

onrec

The **global** online
recruitment magazine

ISSUE 140 | AUGUST 2013
www.onrec.com

PLUS >

- + Latest news and launches
- + Online recruitment icons
- + Industry partnerships

**Online Screening
& Skills Testing**

**Making the
Perfect Match**

**LinkedIn: Worth
it's valuation?**

GRADUATE RECRUITMENT

**CLASS OF 2013: GRADUATE
SUCCESS DEPENDS ON SECTOR**

**24/7 for
industry news**

Visit **onrec.com** for the
latest industry information
on online recruitment.

ISSUE 140



We keep our costs down
so you can recruit
for less



FROM THE EDITOR PREFACE

Welcome to the July / August edition of the Onrec Magazine

It seems to me the online recruitment industry has many people and companies thinking about innovation but rarely have I seen them collaborate.

Partly due to the age of the industry, still in its infancy (depending on who you believe in the claiming the oldest online recruitment site game) no one has been doing it more than 20 years.

Understandably innovators want to keep their clever ideas to themselves so they can monetise or gain market advantage. At the same time I have thought it's a pity that many of them are actually doing similar work and re-inventing the wheel, only to come to market with similar technology. In my time here at Onrec I have seen many a press release proclaiming a super new technology. Often it isn't.

So what other areas of our lives have synergy with online recruitment that

we can learn from? The Anthony Nolan Trust, who I am delighted are participating in our 1st October conference have an interesting story that the online recruitment industry may have a great deal to learn from, in how they match donors to grateful recipients and how they interact with donors, who will remain on their register often for years without being able to help.

To them paramount is how they treat and communicate with the donor. Think as the donor as the candidate. I would suggest the entire recruitment industry has a lot to learn from them.

For those prepared to spend the time attending the conference they may gain some unique and invaluable insights...



David Hurst, CEO, Onrec

onrec

DH Publishing Ltd

9th Floor, Metro Building, 1 Butterwick, Hammersmith, London, W6 8DL

Phone: +44 (0) 20 8846 2700

Fax: +44 (0) 20 8846 2801

Email: info@onrec.com

Web: www.onrec.com

Editorial

David Hurst CEO

david@onrec.com

Stuart Gentle Publisher

stuart@onrec.com / +44 (0) 208 846 2756

Rebecca Waite Subscriptions Administrator

rwaite@tarsus.co.uk / +44 (0) 208 845 2700

Lauren Mackelden Features Editor

lauren@onrec.com

Design

James Wenman Print Manager

jwenman@tarsus.co.uk / +44 (0) 208 846 2841

Stuart Gentle Designer

stuart@onrec.com / +44 (0) 208 846 2756

Sales & Marketing

Stuart Gentle Publisher

stuart@onrec.com / +44 (0) 208 846 2756

Subscriptions

Rebecca Waite Subscriptions Administrator

rwaite@tarsus.co.uk / +44 (0) 208 845 2700

DH Publishing LTD, a wholly owned subsidiary of Tarsus Group plc. Online Recruitment Magazine is published bi-monthly and is a closely-controlled/subscription circulation title. All editorial is the responsibility of the authors, and the publishers reserve the right to amend/change/alter articles as necessary. Any materials supplied may not always be returned, and the publishers cannot be held responsible for any loss or damage however caused. No part of this publication may be reproduced in any format without the prior written consent of the publishers. Printed by Holbrooks Printers Ltd, Hilssea - Portsmouth

DH Publishing Ltd. 2008

ISSN: 1473-5547



onrec

ALL THIS AND MORE...

UPDATED CONTENT:

UK, US & International news updated daily

SEARCH THE ARCHIVE:

A collection of thousands of news articles

INDUSTRY FORUMS:

Air your views and see what your colleagues have to say

ONLINE MAGAZINE:

View current and past issues

INDUSTRY DIRECTORY:

Search hundreds of industry suppliers and job boards

Get More from your Recruitment Website

WE DESIGNED & DELIVERED PROSPECT HEALTH A NEW WEBSITE
THESE ARE THE RESULTS:

162% Increase

IN ONLINE CANDIDATE REGISTRATION

231% Increase

IN REFERRALS

160% Increase

IN ONLINE JOB APPLICATIONS

138% Increase

IN ORGANIC SEO TRAFFIC

WE THINK YOU'LL AGREE,
THE RESULTS SPEAK
FOR THEMSELVES.



If you are looking to get **MORE** from your website,
call the recruitment website specialists today.

CONTENTS



12



14



22



26

Features

- 11 **Big Debate**
LinkedIn: Worth its valuation?
- 12 **Online Recruitment Icons**
Alastair Digby from Madgex speaks to Onrec about the past, present and future plans
- 14 **Online Screening & Skills Testing**
Sifting for the best candidates
- 22 **Making The Perfect Match**
The Onrec Conference & Exhibition 2013
- 26 **Graduate Recruitment**
Graduate success depends on the sector
- 32 **Recruiters View**
The Governments latest spending review

Regular

- 03 **Preface**
- 06 **News**
- 10 **Partnerships**
- 18 **Launches**

NEWS

CAREERBUILDER WORLD LIST

CareerBuilder lists the longest to fill positions around the world

A new global study from CareerBuilder shows that companies around the world have at least one thing in common: difficulty filling in-demand jobs

A new global study from CareerBuilder shows that companies around the world have at least one thing in common: difficulty filling in-demand jobs. Employers in the top ten world economies identified which positions at their organizations typically take the longest to fill as they struggle to find qualified candidates. The global survey, conducted online by Harris Interactive© from May 9 to June 5, 2013, included more than 5,000 hiring managers and human resource professionals in countries with the largest gross domestic product.

"Any positions that remain open for an extended period of time can negatively impact both the financial health of a company and its overall employee morale," said Matt Ferguson, CEO of CareerBuilder. "We see more hiring managers embracing data tools that can measure market demand and supply of relevant labor in specific geographies, so they can adjust their recruitment strategies and fill vacancies in a timely manner."

While the positions that take the longest to fill vary from country to country, there are some similarities across the globe. A common thread amongst all ten countries is the extended time it takes to fill engineering and technology positions and revenue-driving roles such as sales and customer service.

Survey Methodology

This survey was conducted online within the U.S., Brazil, China, France, Germany, India, Italy, Japan, Russia and the U.K. by Harris Interactive© on behalf of CareerBuilder among 400 to 2,279 hiring managers and human resource professionals (employed full-time, not

self-employed, government and non-government) in each country between May 9 and June 5, 2013 (percentages for some questions are based on a subset, based on their responses to certain questions). With pure probability samples ranging from 400 to 2,279, one could say with a 95 percent probability that the overall results have a sampling error between +/- 4.9 and +/-2.05 percentage points. Sampling error for data from sub-samples is higher and varies.

About CareerBuilder®

CareerBuilder is the global leader in human capital solutions, helping companies target and attract their most important asset - their people. Its online career site, CareerBuilder.com®, is the largest in the United States with more than 24 million unique visitors, 1 million jobs and 50 million resumes. CareerBuilder works with the world's top employers, providing resources for everything from talent and compensation intelligence to employment branding and recruitment support. More than 10,000 websites, including 140 newspapers and broadband portals such as MSN and AOL, feature CareerBuilder's proprietary job search technology on their career sites. Owned by Gannett Co., Inc. (NYSE:GCI), Tribune Company and The McClatchy Company (NYSE:MNI), CareerBuilder and its subsidiaries operate in the United States, Europe, South America, Canada and Asia. For more information, visit www.careerbuilder.com.

[To view the full list, click here](#)

EMBRACING MOBILE

Candidates embrace mobile

56% of UK job seekers are using their mobiles when job hunting, according to a recent poll by leading job board CV-Library

56% of UK job seekers are using their mobiles when job hunting, according to a recent poll by job board CV-Library.

The findings highlight that it's more important than ever for recruitment businesses to stay ahead of the game and ensure their services are mobile friendly.

The Development Team at CV-Library have focused on mobile innovation throughout 2013; launching an updated mobile App, configuring the mobile site with Dropbox to allow candidate's to upload their CV straight from their mobile and rolling out mobile responsive pages across CV-Library.co.uk.

Lee Biggins, Managing Director of CV-Library: "Mobile innovation cannot be ignored, especially within the online recruitment industry where candidates and recruiters continually require instant and easy access to a pool of jobs or CVs. As job seeker behaviour continues to change it is the responsibility of the recruitment industry to stay up to date as we have done in the past.

"As job adverts moved from newspapers to websites a decade ago, now we need to introduce mobile services to ensure we're engaging with all candidates across the UK."

In September 2011 CV-Library was the first job board to launch a mobile App that allowed candidates to search and apply to jobs directly from their mobile. Future innovations include the integration of cloud storage solutions Google Drive and SkyDrive, alongside Dropbox, which will allow candidates to upload their CV straight from their mobile, and a new generation of SMS notifications including web links. Poll results from over 2,200 active users of CV-Library.co.uk. The question asked was 'do you use your mobile when searching for jobs?'



ConnectTM from EPLOY

Everything you ever wanted in a recruitment platform and more.

Create a community, build a portal with **Eploy Connect**TM



Share, Collaborate, Communicate, Automate. Only Eploy[®].

- Unrivalled candidate experience
- Mobile and Social recruitment
- Talent communities and enhanced career features
- Industry leading recruitment and talent management package
- Flexible workflow and communication processing
- Proactive recruitment & social research integration
- Automate recruitment tasks, emails and 2 way SMS
- Work from a recruitment enhanced inbox with email, diary and interview synchronisation

eploy@
the future of recruitment

www.eploy.co.uk | info@eploy.co.uk | 0800 073 42 43



NEWS

DICE DOMINATION

Dice acquires The IT Job Board

The Company purchased the outstanding shares of Jobboard Enterprises Limited, the corporate entity of The IT Job Board.

Facts about the deal

The Company purchased the outstanding shares of Jobboard Enterprises Limited, the corporate entity of The IT Job Board.

The purchase price consists of initial cash consideration of £8.0 million (\$12.2 million) net of cash acquired. £9.2 million less £1.2 million cash acquired

The IT Job Board has 2013 revenues (January – June) of approximately £2.5 million

Facts about Dice Holdings' tech brands:

Dice.com is the leading career site in North America for technology professionals. More than 2 million tech professionals visit Dice on a monthly basis. Dice recently introduced Open Web, which searches approximately 50 social and professional networks and billions of web pages to create an aggregated or "super" profile of a candidate's professional experience, contributions, history and capabilities, as well as their passions and interests.

Slashdot, a user-generated news, analysis, peer question and professional insight community. Tech professionals moderate the site which averages more than 5,300 comments daily and 3.7 million unique visitors each month.

SourceForge, a destination for technology professionals and enthusiasts to develop, download, review and publish open source software, much of which they use in their own organizations. Approximately 80 percent of its roughly 40 million monthly unique visitors are outside the U.S.

Freecode, one of the largest indexes of Linux, Unix and cross-platform software, as well as mobile applications generates nearly 500,000 unique visitors each month.

VACANCIES REMAIN HIGH

Competition for jobs eases as employment opportunities rise

New figures released today by the totaljobs.com Barometer show that the number of jobs posted across the UK has increased by 12% year on year

New figures released by the totaljobs.com Barometer show that the number of jobs posted across the UK has increased by 12% year on year. This surge in job opportunities has eased competition for jobs, with 16 applications made per job compared to 18 at the start of 2013 showing a step towards renewed jobseeker confidence.

The Totaljobs Barometer follows over 4.8 million jobseekers and 5,000 recruiters each month and, crucially, is three months ahead of the ONS unemployment statistics reporting.

In contrast to this positive view, London faced a 5% decrease in the number of jobs posted compared to 2012, potentially due to a lull after the Olympic and Paralympic Games, sending the number of applications per job up by 4%. As a result, the capital remains one of the toughest places to find work, with 23 applications made per job, compared to just nine applications per job in East Anglia and in the South West. The impact of warmer weather on the employment market is reflected within this quarter's data, with transport and logistics jobs increasing by 14% compared to Q1, and opportunities within construction increasing by 8%. However, this year's disappointing spring did mean dim prospects in some industries, including a 10% fall in the number of jobs in the catering and hospitality sector compared to the same period last year, where they remained high throughout the Diamond Jubilee celebrations.

John Salt, Website Director at totaljobs.com, commented on the findings: "Greater competition in London and the lack of ongoing employment after London 2012 may now encourage some jobseekers to consider other locations – a so-called 'reverse Dick Whittington' effect. There

appears to be increasing opportunities in the north of the country in particular, which is a trend that should continue as the Government gets back on track with major rail infrastructure plans.

"The number of opportunities available have increased in almost every sector, including those that don't normally require the employment of candidates with formal qualifications, such as catering, construction and administrative jobs. This is especially important for those collecting their GCSE, A-level or vocational qualifications this summer, and are hoping to get straight into work, laying the foundations for the UK's recovery.

"The fact that employment opportunities have increased since last year is bound to contribute to cautious confidence amongst jobseekers and employers, and it is this cautious confidence that should encourage the growth and investment that this country needs."

Education, education, education

A sector that has seen a huge change in the past twelve months is education, which has posted an 82% increase compared to this time last year. Other areas of the public sector have also seen considerable growth including health and nursing which has seen a 69% growth in new opportunities compared to Q2 in 2012.

John Salt continues: "Education remains one of the most attractive prospects for new graduates because of its relative long-term safety in the face of shake-ups in finance and business reshuffles. Education is also a sector in which employees can develop core employment skills such as leadership, public speaking and organisation, and it therefore opens doors to other options in the future."

recruitment
genius

5 9 7 0 4

jobs filled

“all for £199 or less”



visit www.recruitmentgenius.com

NEWS & PARTNERSHIPS



WCN Plc creates partnership with Applitracker Limited

World Careers Network Plc creates strategic partnership with Applitracker Limited to expand further along the recruitment value chain

World Careers Network (WCN) the leading provider of Talent Management Systems and e-Recruitment solutions has launched a strategic partnership with Applitracker Limited to deploy their flagship job posting and applicant response product IMPS (Intelligent Mass Posting System).

WCN will make IMPS available to all of its clients, enabling them to reach the best jobseekers and most suitable talent quicker than ever before – all delivered at a fraction of the cost and with a single contractual commitment.

Sarah Callery (Channel and Alliances Manager) of WCN who helped form the partnership said: "This partnership represents the commitment we have to deliver cost savings and increase value for our customers. Through this partnership, our clients can make massive savings on their job postings and reach a bigger audience of the right, engaged talent than ever before without leaving their current Talent Management System."

Expanding further, Sarah added:

"The intelligent aspect of IMPS, and the way it identifies the best candidate sources based on the job content, also creates huge time savings and passive efficiencies to our clients. All of which we provide for a single cost per job – a fraction of what our clients are presently paying."

Arran Stewart (Managing Director) of Applitracker Limited explained the IMPS product further.

"IMPS is specific to and only available through Talent Management Systems. It reads the content of any job advertisement posted to it and then intelligently despatches the vacancy out to the best job boards, social networks and job aggregators from a network of over 4,500 sites." He also expanded further that IMPS has a candidate reach in excess of 60,000,000 unique users – delivering comprehensive coverage of most talent verticals.

WCN is making IMPS available to all its clients with immediate effect, already 'on boarding' some of their key clients.

Bond Adapts v11 to add idibu

Bond announces the integration between Bond Adapt v11 with idibu, a multi-posting service that links seamlessly to over 1200 job boards throughout the UK and the rest of the world.

Bond International Software the global recruitment, HR and Payroll specialists, today announces the integration between Bond Adapt v11 – the specialist portfolio of recruitment applications – with idibu, a multi-posting service that links seamlessly to over 1200 job boards throughout the UK and the rest of the world.

As a result of the integrated technology, the user is able to draw vacancies out of the database and automatically post them onto job boards and social network sites such as LinkedIn, Facebook and Twitter. The Bond Adapt technology provides a seamless approach to posting jobs from the recruitment database onto the net. Users can now simply click on the 'multi-poster' tab from inside the job listing, edit required fields and descriptors, and post immediately for public viewing.

James Payne, Head of Business Development, Head of Product Design, comments, "We are delighted to partner with idibu to further enhance the functionality of Bond Adapt. We've taken onboard feedback from our customers and this integration offers them an alternative with which to post jobs onto the internet, helping them make a real difference to save time and improve efficiency when sourcing candidates."

Steve Walker, Managing Director of idibu concludes, "Bond Adapt v11 is a great platform. The integration offers users a simple but powerful experience. We're pleased to provide multi-posting facilities to Bond Adapt users and we're already looking to add further functionality and offer more idibu services to Bond users in the future.'

BIG DEBATE

Stephen Blackmore,
DaXtra Technologies

"LinkedIn recently passed its 200 million user mark and while it provides an invaluable source of candidate information, by design, it is unable to provide the value added service which is usually obtainable through outsourcing to an agency. The business world is without doubt a fast-paced environment, one that can often leave website information, such as LinkedIn, out of date and incomplete. The best candidates, those who are dedicated to their work, may not have time to update a profile or may not be online at all. Online candidate sources only exist because the individual 'opts in' and not every good candidate does.."

Adrian Kinnersley,
Twenty Recruitment

"LinkedIn is a valuable tool in recruitment, but I feel strongly that it won't kill the industry. LinkedIn needs recruitment to survive, and recruitment companies contribute a vast amount to its revenue. Not only this, but the hiring process needs to be built around relationships, and the personal touch is essential. A career move is still one of the most important decisions an individual has to make, and so there needs to be interaction with another person. The idea that recruiters can be replaced with some sort of 'black box' solution grossly underestimates the impact that they have."

[BIG DEBATE QUESTION]

LinkedIn:
Worth its valuation?

Tristan Ramus,
Hamilton Bradshaw

"LinkedIn is rapidly becoming a dominant force not just here in the UK but also across the world and you have to question what the long-term business strategy is. We should all remember that this is not a free service but a business and anyone who has control of the market ultimately can call the shots. It is an incredibly useful and efficient tool for the recruitment industry but should come with a health warning attached. There is a dragon lurking below the surface which could eventually turn out to be seriously expensive for the recruitment industry as a whole."

James Taylor,
Macildowie

"LinkedIn's current market value is over \$20 billion, making it one of the biggest US technology companies around. I believe it is worth that valuation and if used to its full potential, it can be a powerful tool. The introduction of the mobile app also means that people at all levels, keep their profile relevant and up to date. Once you know how to set up searches on LinkedIn, it becomes an invaluable market intelligence tool to help find new candidates and generate leads – even when people aren't actively looking for work."

Peter Linas,
Bullhorn

"LinkedIn is now valued at more than \$18 billion and from a recruitment perspective our European Trends report supported this valuation by revealing that 93 per cent of recruiters surveyed successfully placed candidates using LinkedIn. To realise LinkedIn's benefits, recruiters should use the network to target specific skill sets and intelligently identify passive candidates rather than blindly spamming groups with job postings. The best recruiters use specialist software to manage social networks and know that often an in-house database is still the best repository for suitable candidates."



Personal fact file

FAVOURITE HOLIDAY DESTINATION: San Francisco

FAVOURITE SINGER/BAND: The Stone Roses

FAVOURITE MEAL: Rib eye steak preferably from Argentina

RECRUITMENT ICON

ALASTAIR DIGBY, MADGEX

Madgex provides innovative job board software & CV services designed to increase application rates, maximise revenues and lower operational costs.

Onrec: What were you doing before Madgex?

AD: Before I joined Madgex in 2009 I had previously been working for a number of B2B marketing agencies in Brighton. The experience I gained in these roles was invaluable to my work at Madgex and I was privileged to work with some fantastic colleagues and clients.

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

AD: Madgex has a number of key areas of focus for the remainder of the year, both from a technology and strategic growth perspective. We are in the final stages of completing our new responsive design job board which is due for launch in early 2014. We have also been incredibly busy increasing our international client base. During 2013 Madgex has already launched job boards outside the UK in the US, Denmark, Sweden, Norway and Germany with more projects currently in development.

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

AD: Working in the film industry has always appealed to me. At university I studied a number of modules on film production and really enjoyed the process of taking a story idea from initial concept through to the screen. It's a hugely rewarding and satisfying experience.

Onrec: What do you think has/will have the biggest impact in the UK recruitment industry in 2013?

AD: Mobile recruitment continues to drive substantial change across the market. Although this isn't news to anyone, the rapid adoption of smartphone and tablets has fundamentally

changed how we interact with the web. Our research clearly illustrates that jobseekers are using multiple devices in their job search meaning they need a coherent experience across desktop, mobile and tablets. This was a key factor for us to develop our responsive design job board to address this issue and fill a gap in the job board software market.

Onrec: What is your biggest achievement?

AD: I don't tend to look at my achievements based on their individual merits. What gives me satisfaction personally is my overall contribution to Madgex's success. This can range from securing a new client to mentoring a colleague. Last year my role changed to Sales & Marketing Manager and winning my first deal was a definite highlight, but there have been many more since then.

Onrec: What makes Madgex different from its competitors?

AD: One of our core strengths has always been our strong focus on innovation and user experience. For our clients it's imperative they have the most up to date job board technology to power their online recruitment business. 18 months ago we moved to an agile development process enabling us to update our platform with new features, functionality and enhancements every 3 weeks. With web technology constantly changing this deployment process gives our clients the tools they need to stay ahead of the competition.

Onrec: What are your future plans for developing Madgex?

AD: Looking forward Madgex will continue to innovate and improve our job board software. As we increase our global foot print

this unearths new opportunities to further increase our technological capabilities. We are constantly adding new languages alongside rolling out our core product roadmap. This year has been our most successful ever and the future looks very positive for the business.

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

AD: I've always admired Richard Branson, his achievements are truly inspiring and he is a shining example of a hugely successful UK entrepreneur. There are countless others on my shortlist however his accomplishments stand out due to his determination to succeed.

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

AD: I'd have to honestly say nothing. I firmly believe that all my experiences have brought me to where I am today and made me a better person for it. For me personally I have always aspired to work for a great company with strong values and a good work life balance which I'm very fortunate to have.

Onrec: What do you enjoy outside work?

AD: Living in Brighton means I'm spoilt for choice, the city is bursting with exciting ways to spend your spare time from seeing live bands to relaxing on the beach. Alongside enjoying Brighton life you can often find me huffing and puffing on my mountain bike taking in the splendour of the South Downs. I've also recently taken up golf, although I've got a long way to go before making the cut for the PGA tour.



Online Screening & Skills Testing

Sifting for the best candidates



Skills testing and screening needs to fit neatly into online recruitment systems and candidate management software

Amanda Davies, Sales & Marketing Director at isvgroup.

the candidate determine if the job is right for them and evaluate whether they should continue with their application. Realistic job previews are also beneficial to the employer. By ensuring candidates understand the role, they will effectively reduce the number of weaker applications and attract more suitable talent."

Ken Lahti says their key innovations this year are focused around three areas: predicting in-role performance and future potential, improving the candidate experience and accessibility of assessments, and helping HR harness the power of big data and talent insights. He comments that ability and personality assessments have always been popular in predicting potential. "However, Situational Judgment assessments are increasingly becoming the preferred method of assessment by candidates. They employ sophisticated and powerful methodology to screen candidates while delivering an accurate perspective of the job. Our advanced simulation technology, coupled with best-in-class predictive content delivery and user-friendly experiences while accurately screening job seekers on essential attributes."

Lahti says companies are realising the importance of positive candidate experiences regardless of whether they are successful in their application. "This is in part to protect a company's reputation and also to ensure the assessment makes the best use of a candidate's time. Designing assessments which are inclusive and accessible for the widest group of people possible is critical for ensuring the right person is selected for the job regardless of background, age, sex, skin colour or disability. For example, our assessments are compatible with screen reading devices or large font sizing and this can make all the difference to the quality and diversity of candidates who apply."

Another growth area for assessment is in the job-search side of recruiting, where we see candidates using assessments to demonstrate their technical skills to prospective employers, says Lahti. "Candidates can obtain independent "certifications" of their technical skills from providers like Brainbench that can then be used as credentials on job applications or on career sites such as LinkedIn, differentiating themselves from uncertified candidates and providing an objective 3rd-party view on their talents."

Finally, Lahti points out that although a candidate's skillset may not be right for a particular role, an employer can still use assessment data to draw insights on previous applicants in case a more suitable position becomes available. Equally, by managing assessment data HR professionals can identify trends and future capability, to help source the next generation of leaders and shore up succession pipelines.

When skills testing software first came to the market it replaced some of the human contact in the candidate journey, remembers Amanda Davies, Sales & Marketing Director at isvgroup. "A computer based system that screened out people for you without you having to say a word, brilliant! However, she says: "On reflection, what message was this giving to candidates about how important they are?" Amanda

Following on from our other feature this month on graduates, filtering vast numbers of applications is particularly important to recruiters this year. For example, Ken Lahti, VP, Product Development & Innovation at SHL reports that from their survey of 200 graduate recruiters this year, they found that 43% of them had received between 10,000 and 15,000 applicants since September 2012! Lahti says consequently HR needs to become more efficient and effective at sifting applications so they can find the right talent for their organisation. Lahti continues that many employers are also incorporating realistic job previews for candidates to experience what it would be like to work for the company." This helps



There is a danger that the focus could get too much on the attraction element of these more immersive assessments and lose sight of the fact that assessments like this still need to be reliable, fair and predict job performance”

Dan Hughes, Director of Product Development, a&dc

Davies says now recruiters are trying to attract the best talent they need to differentiate themselves, reporting that one of their new recruitment clients this year, Interpersonnel, said that skills testing was a crucial element of the candidate journey. It provides another opportunity for them to contact candidates, build rapport and get to know them better. Plus those who complete the exercises quickly indicate more commitment to finding a job role in comparison to those that have to be chased. Holly Millen, Commercial Director for Interpersonnel also said, "After only one month of implementation our consultants have booked in more candidate registration interviews and reduced registration time." So not only are there people focused benefits, there are visible commercial benefits too.

Davies says ISV are constantly working on upgrades and new assessments. "Skills testing and screening needs to fit neatly into online recruitment systems and candidate management software. We've developed integration plug-ins so this can happen without consultants having to switch between multiple systems. It's all online and all-in-one, another factor which eases the pressure on recruiters in a busy market place."

Gamification - still need to be fair assessments

The development of more immersive, face valid tools, including SJTs (Situational Judgement Tests) and the use of Avatars and videos to create more realistic simulated environments is something we certainly expect to see more of, predicts Dan Hughes, Director of Product Development at a&dc. In relation to this he foresees more demand for screening methods that draw on principles and technology from online gaming. Hughes cautions that while we expect there to be an increase in more immersive forms of assessment, the challenge for psychologists developing these assessments

is to ensure they are still built in line with best practice in test development and demonstrate acceptable psychometric properties. "There is a danger that the focus could get too much on the attraction element of these more immersive assessments (i.e. fancy graphics) and lose sight of the fact that assessments like this still need to be reliable, fair and predict job performance."

How can you combat fraud?

Cherie Curtis, Head of Psychology at Onetest suggests there is no doubt test takers are becoming more savvy with technology and online psychometric assessments. Curtis says this is why considerable focus is being placed on security and data integrity, explaining potential fraud and validation of candidates identification is addressed via a number of strategies including; contracting test takers with user agreements, managing expectations via instructions, through to verification testing. In addition to this, Curtis says data forensics and mining together with web monitoring across individual and group data ensure all aspects of security are covered.

At SHL, Ken Lahti says they make significant investments in test design to prevent fraud- they share and implement best practice processes with their clients, conduct on-going research on things like pass rates, and deploy tests using leading-edge technologies including Computer Adaptive Testing. "We design most of our assessments, particularly those with clear right or wrong answers that are most at-risk for cheating, with large question banks which prevent candidates from sharing detailed information and questions with anyone else on a particular assessment, as only a small number of questions from the bank would be revealed for a given candidate". They also advise employers to take advantage of SHL's online verification assessment, which is a free service that allows recruiters to retest candidates in a supervised environment. Verification ensures that candidates' results are accurate and reflect their ability rather than someone else's, and these 'verified' scores determine whether the candidate proceeds to the next stage in the process.



testing and training people

ISV Software is the recruitment industry's preferred choice for candidate testing and training.

Using our candidate skill assessments means you remove the risk of relying on a CV alone.

Choose from hundreds of ready-made tests and online training that sharpens the competitive edge.



ADD VALUE TO YOUR JOB BOARD

PROVEN INCREASE IN CANDIDATE PLACEMENTS

SAVE TIME WITH FASTER CANDIDATE SCREENING

UNLOCK POTENTIAL WITH INTERACTIVE E-LEARNING

MAKE AN INFORMED CHOICE TODAY

VISIT WWW.ISVGROUP.COM OR CALL 023 8081 6600

LAUNCHES

1> CareersinAudit.com launches Asia Pacific job board to service growing requirements in the region

CareersinAudit.com has launched a new stand-alone job board for the Asia Pacific region. CareersinAudit Asia Pacific is the first specialist Audit career site in the region and will provide the very latest job opportunities, career articles and industry news for Audit, Risk and Compliance professionals across the region, including China, Hong Kong, Singapore, Japan, Malaysia, Australia and NZ. The new job board provides many of the great features of the global site, with free jobseeker accounts, emailed job alerts and CV services for candidates, and cost effective job advertising, branding, targeted emails and CV database options for employers and recruiters across Asia Pacific.

www.careersinaudit.asia
www.careersinaudit.com

2> Bullhorn launches new enhanced Outlook and Gmail solution

Bullhorn recently announced an expanded capability – Bullhorn for Email – that enables its users to get through their email inboxes faster by seeing and acting on ATS/CRM information within the Gmail and Outlook email clients. Bullhorn for Email is a window into the Bullhorn ATS/CRM, allowing users to see key Bullhorn data without having to leave their inbox. Bullhorn is the only ATS/CRM provider that offers direct integration with Gmail and Outlook without the need for plug-ins, enabling recruiters to work from anywhere at any time across any platform.

www.bullhorn.com

1

3> Drapersjobs.com launches Fashion Industry Salary Tracker

Drapersjobs.com – the best online destination for all roles in fashion, today launches the first ever salary tracker service for the fashion industry. The salary tracker, which is free and easy to use, allows you to compare your own job title to current market trends in order to see if you are being paid what you are worth, as well as researching the salaries for other roles you would like to apply for. The Drapersjobs.com salary tracker requires no registration and enables you to browse by job title and location, giving you an instant breakdown of the average salary by UK location for particular job types. Searching within the salary tracker also feeds through the latest jobs matches from Drapersjobs.com that match your search, resulting in a more efficient job search experience.

www.Drapersjobs.com

4> 247recruit Launch 1clickCV "Apply By Mobile" Service

247recruit have launched "1clickCV" to make it easier for candidates to apply by mobile from any job board. 1clickCV allows candidates to create their own online CV and then apply faster by auto-filling application and registration forms. They can also use a Job Manager tool to keep track of all their applications in one place from any device. Each candidate gets a unique 1clickcv.com URL that they can send to anyone who wants to view their online CV. The service is 100% free for candidates. Further information is available at 1clickCV.com.

www.1clickCV.com

Online exclusive

Visit onrec.com for the latest information on online recruitment

4

1clickCV

Mobilise Your Job Search
Get your CV online and apply for jobs on the move

Create my online CV
It's free!

Create Your Online CV
Enter your details just once to create your 1clickCV

Get started
It's fast!

3

26th June 2013

Jobseekers: Log in | Create an account | Recruiters: Log in | Create an account

Drapersjobs.com
Your perfect fashion job

Winner of the Onrec Niche Job Board Award 2012

HOME FIND A JOB YOUR CV YOUR ACCOUNT RECRUITER A-Z SALARIES Get jobs by email

2,783 live fashion retail jobs

Browse jobs by Category

Administration & Support 47	Information Technology 18
Allocation & Distribution 57	Loss Prevention & Security 3
Buying 35	Marketing 93
Design 317	Merchandising 618
Ecommerce 81	Production & Technical 373
Finance 10	Retail Management 507
Graduate 13	Sales 213
HR & Training 29	Wholesale 106

Search fashion retail jobs

e.g. designer or "luxury buyer"

Any Location

Any Salary to Any Salary

Any Category

FIND JOBS Advanced search

Job of the week

FOREVER NEW

Senior Dress Designer

- Forever New Clothing
- Melbourne, Australia
- Competitive Salary and Sponsorship

Jobseeker tools

Let recruiters find you

- Upload, import or create a brand new CV
- Just 4 easy steps to publish your CV
- Control who sees your profile

UPLOAD CV

5

Qandidate.com

How it works Blog Webinars Log in Sign up

Your full blown recruitment system
Designed for happy recruiting

Free forever

Effortless Full overview All the bells and whistles

6

JobBoard.com

INTELLIGENT RECRUITMENT SOLUTIONS

Home Our Product Network Examples Pricing Buy Now About Us

A premium job board platform available at an affordable monthly price

Get your Job Board up and running in 6 easy steps!

Built on the industry respected Gecko job board platform from HotLizard, JobBoard.com is the solution for those seeking to setup and operate their own job board. Being part of the JobBoard.com network means you can launch your job board already populated with quality job content - plus the ability to earn revenue for every application your site provides!

Your brand, your business, your revenue...

By using JobBoard.com as your online job board solution you can rest confident in the knowledge that your board provides amongst the very best in online recruitment functionality and industry practices. Equally importantly, through JobBoard.com's simple licensing structure you have the flexibility to be able to grow your business in an effective, yet stable manner.

Unlike some other online job board software providers, JobBoard.com does not operate as part of a revenue-share arrangement. With JobBoard.com as your recruitment platform provider, you trade soundly in the knowledge that all revenue earned through the job board is 100% your own.

With a job board solution from JobBoard.com, you will reap the significant benefits of being a member of the JobBoard.com network. Your job board will share job content with

Why JobBoard.com?

- A comprehensive job board platform designed by recognized industry experts
- Easy online configuration means your job board can be live within minutes!
- A range of attractive, usage-based pricing plans designed to fit your business needs

5> New release for Qandidate.com's free recruitment software

Qandidate.com, the free recruitment software has announced a series of new releases during the summer period. "It's been a blast", stated Remy Verhoeven, partner at Qandidate.com. "We have welcomed more than 1500 companies since the launch at the end of February in the UK and Netherlands." The new summer releases are driven and inspired by the ideas and thoughts of Qandidate.com's customers. The releases include new enhancements and features in the area of reporting, vacancy management, support and usability. "It is really exciting to see how companies are embracing our solution to improve and streamline their recruitment process", continues Verhoeven. "Qandidate.com offers all the functionality needed for an in-house recruiter to kick start their recruitment activities in matter of minutes." Companies who want to know more about Qandidate.com's free recruitment software are welcomed to join one of the introduction webinars. For more information about our webinar series, please visit the Qandidate.com website.

www.Qandidate.com

6> JobBoard.com launches

Founded upon over 15 years of industry knowledge, JobBoard.com provides its customers with a comprehensive, yet affordable, job board platform. Inclusive of updates and upgrades, prices for running a JobBoard.com job board (with the full suite of functionality) start from just £99 per month. Every job board provided by JobBoard.com becomes a member of the JobBoard.com network. This network, comprising over 4000 job boards, immediately increases the chances of commercial success. Jobs posted by customers on a JobBoard.com board are syndicated to the network. This brings maximum exposure for the advert, and attracts both the highest number and quality of applications. Furthermore, JobBoard.com job boards benefit from instant and high quality job content from the network. Customers are paid a fee for every qualified application made to a network job through their site.

www.JobBoard.com

Launched a new e-recruitment site or product?
Please let us know by emailing editor@onrec.com

onrec

Recruitment is



Developed by people who know recruitment

RDB ProNet is developed by people with decades of front line recruitment experience who understand what small, medium and large recruitment companies want to achieve and have been helping them to achieve it since 1996. It's because we understand your goals that ProNet has been designed to be a platform on which to build your business with usable workflows, ease of integration, customisation, compliance and security at its heart.

If you're a small business you'll appreciate that ProNet will meet and exceed your needs out of the box and if you're a larger business you'll appreciate the fact that while all the standard workflows are covered – your own particular, perhaps, more complex or compliance needs can be easily catered for.

Deeper integration, intuitive operation, exceptional user satisfaction, improved efficiency, reliability, easy customisation and larger profits. These are the benefits enjoyed by recruitment businesses using RDB ProNet.

Recruitment Software

Client/candidate website portals | Vendor management | Job boards | On-line timesheets | Virtual office | Search & Workflow Management



first choice software

FIRST CHOICE FOR PERFORMANCE, SERVICE AND SUPPORT

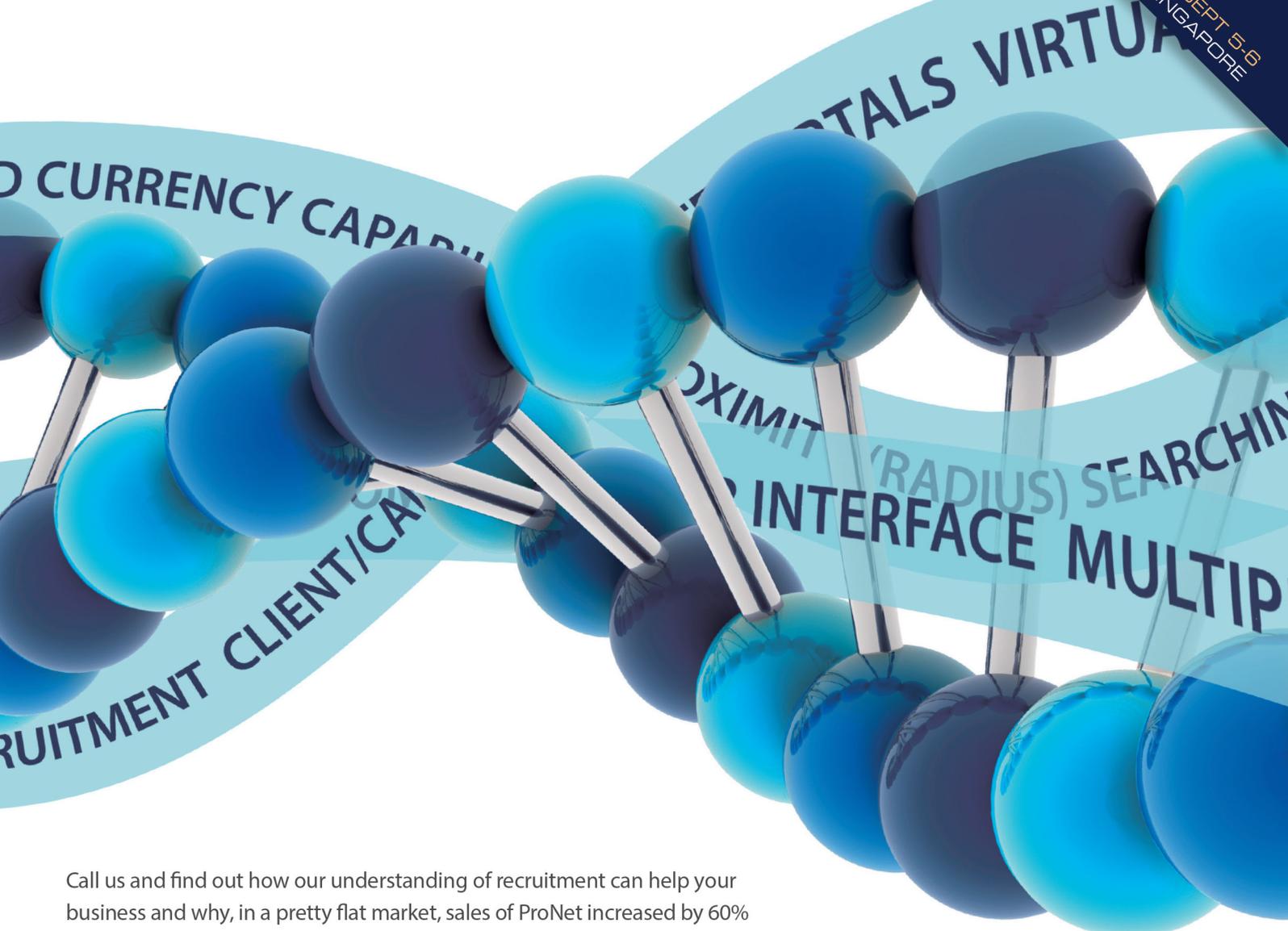
Seeing is believing

Book a demonstration and see for yourself

01256 314600 | www.firstchoice.org.uk

in our DNA

First Choice Software going global at the **GR** THE GLOBAL RECRUITER ASIA PACIFIC RECRUITMENT SUMMIT - SEPT 5-6 MARINA BAY SANDS - SINGAPORE



Call us and find out how our understanding of recruitment can help your business and why, in a pretty flat market, sales of ProNet increased by 60% last year and are up again this year!

On-site or in the Cloud the choice is yours and you'll be in great company...

...these are just some of our successful clients.



"The best recruitment platform for ease of use, productivity and flexibility."
 Don't take our word for it....see for yourself...visit
www.firstchoice.org.uk/FCS/Opinion



MAKING THE PERFECT MATCH

The Onrec Online Recruitment Conference and Exhibition 2013 - Tickets are £350+VAT - £50 will go to the Anthony Nolan charity



With 480,000 potential candidates on our UK register and links to 20 million people worldwide, Anthony Nolan is a national recruiter with global reach. We have developed an algorithm to make smarter, more efficient matches – the only difference is that the roles we offer are lifesaving ones. Anthony Nolan is the chosen charity for the Onrec Conference and Exhibition 2013. We will be speaking at the conference and giving attendees the chance to join the bone marrow (or stem cell) register on the day.

1st October 2013 | The Grange City Hotel, London

The Onrec online recruitment conference has a very special offer! For every ticket purchased in August, Onrec will donate £50 to the Anthony Nolan charity; our event charity.

David Hurst, CEO, Onrec.com commented "We are delighted to have the Anthony Nolan charity as our conference charity. Their impressive ability to match donors to people needing transplants has great synergy with online recruitment industry, matching candidates to jobs."

With 480,000 potential candidates on our UK register and links to 20 million people worldwide, Anthony Nolan is a national recruiter with global reach. We have developed an algorithm to make smarter, more efficient matches – the only difference is that the roles we offer are lifesaving ones.

Anthony Nolan is the chosen charity for the Onrec Conference and Exhibition 2013. Lila Dowie, Senior Corporate Partnerships Manager, Anthony Nolan, said "We will be speaking at the conference and giving attendees the chance to join the bone marrow (or stem cell) register on the day.

Anthony Nolan is a charity that's all about finding the right person for the job. Every day we recruit people through our website, in schools and universities, out in the community and through companies. Our candidates are all potential donors, people willing to offer a tiny number of their stem cells to someone they have never met, in a process very similar to giving blood. Our clients, on the other hand, are the 1,700 people in the UK and 52,000 worldwide who

are suffering from blood cancers like leukaemia and currently waiting for a match that could save their life.

We make three of these matches every day but for each position successfully filled, there is another that remains empty because the right donor can't be found. Matches are made thanks to our unique register – the first of its kind in the world and the largest in the UK – which holds the details of more than 480,000 people, with tens of thousands of new donors registering each year. Every one of them is a potential lifesaver because for a child or adult with blood cancer, a transplant is their last hope of life when all other treatment has failed.

The register is open to anyone between the ages of 16 and 30 and while the positions we're looking to fill are all the same (Donor, £0k per annum, no experience necessary), the job descriptions are very different. For a match to be made, the patient needs a donor who matches their tissue type. This may sound straightforward but there are, in fact, more possible permutations of tissue type than there are people living on the planet. To identify someone's tissue type (or Human Leukocyte Antigen – HLA) we need to determine the alleles (or barcode) for six particular genes on chromosome 6. There are thousands of different alleles, therefore millions of potential types and if we can't match this minute detail on a person's biological CV, they can never be the right person for the job.

70% of patients will not find a matching donor from within their own families; instead they turn to us to find them an unrelated donor. So how do we make sure someone's a perfect fit? When someone joins the donor register, they don't simply add their name to a list, as with organ donation. Each potential donor provides a saliva sample through one of our quick and easy 'spit kits', which we then process in our laboratories to analyse and identify their tissue type. This processing is both complex and costly, requiring multiple highly specialised techniques and taking several weeks for every new donor sample".

Onrec will be donating £50 for every delegate ticket which is sold throughout August. Tickets are £350+VAT. Contact stuart@onrec.com for more information.

Lila Dowie, Senior Corporate Partnerships Manager, Anthony Nolan continued, "Finding a donor is like searching for a needle in a global haystack. Because of this, we are developing the Genotype Prediction Algorithm (GPA), which allows us to dramatically reduce the time required to find a match. It's like a finely-tuned metal detector, one that suddenly makes finding that elusive needle a whole lot less daunting.

Just as recruiters use complex algorithms to identify specific job candidates from among the countless people in your databases, we use the GPA to zero in on potential donors. In short, it gives us the ability to predict a high-resolution HLA type from a low or medium resolution type, which is the level of detail we have for most historic donors on the register. What this means is that we can better predict from our data who will be the highest percentage match for a patient. It also provides a filter that can be added to search results in order to pick the best possible donors for patients of a similar ethnic group.

IF YOU'RE INTERESTED IN ONLINE RECRUITMENT - DON'T MISS OUR BIGGEST ANNUAL EVENT!!

SPEAKER SESSIONS

Claudia Tattanelli, Global Director, Universum

How to build a strong winning employer brand for today's graduates

John Husselbee, Chief Investment Officer, North Investment Partners

Will today's economy make recruiting easier?

Jason Gowlett, Head of Resourcing & Katie Reed, Online Marketing Consultant, Direct Line Group

Creating a careers site tailored to the candidate experience

Fredrik Tukk, Senior Branding & Marketing Manager, Strategy & Relations, Maersk

Strategic Recruitment via Facebook

Alexandra Nickolay-kell, Google

How important is the use of mobile devices in the recruiting process?

Matt Alder, MetaShift

Managing your employer brand in a social, searchable and mobile world



Tickets £350+VAT for the day conference

For every ticket purchased in August, Onrec will donate £50 to the Anthony Nolan charity

Contact stuart@onrec.com on 0208 846 2756 for more information

Exhibitors & Sponsors at the show include:



To create the GPA, we took 20,000 young male donors between 18 and 30, from a British/Irish Northern European Caucasoid background, as this is the UK's largest ethnic group. They were typed at a very high resolution so we could translate that into something representative of what we can expect to find in the general population and, therefore, the percentage chance that someone will be the best match.

We are currently working to expand this algorithm to include data from other ethnic groups, specifically Indian Asian, the largest ethnic minority group in the UK. Our current 'six per cent' campaign is focused on recruiting 3,000 Asians of Indian descent onto our register and data from this campaign will then be used in developing a GPA for this ethnic group as well.

While finding donors is our primary goal, only marginally less important is communication. Potential donors remain on the register until the age of 60, so one of our biggest challenges is keeping in

touch with them in the long term. After all, when someone comes up as a match we then need to be able to find them. Plus, our donors aren't just potential lifesavers, they are also powerful ambassadors for Anthony Nolan and regularly act as fundraisers, volunteers and recruiters for our cause. Because of this we have spent the last few years developing a detailed communication strategy to mirror our recruitment strategy.

We contact everyone on the register each year and each contact is reviewed to ensure that the person is warm and remains willing to donate. We ensure that channels are kept open to track changing contact details, while encouraging interaction and further support.

We also run regular 'update your details' campaigns via email, text, digital media and mailings and engage with donors on social media sites such as Twitter. Meanwhile, we are trialing whether contacting likely donors at an earlier stage improves retention rates.

Of course nothing we do would

possible without the generosity of our supporters. If you have expertise that could help us in our work, would like to consult or support us then please get in touch. Whether it's donating time to volunteer, donating money or pro-bono advice to help fund our work or simply spitting in a tube and signing up to the register, Anthony Nolan will gratefully accept any assistance you can provide. Help us recruit more people and help us to save more lives. Of all the positions you'll ever fill, the role of lifesaver might just be the most important."

To find out more and join the register please visit www.anthonynolan.org/bethecure

For more information on Anthony Nolan please contact Lila Dowie on 020 7284 8243 lila.dowie@anthonynolan.org

Registered charity no 803716/SCO38827

Meeting your match...



Barry, 34, joined the Anthony Nolan register in January 2002 after seeing a local news story about a young girl who needed a bone marrow transplant. 8 years later we contacted Barry to tell him that he was a match for a little boy with blood cancer. "I suppose I was a bit nervous, but what was really nerve-wracking was finding out that the little boy was going through a lot of chemotherapy in preparation for the transplant," he remembers. "You suddenly realise that this little kid's relying on you, so you start taking care of yourself a bit better. You don't want anything to go wrong."

Barry travelled to London to donate via bone marrow collection in November 2010. "I was quite tired afterwards, but that was it, really. Donating is nowhere near as painful as most people think. I also felt an immense sense of well-being – I'd tried to save someone's life."

In December 2012, Barry received a call from us, telling him that his recipient was a seven-year-old boy who lived in America and who was doing well post-transplant. "It was a bit of a shock to find out that my recipient was American – I didn't know that Anthony Nolan helped people all over the world. But as soon as I heard that he wanted to meet me, I agreed. How often do you get the chance to meet the person whose life you saved?"

In May this year Barry met his recipient Ryan Compton, now 8, and his family in Los Angeles. Ryan who is making a remarkable recovery from blood cancer, greeted Barry with a hug. Barry, from Widdrington Station, Northumberland, flew to the U.S. just a month after the birth of his first child, Sol.

Launching a
job board that
can hit the ground
running...

SOLVED



A **cloud-hosted** job board from JobBoard.com brings together 15 years of specialist online recruitment experience, and enables you to easily launch a comprehensive new jobs portal – all for an **affordable** monthly fee.

Membership to the **JobBoard.com network** ensures that you can deliver a high quality service, and that you are able to **earn revenue** from the moment you launch!

Discover more at www.jobboard.com...

Why **JobBoard.com**?

- ✓ A comprehensive job board platform designed by recognised industry experts
- ✓ Benefit from immediate job content and earn revenue for applications delivered
- ✓ A range of attractive, usage-based pricing plans designed to fit your business needs
- ✓ Our standard monthly licence fee is inclusive of all updates and upgrades
- ✓ Get started today, from **just £99 per month**. Our easy online sign-up takes just minutes!



INTELLIGENT RECRUITMENT SOLUTIONS

www.jobboard.com

sales@jobboard.com +44 (0)1621 814290

Jobboard.com is a trading name of HotLizard Ltd



GRADUATE RECRUITMENT

CLASS OF 2013: GRADUATE SUCCESS DEPENDS ON SECTOR

Depending on their skills and expertise, savvy graduates of 2013 and even past years can have job vacancies waiting for them out there- if they can find them. The myriad of ways to attract graduates get more bewildering every year; from advertising posts on social networks to recruiters offering games and apps. This year, success does depend more than ever on the specific skills offered. Onrec found out more from the experts...

Whilst many historically large graduate programmes are still much smaller than they were three years ago, they are still realising the great benefits of hiring their talent 'fresh' from university and introducing the culture and 'company way' of doing things at this early stage in a graduate's career, according to James Callander, Managing Director at FreshMinds Talent recruitment consultancy. Callander comments that

employers are increasingly open to considering graduates who have taken a year out – even if they haven't been employed in a sector relevant to the role. Whilst this means more choice for employers, he says this means graduates facing stiffer competition for roles.

Data analytics is big news for the graduate job market remarks Callander. "Opportunities for graduates who can undertake data analysis to varying levels

of 'geekdom' are growing at pace. As well as having a natural inclination to understand more complex analytical tools, these candidates must also be able to display the confidence and personality to share their insights with senior stakeholders in a dynamic and engaging way." He says desire for this combined skill set is significant in the market; these students, if they exist, will have the graduate recruiters eating out of their hands! He also notes sectors such as social media, pay per click and search engine optimisation (SEO) are also growing fast, both in start-ups focusing specifically on these areas, and as part of a larger organisation in the technology division.

Callander reflects a feeling within the graduate recruitment market that most graduates are unsure of what they actually want to do. He explains they emerge from university with a varied set of very useful skills which could be used in a number of ways, but they're uncertain of where they are best applied. "Graduates make better career decisions and remain more open to opportunities when they focus on the actual day-to-day business of the role itself and the skills needed." Callander recommends where employers, recruiters and career advisory services focus on this and de-emphasise the company's brand and title of the role, they are likely to find more suitable and focused candidates. "Online recruitment is hugely beneficial to the market, making job opportunities visible to the widest audience possible. However, the opportunity cost of a 'free' advert is the time it takes to screen the random applications, those who are unsuitable for the role from the outset. Popular companies will benefit from introducing measures to filter out timewasters."

James Taylor, director at Macildowie, recommends filtering as worthwhile. He says: "Technology-wise, bigger companies are using tools like 'candidate tracking systems', to sift through the large amount of CVs they receive. This means graduates should ensure their CV is bespoke to the position they're applying for, if they want to survive the first cut. Developments in technology also see more and more businesses using psychometric testing to ensure

they employ people who best fit their business cultures. At Macildowie we use MindMill testing to assess behaviours and personality fits for our clients to ensure we only send them the 'best-fit' candidates for their company."

Certainly talent acquisition and management specialist Alexander Mann Solutions has noticed that graduate applications are becoming sharper and more targeted as more graduates realise the importance of employability in a challenging economic climate. This means there are fewer applications being made but those who are applying are achieving a higher rate of success. Alexander Mann reports that more candidates (47%) are successful in securing jobs at the final stage and there is currently an average of 31 applications per hire, compared to 46 per hire in 2012.

From a student's perspective, Mike Hill, chief executive at Graduate Prospects advises that they simply won't accept poor user experiences and online recruitment sites that aren't up to scratch will suffer. "It's no longer enough to offer a job board, students and graduates want and expect added value – a content rich experience that proves engaging, informative and overall valuable in their job search and career development. We have recognised for some time the value of putting students and graduates at the centre of our website planning, design and testing approach and have already felt the benefits. There is never going to be a 'typical' user and it's a common mistake to assume that you know what your audience wants as it's likely that you could be miles off. User experience or UX involves continually monitoring web interaction and responses to ensure that users find what they need as painlessly as possible, helping them to reach their end goal. We have embraced this approach with a representative group of our target audience directly involved in the development of our products and services." Hill believes consideration for mobile use is essential to maximise user experiences, as focusing solely on designing a traditional website means that you are likely to lose a large percentage of your potential audience.

Surely graduates are now aware that they need to be careful about their use of social media and keep photos of their drunken antics separate from their professional life. Student network and community Unii.com aims to give graduates the security that their social networking activity from their student days won't be visible to potential employers, while also giving them access to well-targeted internship and permanent positions from a jobs board. Their CEO Marco Nardone believes by posting roles to dedicated student jobs boards on such a site that their audience use as part of their everyday lives, recruiters will guarantee they are targeting the exact group of people their role requires. Employers can target graduates based on university, location and even course and society level.

What's new for grads this year?

David Cohen is Director at LinkedIn for Talent Solutions in Europe, Middle East and Africa. He cites graduates and students as the fastest growing demographic on LinkedIn, saying they now have over 30 million of them on LinkedIn around the world. Cohen announces their latest product for graduate recruitment is CheckIn – an app for mobile devices that allows candidates to 'check into' a careers event using their LinkedIn login and password. Cohen explains: "The app saves their details within a Recruiter project on LinkedIn, allowing recruiters to stay in touch after the event. Previously, it was common practice for recruiters to collect CVs at campus events and manually enter them into Recruiter, which took a lot of time and carried the risk of lost CVs, so this marks a big step forward in streamlining campus recruitment."

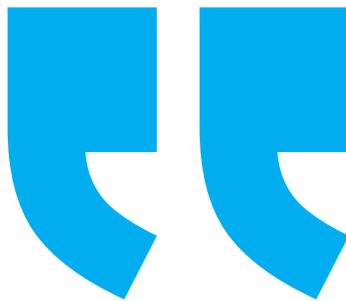
Having a strong presence on digital and social channels was once a 'nice to have', according to Cohen, but as gen Y enter the job market, it's now an absolute must, as online channels are the first port of call for career information for many students and graduates. "To be most effective, employers, job boards and careers advisors need to make sure that their graduate information is easy to find and navigate and, where possible, optimised for mobile too to satisfy the 'smartphone generation.' Employers should also remember that it is not just job listings that graduates are looking for online. Many are logging on and using social media channels to get career advice and find out more about what it would be like to work for a prospective employer too. Make sure

that your employer brand is accurately represented online and consider using employee advocates and relevant content on career advice to engage with them through the most popular job seeking channels."

Alexander Mann Solutions acknowledges social media will continue to play an important part in recruiting graduates, with companies growing their presence on the key social media, such as Facebook, YouTube, Twitter and Pinterest. They say with LinkedIn's recent move to increase its presence and offering for the graduate market, they believe this platform will increasingly be integral to the world of graduate recruitment. Mobile has started to go mainstream in graduate recruitment, with many employer launching mobile optimised and responsive graduate recruitment websites, such as Alexander Mann Solutions client Rolls-Royce. Additionally, technologies such as Augmented Reality are becoming ever more important. Over the last year, they say they have seen recruitment campaigns for employers such as Thales and Jaguar Land Rover embed augmented reality to bring to life their organisations and careers to engage the mobile savvy graduate.

Digital recruitment has long become the norm for graduate recruitment, continues Alexander Mann. "Where we see the evolution, is the continued integration of digital and physical marketing campaigns, evidenced by some of the recent high technology presences on campus by companies including JP Morgan and KPMG. As mentioned above, social media is mainstream. While 'traditional' social media like Facebook remain a keystone for a graduates' job hunt, the omnipresence of the messaging apps such as Whatsapp and the Chinese equivalent Wechat, which is now making strides outside Asia, also present a different opportunity for employers to engage with graduates on a platform which has fundamentally replaced emails and SMS. With the growth in Gamification globally (people spend more on online gaming than they do in the cinema today), we'll see more gaming theory applied online to graduate recruitment. This will take the form of games on social media (e.g. Reckitt Benckiser, Deloitte) to global business case games (e.g. Airbus, L'Oreal and Schneider) through to games used to help candidates identify their cultural fit with a potential employer prior to application."

The picture for graduates is certainly shifting all the time, not just because of



Graduates and students are the fastest growing demographic on LinkedIn, with over 30 million of them on LinkedIn around the world. ”

David Cohen, LinkedIn

the economic climate but also the way technology has changed the way they interact with their potential employers- the next cohort of graduates will no doubt see further changes. Nick Guy, Managing Director at witlr.com predicts online graduate recruitment becoming a more specialised industry with employers enjoying greater autonomy over their search for graduate employees. "We will see a decline in more traditional recruitment methods such as posting job adverts, sifting through countless CVs or using expensive recruitment consultants. Instead employers will have the ability to cherry pick the students and graduates they want. This will be done using cheap, fast and effective search engines, similar to those available for people looking for cars or houses on Autotrader and Rightmove, making the whole process a lot simpler for employers. This future may seem biased towards employer's needs, but if a business is able to find a candidate with the skills, experiences and personality to match their role accurately, it will inevitably lead to benefits for students and graduates themselves- they enjoy greater job satisfaction and improved career prospects, meaning both the employer and employee are left happy with their mutually beneficial relationship. We could also see employers looking further afield when hiring graduates. This is especially the case if employers, as predicted above, have the ability to accurately search for anyone; if they are unable to find what they want in one country they will simply broaden their search. Improved technology will inevitably see more and more people working from home so who's to say that a graduate employee's home won't be abroad? The message from those working within, or providing insight into the market is clear – graduate jobs are on the rise in 2013."

In the future, David Cohen, Director at LinkedIn thinks that graduates will look at information and data to evaluate the companies who produce the types of professionals they aspire to be. "Because companies like LinkedIn can help students and graduates navigate the most likely paths toward their career goals I believe they will increasingly pay attention to a company's digital footprint when making decisions about where they want to work, and vice-versa. Recruiters will look at how graduates interact with their chosen industry online – from their tweets and blog posts, to the companies that they engage – to determine their interest in their chosen field. To have their pick of graduate talent, employers should ensure that their employer branding is accurate and consistent across their digital channels, and tailored specifically for a graduate audience where possible. They should also consider investing in compelling content – like career advice and interview tips – to build a lasting relationship with this audience. Ultimately, it's an exciting time to be a recruiter, and indeed, there's never been a better time for employers and graduates to connect, inspire and engage with one another."



**GET IN A SPIN
ABOUT STUDENT
AND GRADUATE
RECRUITMENT**

**OR GO TO
MILKROUND**

From online to print, emails to events and mobile to social, promote your brand with 'the UK's most widely used graduate recruitment website'* www.milkround.com/recruiters
sales@milkround.com | 020 3003 4000

*as voted by High Fliers Research for the past six years

milkround

RECRUITER'S VIEW

THE GOVERNMENT'S LATEST SPENDING REVIEW, ANNOUNCED BY CHANCELLOR GEORGE OSBORNE:

The spending review includes announcements of plans for £3 billion capital spending on new houses, an increase in capital spending to £9.5 billion on transport and a total £50 billion investment in new infrastructure projects. For recruiters involved in the construction market, public spending increases in building of roads, houses and infrastructure means more work, but also more competition for talent with specialist skills as the entire sector gears up for new and improved contracts. The channels through which less skilled roles are filled will diversify further thanks to Osborne's review. Plans to increase money for apprenticeships allied to welfare initiatives designed to prompt the unemployed into work means there will be a greater focus on both sets of candidates. Recruiters will need to adapt their online activity to target these growing pools and interface more effectively with Government-driven vacancy portals.

Howard Flint, managing director at Omni Resource Management Solutions

News of further public sector cuts announced today is a blow to hopes that employment in the sector might start to stabilise – but is not altogether surprising. The Chancellor's comment that five new jobs have been created for every job cut in the public sector in the last year certainly seems accurate with our IT jobs data showing consistent growth from software houses over the last few years. However, today's news may deepen concerns shared by IT pros that cuts could be discouraging young talent from entering the public sector. The government needs to make sure that the figure outlined for education also includes a sum earmarked to develop ways of better showcasing IT career options for young people – to ensure all sectors and industries are enriched with new talent to help the UK compete on the global stage.

Richard Nott, Website Director of CWJobs.co.uk

We're still operating in a challenging environment – but the capital infrastructure investment announced today is a strong step towards the industry seeing future growth. Research amongst built environment professionals has recently indicated huge enthusiasm for HS2 and it's ability to both create jobs and improve the overall employment prospects of those working on the project – the green light from George Osborne today on this, along with news that a 'Cross Rail 2' project is scheduled, will only enhance the industry's optimism.

Rob Searle, Commercial Director, CareerStructure.com

The Spending Review makes very clear that local authorities are indeed facing an extended period of job losses and leaner times. Partnerships and shared services arrangements will shape the future of local government and help offset the impact of cuts. Local authorities who therefore have a robust team in place will weather the storm. Successful sourcing and recruitment of talented individuals with a specific skills set to drive and deliver these changes should be at the forefront of senior management teams' minds. Local authorities can look to fill a short term skills gap through the recruitment of interims teams made-up of experienced specialists with project management and financial modelling expertise. Whilst some public sector areas have been ring fenced local government is set to be the hardest hit, and recruiters must ensure that new appointments to senior management posts have the following core attributes; an ability to identify, source and utilise untapped resources; advanced project management skills; plus mathematical, financial and technical abilities. Working in partnership, if done successfully, can result in a reduction of costs and the transformation of more than one organisation to suit leaner times. Successful sourcing and recruitment of talented individuals, with a specific skills set to drive transformation, is vital.

Gill Kelly, Associate Director of CIPFA Recruitment Services

FREE ENTRY

To the National Event for Professionals in the UK Recruitment Industry

If you are in the recruitment business, there's only one place to be. Attend Recruitment Agency Expo and ensure you get your share of this massive business and networking opportunity.

- **MEET** over 50 supplier businesses to the recruitment industry
- **ATTEND** 14 FREE Recruiter Training Sessions
- **ATTEND** 28 FREE seminars from leading experts in the industry
- **LEARN** about the latest developments in the sector
- **ESTABLISH** new contacts & network with industry colleagues
- **PLUS** lots, lots more... packed into 2 days!



Seminar Sessions - Day 1

S1 9:50 - 10:00 Theatre 1

Keynote + Open
Kevin Green, Recruitment and Employment Confederation

S2 10:00 - 10:30 Theatre 1

Social Sourcing
Bill Boorman

S3 11:00 - 11:30 Theatre 1

How to write winning proposals
Fiona Brunton, Brunton Associates

S4 13:00 - 13:30 Theatre 1

How can the good guys win?
Tom Hadley, Recruitment and Employment Confederation

S5 14:00 - 14:30 Theatre 1

How is Mobile changing our Industry and the recruitment process?
Alex Nickolay-Kell and Adam Chalk, Google

S6 15:00 - 15:30 Theatre 1

Marketing for recruiters
Andrew Pinnell, RACS Group

S7 16:00 - 16:30 Theatre 1

Become a Sourcing Ninja: How Black Belt Recruiters use LinkedIn
Johnny Campbell, Social Talent

S9 10:30 - 11:00 Theatre 2

Big data is getting bigger – but how do you really get more value?
Dan Martin, Broadbean

S10 11:30 - 12:00 Theatre 2

The impact of technology and cloud computing in the recruitment agency marketplace
Craig Aston, De Poel

S11 12:30 - 13:00 Theatre 2

The Social Agency
Bill Boorman

S12 13:30 - 14:00 Theatre 2

Elite Recruitment Leaders
James Osbourne, Innergy and the Elite Recruitment Network

S13 14:30 - 15:00 Theatre 2

Tax Compliance for your limited company contractors and your arrangements with Umbrella Companies
Paul Mason, Abbey Tax Protection

S14 15:30 - 16:00 Theatre 2

A Crash Course in Twitter for Recruiters
Johnny Campbell, Social Talent

S15 16:30 - 17:00 Theatre 2

How to ensure training delivers business results

Seminar Sessions - Day 2

S16 10:00 - 10:30 Theatre 1

Latest Trends in Online Recruitment
Alex Nickolay-Kell and Adam Chalk, Google

S17 11:00 - 11:30 Theatre 1

Compete in the Premier league
Carol Hepburn, Apsco

S18 12:00 - 12:30 Theatre 1

Mobility
Bill Boorman

S19 13:00 - 13:30 Theatre 1

Latest Trends Online
Mervyn Dinner, Jobsite

S20 14:00 - 14:30 Theatre 1

Become a Sourcing Ninja: How Black Belt Recruiters use LinkedIn
Johnny Campbell

S21 15:00 - 15:30 Theatre 1

Your Reputation – how to create a brand – and how to keep it!
Stephanie King, Blue Sky PR

S22 16:00 - 16:30 Theatre 1

The Bribery Act – Beware!
Omer Sinjee, IOR/Irwin Mitchell

S23 10:30 - 11:00 Theatre 2

Upping your Game: How to Recruit like a Pro on Twitter
Johnny Campbell, Social Talent

S24 11:30 - 12:00 Theatre 2

Apprenticeships (Shaping Careers in Recruitment)
Paul Deen & Chris Neill

S25 12:30 - 13:00 Theatre 2

The Science of Selling
James Osborne, Innergy and The Elite Recruitment Network

S26 13:30 - 14:00 Theatre 2

Marketing for Recruiters
Andrew Pinnell, Impress Marketing

S27 14:30 - 15:00 Theatre 2

Cool recruiting technology
Bill Boorman

Book your FREE place now, go to:

www.recruitmentagencyexpo.com

Event supported by

Media Partner

Gold Sponsors



**FREE
ENTRY**



RECRUITMENT AGENCY EXPO

2-3 OCTOBER 2013
NEC, BIRMINGHAM

Training Zone - Day 1

10:45 - 11:05

How proactive is the sales culture in your business

James Osborne, Innergy & Elite Recruitment Network

11:45 - 12:05

Sorting your LinkedIn Search: How to get to the best candidates first!

Jonathan Campbell, Social Talent

12:45 - 13:05

Candidate Sourcing

Warren Kemp, Recruitment Matters

13:45 - 14:05

How to find anyone's email & contact details

Jonathan Campbell, Social Talent

14:45 - 15:05

Overcoming Candidate Objections

Warren Kemp, Recruitment Matters

15:45 - 16:05

How do you create passive sales channels in your business?

James Osborne, Innergy

16:45 - 17:05

3 Ways NLP can boost your revenue

Vanessa McIennan, Inspired to Recruit

Training Zone - Day 2

10:45 - 11:05

Winning new business

Warren Kemp, Recruitment Matters

11:45 - 12:05

How effective are your internal recruitment initiatives?

James Osborne, Innergy

12:45 - 13:05

How to get your jobs on Page 1 of Google / Monster / Jobsite etc.

Jonathan Campbell, Social Talent

13:45 - 14:05

Overcoming client objections

Warren Kemp, Recruitment Matters

14:45 - 15:05

How to find candidates on Twitter

Jonathan Campbell, Social Talent

15:45 - 16:05

How do your current placements ratios compare with industry standards?

James Osborne, Innergy



Register
NOW and
SAVE
£20
on Entry

To gain **FREE ENTRY**, register now at:
www.recruitmentagencyexpo.com

FREE ENTRY

To the National Event for Professionals in the UK Recruitment Industry

If you are in the recruitment business, there's only one place to be. Attend Recruitment Agency Expo and ensure you get your share of this massive business and networking opportunity.

- **MEET** over 50 supplier businesses to the recruitment industry
- **ATTEND** 14 FREE Recruiter Training Sessions
- **ATTEND** 28 FREE seminars from leading experts in the industry
- **LEARN** about the latest developments in the sector
- **ESTABLISH** new contacts & network with industry colleagues
- **PLUS** lots, lots more... packed into 2 days!



Seminar Sessions - Day 1

S1 9:50 - 10:00 Theatre 1

Keynote + Open
Kevin Green, Recruitment and Employment Confederation

S2 10:00 - 10:30 Theatre 1

Social Sourcing
Bill Boorman

S3 11:00 - 11:30 Theatre 1

How to write winning proposals
Fiona Brunton, Brunton Associates

S4 13:00 - 13:30 Theatre 1

How can the good guys win?
Tom Hadley, Recruitment and Employment Confederation

S5 14:00 - 14:30 Theatre 1

How is Mobile changing our Industry and the recruitment process?
Alex Nickolay-Kell and Adam Chalk, Google

S6 15:00 - 15:30 Theatre 1

Marketing for recruiters
Andrew Pinnell, RACS Group

S7 16:00 - 16:30 Theatre 1

Become a Sourcing Ninja: How Black Belt Recruiters use LinkedIn
Johnny Campbell, Social Talent

S9 10:30 - 11:00 Theatre 2

Big data is getting bigger – but how do you really get more value?
Dan Martin, Broadbean

S10 11:30 - 12:00 Theatre 2

The impact of technology and cloud computing in the recruitment agency marketplace
Craig Aston, De Poel

S11 12:30 - 13:00 Theatre 2

The Social Agency
Bill Boorman

S12 13:30 - 14:00 Theatre 2

Elite Recruitment Leaders
James Osbourne, Innergy and the Elite Recruitment Network

S13 14:30 - 15:00 Theatre 2

Tax Compliance for your limited company contractors and your arrangements with Umbrella Companies
Paul Mason, Abbey Tax Protection

S14 15:30 - 16:00 Theatre 2

A Crash Course in Twitter for Recruiters
Johnny Campbell, Social Talent

S15 16:30 - 17:00 Theatre 2

How to ensure training delivers business results

Seminar Sessions - Day 2

S16 10:00 - 10:30 Theatre 1

Latest Trends in Online Recruitment
Alex Nickolay-Kell and Adam Chalk, Google

S17 11:00 - 11:30 Theatre 1

Compete in the Premier league
Carol Hepburn, Apsco

S18 12:00 - 12:30 Theatre 1

Mobility
Bill Boorman

S19 13:00 - 13:30 Theatre 1

Latest Trends Online
Mervyn Dinner, Jobsite

S20 14:00 - 14:30 Theatre 1

Become a Sourcing Ninja: How Black Belt Recruiters use LinkedIn
Johnny Campbell

S21 15:00 - 15:30 Theatre 1

Your Reputation – how to create a brand – and how to keep it!
Stephanie King, Blue Sky PR

S22 16:00 - 16:30 Theatre 1

The Bribery Act – Beware!
Omer Sinjee, IOR/Irwin Mitchell

S23 10:30 - 11:00 Theatre 2

Upping your Game: How to Recruit like a Pro on Twitter
Johnny Campbell, Social Talent

S24 11:30 - 12:00 Theatre 2

Apprenticeships (Shaping Careers in Recruitment)
Paul Deen & Chris Neill

S25 12:30 - 13:00 Theatre 2

The Science of Selling
James Osbourne, Innergy and The Elite Recruitment Network

S26 13:30 - 14:00 Theatre 2

Marketing for Recruiters
Andrew Pinnell, Impress Marketing

S27 14:30 - 15:00 Theatre 2

Cool recruiting technology
Bill Boorman

Book your FREE place now, go to:

www.recruitmentagencyexpo.com

Event supported by

Media Partner

Gold Sponsors



**FREE
ENTRY**



RECRUITMENT AGENCY EXPO

2-3 OCTOBER 2013
NEC, BIRMINGHAM

Training Zone - Day 1

10:45 - 11:05

How proactive is the sales culture in your business

James Osborne, Innergy & Elite Recruitment Network

11:45 - 12:05

Sorting your LinkedIn Search: How to get to the best candidates first!

Jonathan Campbell, Social Talent

12:45 - 13:05

Candidate Sourcing

Warren Kemp, Recruitment Matters

13:45 - 14:05

How to find anyone's email & contact details

Jonathan Campbell, Social Talent

14:45 - 15:05

Overcoming Candidate Objections

Warren Kemp, Recruitment Matters

15:45 - 16:05

How do you create passive sales channels in your business?

James Osborne, Innergy

16:45 - 17:05

3 Ways NLP can boost your revenue

Vanessa McIennan, Inspired to Recruit

Training Zone - Day 2

10:45 - 11:05

Winning new business

Warren Kemp, Recruitment Matters

11:45 - 12:05

How effective are your internal recruitment initiatives?

James Osborne, Innergy

12:45 - 13:05

How to get your jobs on Page 1 of Google / Monster / Jobsite etc.

Jonathan Campbell, Social Talent

13:45 - 14:05

Overcoming client objections

Warren Kemp, Recruitment Matters

14:45 - 15:05

How to find candidates on Twitter

Jonathan Campbell, Social Talent

15:45 - 16:05

How do your current placements ratios compare with industry standards?

James Osborne, Innergy



Register
NOW and
SAVE
£20
on Entry

To gain **FREE ENTRY**, register now at:
www.recruitmentagencyexpo.com

The Intelligent Recruitment Platform

a **UNIQUE**
fully integrated
web based
recruitment platform
incorporating the very latest technology with
ARTIFICIAL
INTELLIGENCE
to connect employers, recruiters and job seekers.

visit mypeoplebiz.com to see the
future of recruitment

mypeoplebiz 

Call us today +44(0)207 980 3010 or visit www.mypeoplebiz.com