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The **global** online
recruitment magazine

ISSUE 152 | AUGUST 2015
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FROM THE EDITOR PREFACE

Welcome to the July / August edition of the Onrec Magazine

The theme for this year's Onrec conference in London on 20th October is How to get the best out of online recruitment.

Recruiting has evolved over the past 20 years since the idea of recruiting online first appeared. It's important for organisations to make sure you are getting the very best from their suppliers and in house recruiters.

As our keynote Chris Bones says "For customer-centric businesses, there is now a real need for 'employment customers' to be handled as well as your

business customers. This includes the decisions that employers make about how they automate the early stages of recruitment for employment brand and employment outcomes."

Our conference theme is designed to help you test, challenge and develop your companies online recruitment strategy. We have a diverse line up of speakers who I am sure you will find interesting.

I hope to see you there!



David Hurst, CEO, Onrec



onrec

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onrec

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NEWS

CAREERBUILDER JOINS FORCES WITH TEXTKERNEL



CareerBuilder joins forces with Textkernel

The acquisition further supports CareerBuilder's evolution into an HR software as a service provider and enables Textkernel to accelerate its global growth.

CareerBuilder announced that it has acquired a majority stake in Textkernel, a leading-edge software company providing semantic recruitment technology to the global market. The acquisition further supports CareerBuilder's evolution into an HR software as a service provider and enables Textkernel to accelerate its global growth.

Based in Amsterdam, Textkernel is leading innovation in the field of AI, machine learning and natural language processing in the HR domain. At the core of what Textkernel does is semantic search, which studies the intent and contextual meaning behind words. Employers and job seekers often use different words or phrases to describe the same thing when they type in a search box, write job descriptions or build their CVs. Textkernel's advanced technology takes into account language patterns to pinpoint what the user really means in order to provide the best search results.

Textkernel provides semantic search and matching technology to automatically suggest the most relevant profiles in a client's CV database based on a job description. It also offers highly accurate multi-lingual CV parsing. Combined with Textkernel's candidate routing workflow, it can convert any CV or social media profile into a complete and searchable database record in any system. Textkernel's HR modules are customisable, and can be integrated as building blocks into any process, platform (such as CareerBuilder's pre-hire platform) or HR system.

In addition, Jobfeed, Textkernel's Big Data analytics tool for jobs, will help accelerate the global expansion of CareerBuilder's Supply & Demand portal, which gauges the anticipated difficulty of filling a position in a particular market by measuring the number of job openings for that occupation against the amount of available talent.

"Textkernel is closing the communications divide between recruiters and candidates by helping them speak the same language on the back end," said Matt Ferguson, CEO of CareerBuilder and co-author of *The Talent Equation*. "We're excited to leverage their technology to enhance our semantic search and data analytics globally, and provide a greater ROI for our clients' most valuable and under-used asset: their internal candidate database. We can facilitate faster, easier and more successful connections between employers and job seekers."

"We understand unstructured text data better than anyone else and use this knowledge to help our clients and software partners increase productivity with a better search and matching experience," said Jakub Zavrel, Founder and CEO of Textkernel. "With an industry leader like CareerBuilder, who has a presence in more than 60 markets, we can quickly scale up our business and bring that knowledge to companies around the world, while remaining an independent brand and company within the group."

www.textkernel.com
www.careerbuilder.com

TALENTIC LAUNCHES



Talenetic attracts investors

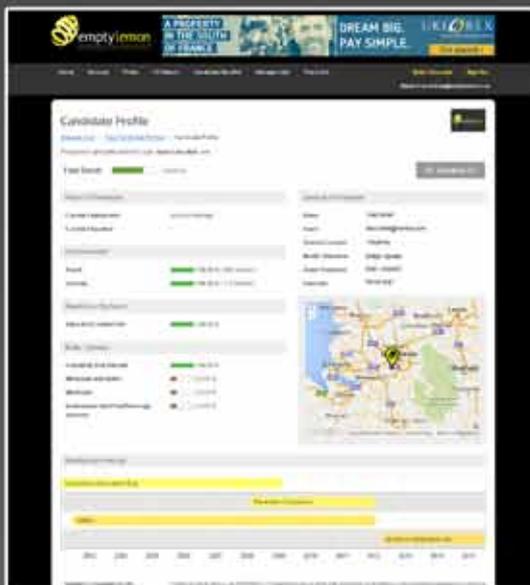
Talenetic has received early stage investment from a consortium of prominent individuals in the recruitment industry

Talenetic, the latest start-up of Keith, Graham and Eric Potts (the founders of Jobsite.co.uk), has received early stage investment from a consortium of prominent individuals in the recruitment industry. The consortium is headed up by Miles Hunt, a serial Recruitment Entrepreneur, Chairman of APSCO (Association of Professional Staffing Companies) and Chairman of several recruitment companies around the world. It also includes Simon Lawton (Director of Benula Capital), Paul Huntingdon (founder of Serocor) and the Serocor Group.

Keith Potts, CEO of Talenetic, states: "We weren't looking for investment at this stage, as Talenetic was developing according to plan with strong partnerships and client interest, but when Miles and his team came knocking, we didn't have to think twice. Their industry knowledge will make our product suite even stronger and their contacts will speed up Talenetic's growth far beyond our current trajectory. We are absolutely excited to be working together."

Miles Hunt comments: "It is an absolute privilege to be invited by the Potts brothers to invest into their company. As an investor, it is ideal to work with people who are absolute experts in their field and have a proven track record. We are looking forward to help accelerate growth into other areas of the recruitment industry and to support Keith and his team in building a world class talent acquisition platform that really addresses the needs and desires of the recruiters around the world."

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NEWS

NOWWECOMPLY SECURES FUNDING

NowWeComply secures \$1.2m funding

NowWeComply Ltd has secured \$1.2m funding from AngelLab and Boris Johnson's London Co Investment Fund to drive growth

Founded in 2011 by experienced SaaS entrepreneur Ben Stoneham and backed by serial tech angel investor Stephen Bullock, more than \$1.75m has already been invested to develop the first dedicated compliance management platform in the cloud.

NowWeComply's diverse client base, from FTSE 100 to SMEs, have benefitted from compliance processes being accelerated by up to 40%. Commercial and regulatory compliance risks are better controlled and audits less distracting as the Directors of NWC clients can rely on the platforms enforcement of governance procedures & inbuilt fraud protection controls. As a result workforce management teams are now redeploying critical staff to more value-added activities, like front line on-boarding, while the NWC platform automates repetitive tasks, controls and safeguards documents and provides a bullet proof audit trail.

Founder and CEO Ben Stoneham commented, "We know improved control of compliance enables growth and cuts costs. Two of our staffing clients, including Capita PLC, have used NWC to implement and control the offshoring of back office operations and expanded their businesses as a result."

A strong part of the vision for the company is placing the NWC platform at the centre of a growing ecosystem via its 'App store' of pluggable 3rd party data services. Clients are already speeding up their processes by using the most popular App store services, such as qualification web checks and right to work checks, thousands of times a day.

Stephen Bullock, Founding Investor and NWC Chairman, added, "This funding is an endorsement of the exciting opportunity NowWeComply has to impact the GRC market and will support our continued rapid adoption in the Staffing sector as well as accelerate our entry into related workforce and HR compliance markets"

MET POLICE TURNS TO SAFERJOBS



METROPOLITAN POLICE

Metropolitan Police urge jobboards to work with SAFERjobs

The Metropolitan Police are urging job boards to advertise the SAFERjobs free, safer job search service on their job sites to advise job seekers how to get help should they encounter scams through the job search

The Metropolitan Police are urging job boards to advertise the SAFERjobs free, safer job search service on their job sites to advise job seekers how to get help should they encounter scams through the job search. With scams on the rise, the Metropolitan Police are urging job boards to proactively protect the reputation of the sector and show their commitment to job seeker safety.

SAFERjobs, a non-profit joint law enforcement organisation, advise thousands of job seekers a week and now feature on over 10 major UK job boards all demonstrating their commitment to job seeker safety. This includes the DWP's Universal Jobmatch featuring SAFERjobs on the home and search pages bringing over 10,000 job seekers to the SAFERjobs site a week. All job boards who feature the safer job search campaign also appear on the SAFERjobs site.

The volume of job scams continues to rise with recent Action Fraud statistics showing the average job scam costing job seekers £4000, though the most common scam defrauds job seekers of £100.

Job scams are often unintentionally facilitated through job boards and common scams include pay for training, pay for police checks, premium rate phone scams, money laundering, and identity theft. SAFERjobs Chair, Keith Rosser, said

"we aim to reach out to more job seekers so that in future we get more reports of frauds before they happen and therefore prevent job seekers from being scammed. In January and February 2015 alone we saved £26,000 of fraud but unfortunately we still received reports of fraud after money had exchanged hands".

Following last year's BBC Fake Britain coverage of job scams, BBC Rip Off Britain and ITV have confirmed they are making 3 job scam programmes to air later this year as the rise in job scams continues. Rosser continued, "what's important for the industry is to show their willingness to protect their customers and work with other bodies such as law enforcement, to tackle this growing problem and protect their reputation."

The Metropolitan Police and SAFERjobs have a set text for job boards (see below) to use on their sites to raise awareness and show their commitment to protecting their customers.

"To stay safe in your job search we recommend that you visit SAFERjobs, a non-profit, joint industry and law enforcement organisation working to combat job scams. Visit www.safer-jobs.com for information on common scams and to get free, expert advice for a safer job search."

www.safer-jobs.com

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PARTNERSHIPS



Choobah is fully integrated with Broadbean Technology

Choobah has integrated with Broadbean to enable clients to post directly from the world's largest job distribution and applicant tracking platform, to the world's only social media broadcast system with its own social media distribution network

Choobah has integrated with Broadbean to enable clients to post directly from the world's largest job distribution and applicant tracking platform, to the world's only social media broadcast system with its own social media distribution network.

Choobah gives clients the ability to see the social media reach for active jobseekers they could achieve if they posted their jobs via the Choobah network on to social channels such as Facebook, Twitter & LinkedIn - based on users interest, location and job category. This means jobs can be socially targeted to additional relevant audiences. With more social media platforms such as Pinterest, Xing, Reddit and Instagram being added to the network soon, Choobah can deliver huge brand exposure over social channels, helping recruiters to increase their applications..

Phase 1 of integration is complete enabling clients to multi-post to Choobah via Broadbean. Phase 2 will

include reach results being passed directly back into Broadbean – something that has never been done before.

Director of Choobah Paul Higgins comments, "Integration of this type is a key for clients who manage their job postings in one place and we're honoured to be able to offer this type of service to mutual clients. Our joint vision for innovation within the recruitment industry means this partnership is good news for recruiters who want to stay ahead of the game. Broadbean is the number 1 player in the industry and to work with such a great company means so much to us as an investor-backed start-up"

Clair Bush, EMEA Marketing Director concludes, "The integration with Choobah provides clients with more visibility and reach socially. It's an effective way of ensuring that your recruitment and engagement over social is maximized."

www.choobah.com

4MAT and Fircroft partnership

4MAT are delighted to announce that following a competitive review involving a number of other agencies, they have been re-appointed by Fircroft to design and build Fircroft's new website.

With operations in over 60 locations across ASIAPAC, EMEA, LATAM and NORAM, Fircroft is one of the world's biggest oil and gas, automotive, mining, power & energy, and engineering recruitment and staffing companies.

Claudia De la Cruz, Digital Marketing Manager at Fircroft explains that "what's changed since we originally appointed 4MAT four years ago to build our existing site is the international network. So whilst we were looking for an agency that can provide best-in-class creative, a fantastic user experience, and the very best functionality in terms of social integration, mobile, and personalisation, we were also looking for an agency that can help us put more focus on our international markets. With increasing skill shortages across engineering, and more stringent legislation in some territories where we operate, it's essential that we attract and engage with more talent locally".

"'Think global, act local' is one of those things that lots of businesses talk about" says Andrew Soane, Director of Client Development at 4MAT, "but it's much harder to bring to life on your website platform when you are trying to deliver economies of scale. Fircroft wanted a platform that would offer a personalised experience to visitors wherever they are in the world, in terms of content and the language they use. It was a complex brief and the team here worked incredibly hard to develop a solution that was right for Fircroft."

The project to design and build the new site has been launched, with the team currently working on the creative discovery and development phase. Site build and development will start in the Autumn.

"I'm delighted that 4MAT is continuing its partnership with Fircroft", concludes James Saunders, Managing Director at 4MAT. "Fircroft have been a key client of ours for four years, and we're extremely proud of what we have achieved with them in that time. We're thrilled that we're going to be working with Fircroft for the next part of their journey".

BIG DEBATE

Ian Burke,
totaljobs.com

"The totaljobs.com jobseeker app has been downloaded over 100,000 times since its launch and mobile traffic to our website has increased by 50% in the past 12 months. It is clear that jobseekers increasingly want to search for jobs from the device of their choice, whenever and wherever they want. With mobile engagement now three times that of the desktop site, a smarter, faster recruitment capability also ensures that recruiters generate quicker response rates to adverts for employers who need to find the right talent quickly. The challenge now is ensuring that the jobseeker experience remains consistent across platforms."

Jeremy Boudinet,
Ambition

"Expect to see some game-changing apps to make mobile recruiting a much more fruitful exercise. For on-the-go recruiting at networking events, I'm a huge fan of an app called Weave. Essentially a professional networking App that syncs with your LinkedIn profile, Weave lets you search for people of a specific professional background, within a specific geographic radius of your current location, then "swipe right" when you find someone you want to meet. I would have killed for this App in my days as a Legal Recruiter -- it's a must-have for any Staffing Professional who frequents networking events."

[BIG DEBATE QUESTION]

What's going to happen with
Mobile Recruiting?

Fiona Rigby,
Jobsite

"Mobile recruiting is an important part of our business and at Jobsite, it's an integral part of our mechanism in appealing to a younger audience, in particular graduates, with over 40% of visits to the website coming from mobile. We have over 27% of applicants who apply for jobs using mobile as a preferred method over our desktop site. This percentage shows the demand for mobile applications and ease of applying for roles on the go. We endeavour to supply this to our market by further developing the functionality and ease of use of our apps."

Matt Singer,
Jobvite

"The proliferation and use of the mobile device is undeniable. Daily, people rely on mobiles for a huge range of tasks and job searching is no exception. In fact, over 43% of people have used mobile devices to actively look for a role. On top of this, many businesses still don't have mobile-optimised sites, which over 37% of millennials expect. It is of the utmost importance that businesses and recruiters learn to communicate with the modern worker and, to do this, they must talk mobile. If done correctly, this will attract the best and brightest candidates to businesses."

Amy Edwards,
Bubble Jobs

"Thanks to April's mobile-friendly SEO update, having an effective mobile site is no longer a luxury for recruitment agencies, but a necessity. For this reason, we're now seeing a lot of recruiters trying to create effective, responsive sites which will be looked on favourably by Google and will help to drive organic traffic their way. In terms of future trends for mobile recruiting, I think we'll start to see hiring managers turn away from complicated ATS platforms in favour of simple click and apply systems which will deliver a smoother, easier mobile experience for candidates."



Q&A RECRUITMENT ICON

MATT ALDER METASHIFT

Onrec: What were you doing before Metashift?

Matt Alder: I spent 10 years building and leading digital teams at a number of Recruitment Marketing Agencies

Onrec: What are your plans for the rest of the year?

Matt Alder: Lots of travelling for work with France, The US and Australia on the agenda in the next few weeks. I'm also looking forward working with some great new clients and interviewing some very interesting people for my podcast at www.rfpodcast.com

Onrec: If you were not working in recruitment today, what would you do?

Matt Alder: I've been in recruitment so long now it is difficult to imagine not doing it! Whatever it was it would be have to involve marketing, technology, people, writing and probably podcasting.

Onrec: What do you think has/will have the biggest impact in the UK recruitment industry in 2015?

Matt Alder: The growing economic confidence in the market has turned recruitment on its head in my opinion. After years of their being more candidates than jobs a many employers are struggling with the fact that they need to work harder and do things different to persuade people to join their organisations. Recruiting and branding strategies need more thought than ever before and the employers who are investing time and resource into this are getting the best talent.

Onrec: What is your biggest achievement?

Matt Alder: Setting up Metashift and getting to help some of the biggest and most interesting employers in the world as well as some fantastic HR Tech businesses.

Onrec: What makes Metashift different from its competitors?

Matt Alder: Our independence, our global perspective and the experience that comes from being at the cutting edge of the digital recruitment space since it started in the late 1990s

Onrec: What are your future plans for developing Metashift?

Matt Alder: We're producing a major report on recruiting

digital professionals at the moment as well as developing more podcasts. I'm keen to continue to bring insight into our market in increasingly innovative ways and expand the business significantly in 2016

Onrec: What advice would you give to a person thinking of starting his or her own business?

Matt Alder: Do your research and be as prepared as possible but also remember that the perfect moment to start will never come, you have to take a leap of faith and just do it.

Onrec: Which business leader or other general public figure do you admire most today?

Matt Alder: Richard Branson would be my obvious answer here but as everyone picks him I'll go for Gary Vaynerchuck instead. I love the way he thinks and he is one of the best speakers I've ever seen.

Onrec: If you could turn back the clocks, what would you change?

Matt Alder: I would have set up my own business earlier than I did

Onrec: What do you enjoy outside work?

Matt Alder: Going to theatre to see new plays and walking on the beach



Personal fact file

FAVOURITE FILM: Star Wars, I'm hoping they don't screw up the new one

RANDOM FACT: I have a professional qualification in stage combat although I think it has probably expired by now

FAVOURITE MEAL: Freshly caught seafood



GRADUATE RECRUITMENT

FUTURE LOOKING BRIGHTER?

Written by Lauren Mackelden, Features Editor, Onrec

Charlie Ball, head of higher education intelligence at Prospects comments that job prospects for graduates are much brighter this year, evident in the new DLHE data charting the destinations of last year's full time university leavers at the start of this year. "Employment is up, unemployment down and salaries are up – the latter have hit the politically-important mean and median of £21,000." Ball explains this is crucial this year as this is also the first cohort to have graduated having paid the new tuition fees, and £21,000 is the threshold for loan repayment. There's an encouraging boost in employment too with 68% of graduates in professional-level employment, up from 66% last year, and the equivalent of over 12,000 more graduates in professional level jobs.

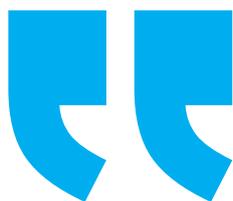
It looks as if at least some parts of the graduate jobs market may be close to being back to where we were before the recession, according to Ball, who remarks that it will be interesting to see if the market plateaus out or if increased competition and skills shortage drives more favourable conditions in the next few months. "Skills shortages will be one of the biggest influencers on the future of the online graduate recruitment market. The quick and significant expansion of the recruitment market in recent years has led to some sections of the industry finding it harder to bring in the right kind of new talent. There will be more change and upheaval to come that could give room to new entrants, particularly those who have new ideas, technology and capable personnel." Ball is convinced that the key to survival will be about having concrete solutions that can demonstrate added value to clients and attract quality candidates. "It will be about being able to find good people in a buoyant market where students and graduates have a much

stronger hand to play than they have in recent times.”

Milkround, the graduate jobboard, has certainly found that the perceived negative developments in the industry of the past few years have resulted in candidates spending more time developing their skills as well as collecting as much experience as possible in order to not rely on a degree only. This has led to a very talented pool of candidates that are entering the world of work. At Milkround they say job boards must remain current and make an effort to be more creative in order to be the one go-to source for graduates, as new players with fresh ideas appear every day.

It has also been a great year for apprenticeships with 35% of candidates currently in school or college naming it as their next career step. Milkround predicts that this rise will continue, along with sponsored degrees, and potentially have an impact on available graduate schemes.

Natalie Kaffa, Sales Manager at Milkround: “Employers need to think more deeply about how they get their message and brand across. Not enough are taking advantage of video, or providing really innovative engaging content. Using graduate profiles and coming up with different interactive branding that is true to who they are will really set them apart from the thousands of other employers churning the same monotonous adverts. However, more companies are starting to pioneer the use of video CV’s and video interviews, and those that are find it is adding value to their graduate recruitment process. The industry has been very slow



Our recent graduate vacancy survey revealed 65% of employers surveyed still have positions left unfilled.”

Stephen Isherwood, Chief Executive, Association of Graduate Recruiters (AGR):

in adopting new technology and ideas in the recruitment process, but I think this is starting to change and we will see more unique campaigns popping up.”

There is a massive demand for technology graduates, agrees Anthony Sherick, managing director of Technojobs – they have found that graduate vacancies in IT have risen by 55 per cent in the last five years. Yet technology entrants have remained static over the same time period. Sherick adds that there are approx 16,500 computer science grads in the UK – E Skills UK says there will be a demand for over 100,000 by 2020. So it is a real fight to attract the few.

Sherick remarks how times have changed over the last ten years. “Graduates increasingly have such an array of information at their disposal – they can now watch video case studies, engage with mentors via social media, join hangouts and so much more. Overall this is an opportunity and conversely a challenge to employers who need to heavily invest in their candidate attraction and employer brand as well as programme incentives to be able to attract the volume and the quality of applicants.” Sherick predicts that as the market continues to evolve and where there is strong demand, employers will engage increasingly with graduates at an earlier stage of their studies, rather than the final year.

Dan Hawes, co-founder and marketing director at the Graduate Recruitment Bureau (GRB) says they are finding work for more graduates than ever before with clients all over the UK from start-ups to FTSE100. This boom is being felt across the economy with more recruiters confident about the future and prepared to invest in recent graduates. Those graduates who took a year out have the added bonus of extra experience and can easily position themselves in a strong stance to secure their next career opportunity.

However, Hawes does report employers complain of too many applicants, whilst graduates complain about too many job emails, so believes targeting on both sides, is not happening.

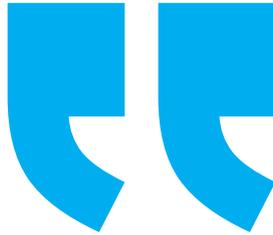
On the positive side, GRB's recent research entitled "Transitions" revealed that there was a smooth entry into graduates first jobs with 86% stating that their job expectations were met. 78% felt they were in a graduate level job and 69% felt they were using the skills and knowledge acquired at University.

Hawes envisages more specialist services emerging, saying that large job sites and job aggregators continue to attract thousands of job seekers and therein lies the problem. "The market is saturated and applicants can be overwhelmed with the choice and find it hard to make the right choices." Hawes is sure what students and graduates want are niche operators with a personal service to match and a track record of placing graduates just like them into long term careers.

The future is looking brighter than ever for graduates looking to secure a graduate job this September according to Stephen Isherwood, chief executive of the Association of Graduate Recruiters (AGR). In the winter edition of their graduate recruitment survey last year they predicted a near 12% growth in hiring numbers, and graduates are still more likely to be employed than non-graduates.

With the millennial market embracing innovation and technology at an unparalleled speed, employers are striving to do more to engage and recruit the finest candidates comments Isherwood. "Organisations that have the best graduate schemes are engaging candidates via a variety of online mediums – from social media to social videos and blogs from graduate trainees. Even with the rise of social media, internet forums are still as popular as ever and provide very valuable information resources. Employers can take advantage by talking to graduates directly within popular forums, as a means to be helpful, gain trust and get a competitive edge over rival recruiters."

Graduates haven't yet missed the boat for this year- Isherwood says there



It looks as if at least some parts of the graduate jobs market may be close to being back to where we were before the recession.”

Charlie Ball, Head of Higher Education Intelligence, Prospects

is still time for students to secure a position on graduate training programmes and their recent graduate vacancy survey revealed 65% of employers surveyed still have positions left unfilled. Although the perennial issue of skills shortages is still with us, employers tell the AGR part of the problem is caused by an increase in hiring numbers. Isherwood continues: "Employers are still seeking accountants, retailers, logisticians, sales people and researchers. There are even some marketing and HR opportunities out there. And they are everywhere, in all UK regions there are employers seeking graduates, not just in London."

Fiona Rigby, Head of Marketing, Jobsite

"We conducted a study, which found that 94% of all graduate Millennials consider their career path to be their number one priority.

Frances McCord, a 26-year-old graduate civil engineer at Atkins, stated that despite the tough job market, she would never accept a role that didn't offer the right development opportunities. Atkins offer lots of work place benefits to their employees, making it a hit employer with graduates.

In terms of reaching graduates, our research found that Millennials actively spend an average of seven hours per day online. This shows the importance of technology and online presence, and how it is continuing to grow. That is why here at Jobsite we are investing further in mobile applications and tech-based tools to help connect graduates with their ideal employers.

Despite a tough job market, we are seeing that graduates are being selective about the opportunities they want to apply for. Our aim here at Jobsite is to continue to develop technology that can not only help recruiters emphasise their most important attributes, but also help graduates make smart, effective choices."

SPEAKER SESSIONS

Succeeding in a '50 Shades of Gray' market - one where the wrong exposure hurts both ways

Chris Bones, Partner & Co-Owner, Good Growth Ltd

Making openness a central part of your employer brand aspiration

Steve Brand, Recruitment Marketing & Employer Brand Manager, Deloitte

Legal update for HR practitioners using online recruitment

Shahzad Ayub, Specialist Employment Law Solicitor, Levenes Employment

Building a Sector - Leading Employer Brand to Attract the Top Talent

Jabbar Sardar, Director of HR and Organisational Development, Cafcass

Improving employment opportunities for disabled young people

Matt Wynes, Head of Corporate Partnerships at Whizz-Kidz

Unearthing Hidden Talent Using Unconventional Means

Laura Stoker, Executive Director of Global Training, AIRS

Discussion Panel - An opportunity to discuss issues raised during the day

Matt Alder, Metashift

Discussion Panel - How to get the best out of your Job advert

Joe Slavin, MD - Recruitment Advertising at Johnston Press

Dan Martin, Managing Director, Broadbean Technology Ltd

Who should attend?

- UK and Global Corporate HR
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1> Finally, a solution to end the 'mummy track' launches

Part-time and flexible working is on the increase with over a quarter of the UK's total labour force and 42% of female workers now employed part-time.¹ However, despite the overall increase, a recent study by IPPR argues that the UK economy has a particular problem with a lack of highly qualified part-time job opportunities, meaning that many talented mothers are excluded from work or left on a "mummy track", working part-time in jobs that are well below their skill level. The result is a loss of talent both for employers and the economy. 2to3days.com has been launched today to put an end to this problem, providing an online members' community that helps the many employers and entrepreneurs who are proactively looking for new pools of talent to find and connect with professional, experienced and highly capable mothers who are looking for part-time or flexible work. Over 3000 mothers and over 100 employers have already registered, including Lloyds Banking Group, Sweaty Betty and Elizabeth Arden.

www.2to3days.com

2> Chequed.com Launches Industry-First HR Tool to Measure Success of New Hires

Chequed.com, the leading provider of cloud-based Predictive Talent Selection™ technology, today announced the launch of ChequedImpact™, a patent-pending, industry-first HR technology tool that provides employers with critical early-stage feedback on the effectiveness of new hires. Using ChequedImpact™, employers will, for the first time, be able



to gather real-time data soon after a new employee starts work. Through a simple automated process activated at a time selected by the employer, feedback is gathered from the new employee, the hiring manager and other key stakeholders. The resulting information helps to quantify how well the new employee is adapting to the job requirements and company culture, while also assessing the company's return on investment through the hiring process.

www.chequed.com/chequedimpact

3> Flexible design for Stafflex's new site

HotLizard are excited to announce the launch of our Huddersfield client Stafflex new recruiter site. Their new recruitment website, provided by HotLizard's www.recruitersites.co.uk solution has been branded and customised to meet their specific needs and these include: RSS

BBC News Feed on the homepage, exciting local interior photo strip across the site, Bespoke Meet the Team page including photo and video biographies of the staff, Instant chat. Although recruiter sites is an off the shelf solution that can be set up in 5 minutes, it is great to see what a client can achieve when they allow the time to push the boundaries of the platform for their creative advantage.

www.stafflex.co.uk

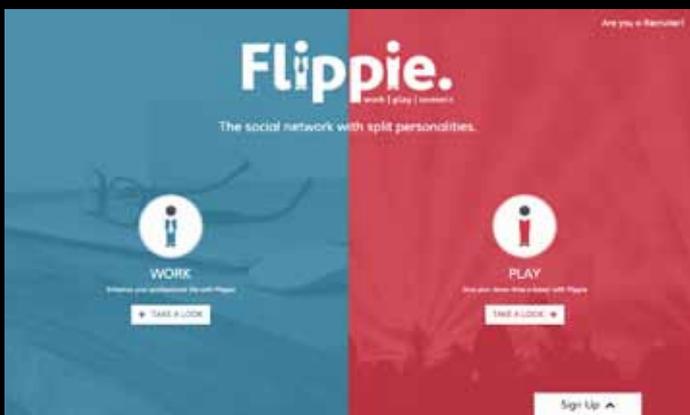
4> Kinetics.io launches a new App to bridge the gap between inbound Marketing and HR Hiring campaigns

Kinetics.io is a human resources and marketing tool that can convert interested readers into job applicants at the click of

4



5



a button. The platform makes the job hunting process much more efficient, giving potential job candidates the opportunity to see all the available positions and company information in one place, and also reduces recruiters' time spent posting to jobs boards and headhunting. The startup was founded after CEO of Kinetics, io Vikas Arya spoke to startup founders and was surprised to see a common problem. Although these startups often received hundreds of thousands of hits on their blogs, product and funding announcements, they received only handful of job applications through these channels.

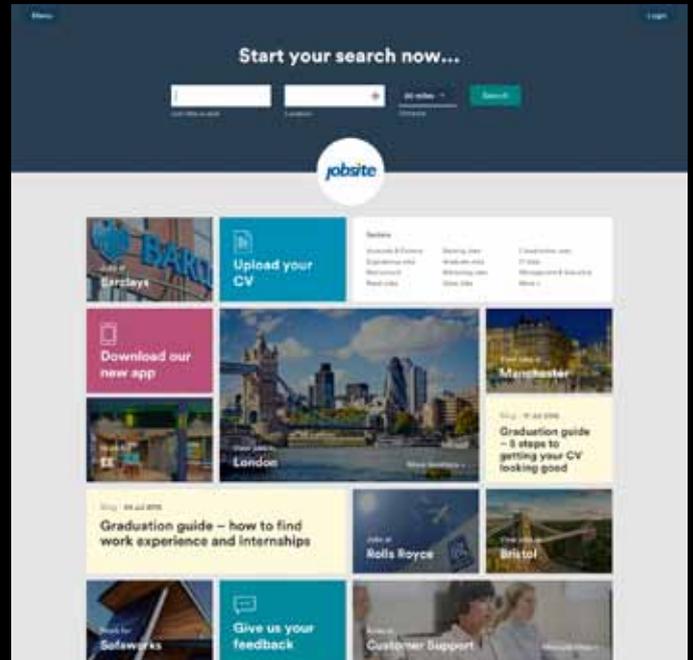
<https://kinetics.io>

5> Talent spotting website set to ease the burden of recruitment

A NEW social media network is set to rival business platform LinkedIn and revolutionise the UK job market. Flippie, the brainchild of entrepreneur Kieran Roper, will hold a vast number of CVs, have search mechanisms for fast job matching and a section for real-time freelancer job posting. In addition the site, set to launch in September after securing significant investment, will also allow recruitment agency staff to meet and greet applicants using a video conference facility. This will make the process of finding the best person for the job smoother, faster and more effective.

www.flippie.com

6



6> Jobsite Launches Revolutionary Redesign of Candidate Homepage

Continuing to pave the way as innovators in their field, Jobsite's redesign aims to deliver candidates the very first intelligent personalised job search experience. The new homepage's tiled interface will build a rapport with candidates with every interaction, allowing Jobsite to present them with the most relevant jobs based on their searches and journey throughout the website. This new development shows a move away from the traditional search led job board homepage, in time candidates will never see the same homepage twice. The roll out process will come in several stages to allow Jobsite to continually measure, optimise and improve. The first step of the refresh will see a new layout before the introduction of personalisation through targeted suggested jobs, searches and blog features, offering candidates a unique, dynamic experience. Neil McIlroy, Candidate Product Manager at Jobsite said, "Not only will the redesign enhance the candidate journey it will also offer recruiters increased applicant quality as well as more valuable, tailored branding opportunities."

www.jobsite.co.uk

Launched a new e-recruitment site or product?
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onrec

IT'S NOT WHO YOU KNOW, IT'S WHAT YOU KNOW!

By Peter Linas, international managing director at Bullhorn

An old adage in recruitment is it's not what you know, it's who you know that's important. But when it comes to today's industry, this couldn't be further from the truth. Gone are the days when the all-important contacts in a recruiter's little black book separated the top dogs from the rest.

Out with the little black book

Recruiters used to rely on their contacts to find the best talent for their clients. Historically, the recruiter with the most extensive network was the one who made the most placements and generated the most revenue.

But the world has changed, and recruiters need to change their approach to match; it's paramount that we increase our reach and work smarter to stay ahead of the curve. With the little black book out of the picture, we need to look for new tools to help us recruit.

In with the tools

Technology has reshaped the role of a recruiter. It's now such a presence in our everyday lives – work and otherwise – that it goes without saying that recruiters need to ensure they have the best and latest to stay ahead of the competition. With the technology available to us changing so rapidly, that's much easier to say than it is to do.

The prevalence of the cloud means recruiters always have the latest software versions. With cloud software, there is no need to spend lengthy, unproductive periods of time offline while IT engineers internally or at your third-party host, install updates to business-critical tech.

A modern recruiter is on the move, and too busy to let travelling time go to waste during the working day. Clouds tools are crucial here too, but only if they're built responsively and are as efficient to use on a laptop as on a tablet or smartphone. The future of the industry

is mobile, and so our technology needs to match that. Happily most cloud software is designed for the mobile world – from CRM tools like Bullhorn to reporting and analytics tools like Cube19.

However without proper handling, software that's designed to make your work easier and more productive can eat away at your precious time. Think of all the moments in a working day spent switching between apps, and inputting candidate information multiple times in different tools. This is where integration steps in: any piece of cloud software you use should integrate seamlessly with every other cloud tool you use.

If you want to use LinkedIn to update a candidate's CRM profile then it should be automated and painless. If you need to review correspondence regarding a job order you shouldn't spend ages searching for emails. Think of how much of your working day can be reclaimed on a weekly, monthly or even annual basis using automation-intelligent software.

And the knowledge...

Increasingly, clients want to work with recruiters who practise intelligent recruitment. To do this the right way requires investment in personal development and training, and often a significant cultural shift. At its most basic level, recruiters need to read the blogs their clients read, follow the social accounts they follow, and attend the conferences they attend. But it goes much deeper than that: in order to call yourself a truly intelligent recruiter, it's vital you develop an unparalleled understanding of your niche.

What does that involve in practice? If you recruit web developers, for example, learn to code. This will help you gain far greater insight into the qualities that make up a great web developer, an understanding of the challenges that people in this role face and a platform from which to engage clients in intelligent recruitment conversations. Armed with that knowledge, you can match candidates to clients knowing that the former has the skills and traits the company needs – simply because you have a better idea of what a web developer does on a daily basis.

This shouldn't only be applied to technical roles: if you're recruiting for marketing positions, try one of the many online courses available to stay up-to-date in this ever-changing field. And finance specialists should stay abreast of compliance or legal issues for example. The ultimate aim is to know almost as much as those who currently work in the field for which you recruit.

The popularity of social networks has also changed the way candidates look for jobs. And with 74 percent of internet users actively using social networks, recruiters can't afford to ignore the power of social. Specialist forums or chat rooms are also great places to look for candidates online, particularly when it comes to sourcing niche talent. Indeed, knowing where your prospects spend their time online can open up a whole host of opportunities for savvy recruiters.

Recruitment is hyper competitive and the best candidates will often be signed up to multiple agencies. That means it's the recruiters with the best industry knowledge who understand which skills to look for, combined with the right technology to do this quickly, that will win out in the end. Why? Because they'll get to the best candidates, faster.

Recruitment is now about so much more than a sales-based, network-focused approach. Clients expect the recruiters they work with to have extensive knowledge of their industries, and to use the best technology available, to source candidates for their roles in a cost- and time-effective manner.

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BACKGROUND CHECKS

Integrating background checks into online recruitment

Written by Lauren Mackelden, Features Editor, Onrec

With a report last month from Glassdoor finding that hiring timescales are getting longer, not just in the UK but in many other countries, efficiently integrating background checks into the online recruitment process has never been more important, says Martin Downing, Marketing Manager of EMEA & Canada for First Advantage Europe Limited. Fortunately, he says it's never been easier and employers needn't sacrifice the safety and success of their business in order to increase hiring speed. It's certainly popular- at the moment, his company is the background screening provider of 45,000 clients worldwide, performing 54 million screens for 16.8 million applicants annually.

Downing tells Onrec: "Integration between an organisation's applicant tracking system (ATS), talent management system (TMS) or human resources information system (HRIS) and the background screening platform is an increasingly popular means of streamlining the process. Depending on the level of integration, recruiters can order new screenings at the click of a button, receive results and make informed hiring decisions without ever leaving their ATS, TMS or HRIS."

More generally, Downing recommends that recruiters should ensure that all the information and documents required to complete background checks are gathered as early as possible, and that candidates are informed that background screening will take place and educated about what is involved early on. An approach taken by some employers to optimise efficiency is to stagger checks, for example by having essential database/record checks performed immediately to allow the candidate to begin work, on the condition that their work history and education verifications (which can take longer, particularly for candidates with international experience) are completed satisfactorily.

Looking ahead, technology is set to bring significant changes to the way the world recruits and screens employees. Downing explains that biometrics, radio frequency identification (RFID) and microchips are increasingly being used globally to identify individuals and recall their personal information. "For example, police in Canada are currently consulting on implementing an entirely fingerprint-based criminal record check process, following the example of South Africa, whilst German police now use facial recognition software at border control. RFID, found in London's Oyster cards, is already being used in some American schools to record students' attendance and monitor their whereabouts. Here in the UK, banks are trialling fingerprint vein authentication and microchips implanted under the skin have even allowed willing subjects to unlock doors and start vehicles."

You check Facebook- but is that enough?

Most recruiters will now check the social media profiles of candidates, says Simon Conington, MD of BPS World. "Facebook is particularly useful in telling us what a candidate does at the weekend, where they work and who they are friends with. LinkedIn is also a very effective way of checking the credibility of a CV. People may boast privately about achievements but LinkedIn is open to the World to call them out on it so they are usually more accurate." But social media moves on very quickly, suggests Conington. "Facebook for the younger generation is little more than the party that they are forced to attend. Most of them now understand that their parents and recruiters check these accounts and so they have moved to other platforms to do their real partying. If you really want to understand a younger candidate you therefore need to look beyond these 'old fashioned' platforms. Meerkat, Periscope, Instagram and SnapChat are now where it is 'at' and in a few months they will probably move on again." To really understand the latest techniques for checking up on people, Conington recommends talking to the youngest people in your team. "They have learned to online 'stalk' in their personal lives to a degree that would shock most older people. You think a social media account is private so inaccessible? They'll show you otherwise."

Conington reports seeing a rise in online hacking in the past year and says this has created challenges when it comes to recruiting. He says there is a real danger that recruiters can make it worse by recruiting the hackers into the most sensitive posts. To avoid this you need security experts on the team; at his company they have recruited a specialist in Search and Cyber Security to make absolutely sure that candidates are suitable. As Conington states, combating fraud is a race with no finishing line, but a pressing need to run ever faster to always be ahead of the fraudsters.

'Ban the Box' initiative- impact this year

According to Robert Vale, Chief Executive Officer of ClearStar, one of the biggest issues this year has been the growing popularity of the "Ban the Box" initiative. The campaign, which was launched in 2004 but has really gathered pace in the last two years, is spearheaded by civil rights groups and advocates for ex-offenders and is aimed at persuading employers to remove from their hiring

applications the box that asks if applicants have a criminal record. Advocates claim that background checks run counter to the criminal justice system's goal of rehabilitation, effectively impeding those who have otherwise shown progress in criminal rehabilitation efforts. As of late April 2015, a total of 16 states have adopted Ban the Box legislation in some form and in addition to that 100 cities, including Boston and Chicago, have implemented some form of Ban the Box for public employees. This is an important topic says Vale and they are constantly talking to clients about how they can effectively operate a background screening function that complies with these new laws.

Robert Vale believes that one unfortunate development in the background check industry is that there has been a commoditisation process whereby some providers are claiming 'I can do it cheaper, I can do it faster' – but to achieve this, he says they're sacrificing quality. "Providers will just check a box rather than look at quality information and quality records. Due to the speed of recruitment and hiring, a very superficial background screen will be conducted, specifically on applicants that have a high impact not only on the revenue of an employer but their brand. You can take two companies that are conducting background screening and one has a 2% hit rate and the other has 6%: the former believes that they're doing better because they're hiring people who don't lie, but in reality they're just not going deep enough into the data."

Vale provides important questions for employers to ask their screening providers; saying it is vital that employers demand quality from their provider and that they understand the data that is being checked. "It is not just a case of the areas being checked, but the depth – for example, if a provider is conducting a county check, or multiple county checks, an employer should specifically ask for transparency in the quality of that data and how far it goes back. Don't just accept that it was checked: ask the screening company to provide information such as what are the data sources, what is the frequency and over what time period, and demand that on every report it states how and where that data was acquired." Vale emphasises: "If you sacrifice quality, that is when fraud can emerge. Rather than demanding a result at a cheap price fast, demand quality and transparency – hold the background screening company accountable. Vale also suggests background screening and verification should no longer be conducted just at the point of employment, but is an ongoing requirement throughout the human capital life cycle.

The need to hire the most qualified candidate, and the inherent risk in hiring the wrong candidate, has never been greater says Vale. "Competition for roles is also on the rise, which has led to a rise in the padding of résumés which in turn has increased the demand for background screening."

Disclosure and Barring Service (DBS) Checks

Provided by Hannah Wilby, Marketing Manager for Personnel Checks, a specialist DBS checking service who have assisted 25,000 customers with processing their criminal record checks.

"In the last year 63% of all recorded frauds were employment application frauds, where candidates provided false or misleading information about qualifications, work experience and, more worryingly, criminal history (according to research by Cifas). A case of internal fraud has detrimental effects for not only the business in question, but the recruitment firm that recommended the individual in the first place. For example, if you select a candidate without properly background checking them first and then something untoward occurs, as a recruiter you could be liable for negligence if it could have been proved that the employee had a history of offences beforehand. One way for recruiters to crack down on applicant fraud, and to also protect themselves, is to issue DBS checks as a routine process during the initial stages of recruitment. A standard DBS check involves searching a candidate's criminal history for any convictions, warnings or reprimands, whereas an enhanced check conducts the same search, but also ensures that the individual's name does not appear on the Child Barred List, although this level of check would only be required for roles where someone is working with vulnerable people. Employers can request DBS checks on behalf of individuals online or via the phone, and once all of the information is provided most checks can be completed in as little as 24 hours.

A DBS check ensures that recruiters are making safer candidate choices. Although it is against the law to discriminate against someone based on their criminal record, this information can be extremely useful. Anyone hiring for a cash-handling role would prefer to know whether someone has a conviction for theft, for example."



ONLINE SCREENING & SKILLS TESTING?

NEED FOR SKILLS TESTING GREATER THAN EVER

Written by Lauren Mackelden, Features Editor, Onrec

A buoyant recruitment market means the need for skills testing is greater than ever, according to the experts in this sector. Luckily there is a huge choice out there, with something to suit everyone. As an international people assessment consultancy, Cubiks works with some of the world's largest companies, spanning all industry sectors. Their Country Manager in the UK, Nina Baum explains to Onrec the range of testing now available.

"We are seeing increasing adoption of online screening across all organisations in order to reduce the labour and time intensive nature of the final face-to-face stage. This often brings huge cost-saving benefits. Reducing manual sifting of CVs

and application forms saves time, and using more objective and standardised online assessments leads to higher calibre candidates reaching the final assessment stages. Here are a few changes we've noticed:

- **Methodology:** Situational Judgement Tests (SJTs) are more prevalent nowadays to help sift candidate volumes, provide a great job preview and an enhanced candidate experience.
- **Technology:** The market has moved away from static tests completed on computers and there's now an expectation for tablet and mobile phone compatibility for easier and more flexible access in our busy lives.

- **Gamification:** There's more incorporation of gaming elements in online assessments which reflect the employer's culture and a role's key activities; and even true games set in completely novel contexts.

- **Candidate experience:** This is a bigger priority for companies as they realise that a great candidate experience can help differentiate them from their competition. This in turn leads to more focus on the look and feel of the assessments, the provision of support for candidates by way of practice tests, and personalised feedback for both successful and unsuccessful candidates. Assessments which are engaging, as well as robust, carry more weight for both candidates

and recruiters. Our research shows that candidates believe SJTs and personality questionnaires are the most engaging forms of online tests (Cubiks Candidate Experience Survey, 2014 – see link below).

• **Video-based interviewing:** The switch from telephone or face-to-face interviews to asynchronous or real time video-based interviewing is fast increasing. Video-based interviewing offers greater flexibility for candidates and assessors alike, as well as reducing the logistical challenge and costly nature of traditional interviews.”

How can you combat fraud and verify results are from real candidates?

Baum reassures us that cheating is actually not as common as we think- only 27% of candidates Cubiks sampled in a recent study thought they could cheat on online tests (Cubiks candidate Experience survey, 2014). James Bywater is the Director of Product & Innovation at assessment specialist Talent Q. He admits that if a candidate does not physically sit a test in front of you, there will always be doubt about the authenticity of the results. However, Bywater suggests you can mitigate the risk throughout the recruitment process and through your choice of assessment:

- “Use assessments with in-built cheat-resistant mechanisms, for example, adaptive ability tests and personality questions with hard-to-fake question formats.
- Develop a ‘psychological contract’ with the test taker early in the process. Be clear with them about the hiring process and how the assessment data is used so that they buy into the process and feel less inclined to cheat. As part of this, the test taker agrees to an honesty contract.
- As part of the candidate communication, inform them that they will be required to sit a verification test under supervised conditions. Verification tests look at the consistency of test scores between unsupervised and supervised tests. Where there is inconsistency, this may indicate cheating. Talent Q verification tests incur no additional charge and are adaptive.
- Use high quality supervised assessment centre exercises at the final stage of your selection process.”

Global assessment is back on the agenda declares Bywater, citing global business is booming –mergers are back, eg Shell and BG and the recruitment industry reflects this - eg ATS systems merger Oracle / Taleo / Vurv. What he believes is exciting



Reducing manual sifting of CVs and application forms saves time, and using more objective and standardised online assessments leads to higher calibre candidates

Nina Baum, UK Country Manager, Cubiks



here is that multinationals are increasingly looking to create globally-aligned assessment processes, because they’re now thinking about ‘global talent for global markets’ rather than ‘local talent for local markets’. Bywater says that with the advent of multinational applicant tracking systems and assessment providers, it has become much easier to introduce and manage a consistent assessment process worldwide.

According to Simon Bichara, the founder of HiredByMe, there’s been an increasing understanding that the traditional method of hiring (read a CV, do an interview, make a decision) leaves a lot to be desired. He says there’s been an explosion of firms trying to fix this problem and he has broadly divided these into four categories:

Data analytics firms “These are firms who will crunch large volumes of publicly available data about candidates to provide a more rounded picture of the worker than is available from a traditional CV. One firm, for example, analysed the success factors for workers in a call centre and found no correlation with traditional selection criteria like education or experience. What was strongly correlated was how far the candidate lived from the site –this was a far bigger influence in their success than any other factor. With this knowledge the centre changed their recruitment policies and turnover fell dramatically.

Traditional testing firms These are firms who carry out traditional aptitude or skills tests. These may be job specific (like technical skills) or “soft skills” like personality testing. These tests have been available for many years. They are beloved of some managers and ignored by others, but have achieved a solid place in many firms hiring repertoire.

Non-traditional testing firms These are firms who use (what initially seem like) unrelated testing methods to assess a candidate. This might include, for example, playing a video game. The firms claim that biases shown in the game mirror how candidates behave in real life (for example – whether you take a risk with your video game character mirrors whether you will take a risk in the office).”

Performance feedback firms Recently a new breed of candidate assessment firm has entered the market –Bichara’s own firm, HiredByMe is one of these. Their core belief is that the best guide to future performance is past performance, and that in order to best assess a candidate they need to get honest, reliable, unbiased feedback from those who’ve seen the candidate operate in a work environment. Bichara says “We create a protected legal structure that protects those who provide this feedback (and thus allows them to be honest) and then make the feedback available to recruiters and hiring managers. Armed with this rich dataset on how a candidate has performed previously they are in a much better position to match the best candidates to roles, faster.”

Over the next few years it will be fascinating to see how this space develops. Bichara thinks it seems clear that there will be some merging of the firms in this space, and that data provision on candidates will become much richer. He feels this benefits everyone, saying those hiring will be more likely to pick better candidates; candidates will be able to present a clear and honest picture of themselves, and position themselves better in the market.

A new survey on job prospects in the UK shows that companies are now at their most optimistic about hiring new workers since the onset of recession says Jason Pierce, CEO of Skills Arena. The business lobby group's annual employment survey of 325 companies, found that 51% were expecting their workforce to be larger in 12 months' time, the most buoyant outlook since 2008. Pierce says that skills tests assess candidates for the workplace skills employers actually need. "We help employers of all sizes save time, lower costs, and make sure they are hiring people who can do the job being advertised. They can filter applicants already long-listed or use the tests to prequalify the applications

received as part of the online application." Pierce adds that the additional benefit is that you can use the assessments to ensure the applicant also has the right personality requirements best suited to the company in question.

"Everyone looking at the recruitment industry will probably think that it's a fantastic place to be. It's a buoyant market, we have record employment in the UK - at over 73% - and candidates are confident. However, this doesn't make it easy for recruiters, says Amanda Davies, Managing Director at ISV Software. She reports that skills shortages are more prevalent and the tendency for candidates to over-inflate their capabilities is still rife. Davies comments that skills testing and screening is an obvious tool in helping to build a picture of candidates and where they can hit the ground running. "To ensure assessments play to the natural optimism of the recruitment market right now, it's important that suppliers keep pace with growth. Two big buzzwords at the moment are integration and candidate experience."

Davies continues "Screening should not create a barrier in the recruitment

process. If the application process is clunky, candidates will talk and share their experience on sites like Glassdoor. To support a smooth candidate journey, it's vital to us to work with forward-thinking partners like Vacancy Filler Recruitment Software, as we do. We integrated our skills testing with them back in 2009 and it was probably one of the first examples of complementary software suppliers working together in this industry. From the candidate's perspective, applicants see one application process, not multiple platforms to log in to or emails coming through. Through Vacancy Filler, which provides access to online testing to all of their clients as part of their software subscription, we see over 2,500 candidates per year being assessed, a figure that's growing. Across ISV we have seen double-digit growth in global use of our skills testing software over the post-recession years, and we're forecasting a continuation of that path into next year and beyond."

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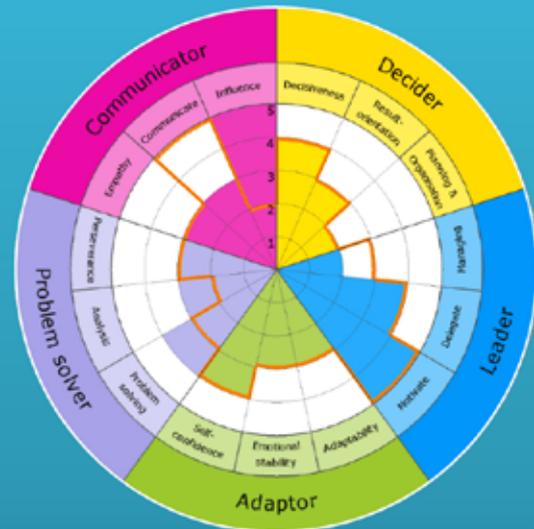


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