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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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NEWS

SOCIAL MEDIA TRANSFORMING THE HR FUNCTION

Social media is transforming the HR function

New white paper from MidlandHR examines the role of social media in HR and its effect on organisations

Social media is set to transform the HR function, bringing huge opportunities to businesses willing to embrace social collaboration and its associated technologies in to their corporate cultures. This is according to Social Media in the workplace and how it is transforming the HR function, a new white paper from MidlandHR, a leading provider of talent management, HR and payroll cloud software and outsourcing services. The paper explores the changing boundaries of life and work and the different generational attitudes to social media and how that may challenge organisational efficiency. It also discusses how social media can now leverage business value, including ROI, to organisations as a whole as well as the individuals within them. One of the paper's key recommendations is that business leaders need to consider the advantages that social media in the workplace could bring to their businesses, such as a more open culture that embraces sharing and learning.

Commenting on the white paper's findings, MidlandHR's Chief Marketing Officer, Richard Thomas, said: "Emerging social media processes and tools can serve as a connective fibre that keeps employees engaged with one another, empowering them to achieve both personal and organisational objectives. As the number of remote workers increases across most modern organisations, building a culture of trust is becoming increasingly important, and social media can be used to enhance the employee experience whilst highlighting their priorities."

As well as exploring the pros and cons of social media in the workplace, the white paper goes on to discuss the specifics of social media in HR. It takes a look at how the advancement in technology and social media are already transforming modern HR functions, to what extent they are developing, as well as anticipating

the trends that will shape the future of HR in the coming years. In particular, it takes a closer look at talent management processes such as recruitment, learning and development, performance management and succession planning.



Richard Thomas concludes: "Organisations need to understand the complexity and diversity of the expectations of a multi-generational workforce and how social processes can help address the challenge of identifying, attracting and retaining talent, particularly the younger generational members of the workforce."

"It is imperative that companies start to recognise the advantages that can be had when social collaboration is adopted within corporate culture and the benefits that it can specifically bring via the HR function. Through the constant innovation of our talent management, HR and payroll software and services, MidlandHR has the ability to provide forward-thinking clients with real competitive advantage through access to continuing developments in workforce analytics, social and mobile HR technologies."

To download a copy of Social Media in the workplace and how it is transforming the HR function, please click here: www.midlandhr.com/sm-in-the-workplace

BULLHORN EXPANDS TEAM

Bullhorn expands team

Bullhorn expands enterprise team and brings in new international marketing manager

Bullhorn has appointed Tim O'Brien and Julian Moore to its fast-growing international team.

O'Brien has over 25 years of experience working in the recruitment sector, 13 of which were spent in senior managerial roles. He will draw on this extensively to support Bullhorn's continued growth amongst enterprise clients as enterprise account executive.

Speaking of his move, O'Brien comments: "I'm delighted to become a part of the team behind the software that was instrumental to my success in running a recruitment business. I look forward to helping more recruitment companies scale their businesses internationally with ease – just like we did at Swift."

Moore joins Bullhorn as its new international marketing manager from VMA Group, where he was global marketing manager. Moore will use this experience in marketing to recruiters worldwide to cement Bullhorn's position in the international recruitment market.

Moore says: "Having admired Bullhorn from afar while working in the recruitment space, the opportunity to direct and implement its international marketing strategy was too tempting to resist. It's rare to have the chance to promote market-leading technology with true global reach, and it's a challenge I'm enormously excited to take on."

Speaking of the new hires, Peter Linas, Bullhorn's international MD notes: "Bullhorn continues to attract the highest calibre of people to help drive our growth internationally. I'm delighted to welcome both Tim and Julian to the team and look forward to the strong contributions they will make, given their unparalleled knowledge of the recruitment industry. This will enable us to improve, innovate and expand Bullhorn, while maintaining our focus on helping more recruitment agencies become more profitable which lies at the heart of our business."



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NEWS

TEXTKERNEL CV PARSING

Textkernel announces Hungarian CV parsing

Textkernel is happy to announce a new version of its CV parsing software Extract!. Version 2015.1 introduces Hungarian CV parsing and further improvements to the German, Dutch and English parsers

New: Hungarian CV parsing

In late 2014, Textkernel started working on Hungarian CV extraction and is now proud to announce the new Hungarian CV parsing model. With the addition of Hungarian, Textkernel now offers CV parsing for 16 languages.

Development of the Hungarian CV parser

The development of a new language model is a complex process. First, a large set of resumes has to be annotated. Hungarian linguistics students were hired to identify the different sections in each CV such as education and experience, but also more specific information such as the education level, position title, and company name.

Textkernel's researchers then trained the CV parsing engine on these examples. A Hungarian CV parsing model was created and optimised and finetuned using more Hungarian CVs, until the desired performance was achieved. Lastly, a Hungarian language guesser was added in order for Hungarian CVs to be routed to the new Hungarian CV parsing model.

Improving German CV parsing with Deep Learning

Last year, Textkernel's R&D team started applying Deep Learning techniques to further improve the quality of their CV parsers. Following successes with the English and French models, Deep Learning is now being used for the first time to improve the German model. This new technology increases the robustness of the German CV parser and has improved extraction of experience and education items (such as job title and company name).

www.textkernel.com

EMPLOYMENT NUMBERS CONTINUE TO RISE



Employment numbers continue to rise, especially in full-time work

New research from TheJobPost reveals that recruitment businesses could damage potential growth by failing to address this issue

At a time when almost half of candidates are reporting a negative hiring experience, new research from TheJobPost reveals that recruitment businesses could damage potential growth by failing to address this issue.

In light of reports from the REC that 48% of candidates have a poor or very poor hiring experience, the recruitment crowdsourcing specialist has revealed that some consultancy candidate strategies remain ineffective.

A survey of senior recruitment professionals in attendance at the latest Recruitment Leaders Connect event found that while 39% felt that a lack of candidates was the biggest risk to generating revenue, the majority admitted struggling to proactively engage with harder to reach communities such as passive candidates. Only 28% of those surveyed felt the company database was being used to effectively communicate with these talent pools,

for example.

According to Ken Brotherston, Chairman of TheJobPost, unless consultancies improve the general experience of candidates, future growth will be damaged:

"As recruiters are fully aware, without the right people on the books, business success will stall. What needs to happen is for agencies to place more time and effort than they ever have into utilising the tools at their disposal to ensure effective engagement. This can range from providing quicker feedback following interviews and using CRM systems more effectively to provide useful job hunting advice, through to engaging more on social media and inviting individuals to training and networking events. If consultancies fail to increase engagement with candidates they will lose top talent to competitors or will simply encourage more individuals to go directly to in-house teams."

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PARTNERSHIPS



Elevate partners with 'HiredByMe' to enhance contingent hiring

Elevate is today pleased to announce a partnership with another London based start-up; HiredByMe

Elevate, the UK based recruiting platform, designed to streamline companies hiring of contingent talent, is today pleased to announce a partnership with another London based start-up; HiredByMe.

HiredByMe is a complementary service to the Elevate platform, allowing organisations looking for both career skills validation and Pre-Employment Screening (PES) to gain this insight from within the Elevate application.

Simon Bichara, founder and CEO of HiredByMe, says "We think the Elevate platform is a great opportunity for both organisations and contractors, and we're proud to be associated with them"

Dan Collier, CEO of Elevate says "HiredByMe is a logical partner for us. Our focus is purely on optimising the sourcing part of the hiring process,

using data to ensure firms can make decisions fast and with HiredByMe we can re-enforce the validity of individual applicants. Bringing PES into the sourcing stage, is a big change and should allow firms, especially in the Banking/Financial Services space to drastically reduce the on-boarding time"

This latest partnership for Elevate shows how we are committed to creating a seamless experience for Contingent talent hirers, from VMS to On-Boarding, we are aiming to join up what's currently a set of disparate processes for most organisations, into a single integrated eco-system.

Elevate recently announced an integration with IQNavigator, the leading independent VMS software provider, further enabling enterprises to optimise their contingent workforce programs.



Recrutive Integrates with UK Recruitment

Recrutive has announced the integration between its multi-job posting software, Jobmate, and free to post job board, UK Recruitment.

Recrutive has announced the integration between its multi-job posting software, Jobmate, and free to post job board, UK Recruitment.

Carla Fern, Operations Director at Recrutive comments: "UK Recruitment is the latest job board to join our panel of over 1500 and we are delighted that this addition provides our clients with another platform on which to post their job vacancies, free of charge."

UK Recruitment is part of UK Local Ltd, a privately owned recruitment business working in many different industries and sectors of the recruitment market. Peter Dobson, Managing Director at UK Local comments: "As the UK's fastest growing free job search engine we can offer vacancies instant exposure to hundreds of thousands of quality job seekers. We offer a zero cost, high impact recruitment solution to our clients and have grown significantly over the past two years."

BIG DEBATE

Toby Conibear,

Bond International Software

Social search has been, and will continue to be, one of the recruitment industry's biggest buzzwords. Social media is fast becoming a go-to for recruiters as part of their armoury to find the best candidate for a role. This said, searching for candidates via social media can be a time consuming task if not executed correctly. Using the best technology to help speed up the social search process and effectively manage the results will allow recruiters to take full advantage of the benefits.

Lauren Riley,

Bubble Jobs

Social media is one of the most effective forms of recruitment as it opens up recruiters to a vast pool of candidates – both active and passive. Instead of sifting through applications and CV databases, the focus moves to building a strong online brand that job seekers want to engage with, rather than being chased by recruiters who want to fill their vacancies. There is definitely a place for social media in recruitment, and it gives hiring managers and recruiters a better insight into a candidate as a person, rather than the traditional CV which doesn't tell the whole story.

[BIG DEBATE QUESTION]

Can you use social media to recruit?

Steve Hewitt,

Lumesse

Absolutely – smart HR leaders use social media to a) identify, monitor and engage with potential candidates and b) build reputation and awareness of their employer brands. As the 'battle for talent' continues in an increasingly competitive business environment, recruiters must seize every opportunity to reach the right people with the right skills. Cost-saving and speed-of-hire benefits resulting from strategic use of social media in recruitment can be significant. Case in point? Global manufacturing and technology company Emerson, now receive 60% of all candidate applications through social channels such as LinkedIn and Twitter.

Ryan Crimmins,

Workbridge Associates

Absolutely. Since I'm in the business of placing software engineers, connecting with candidates through social media shows a general interest in technology which is what our clients look for. The candidates that are always looking for the next trend are the people we want to talk to. Recruiting through Twitter can connect you to their GitHub profile, which can link to their GitHub, and then bring you to stack overflow, and ultimately bring you to their personal website. Through one mean of social media, you can connect to 5+ social media platforms per potential candidate.



Q&A RECRUITMENT ICON
KAREN MATTISON MBE
TIMWISE

Onrec: What were you doing before Timewise?

Karen Mattison: Ten years ago I faced the first brick wall of my professional life. I was a Chief Executive at a national charity and looking for my next role. I was ambitious and skilled, looking for a senior role with some flexibility and I was told by recruiters this wasn't possible.

This was the beginning of the journey that led me to launch Timewise – the UK's first market place for candidates who want some flexibility on where and when they work.

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

Karen Mattison: In 2012 we launched the Power Part Time list, to prove that senior level roles can be carried out on less than five full days a week. Three years on, we now know it can be done.

This year, we are turning our attention to the recruitment side of flexible working.

In June we will launch the first ever research into the state of flexible hiring in the UK: the Timewise Flexible Jobs Index.

For the first time, we will know the real number of vacancies advertised with flexibility.

"Innovation is at the core of all we do, with our work recognised by thought leaders, policy makers and the business community".

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

Karen Mattison: Something food related!

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

Karen Mattison: We are seeing it is increasingly a candidates' market. And it is now time for businesses to sit up and take notice, listening to what candidates really want and need.

Recent research from PageGroup, shows that candidates want a better work-life balance, with over 50 per cent of respondents highlighting this as a key motivator in choosing a role. Yet flexibility is seldom discussed at the point of hire. This is a wake-up call for all businesses.

Onrec: What is your biggest achievement?

Karen Mattison: Growing a community of 70,000 skilled experienced candidates looking for flexibility, and finding quality jobs for them to move into.

Onrec: What makes Timewise different from its competitors?

Karen Mattison: At Timewise, not only do we run a profitable business, but we also market make through our not-for-profit Timewise Foundation.

Innovation is at the core of all we do, with our work recognised by thought leaders, policy makers and the business community.

We are committed to delivering a double bottom line – supporting social change, through a sustainable and successful commercial business.

Onrec: What are your future plans for developing Timewise?

Karen Mattison: We are 100% focused on growing the volume of quality vacancies for our candidates, and will continue to innovate with our partners in the business and recruitment industries.

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

Karen Mattison: There is definitely no one type when it comes to starting your own business.

There will always be people who say that it can't be done or someone who has tried it, but starting and growing a new business requires both passion and belief. And when the going gets tough, you will need to build stamina and staying power.

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

Karen Mattison: I am very impressed with how Helena Morrissey has been moving the dial in the conversation on women on boards, and even more delighted that she is now giving her backing to the Timewise Flexible Jobs Index.

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

Karen Mattison: The five day week...

"We are 100% focused on growing the volume of quality vacancies for our candidates".

Onrec: What do you enjoy outside of work?

Karen Mattison: Spending time with my kids; cooking and eating; and being by the sea whenever possible.

www.timewise.co.uk

FILLING A NICHE

HOW TO TARGET CANDIDATES USING A NICHE SITE

Onrec explores how these sites are really exploiting their own 'niche' in the recruitment sector to the full

Written by Lauren Mackelden, Features Editor, Onrec

Anthony Sherick is MD at Technojobs, the specialist jobsite for IT and technology professionals. This includes niche jobsites such as itsecurityjobs, projectmanagerjobs, and analystjobs. "While niche jobsites may not boast the same volume of traffic as a large generic jobsite, they do have a significant advantage when it comes to attracting specialised skills and experienced talent, often leading to a higher quality of candidates and more relevant applications." Sherick adds that jobs posted on niche sites can also often have the added bonus of increased visibility-generic sites have multiple sectors fighting against each other in the war for the crème de la crème of talent.

Amy Edwards, Digital Marketing Manager at Bubble Jobs agrees that niche sites and job boards are extremely effective for a number of reasons. "Firstly, at just a few hundred pounds for an ad, they can work out much cheaper than hiring a recruitment agency and secondly, the traffic that they attract is extremely targeted, meaning applications are normally much more relevant and, as a result, there is less 'sifting' to do to weed out the poor applicants."

Some niche sites, like Bubble, have worked hard to build a brand and make a name for themselves in the wider industry. Edwards explains: "In addition to building up engaged and targeted social media followings on all channels, we've also created a number of successful sites beyond our core job board. Our Blog is updated 5 days a week and features useful help and advice for job seekers in all niches, our Digital Career Portal features useful information for anyone interested in working in the digital sector and our new Digital Marketing Career Zone is packed full of useful application tips for job seekers in the digital marketing sector. We also have an active presence at career fairs and are currently working with HE career advisors to teach them



Generic job sites are using a formula which is outdated

Simon Thompson, CEO of VideoRecruit.com

about careers in the digital sector. All of this activity has meant that Bubble has made a name for itself as a place to go not just for digital job vacancies but quality help and advice too." In the future, Edwards thinks niche job boards will continue to follow Bubble's lead and become much more diverse in what they have to offer, saying: "It'll no longer be enough to just offer job advertising and hope the right candidates come across. Niche sites will start to become much more pro-active in attracting candidates and putting the vacancies in front of the right eyeballs and I think search-and-match technology will play a big part."

Niche boards can charge a premium because of the specialist nature of their audience and the quality of application generated, suggests John JB Russell, Marketing Director at Payrolljobsboard.com. He cites typical response rates as 10-20 applications per vacancy not 100+. Russell continues to explain niche boards have more flexibility, can react quicker, post vacancies faster and include additional visibility options as part of a package. For instance, a 'standard' vacancy appears in search results, on dedicated URLs and under client profiles on his site. Alternatively, if a more expensive, 'featured' vacancy is selected, it will appear at the top of search results, scrolls on the homepage, is shared on social channels including within 4 relevant LinkedIn groups and has eshots with logos and direct apply links to those registered for job alerts. As an example of cost effectiveness, Russell cites specialist recruitment consultancy James Gray Associates, which have advertised their Payroll, HR and Reward vacancies with the Payrolljobsboard over the last 3 years. Russell says that his site has been responsible for around 8% of placement revenue within their payroll division – which Russell reports is a healthy ROI of approximately 9 x expenditure as well as vacancy / lead generation and improved industry engagement and positioning campaigns.

However, Matt Najera, Vice President of Recruiting at Motion Recruitment Partners believes that niche sites are not as effective as they were in years past, mainly due to the lack of personal interaction. However, Najera concedes that as an employer, niche sites are a place to start. "Instead of the age old 'spray and pray' approach, a new strategy exists. Looking into these platforms allows access to information such as when a candidate's resume was last submitted and updated, how many people are viewing your company's job postings, where are these candidates viewing your ads from and when? Najera believes all these factors play into how employers source candidates today. As for candidates, he continues: "It's an avenue to see what is happening in the

marketplace. Right now, the tech industry seems to be candidate-centric. The demand for candidates is so high, thus giving passive job seekers an opportunity to look around and test the waters.”

Najera predicts that there will never be a time when an employer hires based on LinkedIn profiles and resumes alone. “These niche sites only allow you to attain the level of a candidate’s aptitude. An equally important part of the recipe is a candidate’s attitude.”

At CityJobs, Tom Earl, their Commercial Manager, finds that being a niche job board means they have the expertise to attract a more unique calibre of candidates in possession of the right skills and experience for financial specialisms. They find that recruiters and candidates are more engaged with the site which enables them to match the best quality job seekers with the best roles on the market. Earl reports that CityJobs is consistently growing– they have seen an increase in the number of vacancies posted of 22% and visits of 23% year on year from Feb 2014 – 2015. However, though a niche site, they are part of the Stepstone group, and according to Earl that allows them to benefit from technological advances and strong backing whilst maintaining the clear brand identity required to attract the best candidates within the finance industry.

“Generic job sites are using a formula which is outdated” comments Simon Thompson, CEO of VideoRecruit.com. According to Thompson, this is contributing to their lessening popularity and paving the way for niche job sites which are conversely growing in popularity. “Far from trying to capture any and all job seekers, niche sites allow skilled employees to lend their talents where it is welcomed, giving recruiters a better environment from which to source serious and professional job seekers. Job seekers do not want to spend hours of their time searching through endless listings to find a job that suits their needs. It’s far more productive for them to head to a niche job board where they already know they can find a relevant job. Targeted, relevant, and on-point job listings produce the results recruiters are looking for in half the time.” Looking to the future, Thompson believes that generic job boards will continue to fall behind as niche sites offer a cheaper and more targeted approach to recruitment.

Niche site sees benefits of new website

From Craig Allen, co-founder of Change

“Although our new website was only launched in March, we’ve been thrilled at the results so far.

In the first month of being live, we recorded a 54% rise in people using their mobiles to access the site, demonstrating that the new site is not only more responsive to mobile viewing but that the majority of clients and candidates increasingly prefer to use mobile technology over PC’s when researching new opportunities.

When overhauling the site, our main challenge was to address the fact that we work with high end hospitality organisations like Claridges, the Ritz, celebrity chefs and gastropubs as well as luxury companies like Audi, Christies, Conde Nast and Virgin. We needed the site to appeal equally to, and be relevant for, both audiences. This dictated the most significant change in our website strategy, highlighting the two distinct divisions of Change’s business: high end hospitality recruitment (front and back of house) and luxury support recruitment, covering administration, marketing, HR and accountancy and finance staff, both for permanent and temporary positions.

Branding and design have also been key. At the very start, we wanted to create a site that didn’t look like a conventional recruitment site, reflecting our more creative and unusual approach. Luxury hospitality is, by its very nature, as much inspirational as it is aspirational. Using hi-spec, ‘lifestyle’ photography, not just of job seekers but of beautiful places in and around London better reflects our client base and the opportunities we offer at a glance. Tone of voice has also been a conscious decision, and we hope that by adopting a more colloquial, user friendly tone, keeping copy brief yet to the point, will encourage better dialogue with our clients and candidates.

Other ways we’ve made our site more user friendly include making it as easy for mobile users as it is for those using PC’s, launching an area called ‘Change Interactive’, so any viewer, not just job seekers or recruiters, can access all the latest luxury hospitality information including our latest blogs, newsletters and client special offers.”

Recruiting using a Niche Board

Provided by Sara Frith, Divisional Manager of the Scantec Food Manufacturing Team (FMCG) Team

“We have used yourfoodjob.com for more than four years. During this time, we have found the site to be a fantastic resource for sourcing technical and specialist candidates, and it is often the first port of call when a senior position arises. In a sector with real skill shortages, the site provides instant access to the UK market. Businesses in the FMCG industry need skilled and experienced candidates, and they need a place to look for new opportunities. Your Food Job brings these needs together.

Although it does not drive huge volumes of traffic to the Scantec site, we receive between five and ten uploaded CV’s for each position and the candidates are of exceptional high quality and suitability for the roles. This represents a clear and better return on investment than generic recruitment sites. As advancements in digital recruitment continue at a pace, sites that distinguish themselves clearly will go from strength to strength. Sophisticated targeting will increase the pull of niche sites which serve particular industries and employment segments.”

RECRUITERS ONLY ONLINE

THE NEW BREED OF ONLINE RECRUITERS

Written by Lauren Mackelden, Features Editor, Onrec Magazine

There are a lot of recruiters who operate strictly online, says Ryan Brittain, Division Manager at Workbridge Associates, and he thinks those recruiters can be successful when it comes to bulk recruiting in many disparate geographies. "Being only online does allow you the advantage to keep the time dedicated to your interactions with your potential candidates and clients 100% under your control. You can decide how long you want to spend crafting emails and checking in on your in-process business. Additionally, these days, many enterprise organizations are shifting toward using online portals for candidate submissions and feedback. If you're able to master those processes, it opens up doors for a huge amount of potential business."

However at Workbridge Associates, they strive to take a more balanced approach to recruiting. Brittain says they fully recognize that most of their clients and candidates prefer electronic means of communication such as email text, twitter, etc. and are happy to interact with them in that sphere. "But when trying to build a lasting professional relationship, some level of communication on the phone or in person is still ideal. We often leverage online tools in order to get to the end goal of phone/in-person conversations. Working 100% online can be dangerous because there are certain things (like tone) that are much easier to misconstrue when e-communicating. We've happily embraced the changes that technology has brought, but I think most of our clients still appreciate the fact that on the other side of the computer is a real human being who actually cares about their job search or finding their next team member."

Ben Hutt, CEO, Talent Party, has a different view: "Outdated recruitment processes are forcing most recruiters to work for free 75 percent of the time, which is bad for both productivity and profitability. Meanwhile, businesses

aren't getting access to the best talent, as our research revealed that nearly half (46%) of businesses have compromised on candidates because of the time taken to find someone.

Hutt claims that Talent Party is revolutionising the hiring process by bringing recruitment agencies, employers and candidates under one umbrella to streamline communications and make the recruitment process more efficient. "The online marketplace enables recruiters to work smarter by spending less time on cold calling businesses and more time converting live opportunities and building relationships with candidates. This is achieved through leveraging data science across a massive talent pool of more than 10 million candidates. Algorithms, driven by machine learning and the best in search technologies help to pick out the most suitable candidates, according to employer's preferences and needs."

Hutt describes the process as efficient and smooth, with hires being appointed in an average of ten days - a staggering difference to the UK average time of two months. Hutt declares: "While there are many technology companies trying to replace or remove recruiters because they don't understand their value, Talent Party is doing the reverse by helping recruiters to deliver to their strengths and evolve their model for the better."

Cathedral Recruitment reduces hiring time and cost with Talent Party's online recruitment marketplace

Cathedral Recruitment is a small, boutique, IT recruitment firm based in Birmingham. Since starting up in 2009, one of their biggest challenges has been to secure and retain larger corporate size clients. Six months ago they joined Talent Party, the digital recruitment marketplace, which has opened doors to valuable new customers. The marketplace has also significantly reduced the time it takes to place candidates and has subsequently brought down recruitment costs for all involved whilst generating a profitable new revenue stream for Cathedral.

Will Shaw, Recruitment Manager at Cathedral Recruitment, explains: "We often feel like small fish in a big pond when it comes to securing deals with new clients, especially where cold-calling is becoming increasingly discouraged. When we heard about Talent Party's ability as a marketplace to enable us to interact with clients more easily it was a no-brainer to sign up with them. Using the platform's messaging functionality we can speak directly with senior managers about their ideal candidates and to find out more about the roles, which we weren't previously able to do so easily. We've also been able to reduce the time it takes to make a hire from around four to eight weeks to an average of just 10 days. We even recently made a direct placement in a record 4 days!"

Talent Party currently contributes 30-40% of Cathedral Recruitment's revenue and the firm intends to sustain and build on this in the future.

Shaw concludes: "Talent Party's technology is clearly empowering the recruitment industry to adopt a new, complementary business model and we would recommend it to all recruitment agencies who want to speed up the hiring process and gain access to a larger pool of employers."



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LAUNCHES

1> Balance Recruitment launches new recruitment website

1

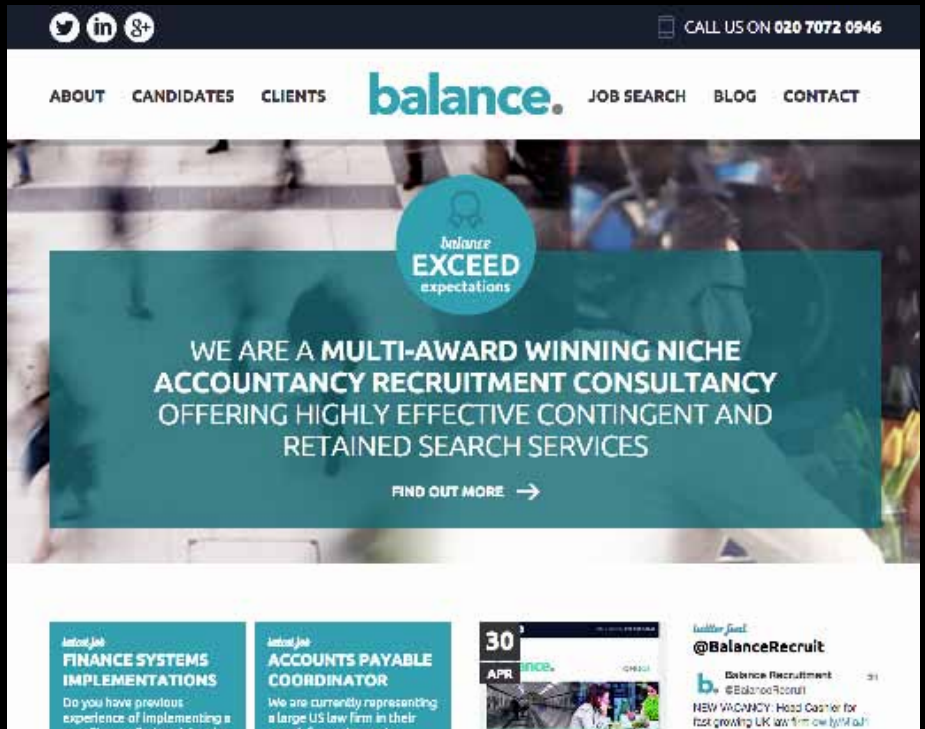
This month sees the launch of a new recruitment for Balance Recruitment, a well known and well respected recruitment consultancy serving the legal accounts markets. With their previous website becoming tired and unfit for purpose Balance scoured the recruitment website design market and after much due-diligence partnered with W4A for the digital design, and development of the their next generation web presence. Balance's new recruitment website showcases not only an exceptional aesthetic but also a well thought out user journey to enhance user experience.

www.balancerecruitment.com

2> Opus Group launch new energy recruitment consultancy

The Opus Professional Services Group has officially launched their newest addition, JDR Energy International. JDR Energy will focus on providing niche specialist hiring solutions across the energy market on an international scale. CEO of the Opus Group, Darren Ryemill, has come together with highly experience recruitment professional, Jack Rawcliffe, to create the new offering.

www.jdrglobal.com



3> IQNavigator Unveils Consolidated Multi-Sourced Talent Pool Solution

IQNavigator, the leading, independent provider of non-employee workforce management solutions, has unveiled the industry's first consolidated, multi-sourced talent pool solution at this week's IQNsiders2015. The new talent pool functionality in IQNavigator's Vendor Management System (VMS) software will enable HR and procurement professionals to create, engage and manage private, public and supplier-submitted talent pools all on one platform. This has significant benefits for companies in terms of acquiring and managing proven talent efficiently and cost-effectively.

www.IQNavigator.com

4> Mintt - A breath of fresh air for UK recruiters

Today Keystone Employment Group, the UK's fastest growing provider of online recruitment solutions, has officially launched Mintt, the innovative and highly effective pay-as-you-go online recruitment platform. Providing a fresh approach for organisations to recruit personnel without the need for costly recruitment agencies, Mintt www.minttresourcing.com utilises the latest in web advertising, social media and video interviewing technologies to provide an end-to-end recruitment service that can reduce costs by over 40%.

www.minttresourcing.com

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4



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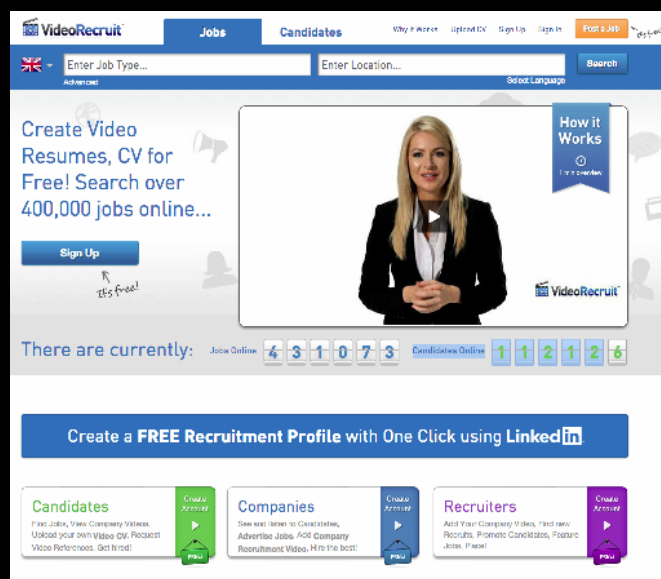


5> de Poel launches new business offering

Matthew Sanders, award-winning UK recruitment entrepreneur and CEO of de Poel (the £650 million neutral vendor and largest procurer of temporary labour in the UK) has just launched a new solution, catering to the needs of businesses and organisations with a smaller temporary labour spend. As a response to growing demand in the market and as a means to ensuring further customer engagement, de Poel One Source was founded as a new solution for these companies with a spend of less than £5 million per annum, helping them to access a wider talent pool and get more from their temporary labour agencies, in a compliant and cost-effective way. Ultimately, receiving the same benefits as de Poel's core model clients. By increasing the number of clients through de Poel One Source, this, in turn, will give enhanced opportunities to de Poel's agency partners, in growing their businesses even further.

www.depoel.co.uk/one-source

6



6> VideoRecruit launches two free services to boost candidate profiles

VideoRecruit, the job portal that puts video at the heart of the recruitment process, has launched two new services for job seekers. 1. A free online video interview service and 2. the option for candidates to create a password protected CV URL have been developed. These new services help candidates prepare for face-to-face interviews and maximise the interactivity of their Curriculum Vitae, thereby boosting their online profile even further. VideoRecruit candidates are being offered the opportunity to prepare an interview, for free, lasting anything from 3-15 minutes, to help job seekers build confidence both on camera and in preparation for a formal interview environment. VideoRecruit's professional online video interviewers prepare and take candidates through a series of general questions tailored to their specific career field. The aim is to encourage confidence when talking on camera and show applicants how easy video interviewing can be. "It's an ideal opportunity to showcase the personality, professionalism and confidence of candidates in an interview scenario to potential employers, boost their online presence and help ease nerves ahead of a face-to-face interview" says Simon Thompson, CEO of VideoRecruit.

www.videorecruit.com

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EMPLOYER BRANDING

HOW TO INCORPORATE IT INTO RECRUITMENT

Being consistent with branding and planning how to integrate it into all areas of recruitment can seem too much trouble

Written by Lauren Mackelden, Features Editor, Onrec

Being consistent with branding and planning how to integrate it into all areas of recruitment can seem too much trouble. However, Chris Brown, UK Director, at LinkedIn Talent Solutions reports that a strong employer brand can reduce cost-per-hire by more than 40 per cent, and 2015 will see more and more businesses turn their attention to getting this critical part of their overall brand right. "More and more senior executives are understanding the critical link between talent acquisition and business success, with employer brand being a vital differentiator when it comes to making great hires. In the UK alone, nearly three-quarters of recruiters say employer brand influences their ability to hire the best talent. Just as social media has enabled organisations to communicate with their customers in more transparent and authentic ways, so too has it become an increasingly important channel in attracting the best talent."

Brown says that for businesses just getting to grips with this topic, there are plenty of great examples to learn from. At LinkedIn's Talent Connect London at the end of last year, L'Oreal shared its approach to creating an immersive experience for candidates. This includes installing 'beacon' technology around the offices where candidates are interviewing to drip-feed personalised information to them at the right time as they move through the process. Brown believes that techniques such as this help make sure all candidates leave as ambassadors for the brand, whether they are successful or not.

How to do it well

As we come to the end of the first quarter, it is evident that employers across the UK are increasing their recruitment efforts and investing in a workforce fit for future growth, comments Anna Gibbons, corporate communications director, at the Sellick Partnership. "Competition for the best candidates is fierce and businesses are vying to attract top talent. Being a well-known brand is no longer enough;



from the company website to microsites, social media, as well as throughout the hiring process, brands must provide proof that they are what they claim to be."

Gibbons suggests that being active online is a fantastic way to demonstrate this and allows you to reach your target audience quickly and efficiently. At Sellick Partnership, they have created a Working for Us microsite purely for this purpose, providing a platform to illustrate the strength of their employer brand, and demonstrate what they can offer prospective employees. Gibbons explains: "This is closely linked to our Facebook activity, which is all about personality and acts as an extension of the microsite. Twitter, meanwhile, is more suited to raising brand awareness as a business and engaging with like-minded organisations. And LinkedIn is perhaps the most obvious resource for online recruitment, enabling candidates to apply directly for new roles. However, regardless of which channel that you use, consistency of your message is key, through tailoring your terminology and tone to the target audience."

In order to achieve this, Gibbons emphasises that any business aiming to attract the very best talent must take the time to understand their target audience and their motivators. "With the growing pool of millennials on the job market, employers need to take the time to understand the requirements of this generation when they are considering their career options – and how they differ from graduates of ten years ago. The message that you communicate has to resonate and be backed up in order to attract and retain that audience – and with the growing cost of hiring, organisations can't afford to get this wrong."

The concept of employment branding has been around for over 20 years, however very few companies actually dedicate resources to this discipline, according to Jim O'Brien, Operations Director at The Change Group, a niche luxury hospitality recruitment company. He says that for those that do, only a small number are doing employer branding really well, and that could be for a number of reasons:

1. There are blurred lines about where employment branding fits within the organisation. Is it within the marketing function or should it be within HR?

2. There are a lot of copy cats out there so maintaining a unique position on employment branding can be tough.
3. And the worst challenge of all for Employment Branding experts is the difficulty they face when trying to secure budget.

Why Employment Branding is important by Jim O'Brien, Operations Director at The Change Group:

1. It sets your organisation apart from its competitors and helps define what makes your company special, unique and a great place to work. Without a clear communication strategy to portray these messages, potential candidates may not consider you as an employer or will have no way of knowing what it is really like to work for your company.
2. Regardless of what sector you work in, finding great talent isn't always easy, especially when you put equal emphasis on skillset as you do on cultural fit. By investing in employment branding, you allow candidates to delve deeper into your company's culture and ethos and you show that you actively invest in people.
3. Employment branding is also a great way to attract candidates where there is a skill gap or to improve the diversity within your organisation. By launching specific employment branding campaigns, it allows you to speak to a specific audience in a way that will really resonate with them.
4. Through research, companies can gather data that helps them understand what their employees and potential employees want out of a job. For example, Gen Y candidate's motivations may differ significantly to those of Gen X candidates. By delving deeper into what motivates people, companies are able to tailor their employer branding strategy accordingly.
5. Although a huge part of the employment branding strategy focuses on acquiring talent, it is also important to focus efforts on improving staff retention and engagement which in turn reduces attrition, costs and helps build and maintain a happy workforce.
6. The recruitment process has become much more of a two-way street, with candidates "interviewing" the organisation as much as the organisation is interviewing them. With this decision-making power being held by both parties it's more important now than ever to put your best foot forward when recruiting.



A strong employer brand can reduce cost-per-hire by more than 40 per cent.

Chris Brown, UK Director, at LinkedIn Talent Solutions

"As more organisations invest in employment branding as part of their talent acquisition strategy, and candidates become increasingly savvy and discerning when searching, applying, interviewing and selecting a new job, the fight for talent is ramping up, declares O'Brien. For those who want to stay ahead of the curve he suggests focusing on the following:

Social Media

"Over the last few years we have seen a change in the way in which companies use social media and I expect this to continue to change. For example, the engagement you are able to achieve via Facebook is very minimal unless you invest advertising budget into this channel, and LinkedIn seems to be heading in a similar direction. With Facebook's recent announcement about the launch of a professional arm to their network, it will be interesting to see how this affects the current LinkedIn monopoly.

Retargeting and IP address tracking

There are not many recruitment agencies or organisations that are using retargeting or IP address tracking for employment branding purposes and I think this would be an interesting avenue to explore.

Content, content, content

One of the best things you can do for your employment brand is invest in a content strategy that helps communicate your value proposition. The biggest tip I can give is always remain authentic and try depict the true essence of your company, candidates are less interested in corporate waffle.

Research is key

As with any marketing activities, the more you know about your target audience, the better. Don't be afraid of conducting surveys, focus groups and perhaps even some external research that helps you better understand your current employment brand and also how you want to be perceived in the future."

The significance of how your company is already perceived is shown by Mariah DeLeon, VP of People at Glassdoor. "Today, people have access to more information about jobs and companies than ever before. As an employer, you have a responsibility to not only engage with target candidates through traditional means but also make sure you are getting your story, your employer brand story, out to candidates that you may not have yet spoken with. For example, we have found that 46% of job seekers say they evaluate a job and company before ever having spoken to a company recruiter."

DeLeon cites a company we all used to know as "The Yellow Pages as an example. For consumers and job seekers, the company had to tell a new story of just how much the business was innovating and evolving, and along with the shifts the company was making, it also rebranded the company name to simply, YP Tech. DeLeon declares that YP Tech saw a 44 percent increase in candidate awareness, not only becoming aware of the updated company name but what made the company an attractive place to work. "In addition, in less than three months, YP Tech welcomed a 20 percent increase in inbound applicants, specifically for hard-to-fill roles, through Glassdoor's recruiting solutions."

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It is no longer enough to dabble in social media - a coherent strategy is required. If you are losing your way, let our experts guide you

Written by Lauren Mackelden, Features Editor, Onrec

It is no longer enough to dabble in social media- a coherent strategy is required. If you are losing your way, let our experts guide you.

A social media recruitment strategy isn't a 'nice to have' anymore; it's a must-do, says Andrew Simmonds, associate director in the consumer practice for Harvey Nash Executive Search APAC. According to a 2014 Jobvite survey, 93% of recruiters used or planned to use social to support their recruiting efforts, with 73% planning to increase their investment in social recruiting. However, Simmonds comments that what's noteworthy is that social media is now being used for multiple purposes as opposed to solely traditional means, such as job postings and networking: "Today, recruiters are deploying social media for multi-pronged strategies: to showcase employer brand, highlight company culture, vet candidates and generate employee referrals."

Simmonds emphasises that organisations get the most return on social media when existing talent

promotes the roles in their organisation to their personal social networks. "By doing this, they are fostering innovation and corporate social responsibility, as opposed to advertising or promoting roles. It's a positive example showing employee engagement and recruitment coming together. That said, to be successful it's key that recruiters tailor their social media strategy based on the opportunity at hand, as opposed to taking a one-size-fits-all approach."

For example, Simmonds recommends that if you are targeting candidates with a college degree between the ages of 18-25, you may want to consider using Twitter, short clips on Vine, Instagram or Snapchat. For middle management, Facebook and LinkedIn are still the social networks of choice. "For senior management, LinkedIn continues to lead the way. For senior executive hiring, many executives still choose not to set up and maintain their profiles on social media and therefore, the only way to reach them is through building and developing relationships one-on-one."

So, when developing a hiring strategy, Simmonds advises recruiters should ask two questions. First, 'which generation are we targeting?', and then 'do we have the resources, technology and ideas to be able to best maximize the social media tools at our disposal?'

On the employer side, social and professional media is already an established recruitment channel. However, Jamie Bowler, Marketing Director of The IT Job Board considers that there has been a shift in the field with the launch of platforms such as Open Web, where data from 130 leading social and professional media sites - is aggregated to present a single profile view. Bowler says that this provides a highly time efficient solution, enabling recruiters to unearth both active and passive fresh talent. "Such tools are particularly valuable to recruiters in niche sectors such as IT where candidates will typically be active across multiple social media sites." Bowler comments that on the jobseeker side, social and professional networks offer a deeper lens on their

anyone who doesn't already follow your account."

Pitfalls to avoid:

According to Lauren Riley, the common pitfalls of using social media for recruitment include the time it takes to manage social media accounts, create content and approach candidates directly. "To maintain a professional online presence, as well as engaging your audience regularly and building an audience takes time and resources, and may require the company bringing in additional staff to manage the campaigns. This is something that might not be possible for smaller recruitment agencies and businesses.

Also, one of the big mistakes recruiters make on social media is spamming their accounts with the same generic job vacancy posts over and over, without offering any additional value to their presence. Not customising content to each platform, or posting the same content over and over can put potential candidates off a company and discourage them from applying – a nightmare scenario for any recruiter or hiring manager."

In the future, Riley predicts that most recruitment will be done on social media – with intelligent tools that find relevant candidates on social media being eventually the norm within recruitment. "Also, recruitment agencies and brands will turn to job advertising platforms that maximise the potential of social media and use it as part of their advertising services over the more generic job boards that simply offer basic recruitment advertising. More creative recruitment campaigns will appear, with certain jobs requiring applications via social media that showcase a candidate's innovation and creativity rather than the traditional CV. Job seekers will visit the likes of Twitter as their first port of call for job hunting, and will place more of an emphasis on networking with recruiters and hiring managers online before they apply for jobs in the traditional manner."

Martyn Makinson, Managing Director of Ionic Recruitment says that at his company they use social media sites such as LinkedIn on a regular basis to search for candidates and it's also a valuable resource for professional networking. On other social media channels such as Facebook and Twitter, Makinson says



Building a pipeline of promising candidates means you will be able to move more quickly when you are hiring, and the time invested in building relationships early could pay off. ”

Chris Brown, UK Director, at LinkedIn Talent Solutions

hirers are trying to get a more personal view of a candidate, rather than the CV format they see on LinkedIn. This is where Makinson feels that screening via social media becomes more problematic. "Some suggest that reviewing a candidate's Facebook and Twitter pages is not ethical, as they are not used for professional purposes. In this sense, businesses should limit their use of social media sites such as Facebook and Twitter for the purposes recruitment. However, hirers argue that social media is a public forum; unless the candidate chooses to make their profile private."

Makinson warns that screening via social media should be treated with caution, as there are no clear guidelines with regards to what is acceptable and what is not. "Eventually, it would be beneficial for both hirers and employees to abide by clear rules and the same openness that is carried out in all other aspects of recruitment. While social media can be helpful, it should not override existing recruitment tools and methodology."

Chris Brown, UK Director at LinkedIn Talent Solutions recommends encouraging employees to act as ambassadors and advocates, saying: "Smart people know smart people, and your current employees can open doors to great hires. Social media provides a platform for giving potential candidates an authentic picture of working for your organisation in terms of the types of jobs available, the culture, and the work-life balance. A great way to do this is to encourage employees to share their work activity and experiences, whether on their personal profiles and in groups or via updates on your company pages."

Brown also advocates that you are an active participant in groups and discussions and produce compelling content. "Not all content is created equally. Make sure blog posts, imagery, or video you produce offer valuable insights into your organisation. The good news is you don't have to create everything from scratch, but can share links to news relevant to your audience. On social media, anything can be a starting point for conversations between you and prospective candidates."

Also, don't forget the power of passive candidates, according to Brown, eighty-five per cent of professional aren't actively looking for a new role but would be open to the right opportunity. As Brown concludes, "A strong social media presence can help ensure that your employer brand – and opportunities – reach future potential hires whether they were looking for you or not. Even if you don't currently have a vacancy to fill, it is worth engaging on social media with people you think might be a good fit further down the line. Building a pipeline of promising candidates means you will be able to move more quickly when you are hiring, and the time invested in building relationships early could pay off."

LEGAL RISKS

SOCIAL MEDIA IN THE RECRUITMENT PROCESS

Author: Katherine Maxwell, Partner and Head of Employment, Moore Blatch

The use of social media can be an extremely valuable tool in the recruitment process when used alongside traditional methods of recruiting. Social media can link up employers with prospective job applicants through the advertisement of job roles, or through the candidates advertising themselves. Employers can also contact candidates directly through messaging applications, or use networks for the purposes of headhunting, or screening and background checks.

But, where are we now with social media?

Back in 2013, workplace experts ACAS published a report on how the use of social media in recruitment was increasing. However, since then it is perhaps the membership of professional social media sites, such as LinkedIn, which are growing rapidly in the UK, indicating that it is more acceptable to use these sites throughout the process of recruitment.

Latest statistics reflect fast growth in professional social media membership, with LinkedIn recently hitting the 15 million members milestone in the UK (up from ca 10 million two years ago). With 2 new members a second worldwide, LinkedIn membership is still growing quickly. Facebook members were last reported as having over 30 million users in the UK, although growth has steadied. Twitter has around 15 million UK members, again with steady growth.

A more recent White Paper and survey by Robert Walters* showed that 85% of jobseekers surveyed had LinkedIn profiles compared with 73% on Facebook and 38% on Twitter. Over half of the companies surveyed had LinkedIn profiles compared with 11% on Facebook and 14% on Twitter.

Using social media as a recruitment tool generally is not really a cause for concern; however, there are some pitfalls to look out for. For example, the use of social media as a screening tool can put employers at risk of possible claims. As references from previous employers have become more and more factual (due to employers reducing risk of making a negative / derogatory statement and opening themselves up to potential litigation claims) – employers are being forced to look elsewhere to verify and seek additional information, and this is where they turn to social media.

Below, I have outlined the key advantages and risks of using social media



in the recruitment process, together with a summary of what action we, as legal experts in the employment field, would recommend doing in order to avoid such pitfalls.

Perceived advantages

- Cost savings gained from advertising / recruiting online (this can be negated by increased traffic as weeding through applicants can be time consuming)
- Targeting applicants directly rather than through recruitment agents
- Increasing pool of applicants – social media is global
- Niche candidates – those who may not be able to target using traditional methods
- Ease of use
- Reaching passive candidates (headhunting)

Risks

- Legally – vulnerable in relation to privacy, data protection and discrimination
- Privacy and data protection (if carried out without knowledge/permission)
- Discrimination – info about protected characteristics being available where wouldn't normally be at an early stage in the recruitment process such as race, gender, sexuality which are available via social media profiles / activity - In early 2013, 1% of all employment tribunal claims were brought by job applicants, and this proportion rose to 4% in discrimination cases. We are yet to see what the introduction of tribunal fees in July 2013 have had on this figure however, as there was a 70% reduction in claims overall
- Using social media at present with little or no guidance – no policy to tell those recruiting how to use it

- If employers have no specific process in place difficult to be consistent in approach and justified

Other Risks

- May disadvantage those without access or a profile (potentially the older generations) and therefore vary the type and amount of info available across the pool of applicants
- Unmanageable level of applicants – initial weeding as noted above
- Accuracy of the information obtained (edited or distorted) – almost 60% of jobseekers asked in Robert Walters' survey* said they would amend the details of personal social media profiles when job hunting to make them appear more professional
- Social media posts often made by 3rd parties and not individual themselves so may not be accurate / able to edit

Recommendations to avoid risks

- Recommend company policy on social media use in recruitment and to regularly review it as area is fast changing + provide training regarding use and the risks above for those involved in recruitment process
- Be more open in use of screening (if applicable) – obtain permissions (either at advertisement stage or interview, depending on when screening carried out) – however, this could give applicants notice to update / edit profile



Latest statistics reflect fast growth in professional social media membership, with LinkedIn recently hitting the 15 million members milestone in the UK

- Verify information – ask the applicant about it to give them a chance to respond/comment
- Use it as a tool alongside traditional methods – not a substitute – still new and emerging platform
- Use as late in process as possible – i.e. once shortlisted final candidates – more justification for doing so (after meeting the individual)
- Only use sites designed for that purpose i.e. LinkedIn – should be able to obtain necessary information from this site now that more and more jobseekers are using it rather than Facebook or Twitter (social sites)

*Source: Robert Walters: Using social media in the recruitment process (February 2015)

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