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The **global** online
recruitment magazine

ISSUE 154 | DECEMBER 2015
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FROM THE EDITOR PREFACE

Welcome to the Nov / Dec edition of the Onrec Magazine

I don't think there has been a more exciting year in the timeline of online recruitment since its inception in the mid 90's.

We have aggregators changing business models and becoming jobboards (Indeed.com now claim to be worlds biggest jobboard) not entirely true, the claim is based on apps via mobile devices but let's overlook that for the moment.

Jobboards turning into aggregators (Monster) and professional networks (LinkedIn) scaring the be geebers out of everyone by planning to be everything to everyone.

So who wins and who loses? We probably have too many generalist sites in the UK than the market can support. Aggregators and LinkedIn muscling in must have an effect on those market dynamics.

Niche sites? Well they could win if

their business models are not totally dependant on buying traffic and can offer personal service with hard to fill roles.

For the employer? Its probably good news, competition will make suppliers very keen to get their business.

For the candidate? I fear more confusion and compounded feelings of throwing your CV into a black hole.

But as the dust settles on this remarkable chapter we might end up with a sleeker, more efficient and easier to understand online recruitment marketplace for both employers and jobseekers.

But more likely is that on the surface nothing much will change in 2015 it will be business as usual. I think 2016 will be where the market will contract, only the strongest will make real gains in market share.



David Hurst, CEO, Onrec



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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, Hilsea - Portsmouth

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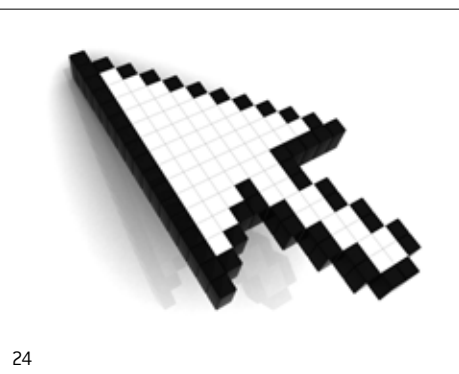
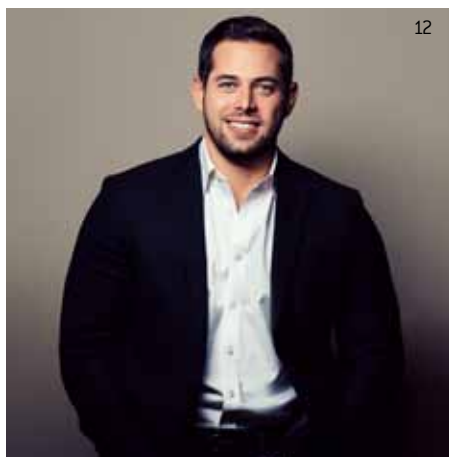
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NEWS

CAREERBUILDER JOINS FORCES WITH TEXTKERNEL



Recruitment industry enjoys best ever year

Select Appointments, one of the UK's leading staffing companies and recruitment franchisors, says everybody involved in the UK recruitment industry should be congratulated as the industry celebrates its best ever year.

The eighth annual report on the recruitment industry's performance from the Recruitment and Employment Confederation (REC) has found that total recruitment industry turnover increased by 9.7 per cent in 2014/15 to reach £31.5 billion. This is a result of improved margins in the permanent market and increased volumes of temporary, contract and interim placements.

Other key findings from the REC's annual report included:

- 634,000 people were placed into permanent roles via a recruiter in 2014/15, meaning that since the recession in 2008/09 recruitment agencies have helped 4 million people find a new permanent job.
- Just 1 per cent of agencies working on permanent placements are accepting margins below 10 per cent whereas more than a quarter (26 per cent) are securing margins of 20 per cent and over (up from 8 per cent last year).
- On any given day in 2014/15 1.2 million people were out on temporary, contract or interim assignments via a recruiter, up 3.6 per cent from 2013/14.
- More than 103,000 people now work in the recruitment industry, up 7 per cent

since last year.

- Average annual sales per consultant working in permanent recruitment were £96,000.
- On any given day, every consultant working in temporary/contract recruitment had 32 workers out on assignment.

It's been a great year for the recruitment industry as the REC's annual report illustrates," explains Suzie McCafferty, Managing Director of Select Appointments.

"Month after month we are seeing an increased demand for permanent and temporary staff, which has resulted in wages being driven up. As recruiters we are in the business of driving the UK jobs market, ensuring people find work and businesses find the talent they need to grow. Let's enjoy this success, but more importantly let's build on it, so we can ensure the next year is even more successful."

Select Appointments is a leading recruitment franchise network and is seeking ambitious individuals to join them as franchise owners with opportunities available throughout the UK.

www.selectfranchising.co.uk

TALENTIC LAUNCHES

Sonovate record success in 2015

Sonovate has rounded off 2015 by recording a year-on-year growth of 100 percent.

It has also increased its staff headcount from 20 to 35 across its London and Cardiff offices and is growing at a rate of 20 percent a month. In November Sonovate signed a record 34 new customers.

In the last year alone Sonovate has funded £45 million of invoices. Its customer count has also doubled from 150 to 310 at the end of 2015.

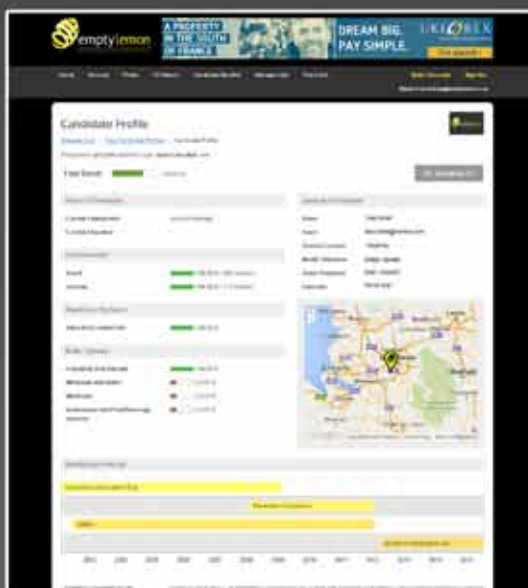
Richard Prime, CEO and co-founder of Sonovate, comments: "We've dramatically increased profits, signed more new clients than ever before and hired great new people to build our teams in Cardiff and London in order to take Sonovate to the next level. With so much already on the cards for next year, it's a very exciting time not just for Sonovate, but for everyone operating in the contract recruitment industry."

Designed to make paying and managing contractors easy and profitable, Sonovate provides finance for recruitment agencies to enable them to place contractors. Agencies working with Sonovate receive 100 per cent of their profit the week after the invoice has been submitted, ensuring secure cashflow and accurate forecasting.

Sonovate's contract finance solution takes care of all the admin associated with paying contractors, including invoicing clients, credit control, and managing timesheets so that recruiters can focus on billable activity.

Since launching in January 2014, Sonovate has already overtaken the banks in terms of new deals recorded on a monthly basis to become the UK's number one provider of contract finance. Forecast to grow by 25% over the next two years, predictions for 2016 indicate that the use of temporary workers will become even more integral to all types of businesses.

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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



Outlook is rosy but skills shortages 'cast a shadow' over UK labour market - REC

More than eight in ten (82 per cent) employers think economic conditions are improving and more than four in ten (43 per cent) will approach future hiring decisions with greater confidence

More than eight in ten (82 per cent) employers think economic conditions are improving and more than four in ten (43 per cent) will approach future hiring decisions with greater confidence, according to the latest JobsOutlook survey by the Recruitment and Employment Confederation (REC).

An optimistic outlook caps a year of positive news for many businesses and employees. The proportion of employers reporting they have a 'considerable' amount of spare capacity has remained static at 0 per cent throughout 2015, whilst the proportion of businesses reporting to have carried out redundancies in the preceding 12 months has fallen from 9 per cent at the end of 2014 to 5 per cent in the final report of this year.

Continued growth in hiring looks set to characterise 2016, with 86 per cent of employers saying they will take on more permanent staff in the next three months, and 78 per cent saying that hiring is on their agenda for the medium term. However, with unemployment at the lowest rate since January 2006 (5.2 per cent) and vacancies at a record high (747,000) according to the latest ONS data, employers may find it increasingly difficult to recruit for new roles. The latest JobsOutlook report highlights technical/engineering, professional/

managerial, driving/distribution and construction as skills that are especially hard to find.

REC director of policy Tom Hadley says: "2015 has been a vintage year for the labour market. Employers are confident, hiring has been steady and pay has increased for many people as the benefits of economic growth filter through. The outlook for 2016 is similarly rosy, with many private sector businesses seeking to build upon a successful year by expanding their capacity to take on more work, and also by improving productivity. This should mean even more opportunities for people with the right skills."

"Although the overall outlook is upbeat, major challenges are just around the corner. The introduction of the National Living Wage, uncertainty around the EU referendum outcome, and skills shortages that are getting worse in many industries all have the potential to knock employers off their stride. Public sector services such as education and healthcare are already finding it extremely difficult to bring in the people they need. The challenge of ensuring that the demand for staff is met by the supply of suitably skilled candidates casts a shadow over the forecast for 2016."

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PARTNERSHIPS



Mercury xRM builds 'text appeal' with new partnership

As candidate email open rates continue to decline, one recruitment software provider has formed a new partnership that opens up new channels of communication between recruiters and candidates.

Cloud based recruitment software provider Mercury xRM has joined forces with SMS messaging provider Text Marketer to allow recruiters to automate the sending of SMS messages to candidates from within the solution. The partnership comes at a time when Text Marketer itself is reporting that recruiter email open rates are at an average of just 21%, with SMS fast becoming the communication method of choice, with a staggering 98% open rate.

Jake Jeffries from Text Marketer explained why SMS is the obvious choice for recruiters looking to enhance their relationship with their candidates. He commented: "At a time when most industries are embracing mobile technology, many businesses are also moving away from email as a communication method, instead favouring a channel that offers instant communication, which is where SMS messaging really delivers results. Not only is SMS messaging instant, but it also offers recruiters and their candidates discretion. Recruiters can communicate with candidates outside of normal office hours to fill more vacancies, more quickly."

With latest data from London jobs board Adzuna suggesting there were

almost two roles per candidate in the UK throughout October 2015, recruiters need to work harder than ever to attract the attention of talented candidates, with new methods of communication, and mobile, quickly becoming the norm.

Chris Kendrick Sales Director at Mercury xRM explained how the partnership with Text Marketer came about: "What we were increasingly finding with our clients, is while we offer the search facility to identify talent, we also needed to couple this with immediate contact in order to ensure our recruiters held an advantage in a competitive market place, which is where SMS became the obvious choice. What really stood out about Text Marketer was their in-depth knowledge of the recruitment industry and long standing reputation amongst recruitment businesses."

Text Marketer is now available to all Mercury xRM customers, and works on a credit system, making it a cost effective solution with the additional benefit of workflow SMS, providing recruiters will additional tools to reduce time consuming administration.

www.mercuryxrm.co.uk

Jobsite collaborates with iGeolise

The alliance, which is a first between any of the major UK job boards, is set to revolutionise candidate sourcing

Today, Jobsite announces collaboration with travel time search platform, iGeolise. The alliance, which is a first between any of the major UK job boards, is set to revolutionise candidate sourcing. The technology allows recruiters to locate prospective candidates using real time transport routes to a specific location rather than calculating distance as the crow flies.

The technology's innovative algorithm uses commute times and routes to calculate accurate point-to-point travel times. The result is much more relevant results than using traditional 'distance' data.

Users benefit from eliminating candidates living in commuter black spots who may have previously been deemed as appropriate. In addition they will also open up candidates who might have previously been excluded from a recruiter search for falling outside of a prescribed 'miles radius'.

Charlie Davies, Co-Founder of iGeolise commented, "Our tool eases decision-making, and will help Jobsite provide relevant results for its clients. We are really excited about our successes in the time-based search industry so far, and strongly believe the same success can apply in recruitment."

Chris Burles, Recruiter Product Manager at Jobsite said, "We are thrilled to be the only major job board to be able to offer the travel time feature. With iGeolise being experts in this area, partnering with them was a 'no brainer'.

One of our aims, as an organisation, is to provide the tools for clients to be as efficient as possible, maximising their ROI. Initial results from the travel time feature have shown an average improvement in location relevance of over 60%, meaning we are providing more relevant candidates to our clients faster than competitors".

You can try the tool today on Jobsite at at
www.jobsite.co.uk/recruitment/travel-time

BIG DEBATE

Anthony Sherick,
Technojobs

Indeed is a job board where recruiters can post jobs and search CV's. Essentially this is the function of a job board. Therefore they are viewed as a threat only in context with other competitors in the market. Indeed are not a revolution in the Online Recruitment market in any way. They have grown in the market not through specific technical innovation, but their presence in the search engines. This should always be welcomed as a challenge for other players to 'raise their game' accordingly.

Kristian Poliszczuk,
WorkanGo

Indeed has been around for years, but there is always room for improvement! In our (biased) opinion, there will always be room for new innovative job-boards that look to enhance social inclusion (chatting on Twitter) with the recruitment focus (online applications) – in this economy, people need something more digitally lead to gain a strategic advantage in recruitment. For all the talk that "job boards are dead" and the perception that social media or smart phones somehow change recruiting ignores the obvious fact that these technologies are social!

[BIG DEBATE QUESTION]

How big a threat to job boards is Indeed?

Graham Oates,
Norrie, Johnston Recruitment

According to the Job Board Trends Report 2015 published by Job Board Doctor, 45 per cent of the participants regard Indeed and other aggregators as the main threat to their business. It seems clear that individual job boards and aggregators both have a role to play. Aggregators bring scale but probably lack accuracy and focus. Job Boards can be more targeted and focused and more helpful in targeted searches but often struggle for scale. Like many of these industries there are too many players and some consolidation is inevitable, irrespective of the activities of aggregators like Indeed.



Q&A RECRUITMENT ICON

CHRIS GANNON REWARD GATEWAY

Chris Gannon has recently joined Reward Gateway as the business's first Global Director of Talent Attraction. Reward Gateway is the world leader in employee engagement software that helps HR departments to attract, engage and retain the best talent. The company's SmartHub® software is a cloud-based, easy to deploy and use, system that includes built-in employee benefits, recognition products and employee communications tools. Designed entirely around the needs of HR, SmartHub® puts full, real time control in the hands of HR with an easy to use system backed by 24/7 support.

Onrec: What were you doing before Reward Gateway?

Chris Gannon: I joined Reward Gateway in October, and before that I was Director of Business Development at 24 Seven Inc. Before 24 Seven Inc., I was at world leading recruitment business Page Group for seven years, most recently as Senior Manager. I'm also well-versed in tech, thanks to my time at fast-growing tech company Signpost, where I handled the hiring of all sales talent. All of that has stood me in really good stead for my newly created role at Reward Gateway.

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

Chris Gannon: Soon, we're moving our New York office to Boston, and creating 30 new jobs in the process. Those 30 new jobs need people to fill them! That will be my priority.

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

Chris Gannon: I'd be a chef. I love experimenting in the kitchen, though no one was a fan of my cucumber margarita with hot sauce... I think that passion comes from growing up in a household where happy times were created around the dinner table.

Onrec: What do you think has/will have the biggest impact in the UK recruitment industry in 2016?

Chris Gannon: The UK market is going through a tricky time, especially in cities like London where salaries are remaining steady and cost of living is increasing. This creates movement in the market but not always for the right reasons. We all know that pay is an unwavering consideration for employees, but while "culture" was the big hot topic a few years ago, it seems that training and development is becoming the lead motivator now. This is also applicable to the extremely competitive US market. With 271,000 jobs added in October and a flat employment rate of 5%, the US is experiencing a lack of qualified supply in the work force. This is allowing talented candidates to be extremely picky and demand inflated salaries. In this market, candidates can be bombarded with opportunities - social networking tools like LinkedIn mean that everyone has the ability to now be "on the market" without actually building a resume or even applying for a job!

Onrec: What is your biggest achievement?

Chris Gannon: My friends and family - I look around and am really grateful for all the great people I've been able to surround myself with in my life.

Onrec: What are your future plans for developing Reward Gateway?

Chris Gannon: I'll be implementing a number of initiatives that will help set us up for continued expansion, including developing my own team and implementing a new candidate tracking system. To accommodate our growing numbers we already have some exciting office moves in the pipeline, in London and Birmingham in the UK, as well as our US move. We'll be growing our team in Bulgaria, so there is lots going on.

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

Chris Gannon: From a recruitment and HR perspective, a key piece of advice would be to make sure your staff are constantly kept in the loop with the direction that your business is headed, and what you want to achieve. It helps to ensure that their decisions and contribution is aligned with the business' goals.

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

Chris Gannon: I'd love to say Richard Branson or the Dali Lama but honestly the two men have inspired me the most in business are my father and my old director at Page Group. I have always been in awe of my father's work ethic, which has taught me that no amount of talent or skill can ever replace hard work. More recently, my director at Page Group, Maxime Masraff, taught me to always hold myself to the highest standard possible. If you do this others around you will follow.

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

Chris Gannon: Nothing - Rafiki said "It doesn't matter, it's in the past"

Onrec: What do you enjoy outside work?

Chris Gannon: I picked up skiing last winter, I love travelling, and have a soft spot for country music. Also, I have an old soft top jeep wrangler which turns me into a bit of a beach bum in the summer.



Personal fact file

FAVOURITE FILM: 300 - If you're not a bit pumped up while watching it you might not have a pulse.

RANDOM FACT: I've won a hot dog eating contest and I can be deceptively unathletic, never could quite throw a baseball.

FAVOURITE MEAL: Homemade carbonara (family recipe).



IT RECRUITMENT SITES

Written by Lauren Mackelden, Features Editor, Onrec

Usually the IT sector is a barometer for the recruitment market and indeed the economy as a whole. This year the scene seems to be stable, buoyant and indeed lucrative for some, let's hope this is a good omen for everyone.

The current demand for IT skilled workers is still at a strong level reports Anthony Sherick, Managing Director at Technojobs. IT job levels are expected to grow by 20% by 2020 according to various estimates. The market is still being labelled with a 'skills gap' especially in specific skillsets, for example Java, Cyber Security, Digital Media, .Net, and UX. Sherick thinks that this will ensure the healthy contracting market continues that is a way of life for many IT professionals. Contracts as a percentage of IT jobs advertised is quite static however – on Technojobs, this is 22% of all jobs.

Sherick reports that demand for technology graduates in particular is at a high level. Since 2010 technology graduate vacancies have risen over 50% which far outperforms the majority of other sectors. University applications for IT subjects though have shown minimal growth, hence there is a fight amongst employers for future top tech talent. Start-ups in the tech sector are also thriving, especially in London and now they are starting to compete with bigger brands for

tech talent, by offering attractive packages including share options and lucrative future pay-outs. "Thus the market is still characterised by an imbalance between supply and demand which makes quality of sourcing for good candidates very important," comments Sherick.

There are areas of change that will impact contractors from next year as outlined in the 2015 Budget, according to Sherick, namely a higher rate of dividend tax and potential IR35 changes. He says it remains to be seen whether contractors will move to fill the multitude of permanent roles widely available. Sherick thinks political factors, such as making it harder to source from abroad or stringent immigration quotas may also limit the ability to hire the right skills. With this in mind, he advises that from an employer perspective there is nothing more important than building a positive and inspiring employer brand.

Huw Martin is the Managing Director at Head Resourcing. They also perceive the market is really buoyant at the moment, with lots of companies hiring both permanent and contract resources. "We've seen a huge spike in the demand for all software skills, and this is projected to continue for the foreseeable future, given the disparity between supply and demand. We work with a number of

organisations across the UK who are looking at more and more creative ways to address this gap in skills, or looking further afield (outside of the UK) to find the skills they need."

Various channels to the people market are opening up all the time, says Martin. "There are the standard job boards and such, and LinkedIn, which do their job (advertising and providing the ability to contact people), but there are also new sites popping up, predominantly in the States/Silicon Valley where the war for talent is especially heightened, which cut out the recruiter altogether (e.g. Crew, Anthology). On the one hand it's a huge risk for recruiters, but an alternative viewpoint is that unless that end company gives brilliant customer service to every candidate who applies, it could do them reputational damage in the long run."

Martin thinks sites that enable people to rule themselves in or out seem to be the way forward, (like with Hackajob where candidates complete technical challenges, and ratings-based sites like Glassdoor) and can have a big impact on the decisions people make whilst looking for a role, by informing them on the questions they really want to ask.

Head Resourcing has a good mix of permanent and contract roles, with a noticeable increase in the permanent side

over the last few years, Martin tells Onrec. He says they have more companies looking for harder to find IT skills and with the shortages in software development skills and IT security, the permanent side will likely continue to increase. This will likely have a knock-on effect on the contract side as companies turn to fill roles with contractors as they may struggle to find the permanent headcount.

The projections are that the need for IT skills will continue to increase at a pace that the demand cannot fulfil, warns Martin. In Scotland alone there are between 7000 to 10,000 fewer people than there are roles in IT and this is projected to continue for the next five years. A recent UK skills report suggested that there were over 120,000 roles in IT in the UK and yet only 20,000 software graduates entered the market last year, so the gap is widening and is likely to remain for a good time to come. Martin acknowledges the challenge facing recruiters. "Finding better, quicker ways to get to and qualify talent, hire that talent, then retain it is the utopia for companies at the moment, and we're all trying to find ways to make that happen."

Chris Rogers, Director of Cortex IT Recruitment reports that his team are working on more recruitment projects than ever before, because: "Being London based in the tech hub of Europe attracts many start-ups and fast growing firms keen to take advantage of super tech talent." However, Rogers says the challenge for them is that there is a chronic shortage. They see the rise in permanent vacancies coming from companies wanting to grow a stable team rather than the effects of AWR (Agency Workers Regulations). Rogers has found that contractors they are working with are coming back to the permanent market



Thus the market is still characterised by an imbalance between supply and demand which makes quality of sourcing for good candidates very important

Anthony Sherick, Managing Director at Technojobs



(perm) for career enhancement and stability as opposed to money or AWR.

The market is very fast paced with new technologies emerging all the time, explains Rogers. "Web technology is constantly evolving too with more firms requiring Angular for example. Mobile apps mean iOS and Android are increasing in demand. Cloud servers are really prominent plus Azure and Amazon Web Services (AWS) constantly in demand. As a result there is a rise in pure DevOps opportunities as a pure role rather than part of a developer position. Google language 'GoLan' or 'Go' is also in demand, especially around Silicon roundabout in London."

Rogers says the nature of recruitment projects varies from client to client; start-ups or companies who experience rapid growth in a short time often have to hire contractors for an interim period, whereas it takes longer to find a perm candidate and secure them. Rogers comments: "Often the work is only guaranteed for an initial period so contractors make sense, but over time our companies will move towards a perm model."

So, the trend is upward for the IT sector with no signs of slowdown in growth. Rogers knows that many candidates opt to set up their own firm rather than contract, so he expects even more tech firms to be established in London in the future. Plus, foreign firms are also investing more in the capital, so Rogers suggests this will put a further strain on the labour market which will also have a ripple effect across the rest of the UK. It will be interesting to see how the IT sector's progress is reflected in the recruitment market of the nation.



DATA PROTECTION

High profile problems with hacking means there will be a greater number of vacancies in cyber security, a greater need to reassure clients data is safe and hence strengthening of employer branding too.

A recent survey by Technojobs showed that Cyber Security jobs had risen by 100% over the last couple of years. Anthony Sherick, MD at Technojobs suggests that this is as a result of large employers as well as small businesses investing in IT Security following a string of hacking incidents.

Sherick says: "Protecting client data is of primary importance to any brand therefore having a secure IT infrastructure is essential. Employer brand value is often correlated to the general consumer brand trust and therefore a brand such as Talk Talk might well have been hit by the negative publicity. Negative headlines have a knock on effect on the opportunity for candidate attraction into a company. Thus companies like Talk Talk need to invest to rebuild credibility and trust in clients as well as potential employees."

The need to publicise the safety controls that can be in place is increasingly important to reassure and inform clients. Workday, a leader in enterprise cloud applications for

finance and human resources, recently announced that it has been certified to the ISO 27018 standard on data privacy. Workday say they are only the 4th cloud company to achieve this standard, alongside Microsoft, Amazon Web Services and Dropbox. ISO 27018 establishes commonly accepted control objectives, controls and guidelines for implementing measures to protect personal information. This is in accordance with the privacy principles in ISO/IEC 29100 for the public cloud computing environment. This is the latest certification for Workday and further demonstrates the company's commitment to privacy and security. Workday regularly passes rigorous third-party compliance audits for security, confidentiality, availability, and privacy controls.

Vigilance is key

Recent cyber attacks, particularly on Talk Talk has brought cyber insurance policies to the forefront of the business debate, says Ed Shropshire, Managing Director of Aquarium Software. He advises that companies must exercise personal responsibility and vigilance when it comes to reviewing their insurance policies relating to cyber attack, especially in

the initial stages. Terms and conditions must never be assumed, with wordings checked thoroughly any aspect being adhered to strictly to the defined terms and 'to the letter'.

"Where cyber insurance can become complicated is when a supplier may claim to be ISO 27001 (an information security standard) certified, but in reality they aren't. Their data centre may be, but the company themselves aren't fully compliant. If using any form of web based platform, the supplier must be checked carefully." Shropshire also emphasises that it's vital that companies perform their own independent penetration test on any proposed solution as well. If a company uses a web based solution and it is attacked, the policy may not cover the loss. He says penetration tests aren't cheap if performed correctly, but for smaller companies, he suggests that setting up a collaborative user group could be a wise and creative way of sharing costs.

"If Talk Talk and other high profile attacks have taught us only one thing, it is that companies must be extra careful and assume nothing when it comes to cyber security and associated insurance policies. The risks are clear for all to see."

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LAUNCHES

2

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

Online exclusive

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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

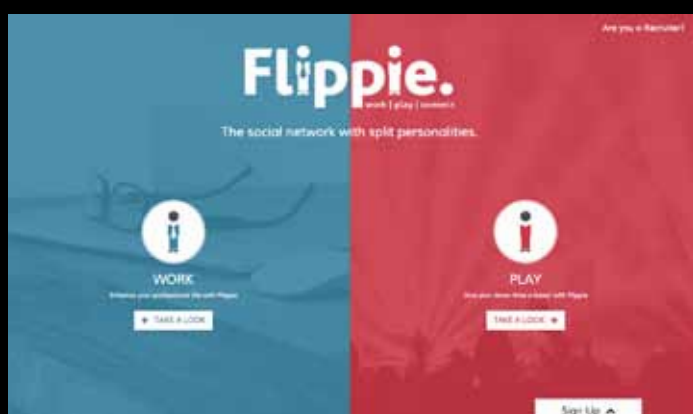
4> Kinetics.io launches a new App to bridge the gap between inbound Marketing and HR Hiring campaigns

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.

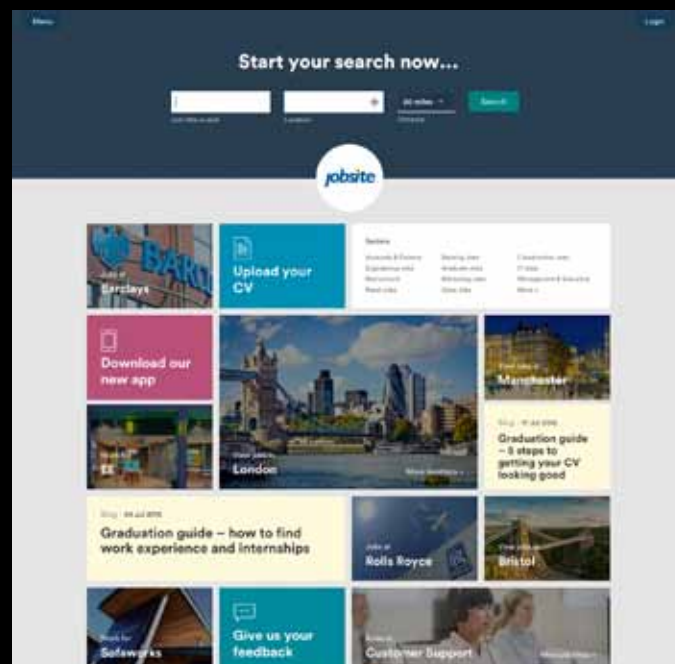
<https://kinetics.io>

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

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WORLDWIDE RECRUITMENT & GLOBAL NETWORKS

Online recruitment is by nature, ideal for global use. There are many possible channels- which come through as the most successful worldwide has yet to be determined on the war for talent.

Graham Oates is the Chief Executive of Norrie Johnston Recruitment. In his opinion executive recruitment is a network business par excellence. "The essence of the business is finding the right candidates with the right skills and experience and the right cultural fit to best meet an organisation's recruitment needs. Any developments that facilitate this process, improve cost-effectiveness or deliver enhanced value will be utilised."

Oates recognises the power of

LinkedIn but also is aware of its weaknesses: "LinkedIn is undoubtedly the most developed and used application in this respect. The figures speak for themselves. In 2014 LinkedIn had over 347 million members in over 200 countries and territories – equal to 1/3 of all professionals on the planet. It had 3 million active job listings on the platform, almost a 10-fold increase on the previous year. LinkedIn usage is especially high among the educated and high earners (i.e. earning more than \$75,000 pa) and is the only social networking site that shows higher usage among 50-64 year olds than among those aged 18-29. So, applications like LinkedIn are obviously a rich source of global information for search firms and in-house recruiters alike." Earlier this year Norrie Johnston Recruitment carried out a study of the impact of LinkedIn on Executive Recruitment and unsurprisingly found mixed messages. Although a significant number of organisations surveyed used LinkedIn to check out candidates (46 per cent), actively

head hunt for people (31 per cent) and advertise posts (31 per cent) not many (only 6 per cent) use the services of specialist LinkedIn experts. Having said that, 1 in 5 organisations surveyed assumed that their executive recruiters used LinkedIn and 45 per cent said that their internal recruitment teams used it.

The most commonly perceived key drawbacks to LinkedIn were the veracity of information and the sheer magnitude of the LinkedIn database, says Oates.

"Almost half of the organisations that we surveyed said that endorsements are not reliable; they are too easily generated and cannot be fully trusted. A further third argued that recommendations are often simply swapped with a friend or colleague and 29 per cent said that profiles might be less honest than a proper CV. On the volume side, almost half of the organisations that we questioned stated that simply accessing a massive free pool of candidates isn't enough and 19 per cent argued that senior, highly technical roles require specialist recruitment skills that internal teams simply using LinkedIn may lack."

Oates concludes : "So whilst global networks like LinkedIn have made, and are making, a huge difference to the world of executive recruitment, the key priority for most HR Directors is that they can be sure that they will get a shortlist of qualified, well-matched candidates in a predictable timeframe and this is the single thing that is most valued from conventional recruitment and search firms."

Key trends

Oates considers that there have been a number of key trends in the last 12 months, which will continue to grow and develop in the future. He has picked out two in particular:

"The first is the growth of social networking and social media as a key engine for recruitment. We have already discussed the importance of LinkedIn in this space as the social

network most focused on recruitment and career development. The key benefit of social networks is that they give both hiring organisations and candidates the opportunity to display their needs and their skills to each other through company LinkedIn sites and job advertising. In Norrie Johnston Recruitment's recent study of the impact of LinkedIn on Executive Recruitment it was revealed that there were 3 million active job listings on the platform, almost a 10-fold increase on the previous year. And yet only around 1/3 of organisations questioned were using paid advertisements. There are reasons for this not least the fact that advertising is rarely the most effective route particularly when seeking to fill senior roles. But this is clearly a big trend and one with some way to go. Despite the noise about the efficacy and importance of other social networking sites there is little hard evidence to show that Facebook and Twitter are getting anything like the same traction as LinkedIn. In our recent LinkedIn study we asked organisations to what extent they had used these sites for advertising roles and the results were: Facebook 2 per cent and Twitter 5 per cent.

The second trend in the last 12 months has been the rush to mobilise technologies and applications in the recruitment space. It is easy to see why when such a large proportion of the population live their life on the go. The growth of Apple and Android product sets, which promise the same functionality and look and feel across an array of devices such as desktop, laptop, tablet, phone and watch have raised individuals' expectations and radically changed the way in which people work and interact with each other. With people spending an increasing proportion of their time browsing the internet on mobile devices it is vital that all the stakeholders in recruitment: companies, job boards, social networks, recruiters etc should ensure that their shop windows are optimised for the mobile experience."

Predictions

Previously we addressed key recent trends, in particular the growth in the importance of social networking in recruitment and mobilisation of the

technology. Oates believes these two trends will clearly continue in the future, not least because both are responding to changes in the way in which people live and work, saying: "It is clear that many employers are aware of the difficulties of acquiring and retaining top talent and that this will become an increasing problem with changing demographics and different expectations regarding work/life balance in the younger generations."

In a recent survey by LinkedIn of 4,125 talent recruiting decision makers across 31 countries the three most essential and long-lasting trends in recruiting were seen as: Social and Professional Networks (37 per cent), Upgrading Employer Branding (33 per cent) and Sourcing Passive Candidates (26 per cent). There is a clear theme that runs through all of these priorities, which is the increasing need for employers to reach out and sell themselves to their potential and/or future recruits. In this context Social Networks are not just databases to be scoured for the best candidates but they become shop windows for candidates and employers alike. Whilst many employers talk about the importance of Employer Branding for successful recruitment – and there are a number of good case studies around where this has been done successfully – this requires a major and sustained effort on behalf of companies and one that will involve an increasing fusion of marketing and recruitment skills. Achieving this will also require a much more integrated approach to the use of all key Social Networks where LinkedIn, Facebook and Twitter will all have a role to play.

Oates concludes that in all this the key priority of identifying and attracting passive candidates, who tend to be the most important group for senior hires, will remain. "Developments in employer branding may activate the interest of passive candidates but more likely they will make it easier to sell opportunities to passive candidates once they have been identified and matched to an opportunity."

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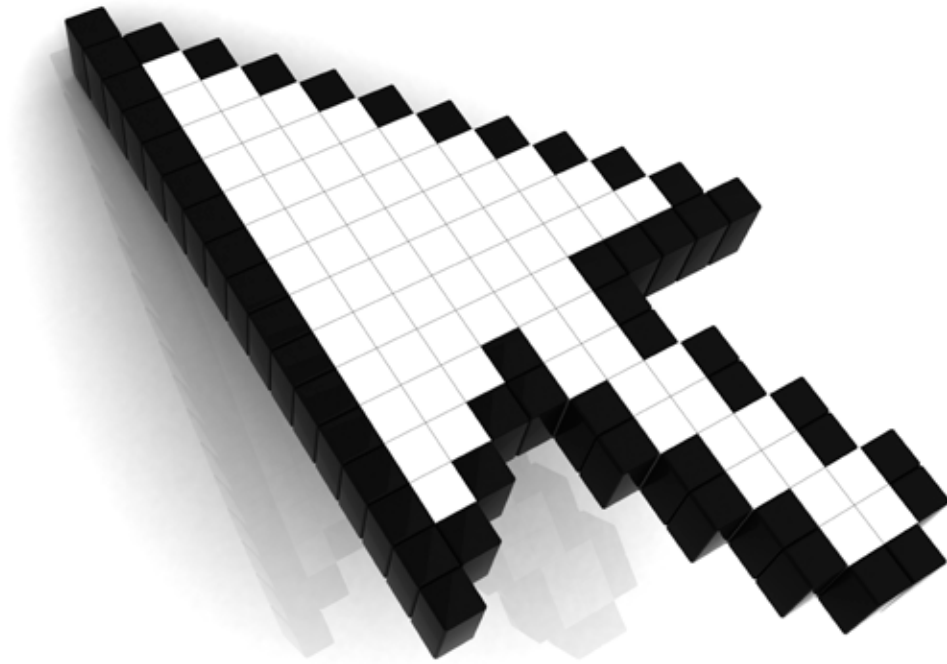


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HOW TO IMPROVE THE CANDIDATE EXPERIENCE

By Simon Conington, MD of BPS World

Candidates want consultants who truly understand their motivations / pain points and what they are looking for. With the advent of social media a consultant can gain this information before even speaking to them. We strongly advise consultants “do their homework”. This eliminates the need for that dreaded “cold call” and makes all activities “warm”.

Candidates expect consultants to be truly that, a consultant – providing strategic advice, being up-to-date on legislation and understand their industry! Our consultants regularly attend events and read industry publications to help them appreciate the true intricacies of their candidates' markets.

Candidates tell us that you only ever hear from a bad recruiter when they need them for a job. All relationships need to be about push and pull. It is natural that more active candidates will take a greater proportion of a consultant's time, however Lever have highlighted in a global research report that only “25% of candidates are actively looking for a new job.” With such a large proportion of candidates becoming passive, there is a real need to communicate with them regularly, so that a consultant is fresh in a candidate's mind when they become active.

To enhance a candidate experience, a consultant should focus on more than just the professional aspects. What is your candidates' family background? What do they like to read? What are their hobbies? By building up a holistic picture you can add more value to both your candidate and client by accurately matching them to an opportunity.

The common pitfalls are not getting to know your candidate and seeing them as another ‘bum on seat’. It works well to develop your own training on the specific markets and areas you are recruiting for. For example, one of our consultants, Megan Joyce, recruits for SAP professional in the Asia-Pacific region, which is a highly complex market. In order to further her understanding she has attended additional training, become a member of various SAP groups and regularly posts on social media to engage with the online community. Megan adds value to both the active and passive market by keeping them up-to-date with latest SAP developments and using her own extensive knowledge to serve up relevant jobs to her candidates.

What can you do to get the most from a site

To get the most out of any advertised role, you need to attract a high number of quality candidates emphasises Simon Hughes, the founder of Jobatar. Those particular candidates can have their pick of companies to work for, and if they are to pay your role any attention, you need to stand out from the crowd. I advise steering clear of creating a 'same-old same-old advert', instead advertise the role with effective and well placed branding. In the same way that you need to be interested in a candidate from the first few words of a CV, they need to be first captured by your advert, and subsequently interested in the role in order to apply.

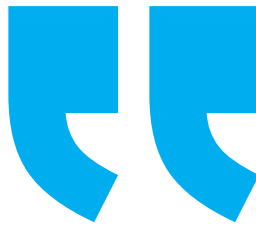
How can you improve your ads

There are some terrible examples of adverts out there, vague job descriptions, terrible spelling and poor formatting. Any of these will turn a candidate off a role, says Simon Hughes. "The best job adverts are those that have an immediate impact, hooking the reader in seconds; usually I recommend the content is kept be short and simple. Don't be afraid to refresh your job adverts. If an advert has worked well in the past, it's fine to re-post it, conversely, don't re-use an advert that hasn't performed well. Consider why it failed and counter this with new text, targeting and images."

Beyond getting the basics right, Hughes would advise introducing video job descriptions. "A video job description is memorable and makes a company appear innovative and modern. Diode Digital once found that, before reading any text, 60% of site visitors will watch a video if available. So take advantage of this. Introduce video job descriptions; get a HR manager to talk about the role and the culture of the organisation in order to engage candidates as this offers them the best flavour of the company."

Choose your jobboard carefully

In order to get the best results from a job board, it's always worth listening to the advice each individual job board has to be offer, says Amy Edwards, Digital Marketing Manager at Bubble Jobs. "Each works in a different way and each knows their audience better than anyone else. Different candidates search in different



The common pitfalls are not getting to know your candidate and seeing them as another 'bum on seat'

Simon Conington, BPS World

ways. While some prefer the typical what/where search, others prefer to search by job area/category so it's always worth ensuring you've chosen the correct job categories for each advert and you've posted your job in the right location."

In terms of getting the best deals from job boards, Edwards suggests considering your long-term hiring plans- opting for a six/12 month subscription bundle can work out to be much more cost-effective compared to purchasing individual adverts as and when necessary. Instead, choosing a long-term subscription deal can also work out to be really efficient (eg. you don't have to go through the process of negotiating a deal and settling an invoice every time you want to post an advert) – and can help you to streamline your recruitment process going forwards.

In terms of improving the actual adverts you post, it's the details that really do count and that can make the difference between an application and a pass according to Edwards. Even simple things such as given a salary band, rather than stating "Highly Competitive" can be enough to make a candidate who's torn between applying and not reach for that 'apply' button. "Candidates these days, particularly in the highly competitive digital sector, are looking for a company that's a bit different and that has a bit of personality – so if you can inject some of originality and character into the advert, that can help to improve application rates too. Other simple tweaks that can improve application rates also include laying out the job advert in a pleasing manner (bullet points rather than huge paragraphs of text), specifying an exact city (counties can be pretty huge) and using a relatable job title (eg. a job title someone is actually searching for!)."

How should you evaluate a site?

When it comes to evaluating a job board, it's worth looking beyond the bottom line in terms of views and applications. Consider what you received for your money (was it just a standard job advert or did you receive more targeted services?) and what level of quality the candidates were who applied. Edwards warns that while large view numbers and application figures can look impressive initially, it's worth analysing each application to see how relevant each candidate was – and how likely you'd be to take them through to the next stage of the recruitment process.

Similarly, Edwards recommends that when reviewing candidates received through recruitment advertising, consider if there are any candidates that applied who aren't necessarily right for the position you advertised, but would be a good fit for your company in general and could be added to your existing candidate database: "In this situation, a job board could prove to have great ROI in the long-term and could help to bring your recruitment costs down in the future because they've already provided you with a number of relevant candidates for upcoming roles."



MULTIPLE POSTING

EXPLAINING MULTIPLE POSTING – WHAT ELSE CAN IT DO?

Like so many good ideas, a simple basic premise such as multiple posting can now be used in a myriad of ways for maximum extra value, for improved communication and branding opportunities.

Martin Bramall, Managing Director at idibu explains multiple posting put simply is the sending of a job/role/vacancy to multiple locations from one form. "So once logged into idibu.com or via our API (Application Programming Interface) you fill out the job description, salary, title etc, hit send and that will go out to all the boards you're subscribed to, your social media sites and your webpage." He says it's suitable for anyone recruiting online but of course, the more volume you post, the more time and money you're saving by speeding up the whole process.

Though the core multi-posting engines don't/won't change massively this year, Bramall reminds us they're able to add more and more of the functionality via their API so you can control things like quotas and permissions via your CRM (Customer Relationship Management) rather than having to go standalone. But Bramall says the real development is what you can do around it. "We've spent the last year building much more towards a candidate attraction and engagement platform that allows companies to utilise internal databases rather than just post and pray. So, from the initial customisable landing/application pages, we're working with our customers to help them build brand equity." He suggests this will be by increasing touchpoints with their wider

candidate pool and improving how they can communicate and engage with them. Plus, he adds that all new technology is optimised for mobile so that no matter where candidates are coming from, you are able to build great pipelines and court good candidates easily.

According to Bramall, multiple posting is very easy to set up- there is no server setup, nothing to download or install. "Like any system, the more you put in the more you get out, so you do need to add all the boards you post to, organise offices/teams to make sure your reporting and data analytics is tight. You want to look at team leaders and their permissions, setting up automatic reports, designing some really fly landing pages to enhance and improve your brand." For



example - do new-starters need their jobs authorising before publishing ? etc. Bramall recommends you invest a little bit more at the outset and it all runs much smoother further down the line and you get the absolute maximum from the software. He promises his service delivery team work with you to make sure this is all down from the word go.

For the future, Bramall believes they're really well placed between ATS (Applicant Tracking Systems) and CRMs and the outside world (jobboards/social media) to allow companies to really build how they communicate and engage with their wider talent pools. "So setting up automated newsletters, video interviewing, 2-way SMS, candidate matching to roles, and providing social media digital footprints are all going to help teams get closer to candidates and help the communication between both parties."

Joe Sweeney at Vacancy Poster clarifies how multiple job posting, or multi-posting works, saying clients can send a vacancy to a number of online job boards simultaneously. "Clients utilising the Vacancy Poster interface can instantly Post, Edit, Refresh or Delete roles to all job boards used and if integrated, their own website too. The software improves client efficiencies and regardless of whether the vacancy is posted by accessing multi-posting software directly or is posted via their chosen ATS or CRM, provides full reporting and tracking for Market / Business Intelligence."

Joe Sweeney tells Onrec that Vacancy Poster has improved its offering for clients this year and has tailored the software interface to meet a number of key client objectives. Over the last 12 months it has continued to develop key APIs enabling ATS and CRM integrations to further utilise the multi-posting software, enabling straight through processing of jobs to the chosen / desired job boards.

Vacancy Poster is very quick to set up, says Sweeney, and enables complex business structures to be replicated within the software to give identical organisational views for Countries, Divisions, Departments and Teams etc. "Once the company structure and users have been added, Vacancy Poster utilises modern technology to allow individual users or whole departments to be moved using 'drag and drop' functionality. Vacancy Poster has a number of APIs that facilitate the adding of client business structures along with all core set up requirements (job boards, users, auto email replies etc.) all via the auto-add functionality that can for example load a global client with 1000's of users in only a few seconds."

Joe Sweeney feels that clients are looking for more value adds from the multiple posting solution providers and are keen to see their 360° recruitment needs being met. With this in mind, his company are working with a number of ATS and CRM providers to make certain a more 'complete' solution is available thus ensuring all job posting / vacancy broadcasting possibilities are explored for the future.

The ramifications of new connections and developments in the world of multiple posting look set to make investment in their technology even more worthwhile. Are you making the most of your software?

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