RecruitHer

CHEAT SHEET FOR HIRING MANAGERS

Your next EdTech hire, step by step

A practical checklist built around three outcomes: hire faster, keep the people you hire, and spend less getting there.

D Downtime
Minimise commercial downtime: get the seat filled fast without rushing the decision.

R Retention
Improve new-hire retention: hire people who are still excited in 18 months.

C Cost
Reduce cost to hire: cut waste, false starts and wasted salary, not just the fee.

1 Before you search

Where most of the time and money is won or lost

- [ ] **Why this person?** Write one sentence on the problem this hire solves, not the old job title. DOWNTIME COST
- [ ] **3-5 outcomes** the hire must deliver in their first 6-12 months, each measurable. DOWNTIME RETENTION
- [ ] **Must-haves vs nice-to-haves.** Keep the must-have list short. Skip "years of experience" as a filter. COST
- [ ] **Panel signs off the brief in writing.** Define what "good" means for each skill, e.g. "strong communicator". DOWNTIME COST
- [ ] **Diaries held** for interviews, and a feedback deadline set (ideally two working days). DOWNTIME
- [ ] **Salary, location and flexibility** agreed before the first conversation. DOWNTIME COST
- [ ] **Know why someone would join you:** role, team, mission, growth and flexibility, from the candidate's point of view. RETENTION

2 While you hire

Keep it moving, and keep it fair

- [ ] **Same questions, same scorecard** for every finalist, scored 1-4 (no middle score). RETENTION COST
- [ ] **Test educator credibility.** Can they earn the trust of teachers, leaders or procurement in your segment (K12, HE, FE)? RETENTION
- [ ] **Ask what they are leaving behind** and what they want next. RETENTION
- [ ] **Manager and team conversation** so they meet the people they will work with. RETENTION
- [ ] **Update candidates weekly,** even if there is no news. DOWNTIME
- [ ] **Give every candidate feedback,** including those you reject. COST
- [ ] **Take references well:** ask the referee to confirm what you have seen, rather than asking "what are they like?". RETENTION

3 Offer to day 90

Most hires are won or lost between "yes" and the first week

- [ ] **Check where they stand** before a formal offer: would they accept if you matched their expectations? DOWNTIME
- [ ] **Make a strong offer first time.** Lowballing starts a negotiation you may lose. COST RETENTION
- [ ] **Warn them about counteroffers** and agree up front what would make them stay. RETENTION
- [ ] **Stay in touch through notice:** team introductions and a start-date plan. RETENTION
- [ ] **90-day plan ready:** first-week agenda, clear goals and a named buddy. RETENTION
- [ ] **Check in at 30, 60 and 90 days.** Ask what surprised them. RETENTION

Red flags that cost you money

- The panel cannot agree what the hire is for.
- The job description is a copy of the last one.
- The offer lands weeks after the final interview.
- Feedback takes more than a week.
- Nobody has asked the candidate why they are looking.

> **The retention test:** could you explain, in one sentence, why this person will still be excited about this job in 18 months? If not, keep looking, or fix the role first.

£ Where the hidden costs sit

The agency fee is the visible cost. This is the rest.

Time to hire
Weeks of vacancy and stretched colleagues.
Fix: signed-off brief, fast structured process

Wrong interviews
Senior hours on people who were never a fit.
Fix: screen motivation, salary, notice first

Restarting the search
A panel that disagrees late in the process.
Fix: one brief, agreed up front

Wrong-person onboarding
Training, ramp-up and management time.
Fix: test role, manager and culture fit

Poor performers
Salary paid for output that never arrives.
Fix: same scorecard for every finalist

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+ If you only do one thing

Everything else gets easier from here

Spend an extra hour on the brief and get everyone who will interview to agree it **in writing** before the search starts. It shortens the search, lowers its cost and raises the chance the hire stays.