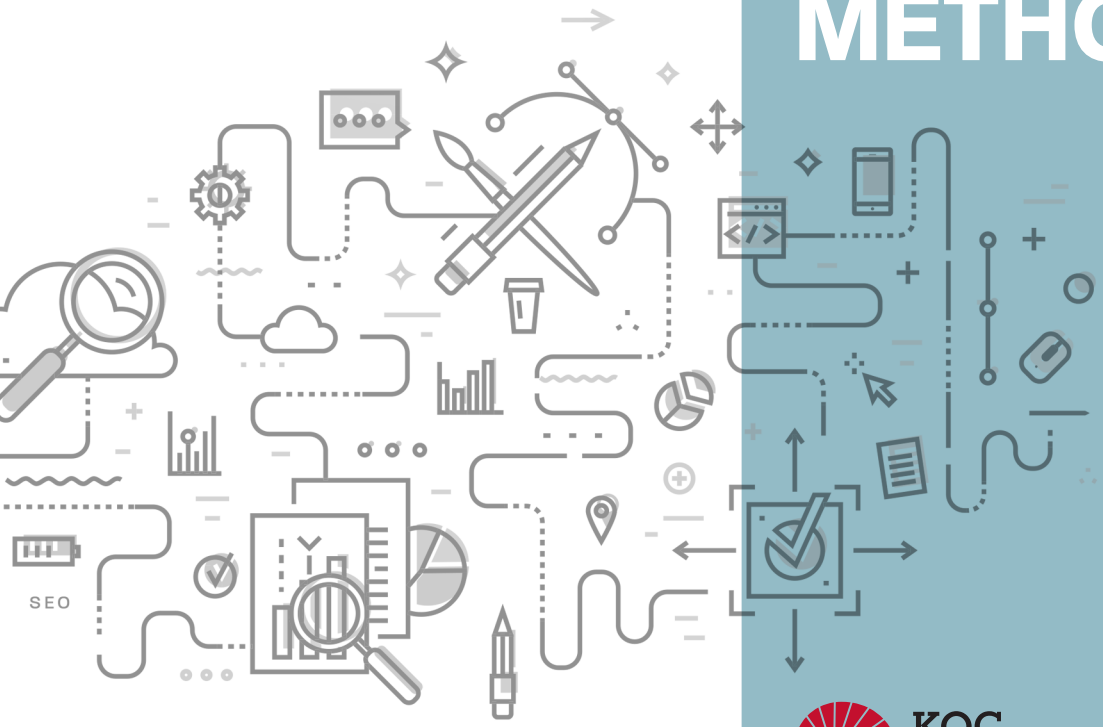
UP TO DATE RECRUITMENT METHODS



KOÇ ÜNİVERSİTESİ
CAREER DEVELOPMENT CENTER

UP TO DATE RECRUITMENT & METHODS

Dear Students,

There are several steps in job & internship selection processes.

Employers are going more inovative and creative in selecting their candidates in this age of digital transformation.

In this booklet, you will find up to date recruitment methods.

*Please note that recruitment methods might vary based on the preference of employers.You can follow our **career events** to learn more about organizations' strategies.

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SOCIAL MEDIA &
PROFESSIONAL PLATFORMS

Social media, which has become an indispensable part of our lives, also has an important place in recruitment processes. Organizations can share their current news, vacancies, work environments and employee stories on social media to strengthen their employer brands.

- By following the social media accounts of the organizations you are interested in, you can get to know the corporate culture better and be informed much faster about open positions.

- Human Resources professionals might reach through social media, even if you are not in search of an active job / internship. For this reason, it is important to carefully prepare your social media profiles and keep them up-to-date. Tips for creating an effective LinkedIn profile can be found **here**.

Similarly, you can use platforms such as Github (open source code hosting platform for control & collaboration) and Behance (platform for creative projects).

JOB & INTERNSHIP
APPLICATION PORTALS

You can search for and apply to internship / job positions through various portals.

KUcareerlink
KUcareerlink is the platform exclusive to KU students & alumni where you can search and apply to job positions.

Talent Gate (Yetenek Kapısı)
Talent Gate is a platform coordianted by the Presidency of the Republic of Turkey Human Resources Office. Register to Talent Gate with this link to see job positions.

Global Opportunities
LinkedIn and Highered offers both local and global opportunities.

Local Opportunities
These are the most popular platforms for local job / internship search;
Kariyer Net, Secret CV, YeniBirİş.

*Your options are not limited to this list. There are several other platforms, and career websites of the companies for the application processes.

APPLICANT TRACKING SYSTEMS

Applicant Tracking Systems (ATS) are softwares that enables the electronic handling of recruitment processes. To facilitate the recruitment management processes, these systemes filter applications automatically based on given criteria before your CV reaches the hands of a live person. An increasing number of global companies are choosing to use ATS.

For your application to beat the ATS, you should include right key words in your CV. Also, using graphics, tables, uncommonly used font types might be uncompatible with ATS.

You can find a sample ATS-compatible CV format **here**.
You can watch **this video** about ATS and how to beat it.

ABILITY
TESTS

Ability tests, which have been used in recruitment processes for many years, have been replaced by online versions in recent years.

Ability tests allow employers to systematically measure candidates' problem solving, verbal and numerical thinking competencies.

In addition to General Ability Tests, you may encounter tests developed specifically for positions.

Organizations might share sample question types in their career websites.

Do not forget to check the websites of the organizations for detailed information!

PERSONALITY
INVENTORIES

Personality Inventories are tools applied to understand the personality traits of candidates and their suitability for positions and teams. It is important that you answer questions honestly, as there are no right or wrong answers to the questions. You can contact the **Career Development Center** to experience Personality Inventories.

GAME BASED
ASSESSMENTS

With neuroscience and artificial intelligence-supported digital games, candidates' behavioral tendencies, personality and cognitive characteristics are evaluated. Unlike traditional psychometric assessment tools, these tools offer candidates an enjoyable experience.

You can review these links to get more information about Game Based Assessment and to examine sample questions;

Graduates First

Assessment Day

ONLINE INTERVIEWS

Online interviews can be conducted without the candidates going to the employers' offices thanks to tools such as Zoom, Skype, MS Teams. With the pandemic period, it started to appear more and more.

Although they are not different from the face-to-face interviews in terms of content, there are some important points you should pay attention to in online interviews.

You can find tips & suggestions **here**.
You can also watch **this video** about online interviews.

You can get support from our Career Advisors to better prepare for your online interviews and try a mock interview session. You can visit the **KUcareerlink** platform to make an appointment with our career advisors.

VIDEO
INTERVIEWS

Video interviews are preferred by many organizations as a pre-screening tool because they prevent the loss of mutual time compared to online or face-to-face live interviews. In this practice, candidates record their answers to the determined questions in the form of 2-3 minute videos.

To try video interviews you can check out;
AssessmentDay

LinkedIn Interview Preparation website
You can review sample interview questions and record your answers. It is also possible to receive Artificial Intelligence-based feedback or feedback from your connections for your video recordings.

PRESENTATIONS & PROJECTS

Employers may ask candidates to develop a project and/or make a presentation on a predetermined topic in order to better observe the talents of candidates in recruitment interviews. Human resources professionals offer candidates the opportunity to get prepared by giving details about the content of the presentation in advance.

Tips for these presentations;

- Make sure to understand the details such as the subject, duration and desired format of the presentation.
- Create your presentation diligently by using correct visuals, adding important points succinctly as text, without spelling mistakes.
- Practice in advance to feel less stressful during presentation.
- Think about possible questions that may be asked during or at the end of the presentation.

CASE STUDIES

Case studies are used by various organizations in several sectors, especially management and strategy consultancy. You are expected to analyze and solve a business problem in case studies. The cases are mostly scenarios that are actually or may be encountered in the positions being evaluated. Employers can observe both your technical and social competencies during case studies.

Tips for Case Studies

- Make sure you understand the scenario / problem correctly. Ask questions for points you find unclear!
- Instead of just sharing the answer/results, share your perspective on evaluating the issue with the observers.

Follow our **Careers in Consulting** Event to better prepare for Case Studies!

Here are resources where you can find tips and sample questions.

I Got An Offer

PrepLounge

ASSESSMENT CENTERS

During the assessment center process, different assessment-evaluation methods are applied in stages throughout the day. During these applications, expert evaluators observe candidates' suitability for positions, competencies and potentials.

Applications can be carried out in employers' offices, hotel halls for large groups, or online.

A wide variety of tools such as group work, role-playing games, case studies, presentations, competency-based interviews can be used within the scope of assessment center applications.

You can get more information on Assessment Centers in this website.

Graduates First

Assessment Day

VIRTUAL CAREER
FAIRS

During the pandemic period, many organizations carried their face-to-face career activities to the virtual environment.
Compared to face-to-face events, virtual events create advantages for both employers and candidates with their ease of access and organization. During virtual events, candidates can ask questions to employers via chat applications or live. Some organizations can collect the CV of the candidates who attend their events and give priority to these candidates in job and internship interview invitations. They can also organize their pre-interview processes within such career fairs.

You can follow these websites to join Virtual Career Fairs!

Highered EFMD Virtual Career Fair

3 İK Online Career Summit

Anbean Virtual Career Fair

Toptalent Digital Career Fair

Youthall Digital Career Summit

HACKATHON & IDEATHON
COMPETITIONS

Hackathons take their name from the combination of the words **Hack** and the word **marathon**. The main aim is to observe the competencies of the candidates while they are completing the real tasks in a limited time.

Hackathons are coding competitions where programs are developed on the specified topics. Similarly, ideathons ask candidates to develop ideas and products, and produce innovative solutions to problems.

These types of organizations also offer candidates an enjoyable experience. Usually, professionals from the field participate as juries and evaluate the candidates' performance and skills. These events are not only organized for recruitment purposes but could be an award giving competition.

For further information you can check out these websites;

Makers Türkiye

Hackathon Türkiye

TopTalent

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