Annual Recruiting Budget

Enter planned annual amounts in the budget column and update actual spend monthly. Internal costs are the cost of your own recruiting team; external costs are money paid to outside vendors and candidates. Base hiring volume on the approved workforce plan.

BUDGET OVERVIEW

Business unit / region

Budget owner

Fiscal year

Finance partner

Last year's total recruiting spend

Last year's total hires

Last year's cost per hire

HIRING VOLUME ASSUMPTIONS

Planned hires: hourly / frontline

Planned hires: professional

Planned hires: technical or specialized

Planned hires: leadership and executive

Planned hires: interns and early careers

Total planned hires

Expected offers extended (hires ÷ offer acceptance rate)

Source of hiring volume (workforce plan version and date)

INTERNAL COSTS

Recruiter salaries (number of recruiters × average salary)
Recruiting coordinator and sourcer salaries
TA leadership and recruiting operations salaries
Benefits and payroll tax load (typically 25–35% of salaries)
Recruiter bonuses or incentives
Training and certifications for the recruiting team
Employee referral bonuses
Hiring manager and interviewer time (optional estimate)
Internal costs subtotal

EXTERNAL COSTS

Job board postings and subscriptions
Programmatic and pay-per-click job advertising
Social and employer brand advertising
Agency and search fees (contingent and retained)
Contract or RPO recruiters
Career fairs, campus and hiring events (fees, booths, travel, swag)
Background checks, drug tests and verifications
Skills, language or personality assessments

Recruiting technology (ATS, CRM, scheduling, texting, AI screening, sourcing tools)

Careers site and employer brand content

Candidate travel for interviews

Relocation packages

Sign-on bonuses

Immigration and visa costs

External costs subtotal

TOTALS AND COST PER HIRE

Total recruiting budget (internal + external)

Contingency reserve (typically 5–10%)

Cost per hire = (internal + external costs) ÷ total hires

Cost per hire by role family (hourly / professional / technical / leadership)

Change versus last year and main reasons

QUARTERLY PHASING

Q1 planned hires and spend

Q2 planned hires and spend

Q3 planned hires and spend

Q4 planned hires and spend

Annual contracts and their renewal dates

MONTHLY TRACKING

- [ ] Actual spend by line versus phased budget
- [ ] Actual hires versus planned hires by role family
- [ ] Year-to-date cost per hire
- [ ] Agency spend as a share of total external spend
- [ ] Advertising spend per applicant and per hire by source
- [ ] Variance over 10% on any line explained in writing

APPROVAL

Budget owner signature

Date

Date

Finance approver signature

Date

Date