

onrec

The global online
recruitment magazine

ISSUE 156 | APRIL 2016
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We bring marketing thinking to recruitment

FROM THE EDITOR PREFACE

Welcome to the March / Aprilink edition of the Onrec Magazine

I cant help thinking about the role of aggregators and their role in the attraction of candidates.

If you use Amazon do you remember supplier of goods or just Amazon as the site you use to buy goods. Once you have made a successful purchase do you re order through Amazon or direct with supplier?

Will jobbord be able to retain their identity in the evolving method of them receiving traffic from aggregators?

Will brands and businesses be lost and if aggregators decide to work with certain job boards?

For the employer will indeed be the only people they deal with?

And for the candidate does going to an aggregator then a job

board then an agency then the employer make sense?

You can't be everything to every one. Aggregators will never be able to accurately scrape every job and not every employer has the ability or interest to post a well worded accurate job advertisement online.

So will the need for recruiters increase to make life easier for employers?

I don't think in the UK online recruitment market we have a clear picture or answers, but by end of next year and perhaps we will see the market evolve and a clear path emerge for candidates and employers.



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

DH Publishing Ltd. 2008
ISSN: 1473-5547



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NEWS

EU JOBS FREEDOM DELIVERS ONE-WAY TRAFFIC FOR UK

EU jobs freedom delivers one-way traffic for UK

The percentage of Europeans seeking work in Britain significantly outstrips the percentage of Britons looking for jobs in mainland Europe, according to new research by Indeed.

The research report, Europe on the Move, analysed tens of millions of searches by job seekers in EU15 countries, including the UK. It found that, among those looking for work in a foreign country, Britain was consistently the first choice.

And it was the first choice by quite some distance: in fact, the UK receives nearly three times more interest from EU job seekers than either of the next two most popular destinations – Germany and France.

Table: United Kingdom is the Most Desirable Country for EU15 Job Seekers - (Top countries by inbound share of EU15 cross-border job search)

1. United Kingdom	37.2%
2. France	12.1%
3. Germany	11.7%
4. Netherlands	8.0%
5. Belgium	6.2%
6. Spain	5.7%
7. Italy	5.3%
8. Ireland	5.3%
9. Austria	2.8%
10. Luxembourg	1.9%
11. Portugal	1.5%
12. Sweden	1.2%
13. Denmark	0.6%
14. Greece	0.4%
15. Finland	0.3%

By contrast, Britons seem reluctant to work in mainland Europe, with just 15% of those Brits who are looking for work overseas choosing to search in the EU. This is less than half the comparable figures for job hunters in the Eurozone's two biggest economies, Germany (36%) and France (37%) — and considerably less than all other EU15 countries.

Table: The most EU-oriented job seekers - (Percentage of searches by domestic workers looking to work abroad in other EU15 countries)

1. Luxembourg	71.1%
2. Belgium	66.5%
3. Austria	64.1%
4. Greece	49.8%
5. Ireland	49.6%
6. Spain	48.4%
7. Portugal	46.3%
8. Netherlands	45.9%
9. Italy	43.4%
10. Denmark	40.4%
11. Finland	37.7%
12. Sweden	37.5%
13. France	37.1%
14. Germany	35.9%
15. United Kingdom	15.3%

The freedom of movement of workers has always been at the heart of the European Union, but this research suggests that among British job hunters an attitude of "Splendid Isolation" persists. Indeed's data showed that an incredible 98.5% of searches by UK users looked for jobs in Britain - the highest level in any EU country.

Mariano Mamertino, economist at the global job site, Indeed, comments:

"Freedom of movement has always been one of the EU's central tenets but according to this research, Europe is delivering the UK one-way traffic. It's very clear that the average Briton is considerably less likely to want to work in Europe than the average European wants to work in Britain. In the 19th Century, Britain pursued a foreign policy of splendid isolation and, based on this evidence, the isolationist mindset appears to be as strong as ever today."

He continues: "While UK firms may be in a stronger position than their European counterparts when it comes to attracting international talent, this situation may not last forever. Any policy that restricts the mobility of the EU workforce could negatively affect many UK employers who have historically relied on a steady flow of international talent to fill open positions."

www.indeed.co.uk

HOT TECH TALENT



Dice teams up with Global Street Art to bring Hot Tech Talent to Shoreditch

To celebrate the launch of the Hot Tech Talent Campaign, Dice teamed up with Global Street Art to create some wall art in Great Eastern Street, Shoreditch.

London-based artist Oliver Switch was commissioned to create a 'graffiti style' caricature of real-life python developer Kevin, who stars in one of the ads.

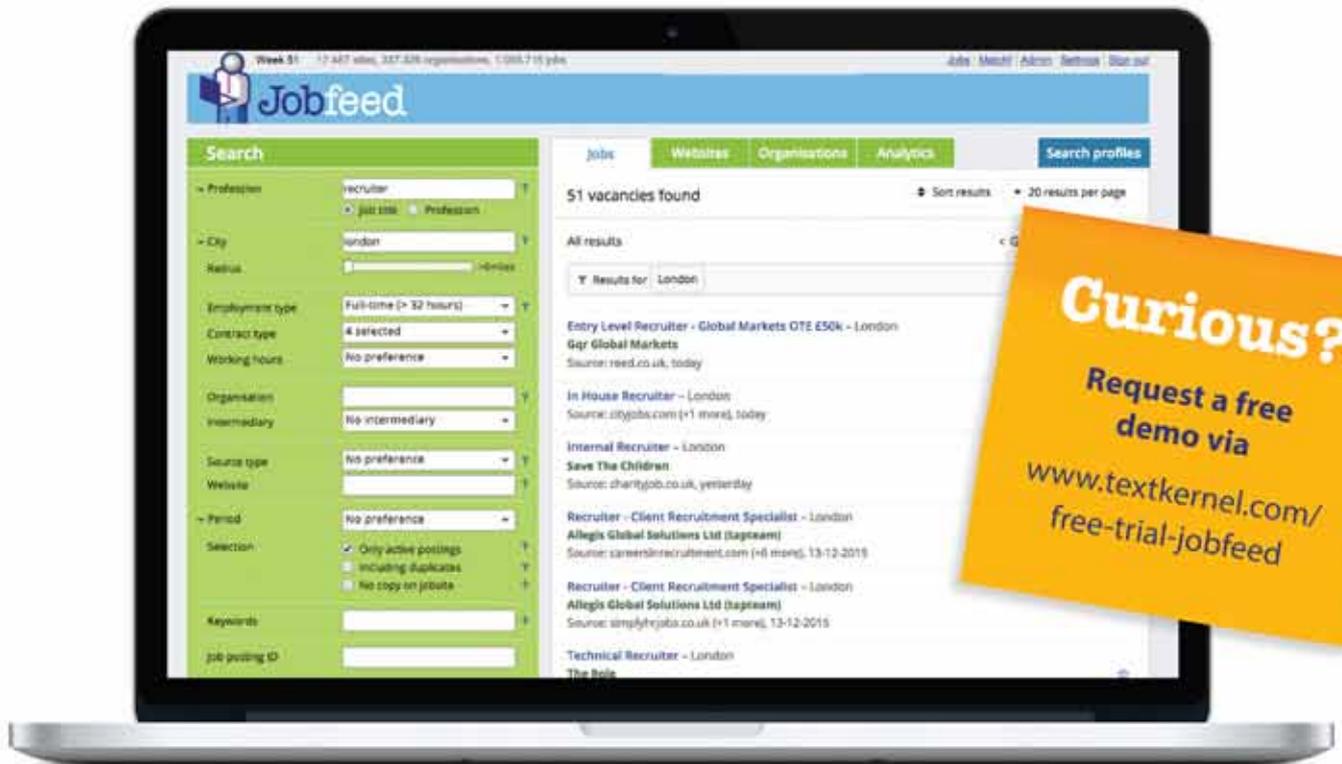
The tongue-in cheek campaign is designed to challenge the stereotypical view that tech professionals are all 'geeks' and celebrate all the amazing 'hot tech talent' out there in the tech industry.

A video showing the artwork being created can be found here: <https://www.youtube.com/watch?v=3OvCXwsFAAE>

<http://uk.dice.com/>



New in the UK: Jobfeed!



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The sourcing tool for jobs

Jobfeed generates leads, saves you time and offers you insight into your market. Jobfeed collects jobs from from the Internet, structures, classifies, deduplicates and enriches the information and makes it searchable.

Jobfeed offers the following benefits:

- ✓ Search the job market and discover hiring companies and hard-to-fill jobs
- ✓ Gain insight into the (historic) staffing needs and recruitment activities of your customers and prospects
- ✓ Stay automatically up-to-date of new jobs of your customers and prospects
- ✓ Track your competitors and benchmark your position in the market
- ✓ Support strategic choices with valuable labour market information

With Jobfeed you can quickly find interesting opportunities and do acquisition more effectively.

Result: more customers and placements!



NEWS

LAY IN BED TO APPLY FOR JOBS

Jobseekers head to bed to apply for jobs

By Tracy Godding, Madgex

A surprising 12% of job seekers apply for jobs from the comfort of their bed, according to new research from Madgex.

The study also found 30% of job searches are carried out during the daily commute to work, although few people opt to apply for a job at this time.

The key factor in this activity is our increasing reliance on smartphones, iPads and tablets, which have changed our relationship with the internet. These changes have had a dramatic impact on the way job seekers search, research and apply for a new position.

To understand how people use job boards, Madgex carried out a Job Seeker Behaviour study, using a diary study and combination of analytics. This information has given valuable insight into what users do, when they do it and why.

The first part of the study is A Day in the Life of a Job Seeker, which focuses on the 'when' of job seeker activity. By following their daily routine – from breakfast till bed – Madgex has been able to gain a clear picture of when people use their devices to search for jobs.

Want to know the best time to email job alerts, or the optimum opportunity to tweet about a featured recruiter? This study can help you adapt your strategy and marketing campaigns according to job seeker behaviour.

Tom McCarthy CEO at Madgex: "We are always looking to improve the performance of our job boards, and job seeker behaviour plays a key part in this.

This study has revealed some startling statistics, that will not only enable Madgex to improve its technology, we believe it will also help our clients run more successful job boards."

To find out more about our research and to gain more insights in to the daily habits of job seekers download our exclusive white paper 'A Day in the Life of a Job Seeker'.

www.madgex.com

WOMEN EARN 5.5% LESS THAN MEN

Glassdoor study reveals UK women earn 5.5% less than men

Study Reveals "Adjusted" Pay Gap Even at Specific Job Title and Company Level; Discrimination Not a Major Factor

A new, multi-country, study from Glassdoor®, confirms a significant gender pay gap between men and women in the United Kingdom, United States, Australia, Germany and France. The report, titled Demystifying the Gender Pay Gap, is based on a unique data set of more than 534,000 salary reports, shared on Glassdoor by online employees[1], which includes pay data down to specific job title and company name. This specificity has enabled Glassdoor to understand both the "unadjusted" and "adjusted" pay gap in each country.

The unadjusted pay gap between men and women in the U.K. is 22.9 percent, meaning women earn, on average, 77p for every £1 men earn. When adding statistical controls for age, education and years of experience, Glassdoor data show the gap compresses to 15 percent. And, when additional controls for occupation, industry, location, year, company and job title are factored in, the pay gap in the U.K. becomes 5.5 percent, revealing the adjusted pay gap. The study found similar differences between the unadjusted and adjusted pay gaps in each country analysed. "The gender pay gap is real, and Glassdoor's comprehensive study helps us better understand just how significant this gap is across multiple countries," said Dr. Andrew Chamberlain, chief economist of Glassdoor, Inc. "While our report reveals a significant gender pay gap, it's important to understand there are multiple ways to analyse this gap. Glassdoor's unique compensation database allows us to closely examine the factors that help explain some of the documented differences in pay between men and women and shine a bright spotlight on the portion of the wage gap for which there seems to be no explanation."

Factors Contributing to the Gender Pay Gap

To better understand the causes of the gender pay gap, the study divides the overall gap into what can be "explained" due to differences in worker characteristics (e.g., age, education, etc.) and what remains "unexplained." Glassdoor researchers found that the majority (64 percent) of the overall U.K. pay gap can be explained, while 36 percent of the overall pay gap cannot be explained by any factors observable in Glassdoor data. This means the unexplained pay gap may very well be attributed to workplace bias (whether intentional or not), negotiation gaps between men and women and/or other unobserved worker characteristics.

The study reveals that the largest contributing factor to the gender pay gap is explained by differences in how men and women sort into occupations and industries with varying earning potential. This finding is consistent across all five countries, and in the U.K., it makes up more than one third (38 percent) of the unadjusted gender pay gap. Other third-party academic research suggests the occupational sorting of men and women is due partly to social pressures that divert men and women into different University degrees and career tracks, and to gender norms such as women bearing disproportionate responsibility for child and elderly care, which pressures women into more flexible jobs with lower pay. Less of the gap is explained by gender differences in education, age or years of experience (26 percent).employment reports.

[1]Based on more than 534,000 salary reports shared on Glassdoor by full-time employees as of 11/11/15 (U.S.) or 24/11/15 (U.K., Australia, Germany, France).

PARTNERSHIPS



Mercer enters into alliance with Thomsons Online Benefits

Move aims to increase support for multinationals seeking global approach to benefits management.

Mercer and Thomsons Online Benefits, have entered into an alliance to expand their respective offerings to multinationals looking to manage their global benefits programs. Mercer will provide global employee benefits brokerage and consulting to multinationals while Thomsons will provide streamlined administration, automation and enhanced communication of benefit plans through its global, flexible employee benefits SaaS (Software as a Service) platform Darwin™. Both Mercer and Thomsons remain committed to offering their own local market solutions as appropriate.

According to Jacques Goulet, President, Retirement, Health & Benefits from Mercer, "The HR environment is transforming at a global level; it's difficult for clients operating in many geographies to consistently manage their global employee benefits in line with local legislation and workforce expectations. Together with Thomsons, we can meet those needs. Mercer has a long heritage in and a deep understanding of global benefits and health management and combined with Darwin, Thomsons' cutting edge global benefits technology; we're now at the forefront of developments in this market."

Graham Pearce, Head of Mercer's International Consulting Group, noted that, "We've formed this alliance with Thomsons given its strength in benefits technology innovation and their ability to scale benefits delivery globally while taking account of local market nuances. We expect the relationship to evolve

over time with new offerings announced in the future. Many of these will center on robust and comprehensive data analytics – financial, vendor and design data from Mercer coupled with engagement and workforce data from Darwin. Our intention is to bring clients powerful and unique insights to help them make the most of their benefits."

Michael Whitfield, CEO of Thomsons Online Benefits, commented, "Over the last ten years we have built up a strong relationship with Mercer with a host of global enterprise clients. It's a natural next step to formalize our collaboration and offer multinationals the best of both solutions. By implementing a consistent global benefits approach, our shared clients have already seen increases in employee engagement of benefits. We've also significantly managed our clients' benefits spend through Mercer's powerful global broking and consultancy, alongside Darwin's reduction of benefits administration time. This is freeing up HR leaders to work on strategic initiatives delivering more business impact to the wider organization."

Mercer and Thomsons will collaborate to bring multinational organizations the best of both worlds -- benefit program coordination, management, monitoring, and reporting from Mercer and automated and streamlined benefits administration and tailored communications delivered by Darwin.

www.thomsons.com
www.mercer.com



Recruitive partners with Workingmums

Recruitment software provider, Recruitive, has integrated its award winning cloud based solutions with job board and online community, Workingmums.co.uk.

Founded in 2006, Workingmums aims to connect working parents with employers who are able to offer flexible employment options, whether that is full-time work with flexi hours, part time work or employment with ability to work from home.

Over the past ten years Workingmums has grown significantly and now boasts a database of over 320,000 candidates. Gillian Nissim, Founder of Workingmums comments: "As a working mum I have experienced firsthand the issues associated with going back to work after an extended period at home and I'm pleased to be able to help others in the same situation."

Carla Fern, Operations Director at Recruitive comments: "We are delighted to welcome Workingmums to our panel of job boards as we believe that many employers are missing out on very talented, skilled and experienced parents looking to return to work after taking time off to have children. We ourselves employ a number of working mums and benefit not only from their skills but also their work ethos, dedication and responsible attitude."

Recruitive's clients can benefit from a 10% discount off new packages with Workingmums.co.uk.

www.recruitive.com
www.workingmums.co.uk

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PARTNERSHIPS



Total Freelance announces affiliation with IPSE

Total Freelance, has announced an affiliation with the Association of Independent Professional and The Self Employed (IPSE) to support its extensive network of independent professionals.

Launched in November 2015, Total Freelance is an online platform connecting quality, UK-based freelancers, contractors and independent professionals with business owners, entrepreneurs, hiring managers, internal recruiters and consultants. The platform gives independent professionals a platform to apply for jobs and to be head hunted.

Representing over 67,000 freelancers, consultants and self-employed people from each sector of the economy, the IPSE is the largest association of independent professionals in the EU. Run by its members, this non-profit organisation comprises a network of trusted providers who offer support to independent professionals within their business and personal lives.

Total Freelance will work with IPSE moving forward to provide an option for their members and to support its database of independent professionals. The affiliation also entitles IPSE members to an exclusive discount on Total Freelance's online platform, while Total Freelance clients are entitled to a

discount on IPSE membership.

Jack Telford, Director at Total Freelance, said: "We are delighted to be working with the IPSE to drive our common aim of providing support to independent professionals through quality advice and resources. We look forward to continue building our relationship with the IPSE and to providing additional benefits to both our customers and IPSE members."

Alex Grove, IPSE, said: "With the number of self-employed people in the UK soaring to 4.7 million, its essential this community is supported more than ever before. That's why IPSE are delighted to work with Total Freelance and develop our already excellent relationship."

Total Freelance are one of 120 tech start-ups to have been incubated by the Entrepreneurs for the Future (e4f) programme since November 2009. With over £10 million raised in initial investment rounds, the programme has contributed to creation of over 200 new jobs.

www.totalfreelance.co.uk
www.e4f.co.uk

Spring Personnel partners with Adecco

The Spring Personnel general staffing brand will join forces with its sister brand Adecco from March, strengthening the go-to market offering of the brand.

Candidates will benefit from a broader range of job opportunities, whilst clients will have access to a greater volume of candidates which is all important in today's highly competitive and candidate-driven market.

The strengthened Adecco brand will retain existing staff, with a small number of branches being combined to create larger, more experienced teams. The combination of some branches will build on the brands' local expertise and presence with teams joining forces in new or refurbished offices.

In total, the bigger and bolder Adecco employs 674 colleagues across 121 branches working alongside our dedicated onsite operations.

The new combined brand will be overseen by Alex Fleming, who maintains her role as Managing Director of Adecco. Spring Personnel's Nicola Rogers will assume a new role as Operations Director for Adecco, having formerly been Business Director of Spring Personnel.

Commenting, Managing Director of Adecco Alex Fleming said:

"This is a great opportunity for the business and represents a positive move for our colleagues, clients and candidates. Spring Personnel and Adecco have always been sister brands, working closely together. They work across complementary fields, with similar clients and alongside talented candidates.

"Adecco has the capability to manage small scale local requirements as well as high volume campaigns and onsite master vendor solutions. With the same dedicated staff and a continued strong local presence across the UK and Ireland, a bigger, more prominent, more experienced Adecco will be able to offer a better all-round service to both clients and candidates. This merger further strengthens our position as an industry leader."

www.springpersonnel.com
www.adecco.co.uk

BIG DEBATE

François de Boutray,
Aktor Interactive

"For the candidates, it certainly is an opportunity if the aggregator is complete and of good quality. It is probably also a threat for classic job boards because aggregators are perceived by recruiters as free players, which they actually are not. Will aggregators succeed to impose their "pay per click" model to a recruitment market not very familiar with online advertisement? That is the question "

Doug Monro,
Adzuna

"Aggregators exist because of jobseeker demand: to bring all the job ads together in one place. Smart aggregators do more than this though: they add data that empowers users, and connect the needs of jobseeker and advertiser with smart search and effective matching, making it easier to fill positions with quality candidates. Healthy competition in the space helps ensure this innovation and focus on quality and customer service continues. As the leading UK aggregator, we work closely with our clients to help them develop their businesses, so would definitely hope they see us as a friend!"

[BIG DEBATE QUESTION]

Aggregators - friend or foe?

Bill Richards,
Indeed

"Job seekers begin their job quest with a search. When entering their chosen keywords into a search engine, they expect to see all possible vacancies that meet their description - aggregators play a key role in meeting this expectation. In delivering a comprehensive view of available opportunities and bringing wide-ranging job content together, this guarantees increased visibility for current openings and a steady flow of applicants for open roles. The real value for both recruiters and candidates lies in 'intelligent aggregation', the extra layer of insight enabled by big data."

Dave Capper,
Simply Jobs Boards

"Aggregators are a necessary tool, but one to be used with caution. Of course they are a great way of gaining extra exposure for our job board and our customers' vacancies. But, as a group of niche job boards, we often find the quality of applications lacking. For a site like Simply Law Jobs, aggregators just do not receive a high level of traffic from qualified jobseekers. We also find some much easier to use effectively than others - with no standardised reporting, it can be difficult to calculate an accurate ROI on sponsored campaigns with some aggregators."



Q&A RECRUITMENT ICON
LEE BIGGINS CV-LIBRARY

Onrec: What were you doing before CV-Library?

Lee Biggins: CV-Library was actually born as a result of my own job search; I was working for my dad as a carpet fitter, when I decided it was time for a change. Although there were plenty of opportunities for me within his business, I felt that I needed to do something new. But my job search was disappointing, and it was then that I realised that there was no one place where job hunters and recruiters could connect. And so, creating CV-Library seemed an obvious choice; a platform that brought candidates and jobs together.

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

Lee Biggins: We've got huge plans for CV-Library this year; we've already rolled out two regional offices so far - we'll be opening another in Manchester in June, and there are many more to come. All focus is on taking the business to new heights, and ensuring that we're delivering the best possible service to both our clients and the nation's job hunters. CV-Library's sister site, Resume-Library is also a priority for the rest of 2016 - with a new office in the US on the horizon, we'll really be pushing the business and making the brand global.

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

Lee Biggins: If I wasn't now running CV-Library, I think I'd probably be working in the travel industry. I love to travel and visit new places, and I also thrive in a bustling and busy environment. Failing that, I could still be working for my dad as a carpet fitter!

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

Lee Biggins: The recruitment industry and the UK as a whole face real economic uncertainty, with the introduction of the National Living Wage, and the possibility of a Brexit. If the UK does choose to leave the EU, I think that we'll see this reflected in the talent available to recruiters, and the number of non-UK workers in the workplace. Furthermore, the National Living Wage could have real implications for the recruitment industry. As businesses have to increase their wages, it could have an impact on the number of available job roles across the country; meaning recruiters would have less to work with when placing candidates. There are many unknowns at this point in time, but these certainly have the potential to change the recruitment landscape.

Onrec: What is your biggest achievement?

Lee Biggins: Without a doubt, founding and building CV-Library has been my biggest achievement. I could never have predicted the success of the company when I developed it sixteen years ago, and it's something that makes me proud every day. I started the business back in 2000 with a partner, and in 2013 I became the sole owner; it was then that I realised how far CV-Library had come, but also how much potential it still had to be developed. As the business continues to expand across the UK and the team behind its success continues to grow, we're more determined than ever to continue breaking through the noise, providing clients and candidates with the best possible tools.

Onrec: What makes CV-Library different from its competitors?

Lee Biggins: At CV-Library, we really care about our clients and candidates. We strive to provide the best possible service, whether that's through providing each client with their own dedicated Client Response Coordinator in addition to a dedicated Account Manager, or by constantly developing new products and

services to meet their needs. The team at CV-Library work hard and play hard; everyone here supports and encourages each other, and I think this mentality really comes across in the way the business is run, and in the service that we provide.

Onrec: What are your future plans for developing CV-Library?

Lee Biggins: Our main goal will be to continue pushing the CV-Library brand, and landing it in front of as many new eyes as possible. We're excited to further expand across the UK and set up a host of regional offices, enabling us to better serve local economies and cater to new clients. Resume-Library will be a big project for us in the coming months; we've got plans to launch the brand across the world, taking on countries such as Canada, South Africa, Australia and India, so building up the right international teams to support this goal will be paramount.

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

Lee Biggins: Starting up your own business can be difficult and risky, but when it pays off, it's more than worth it. Anyone looking to set up their own business today should be prepared to really put in the hours, and get their hands dirty. Startup owners must be prepared to put in hard graft to get the business up and off the ground, and they should ensure that they've accounted for every eventuality. Finally, anyone thinking of starting their own business should be certain that the people working with them complement both their strengths and their weaknesses; this will be the best way of ensuring that the business has a variety of skill sets.

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

Lee Biggins: Alan Sugar - he's a genius!

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

Lee Biggins: If I could go back to CV-Library's beginnings, I'd definitely want to be more involved in the technical side of the business. When the site was first built, we used some very specific programming, meaning we've had to make a lot of updates and changes over the years. Initially, I partnered with a web developer, who built the site while I worked on marketing the brand; in hindsight, it would have been useful to learn some development skills.

Onrec: What do you enjoy outside work?

Lee Biggins: Health and fitness is something that I take very seriously, and I really enjoy staying active; you'll often find me at my local gym first thing in the morning or last thing at night! I also believe it's important to travel as much as possible and see new places; I'm gradually exploring the world by land and sea, and I aim to visit new countries every year.



Personal fact file

FAVOURITE FILM: Definitely Forrest Gump!

RANDOM FACT: The CV-Library owl is called Barney!

FAVOURITE MEAL: Thai beef salad - you just can't beat it.

EMPLOYER BRANDING

EMPLOYER BRANDING SUCCESS ESSENTIAL FOR DISCERNING MILLENNIALS

Social media makes a positive employer brand essential, and attracting the discerning millennial generation is the goal for many, discovers Lauren Mackelden.

Employer branding is more important today than it's ever been says Chris Brown, Director at LinkedIn Talent Solutions UK. Brown comments that candidates have an ever-growing range of social channels through which they can learn what it's like to work for a particular employer and through these, they have much easier access to the complete range of career opportunities available to them. Brown continues: "In this environment, companies need to ensure they can stand out from the crowd and take control and shape their employer brand before someone does it for them." In addition, Millennials now make up the majority of the workforce, according to

Brown. He says that unlike generations before them, they are much more likely to be motivated by companies that share common values, as opposed to just the paycheck at the end of the month. More and more employers are realising the value of using social media to share their culture and purpose with the outside world, not only to more successfully engage their customers, but also to attract the best talent to their organisation.

It pays to get employer branding right – quite literally, says Brown. "LinkedIn research suggests that a poor employer brand could cost larger companies an extra £4 million annually in additional wage bills to entice talent through the

door. The same principle applies to smaller organisations, where margins may be tighter and access to large coffers of money to offer candidates isn't an option. Conversely, having a strong employer brand and communicating your values clearly can bring the best talent to you; talent that's driven by more fundamental forces than money, and who may be more loyal, more productive, and stay with the company longer. With over 400 million members, including 20 million in the UK, LinkedIn connects employers with the largest online professional network worldwide. Professionals are coming to LinkedIn to update their profiles, engage with their networks, and look for



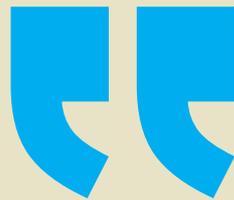
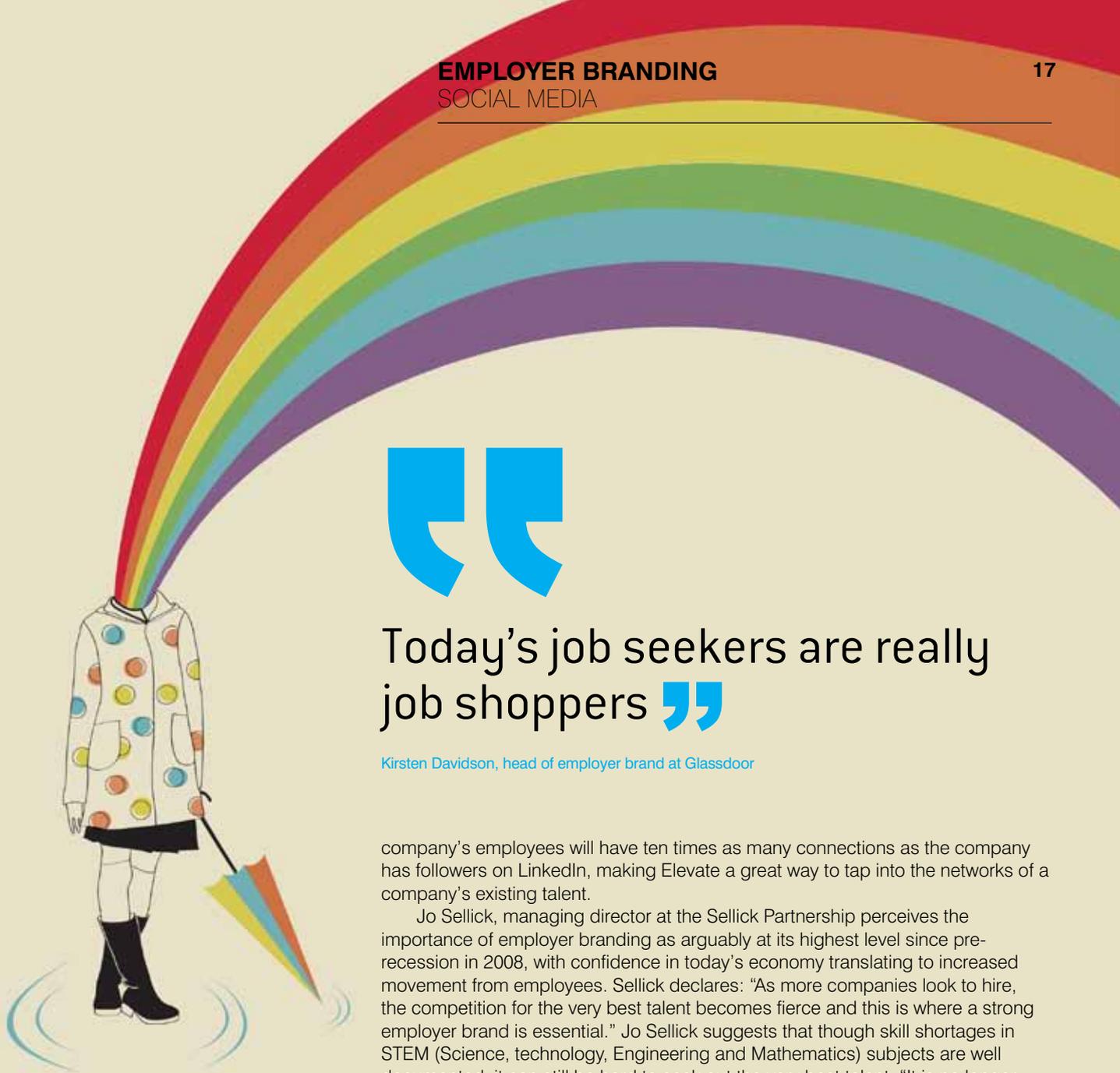
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Today's job seekers are really job shoppers”

Kirsten Davidson, head of employer brand at Glassdoor

new insights even when they're not actively looking for a job, but may be open to the right opportunity. That's one of the reasons why more than 40,000 companies worldwide use LinkedIn to recruit. This professional context is the ideal environment for companies to engage potential new hires when they're in the right mind set, either directly through LinkedIn Recruiter, by making use of our matching algorithms, or LinkedIn Company Pages to engage relevant candidates with employer brand messages, even if their recruiters are busy elsewhere.”

Often a company's biggest ambassadors are its existing employees, comments Brown. Last year his company introduced a new platform called Elevate, which enables companies to more easily mobilise their employee base to share relevant articles and content with their own networks, including employer brand messages that can communicate the benefits of working for the company. On average, Brown claims a

company's employees will have ten times as many connections as the company has followers on LinkedIn, making Elevate a great way to tap into the networks of a company's existing talent.

Jo Sellick, managing director at the Sellick Partnership perceives the importance of employer branding as arguably at its highest level since pre-recession in 2008, with confidence in today's economy translating to increased movement from employees. Sellick declares: “As more companies look to hire, the competition for the very best talent becomes fierce and this is where a strong employer brand is essential.” Jo Sellick suggests that though skill shortages in STEM (Science, technology, Engineering and Mathematics) subjects are well documented, it can still be hard to seek out the very best talent. “It is no longer enough to offer a decent salary and a bonus scheme; employers must go the extra mile and offer holistic packages that appeal to potential staff from all angles. Non- financial incentives are increasingly important for the most discerning jobseekers, and we have noticed a rise in the number of candidates seeking flexible working and attractive holiday packages. This is especially true of the millennial generation, with many young candidates seeking the best possible work-life balance.”

Sellick warns that businesses should look further afield than just LinkedIn and Twitter - especially if they're hoping to appeal to a young audience. “Employers must keep their finger on the pulse when it comes to changing habits in job seeking, with Snapchat and Instagram being the latest networks to grow at an increasingly rapid pace. A tailored strategy purely for recruiting millennials is advisable, as their needs can differ greatly to other audiences. Similarly, the ageing workforce is becoming more important and a strategy to appeal to this growing population would help businesses attract the 'silver generation', who are vital to many industries.”

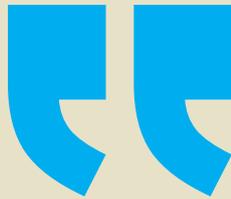
Microsites purely aimed at recruiting and retaining staff can also be useful, and at Sellick Partnership they claim they've found their 'Work for Us' site invaluable in allowing them to communicate with prospective employees and the existing workforce. Sellick underlines how it is important for employers to remain consistent with their messaging across social, online and in person, demonstrating that they can follow through on the virtual promises they make. “It is equally important to ensure all channels are kept updated and seen as a work in

progress, rather than simply created and then left to stagnate.”

Branding is so important for this Millennial generation, they will even work for less pay for their preferred brand. Natalie Spearing, Marketing Director at BPS World comments that this is a generation who are not motivated by finance alone; they are more concerned with their association with a company brand, and are more likely to take a lower paid role in a company with a strong brand rather than be associated with a weaker brand. Natalie Spearing is also a member of the LinkedIn Global Expert Advisors Panel and advises companies on how to create an engaging employer brand. Spearing states brand consistency is essential. “The brand message needs to be the same across all platforms in social media. What you state on your company website has to match up with how your brand advertises itself on other forums and how it is viewed elsewhere on social media. For example, BPS World invests heavily in social media tools to project their brand out into the market place. In addition to Facebook and LinkedIn, building a page on sites like Glassdoor.com creates a forum for people to leave independent reviews, enhancing how the company brand and culture is portrayed online.”

Millennials

Jonathan Fitchew, CEO of Pareto Law sees this millennial generation’s views as being very different from their predecessors, leading to fresh challenges for employers. Fitchew reminds us “We have all heard the horror story of Amazon and their sleep deprived workforce and for 2015 this was the most prolific case of failed employer branding to emerge.” It did however spark a debate, he says, and it reiterated the need not only for an external employer brand, but an internal one - as disgruntled and unhappy employees not only have a voice, but a loud one. “The internet gives a soap box to all and bad practice can no longer be hidden away, branding for appeal is no longer an option and companies must practise what they preach. Fitchew cites PWC as a company carrying the beacon for successful employee (and future



The internet gives a soap box to all and bad practice can no longer be hidden away, branding for appeal is no longer an option and companies must practise what they preach ”

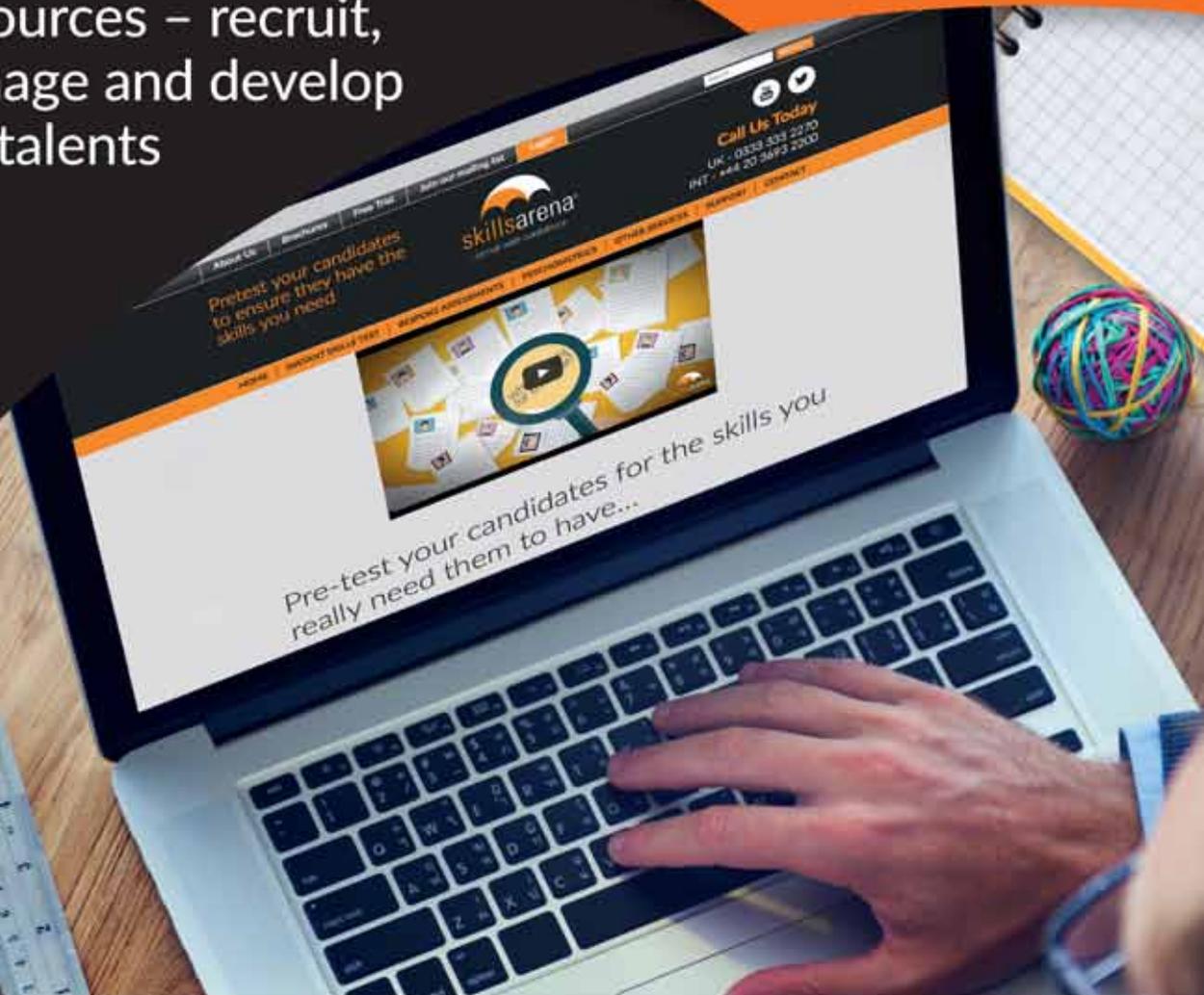
Jonathan Fitchew, CEO of Pareto Law

employee) engagement. Their Career Advisor webpage offers an engaging, educational and interactive experience without pontificating about their desirability as an employer. He feels this is arguably the new necessity for infiltrating the mind of the modern day job seeker who needs to feel that they have formed their own opinion based on unbiased research.

Kirsten Davidson, head of employer brand at Glassdoor, agrees about jobseekers doing their research: “Today’s job seekers are really job shoppers. They are doing their research to learn about your “product.” And, they are going to multiple sources during the research phase. They go to their friends and families, corporate websites, social media, traditional media and Glassdoor where they can get an authentic look into the employee experience, find out if the benefits meet their needs, and for salary data which allows them to price compare before they commit.” Davidson explains that before Glassdoor, candidates had very few ways of gaining insight about a company’s employee value proposition and culture beyond what the employer communicated. Because of this, many people found themselves in jobs that didn’t meet their expectations during the interview process and ended up leaving or being asked to leave due to a “bad fit.” Davidson suggests that companies that embrace workplace transparency and use employee feedback to build and evolve their employer brands are giving candidates a clearer picture of what to expect and what is expected. Davidson adds that organizations doing this well are saving resources on ill-fitting candidates, and hiring better-fitting, longer-lasting employees.

In the future, Davidson predicts that organizations will invest more in employer branding and recruiting efforts in order to curb the cost of attrition. “We see this trend playing out on our platform where 36% of the Fortune 500 are currently Glassdoor clients. Today, more than 2/3 (67%) of employers believe retention rates would be higher if candidates had a clearer picture of what to expect about working at the company before taking the job (source: Harris Interactive Survey for Glassdoor, 2014); we expect this number to increase in the future, as business leaders watch companies with the best employer brands win the best talent.”

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1> Projective launches new career microsite to meet demand for new talent

Projective continue to expand after welcoming their 100th project manager at the start of 2015. To help them find their next 100 team members, Projective are launching a brand new career site. In just eight years Projective has grown from two founders (Stefan Dierckx and Filip Bosschaert) working in a spare room, to an established and rapidly expanding company of over 100 project managers. A high level of relevant project management experience has been maintained as the company has grown, and this has been the major factor in Projective's success: "there's no substitute for experience" is the company's tagline. By specializing in financial service project management, and only in financial service project management, Projective has become an established authority in the industry. Whatever a client's needs, Projective has the right project manager for the job.

www.projective.biz/careers

2> Launch of "FileFinder Anywhere Essentials"

Dillistone Systems is pleased to announce the launch of the latest iteration of the FileFinder Anywhere suite of products – FileFinder Anywhere Essentials. FFA Essentials is the first of its kind from a major supplier to the executive search technology market, being an entirely Browser based product with the additional flexibility, efficiency and functionality that this technology affords, integrating with Microsoft Outlook where required.

www.dillistone.com



3> TEAM Erupts with Launch of New Volcanic Website

TEAM has launched a new website that provides the recruitment community with an improved visitor experience and a pool of interactive resources that are easily accessible from any device, showcasing its industry-leading services. The design and development of the website, carried out in partnership with recruitment website specialist Volcanic (also a TEAM Member) incorporates innovative technology that has allowed the functionality to become more intuitive, meaning Members, employers and candidates can access key site areas more easily and quickly than ever before.

www.jobsatteam.com

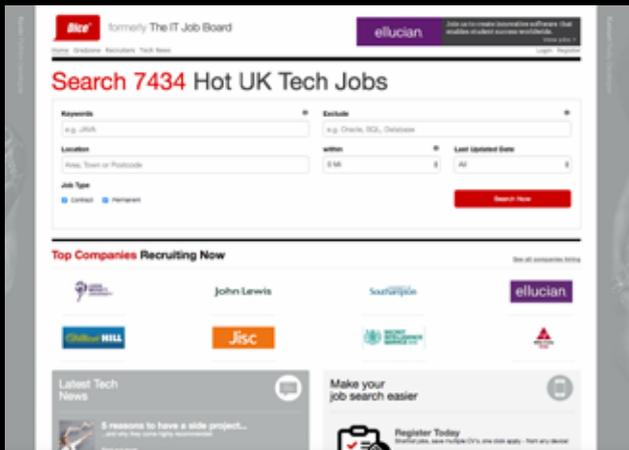
4> Dice rolls out 'hot tech talent' brand campaign across Europe

Dice® the online career site for the technology community announces the European rollout of its 'Hot Tech Talent' outdoor advertising campaign in the UK, Germany, Netherlands and Belgium. Following a successful billboard takeover at Old Street station last November, Dice is extending the campaign to cover Greater London, Berlin, Cologne, Munich, Amsterdam, Brussels, Ghent and Antwerp.

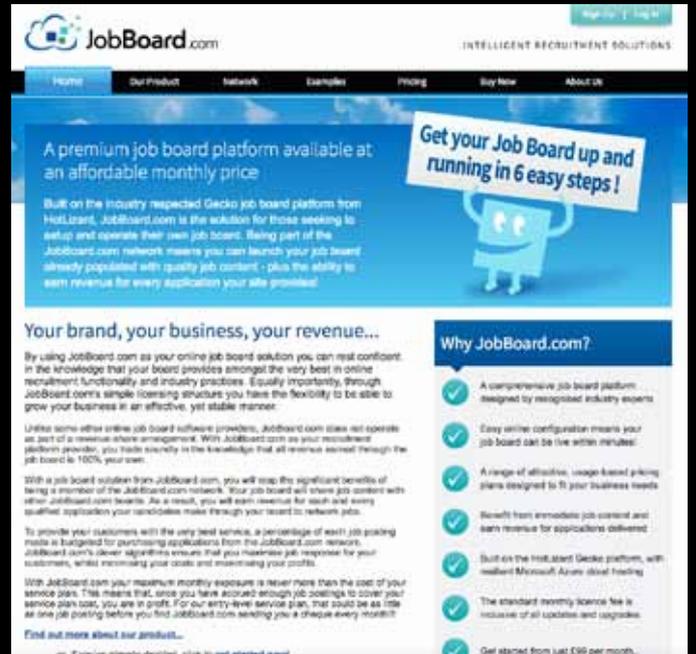
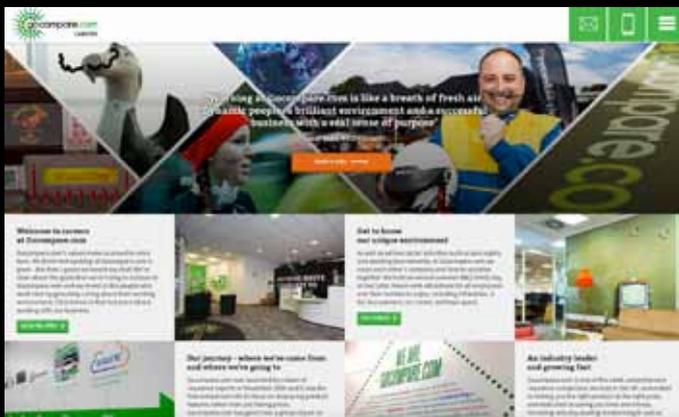
<http://uk.dice.com>

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5



5> Gocompare.com launches dedicated careers website

Gocompare.com has launched a dedicated careers website to share upcoming job opportunities and give would-be candidates an insight into the company's culture and values. The new careers website can be found at: www.gocomparecareers.com. People interested in working for Gocompare.com can apply for any of the open positions directly through the website, which also integrates with LinkedIn to make applying even easier. They can also set up job alerts to be notified of any relevant vacancies as soon as they become available.

www.gocomparecareers.com

6> ARC launches "Fairer Tax Relief Campaign"

ARC responds to new changes in tax rules that will apply from 6th April, by launching the Fairer Tax Relief Campaign. This campaign proposes that all agency workers should be entitled to tax relief on home to work travel expenses so maximising the flexibility and benefit of the full staffing resource for employers nationwide. Also all agency workers should have the same entitlement regardless of any other status, except where sector specific rules apply - e.g. CIS, so rendering obsolete tax status rules that engender inequality and unfairness. This requires a wholesale change to current government policy which invites division and unfairness.

www.arc-org.net

7> Jobboard.com has responded to demand..."

HotLizard is excited to announce that jobboard.com has just launched its new design, Gazette, which is fully responsive and available to all clients within the current pricing structure. This latest design has been developed to deliver an optimised user experience across all devices and to allow greater flexibility for clients to portray their branding. We at HotLizard pride ourselves on listening to our clients and taking on board feedback that is integrated into the upgrade pathway, which has been reflected in our most recent release. The Gazette design is available for all clients to switch to, immediately and at no additional cost.

www.Jobboard.com

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SOCIAL MEDIA STRATEGIES

ADVICE ON SOCIAL
MEDIA RECRUITMENT
STRATEGIES FOR
EMPLOYERS

By Lauren Mackelden, Features Editor, Onrec Magazine

With social media firmly embedded in the recruitment mainstream, many recruiters still need to decide how they are going to participate in this tricky arena. Onrec considers the range of platforms, and the best ways of embracing social media to reveal the best about your company.

According to Annmarie Hanlon, Lecturer in Digital and Social Media Marketing at the University of Derby, one of the greatest success stories in social media is the ability to connect candidates with job opportunities. Hanlon talks us through the main players and their attributes:

LinkedIn is the largest social media platform when it comes to job opportunities, claiming six million openings listed on their platform. It's a critical part of their business strategy, as talent solutions revenue increased 41% in the last 12 months and generated an income of \$1,877 million in 2015. As a professional peer to peer facility which contains key data such as qualifications, professional memberships and time spent working in post, it enables recruiters to use LinkedIn's in mail system to contact the right candidates. It allows jobs to be posted and boosted, further targeting candidates with the best fit. This has made it the stand-out social media platform for recruitment, but there are others.

Facebook's laser-focused segmentation means companies can target their competitors' staff, selecting companies by name and by geography. Twitter has developed advertising cards which also facilitates recruitment, again

focusing on geographic location and interests. Online recruiters like Monster have engineered solutions, such as BeKnown which connects candidates' Facebook connections via a job seeking app, widening the pool of opportunities.

Hanlon reminds us that we shouldn't forget that social media platforms started as social media platforms: "Whilst LinkedIn may offer great opportunities to find candidates, it lacks a candidate management system. All those CVs and no effective filtering system for most HR managers." Hanlon suggests that in the future LinkedIn will buy this facility to round off its talent solutions offer.

Everyone knows about these main players, but there are more 'niche' ones out there, as Oli Meager, Sales and Solutions Manager at Capita Resourcing explains: "Nowadays, platforms such as LinkedIn and Twitter have quickly become the first port of call for organisations when looking for top talent, and networks such as Github and Dribbble are enabling access to more specialist candidates. Many are also seeing the benefits of using these platforms to promote an authentic employer brand to prospective hires. This is only set to continue in years to come, with our own research finding that 74% of HR and resourcing professionals expect social recruiting to become more important over the next decade."

In terms of strategies for social media recruitment, Meager suggests that identifying the type of candidate that the organisation wishes to attract is a good starting point, before evaluating which social media platform would be the best means of reaching them. "Bear in mind that each channel carries a different approach - professional networks such as LinkedIn require a more formal tone of voice, whilst networks such as Facebook and Twitter are generally more personable. It is here that you will tend to find a large presence of millennial and generation Z candidates, who are likely to view an organisation's social media profiles as a key informant when considering their options."

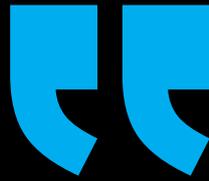
Meager believes social media has countless benefits for both recruiters and jobseekers. Contacting candidates directly can not only help to reduce recruiting costs, but is also a great way of fostering and maintaining relationships. It can also reduce hiring time, as advertising a vacancy on Twitter or LinkedIn allows for a speedy dissemination to a broad audience. Social media tools are, however, only as good as the effort put into them. He emphasises: "If your business is keen to harness the powers of social media, it is crucial that you actively participate with online communities and stay in touch with potential applicants."

Nadia Saint is the Head of Digital - EMEA Technology Practice at Weber Shandwick. Nadia notes there are two main areas of social media to consider: the employer brand, which can be communicated to passive jobseekers that are not actively looking for new opportunities, and direct recruitment (which can be more transactional in nature). LinkedIn estimates that 70% of its users are "passive" jobseekers.

Nadia continues: “The employer brand is where Communications and HR intersect. It’s the activity that gives people a favourable impression of your organisation as an employer, even if they are not actively open to a new role. Brands like Google do this extremely well through all channels – partly because, by all accounts, the experience of working there is so positive in the first place.” For transactional recruitment, Saint says the in-house or agency recruiter should be very aware of both the organisation’s employer brand, and also the behaviours of its target candidates. “This should help recruiters to choose the right social media channels to engage with those people. What type of candidate are you trying to reach? What do you know about their behaviour? What type of platforms are they most likely to use when they’re receptive to learning about new job opportunities?” And Saint emphasises that the employer brand has to be a genuine reflection of the experience people will receive when they join a new employer.

Alexei Lee, Head of Social Media at Fat Media advises us that a strong understanding of how the social media will support business and marketing objectives (sales targets, product launches and other key developments), as well as who is being targeted with this activity and what content will interest them, is crucial. Lee reports that a particular commonly made social media mistake is businesses posting too much content around products and services and not balancing this with content on topics and interests relating to their audiences. He says “Avoid this at all costs as it will simply put followers off”, and comments that in fact Facebook now penalises business who post ‘promotional’ updates too frequently.

Alexei Lee believes that in the future it will become impossible for businesses to avoid using social media if they wish to be competitive, saying: “Native advertising technology and networks will continue to develop and use of paid-for digital content will become an inextricable part of the marketing mix. It will continue to become easier for businesses of all sizes to gain access to consumer and customer data and use readily available analytics tools to develop very detailed pictures of who their customers are and how they behave which will lead to marketing becoming very much about optimisation and personalisation of message. Automation will help businesses to tailor marketing messages to individuals in real-time, based on their online behaviour.”



Whilst LinkedIn may offer great opportunities to find candidates, it lacks a candidate management system. All those CVs and no effective filtering system for most HR managers.”

Annamarie Hanlon, Lecturer in Digital and Social Media Marketing at the University of Derby

James Taylor, director at Macildowie acknowledges that it’s all the more important for businesses to be transparent when opinion (and criticism) is given so freely online. “Saying that, many organisations that Macildowie recruits for have admitted their fear in being so honest and upfront about what makes them different – for risk of criticism. But what they should remember is that occasionally, negativity is going to happen anyway. So, social media usage has had to become braver this year.” At Macildowie for example, they encourage members of staff to have their own Macildowie Twitter account, to promote key messages and opportunities to their own network and take creative ownership as brand ambassadors.

Taylor advises that it’s not enough to shout about how wonderful you are on social media – that becomes too salesy. Instead, he recommends sharing best practice, industry knowledge and instigating debate, side-by-side with job adverts. Having a strong brand and values shared across a business must shine through, so businesses should focus on getting tone of voice, sentiment and attitudes consistent across all channels. Frequently used key words should be carefully chosen to reflect what kind of person you are trying to attract – and ideally what they would be looking for. Ultimately, the best social media presence by recruiters gives away enough secrets to tempt further discussion (and, hopefully, a retainer or a successfully placed candidate).

Taylor comments that though social media is free, in-house recruiters often don’t have the time or the industry knowledge to execute it successfully. Understanding this has inspired Macildowie to create LinkedIn training workshops, where they coach in-house recruiters to help them source candidates more effectively and attract the best talent. It’s a brave move says Taylor– but there is a strategy around this. By offering these workshops (attended by over 200 businesses to date) Taylor says Macildowie is positioned as the expert in recruitment more broadly, and has generated numerous retainer opportunities as a result. Taylor suggests other strategies need to be creative, saying for example, that YouTube is a great way to communicate job descriptions more effectively. “Thinking outside the box with content, such as ‘Meet The Team’ series through video, is going to be more and more important over the coming months and years.”

Natalie Spearing, Marketing Director at BPS World reminds us that prior to the rise in social media an employer brand was just a veneer for companies, there was no vehicle to challenge or dispute its statements. “Previously the communication on an employer brand was very one sided, but today we only need to take a look at social media sites like Facebook, LinkedIn and Glassdoor.com to find out the “truth” of an employer brand.”

Now of course the freedom of social media means recruiters and jobseekers are equally capable of getting information in the public domain. So, whatever social media strategies you choose to employ, bear this two edged sword in mind at all times!

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NICHE & PROFESSIONAL SITES

SECTOR SPECIFIC SITES ARE STILL IN A CLASS OF THEIR OWN

By Lauren Mackelden, Features Editor, Onrec

Niche sites are becoming so successful, they may even begin to compete amongst themselves as more and more launch. Onrec looks at the reasons why their business model works and how the market has changed over the last year.

The recruitment industry utilises a plethora of different job boards in order to source candidates, says Jonathan Fitchew, CEO at Pareto Law. He gives Onrec an overview how he sees the place of niche sites in the online recruitment market. "In our experience, it's necessary to ensure that a range of boards are used. Big brand names such as Indeed, Monster and Totaljobs generate larger amounts of traffic and deliver higher volumes of applications. However, when

trying to fill vacancies that have certain specifications, such as specialised IT knowledge or additional language skills, niche job boards such as CW Jobs and Multilingual Vacancies supply a concentrated pool of candidates who are much more likely to meet the criteria."

For example, Fitchew describes that when delivering on a specialised IT requirement for a client in 2015, niche job board CWJobs generated 68 applications, which converted to 3 placements. By contrast, market-leaders Monster generated a higher volume of 217 applications – but none of these converted to placement. Fitchew comments "Posting on niche job boards can be more costly but as the evidence

suggests, sometimes it's fundamental that money is invested into finding the quality or correct calibre of candidates required."

There are many different strategies that niche sites are able to successfully offer. Fitchew continues: "Like the generalist job boards, they offer extra services such as CV databases, targeted mailshots and social media exposure. However, due to the more niche profile of candidates on site and the specific information they are able to capture, many are able to effectively segment their data and produce targeted campaigns that deliver a more personalised experience for the end-user, ensuring that each action resonates with the specific target audience. Although generalist job sites

possess much larger databases of potential applicants, focusing efforts in this way delivers a higher conversion rate.”

Another positive aspect of niche job boards is that brand has more of an impact, claims Fitchew. For example, individuals with a specialised education background or skill set, whether that be coding or pharmaceuticals, will have more in-depth knowledge of successful companies within their industry; advertising using the brand creates more traction. “With employer brand set to be one of the biggest trends in recruitment for 2016 (Source: LinkedIn), niche sites who capitalise on this will see more success. GradTouch, a specialised graduate site, is a working example of the success this can generate – using microsite to promote employer brand, giving candidates more in-depth knowledge and insight to their prospective employers and subsequently increasing conversion of applications by ensuring a match between candidate and client. Niche sites are also far more likely to convert passive job seekers into applicants- those who have ventured onto the site through curiosity or to use industry specific tools such as salary checkers or seek career advice. Generalised boards tend to lack personalised information, attracting only avid job hunters.”

Of course, establishing a ‘niche’ job board can be a long process. Fitchew believes that in the first instance ‘niche’ must mean exactly that, saying if they’re not specific enough to one industry they could find themselves in competition with the generic job boards. “Establishing a job board requires effective networking, brand development and promotion in order to get people using their site and create visibility for themselves. However, niche job sites struggle to compete with major job boards such as Monster when it comes to search engine optimisation strategies. The big job boards will typically have the means to spend large amounts of money securing the most popular key words as part of their PPC or digital strategy. Niche jobs boards have more success bidding on specialised, industry specific key words as this is their only viable option when it comes to cost.”

With stronger links being formulated between specialised job boards and social media, niche sites have never been more attractive. Fitchew suggests that a growing shift away from generic job boards will see the number of niche sites multiply over the coming years. “Niche job boards may find themselves with more competitors as hiring managers find themselves with a larger choice of industry specific sites.”

Tom Rowbottom is the founder and director of innovative online recruitment platform TempAuction, launched recently, and with which he hopes to shake up the online recruitment comparison market.

“Online comparison sites have been a staple within the consumer markets for over ten years, helping Joe Public find and compare anything from car warranties, insurance to tradesmen In the ever-increasing digital world, professionals also crave this level of convenience to help effectively manage their time and workload. Recruitment comparison sites provide employers with just that. They can quickly create a job request and post to a marketplace of recruiters, each ready and waiting to submit candidates. Not only can the employer compare hourly rates, introduction fees and recruiter profiles, but also ratings and testimonials which hold unscrupulous recruiters accountable, while propelling the top recruiters towards further business as they gain the feedback they deserve.”

Rowbottom predicts the requirement for this type of crowdsourcing in recruitment will become an essential tool for employers in the coming years, as the skills gap grows and employers need to widen their net to find the best talent in an increasingly candidate driven market. Recruiters are also set to gain from these websites, with the increase in business gained from good feedback, plus some of the platforms offer more; timesheet management, integrated payroll funding or in some instances a ‘you get paid even if we don’t’. As a result, Rowbottom believes marketing, business development and administration costs will be reduced and recruiters will be provided with more time to source and recruit the top talent. According to Rowbottom, over 5000 new recruitment agencies were launched in 2015 and 2016 could see even more with the help of these platforms. He claims the combined work winning, administration and funding services provided will level the playing field allowing SME recruiters or even a lone recruiter, their phone and phone book, to compete against the giants of the industry.

Simply Jobs Boards has a wide range of sector specific jobboards under their umbrella. David Capper, their Divisional Director looks back over the last year and highlights the key trends. First of all he notes one of the most major changes has been the widespread adoption of mobile technology. On Simply Sales Jobs for example, the amount of traffic coming from mobile devices has risen by 40%. Proof, if proof were needed, he says, that having a mobile site which is every bit as easy to use as its desktop counterpart is vital.

Capper notes another significant change is the rise of aggregators. “New providers are entering the market and quickly establishing themselves, giving job boards like ourselves extra avenues of exposure. This means that SEO is no longer as prominent a part of our strategy - with aggregators commanding many of the top rankings, being present on their sites is enough to be found easily by candidates.” On the other hand, Capper says an area of growing importance to them is their Customer Service team. They have grown this department recently, ensuring every customer receives the support they need while recruiting.

As with all online recruiters, Capper agrees the challenge is reaching those more senior candidates who did not grow up in the age of the internet and therefore do not go online as their first point of call when looking for a new job. At Simply Jobs Boards, they are concentrating on their strengths in 2016. Capper believes that their future is going back to basics, improving the site that we have, rather than trying to become something else. “Having reached record traffic levels in the first months of 2016, it’s clear job boards remain a fundamental part of finding a new job, and continue to provide a high quality response to advertisers.”

Barbara Kolosinska is Director at two professional sites; C&M Travel Recruitment and C&M Executive Recruitment. She has also noticed the trend towards jobhunting on the move, interestingly not via tablets. “Perhaps surprisingly, it is mobiles rather

than tablets that recruiters need to focus their resources on. Last year, we saw a 44.8 per cent annual increase in the number of candidates searching the C&M Travel Recruitment website from their phone and a 4.7 per cent increase from desktops, but tablet searches actually fell by 4.2 per cent.” In fact, Kolosinska reports tablets only accounted for around one in ten searches on the site, with the rest being evenly split between mobiles and desktops. “This suggests that while we obviously need to make sure that candidates can access our site on any device of their choosing, we can’t forget the importance of the standard desktop site as this is still the favoured option for almost half of all job seekers.”

Going forward, the main challenge looks like it will continue to be the lack of quality applicants acknowledges Kolosinska. “There’s no shortage of great travel vacancies at the moment, but companies are having to do more to tempt the best candidates to take on a new role – whether in terms of salary, benefits or flexibility.” Interestingly, though, Kolosinska says so far this year they have already seen a very large increase in the proportion of placements made through registrations to the C&M website compared to their ads on other sites, suggesting that candidates are realising the value of spending time using a specialist recruiter as opposed to hoping for the best by putting their CV on a general jobs board.

Chris Burles, Recruiter Product Manager at Cityjobs.com believes that over the last 12 months they have seen a strong 22% increase in traffic because there continues to be an increasing demand from candidates for a specialist site which understands the nuances of their industry. Burles considers the challenge for recruiters is the fierce competition for high calibre candidates with the right specialist skills for each role, with a real emphasis on quality over quantity. “Because of this, we’re always trying to understand the distinctions which make a good match, a great one. We can then use this to develop our search and match technology and carefully refine our search marketing, both being paramount to ensuring we can stay visible to the candidates our clients are looking for.” In the future as skills gaps widen, Burles foresees niche sites will be more important than ever to recruitment strategy as these candidates become harder to find.



Niche job boards may find themselves with more competitors as hiring managers find themselves with a larger choice of industry specific sites.”

Jonathan Fitchew, CEO at Pareto Law

Overview

Launched in 2003, multilingualvacancies.com is now one of Europe’s top jobboards specifically targeted at jobseekers with fluency in English along with another language. As a niche jobboard, MLV offer bespoke packages to clients depending on their language requirements, which can often involve additional visibility options such as video promotion.

MLV’s history with video

MLV offered video CVs back in 2009 - at the time a relatively new feature with jobboards, and one we felt would be a perfect fit for the language market giving clients a good feel for the applicants language ability. Applicants had the option to record a video via the site in English and their other languages. Unfortunately we found there was a relatively low take up for applicants based in Europe, and those who were confident with producing video CVs had already done so via youtube, the feature was therefore replaced with a youtube link option.

MLV’s current video usage

We migrated over to a new platform back in 2014 which enabled us to provide video promotion to clients within their job postings. As the site is fully responsive applicants can also view video on mobile devices. We have found as the majority of our target audience are non English native speakers video can often provide additional information about a company that may be missed within the text of the ad or the company description. A client who regularly uses video within their job ads states “It can be difficult to convey a company culture and environment in a written job ad alone, even more so when targeting applicants who may have English as a second language (albeit fluent). It works really well with a difficult “sell” such as a call centre role where applicants often can have the wrong preconceptions about the work environment, or difficult locations”.

Video in the future

Online videos now exceed 50 percent of mobile traffic and 64 percent of all Internet traffic and is becoming more prominent within the standard recruitment campaign. With the increased usage of tools such as Snapchat, Periscope and Vine people are used to incorporating video into their online activities, so the recruitment process must reflect that. Innovations such as interactive video and 360 video (ie from the camera’s perspective) will soon be an integral part of recruitment marketing and video interviewing (although slow to take off) will become more prevalent. Jobboards need to constantly review their offerings to clients and applicants and incorporate new technologies to get the best engagement. By making video a top priority we believe we are providing the language recruitment market an unparalleled service.

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