onrec

ISSUE 160

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+ Online recruitment icons
+ Industry partnerships

MULTIPLE POSTING

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What we offer

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How it works

We bring marketing thinking to recruitment

FROM THE EDITOR
PREFACE

Welcome to the Nov / Dec 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

onrec

ALL THIS AND MORE...

UPDATED CONTENT:
UK, US & International news updated daily

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A collection of thousands of news articles

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@eploy

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- Source top talent, directly.
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- Improve your candidate experience
- Manage your vendors efficiently.

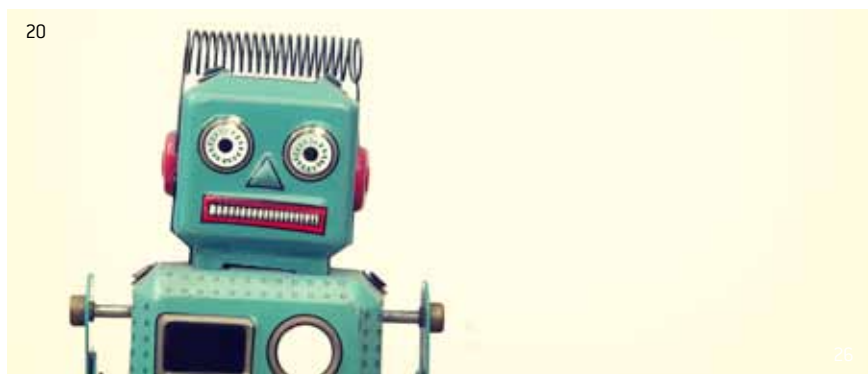## Applicant Tracking & Talent Management Software in the Cloud

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NEWS

Recruitment industry worth more to UK economy than ever before

The value of the recruitment industry to the UK economy is £35.1 billion per year, according to The Recruitment & Employment Confederation (REC).

Key statistics from the REC's Recruitment Industry Trends 2015/16 include:

More than three quarters (76.1 per cent) of value added to the UK economy by the recruitment industry was derived from temporary employment activities.

There are 9,565 recruitment agencies with an annual turnover of more than £250,000 operating in the UK.

The top three sectors in which recruiters made permanent placements in 2015/16 are professional/managerial, technical/engineering, and secretarial/clerical.

The top three sectors in which recruiters made temporary placements in 2015/16 are industrial/blue collar, accounting/financial, and secretarial/clerical.

The top concern of recruiters operating in permanent recruitment is a lack of relevant skills and experience amongst candidates.

The top concern of recruiters operating in temporary recruitment is the consequences of the vote for 'Brexit'.

The report also found that the majority of temporary and contract assignments last longer than 12 weeks. The average length of assignment is more than 12 weeks for 73 per cent of contract workers and 61 per cent for temporary agency workers. This suggests that the majority of temporary workers benefit from equal treatment with permanent employees under the Agency Workers Directive.

REC Chief Executive Kevin Green says:

"The recruitment industry is bigger than ever before and contributes more to the UK economy than advertising, arts and recreation, and the food and beverage industry. Our industry is the engine that drives the UK jobs market, enabling people to find the right job and businesses to find the talent they need to succeed.

"With near-full employment in the UK and candidate availability tightening, recruiters will play an even more important role in 2017. We predict that the industry will grow by between 2.9 and 6.9 per cent next year.

"We hope this analysis of the major trends and benchmarks for the recruitment industry is a useful tool for recruiters who want to track their performance against industry averages.

"As the professional body for recruitment we're determined to make businesses more successful by helping them secure the people they need. And at the REC we remain absolutely passionate and totally committed to helping to build a labour market that works for recruiters, employers, and the people they hire."

IQNavigator & Beeline partner

IQNavigator and Beeline combining to form one of the largest independent VMS software providers

IQN, the leading independent provider of non-employee workforce management solutions, and Beeline, a market leader in software solutions for sourcing and managing the extended workforce, today announced the two companies have entered into a definitive merger agreement. The combined entity creates one of the world's largest vendor management system (VMS) providers, which is uniquely positioned to help its customers and partners maximise the value obtained from their rapidly growing extended workforce, prepare for the future of work and win the war for quality, on-demand talent.

Under the terms of the agreement, GTCR, the Chicago-based private equity firm and owner of IQN, purchased the vendor management solution software and related assets of Beeline from Adecco Group, a Fortune Global 500 company and leading provider of workforce solutions based in Zurich-Glattbrugg, Switzerland. Financial terms are not being disclosed.

NEWS

CIPD response to ONS migration statistics

Commenting on today's ONS labour market Statistics, Gerwyn Davies, Labour Market Adviser at the CIPD, the professional body for HR and people development, says:

"Today's migration figures show that the supply of EU nationals to the UK labour market in the run-up to the referendum grew ever stronger. However, the feedback from CIPD members suggests that the currency depreciation, among other factors, is already undermining the attractiveness of the UK to live and work.

"There is a strong likelihood that the recruitment and retention challenges of employers will be exacerbated further when EU migration restrictions are introduced, which will affect low-skilled employers especially. Employers therefore need to urgently explore all recruitment channels and look at under-utilised groups of the labour market, starting with young people and students, to offset the risk of looming labour shortages.

"Employers in many industries have arguably benefited from the ready supply of EU migrant labour and become too blinkered in their recruitment strategies and now is the time to act and increase investment in skills at the same time."

About CIPD

The Chartered Institute of Personnel and Development is the world's largest chartered HR and development professional body with over 135,000 members in 120 countries. Setting global standards for best practice in HR, it's our aim to support and develop professional capability.

#MillionPoundJamie Is Hired

Jamie Mudle, the focus of totaljobs' #MillionPoundJamie campaign, lands job at high-end fashion retailer, Finery

In September this year, totaljobs put £1 million behind young, unemployed jobseeker Jamie Mudle to find him a job he loves. Jamie was looking for help and support to identify where he was going wrong and to find a role to kick start his career - rather than landing 'just another job'.

As part of this, totaljobs provided Jamie with the ultimate career coaching programme, drawing on the expertise of the business and some of the UK's leading experts. From body language coaching with India Ford, to CV advice and a mock interview 'grilling' from The Apprentice's Claude Littner, Jamie underwent a full training regime to get him job interview ready.

Following this programme, we are pleased to announce that Jamie has found a fantastic new role as Customer Experience Assistant and Office Support at contemporary British fashion label, Finery.

Jamie is settling in well to his new role, drawing on all of his past experience, as well as making the most of the skills he's learnt from the recruitment process.

John Salt, director, totaljobs said: "Jamie is a brilliant example of someone who needed a bit of direction and a little helping hand with his job search. While not everybody has a £1 million advertising campaign behind them, there are a few simple tips that can really improve your chances of getting a job.

Whether it's personalising your CV, perfecting your body language, or improving the way you talk about your experience, there are loads of helpful tips at the totaljobs website, www.totaljobs.com/get-you-noticed."

Jamie Mudle said: "What I've learnt through working with totaljobs is how it's so important to think through your application, your responses to questions, and how you present yourself in the interview and afterwards, trying to identify how you can do better next time.

"I had a very clear idea of the kind of jobs I thought would work for me and never believed I could get a role working for a fashion brand. Once I met the Finery team I was so impressed by their passion for the brand – their enthusiasm was infectious and I wanted to get involved. The most important thing for me was to find an opportunity where I could really see myself thriving and growing with the role, and my position at the Finery offers just that – as a start-up in the early stages of growth, there's huge potential for me to get involved."

Luca Marini, founder and COO, the Finery, said: "We're delighted to have Jamie on board in his new role as Customer Experience Assistant and Office Support. I believe this will give him great insight into the operations of an e-commerce company. No doubt he will progress to managing a team of his own soon enough.

Totaljobs is doing an excellent job helping those struggling to get on the career ladder. As a jobseeker, you need to be able to convince managers why you think you're the best fit. To me, it's not so much about skills or experience on paper. I personally look for motivation in candidates, people that want to succeed – which is exactly what Jamie demonstrated to us at Finery."

PARTNERSHIPS

HRsoft Announces Partnership with PayScale

HRsoft announced a partnership with PayScale to give HRsoft clients easy access to PayScale reports to help understand the current salary level for specific positions in their organization.

Now employers can easily order a PayScale Market Report, which provides real-time compensation data, to help Compensation and Human Resource professionals make decisions about employee pay. Based upon real-time market data, the "PayScale Market Report" contains a breakdown of total compensation, benefits, and trends in the market over time for a specific job.

David Kennedy, CEO of HRsoft commented, "Working with PayScale brings a reliable salary data source to our clients. We have found that some clients have positions that are not covered by their other surveys or desire to have real-time data to assist with planning. PayScale plays an important role in supplying critical data for critical compensation decisions. We are committed to helping add value for clients through partnerships with quality companies. By partnering with PayScale in this area, we have taken another step toward this goal."

"Increasingly, Human Resource and Compensation Professionals want more information in real time so they can make better decisions around pay more quickly," said Mike Metzger, CEO at PayScale. "Working together with HRsoft, employers can now generate compensation reports directly from HRsoft for more jobs than ever before which provides new insights and greatly simplifies the compensation planning process."

Employers are challenged with making compensation decisions that are based on internal and external factors in order to have superior employee engagement and retention. PayScale's data allows employers to pay associates in the proper range compared with other employers in their market.

www.HRsoft.com
www.payscale.com

NowWeComply & Kamanchi partner

NowWeComply have announced a strategic partnership with Kamanchi

The agreement will allow Kamanchi to provide NowWeComply's Intelligent Automation system to recruitment companies in the UK allowing them to: screen candidates quicker, reduce cost and remove the consequences of non-compliance.

Kamanchi Managing Director Guy Deterding said "We have been looking for ways to enhance our service offering on the compliance front and NowWeComply offered the broadest scope. It is not just about compliance either, the Intelligent Automation system can deliver efficiencies, and improve candidate care, across a number of critical recruitment processes." NowWeComply CEO Ben Stoneham added "We're delighted to be working with Kamanchi because they have a profound understanding of how to get the best out of technology in the staffing sector."

The partnership will allow Kamanchi to bring the NowWeComply platform to the wider staffing market. With the demands of the compliance burden having a greater impact on the bottom line, introducing scalability and manageability not only improves profitability but also allows organisations to differentiate themselves by being able to demonstrate a superior compliance capability.

www.nowwecomply.com
www.kamanchi.co.uk

Umbrella won't keep
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It might seem steady, but it's not. You might think you are protected, while you're not. Not you, not your workers, not your clients.

According to the Finance Act of 2015 and consultation document issued by HMRC in July 2015 any intermediary who supplies workers through an overarching contract of employment will no longer be able to claim travel and subsistence expenses as of 6th April 2016.

Secure a profitable and growing future for your business and choose a solid, compliant alternative. Choose Centralus and enjoy our multiple packages -tailored to your business- in terms of payroll solutions, insurance choices and legal guidance. That way, you can focus on your core competencies and transform opportunities into growth. Step onto solid ground and contact us.

Centralus
Certainty of Growth

PARTNERSHIPS

Johnston Press partners with
weliketowork.com

This new alliance is branded as Jobstoday Freelance, and is designed to create a freelance marketplace for talented UK professionals working remotely from home.

The partnership empowers Johnston Press' audience of 25 million people across the UK to work anywhere at any time, and will connect companies with a 'hidden workforce' of talented professionals, to which they previously didn't have access. It will also bring these people into the rapidly growing online freelance market, which is predicted to grow from £2.07bn globally to £32.77bn by 2020.

The digital and technological shift taking place in the industry is altering the way people work, and enabling a cultural shift towards flexible project-based working. In fact, according to Deloitte's 2016 Global Human Capital Trends study, 51% of global executives say their organisation plans to increase the use of flexible and independent workers in the next three to five years, further highlighting the vital role the partnership plays in connecting companies with the UK's hidden workforce.

This will see Johnston Press' reach increase among the rapidly growing number of millennials choosing this new way of working, as well as widen its recruitment customer base to smaller companies looking to hire on an 'as and when' basis.

The news comes following Johnston Press' recent launch of We are Digital, a new initiative involving editorial staff designed to accelerate the growth of its brands online, and forms part of Johnston Press' wider digital strategy for all its brands.

Joe Slavin, Managing Director of Recruitment at Johnston Press said: "Partnering with a startup like weliketowork.com is a great way for us to combine our expanding audience and award-winning local brands with cutting edge software solutions and emerging models in areas like employment. This offering works really well in tandem with our core Jobstoday platform to benefit our readership, as it means we can offer companies and jobseekers alike the widest range of opportunities, to suit the way they wish to work or hire."

Jonny Dunning, CEO of weliketowork.com, said: "We're delighted to be working with Johnston Press and its network of trusted newspaper brands to bring our solution to a bigger audience with genuine local reach. This partnership also represents a great step in our mission to support small businesses in the UK, and give talented professionals like stay-at-home mums, dads and retirees the chance to re-join the workforce and earn money via flexible remote working. It's great to see Johnston Press being so forward-thinking with this partnership, making new opportunities available to their growing audience."

www.weliketowork.com
www.johnstonpress.co.uk

Recruiter.com partnership with
Pocket Recruiter

The partnership aims to develop exclusive services for their users

"Pocket Recruiter's technology examines massive databases of resumes and surfaces job matches in a matter of seconds, which reduces the time it takes recruiters to source qualified candidates for jobs," said Michael Woloshin, Partner and Chief Strategy Officer of Recruiter.com. "Pocket Recruiter's clients will now be able to see split placement opportunities at a glance; users on Recruiter.com's Job Market platform will be able to rapidly identify suitable matches for their candidates."

Randy Moore, CEO of Pocket Recruiter, said "Recruiter.com has the largest network of recruiters in the world and offers an innovative approach to job distribution to recruiters. Our partnership with Recruiter.com will allow our staffing firm clients to easily discover additional placement opportunities for greater revenue. We also look forward to showcasing our technology directly on Recruiter.com."

Users of Pocket Recruiter will be able to instantly view split placement opportunities directly from Recruiter.com, and sign up through an automated process. Recruiters on the Recruiter.com Job Market platform will have access to Pocket Recruiter's matching technology to provide an instant job matching of uploaded resumes. The technology integration between the two platforms is planned for Q3 of 2016.

www.Recruiter.com
www.pocketrecruiter.com

BIG DEBATE

Charles Hipps,
WCN

Recruiters should make more use of predictive analytics to ensure they are hiring the best quality candidates. Getting a hire wrong isn't only costly, poor hiring can lead to lower productivity, reduced levels of employee morale and engagement and ultimately more attrition. It is a vicious circle. Predictive analytics are a crucial component of contemporary e-Recruitment. They play a crucial role in helping to reduce reliance on gut instinct of recruiters by enabling them to effectively utilise the plethora of recruiting data they already have. It also helps ensure candidates are from diverse backgrounds and helps firms avoid elitism claims.

Ben Hutt,
Search Party

The single most important recommendation is for employers to be focused and honest with themselves when identifying the skills and experience a candidate must have. It's all too easy to fall into the trap of "I want someone like Jane," without assessing the specific problem or gap that you are looking to address with this new hire. Success depends on a clear set of must-haves and deal-breakers – both in terms of skills and cultural fit. If either the employer or the candidate are compromising, it's not the right fit, and won't be a happy long-term relationship.

[BIG DEBATE QUESTION]

What's the one thing employers could do better to find candidates online

Chris Bogh,
Eploy Recruitment Software

"Eploy recently surveyed over 600 UK recruiters – both in-house (49%) and recruitment firms (51%) to determine the candidate sourcing channels that are working best for them. Interestingly the top rated channel for candidate quality is their existing candidate database. However in-house recruiters consistently stated that they don't have enough candidates in their database. Growing their talent pools by simplifying the online joining process and investing in hybrid ATS & CRM systems with powerful search tools for matching existing candidates to current vacancies is a key strategy for ensuring online candidate sourcing success.

Roopesh Nair,
Symphony Talent

With more channels and control available to candidates, employers struggle with how to efficiently and effectively reach, attract and hire quality talent. In order to source candidates online, employers need to take full advantage of a smart, omni-channel recruitment marketing strategy. It's not enough to simply post a job opening on an online job board and hope that the ideal candidate falls into your lap. Instead, employers need to create a compelling and personal experience throughout the candidate journey across paid, earned, shared and owned channels.

MULTIPLE POSTING
MORE HONED THAN EVER

By Lauren Mackelden, Features Editor, Onrec

Martin Bramall, Managing Director at idibu explains the concept of multiple posting for the uninitiated: "Put simply it's the sending of a job/role/vacancy to multiple locations from one form. So you fill out the job description, salary, title etc, hit send and that will go out to all the boards you're subscribed to, your social media sites and your webpage. It's suitable for anyone recruiting online but of course, the more volume you post, the more time and money you're saving by speeding up the whole process."

Bramall doesn't expect the core multi-posting engines to change massively.

"We're able to add more and more of the functionality via our API (Application Programming Interface) so you can control things like quotas and permissions via your CRM (Customer Relationship Management system) rather than having to go standalone but that's about it." Bramall emphasises the real development is what you can do around it. "We've spent the last year building much more towards a candidate attraction and engagement platform that allows companies to utilise internal databases rather than just post and pray. So, from the initial customisable landing/application pages, we're working with our customers to help them build brand equity." Bramall believes they are really well placed between ATS (Applicant Tracking Systems) and CRMs and the outside world (jobboards/social media) to allow companies to really build how they communicate and engage with their wider talent pools: "So setting up automated newsletters, video interviewing, 2-way SMS, candidate matching to roles, and providing social media digital footprints are all going to help teams get closer to candidates and help the communication between both parties. Plus all new technology is optimised for mobile so that no matter where candidates are coming from, you are able to build great pipelines and court good candidates easily."

It is very easy to set up multiple posting- there is no server setup, nothing to download or install, reassures Bramall. "Like any system, the more you put in the more you get out, so you do need to add all the boards you post to, organise offices/teams to make sure your reporting and data analytics is tight. You want to look at team leaders and their permissions, setting up automatic reports, designing some really fly landing pages to enhance and improve your brand. Do new-starters need their jobs authorising before publishing ? etc etc. You invest a little bit more at the outset and it all runs much smoother further down the line and you get the absolute maximum from the software. Our service delivery team work with you to make sure this is all down from the word go."

Joe Sweeney, Director at Vacancy Poster says that they have also been improving their offering for clients and have tailored the software interface to meet a number of key client objectives. Vacancy Poster feels that the clients are looking for more value adds from the multiple posting solution providers and are keen to see their 360° recruitment needs being met. With this in mind Vacancy Poster is working with a number of ATS

The more volume you post, the more time and money you're saving by speeding up the whole process. "

and CRM providers to make certain a more 'complete' solution is available thus ensuring all job posting / vacancy broadcasting possibilities are explored.

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

Mir Ali, Vice President, Global Technology Solutions at Futurestep, believes that with job posting and distribution services now having the ability to read job descriptions, multiple posting really caters to every type of recruiter. "For example, those looking to recruit globally can benefit from their growing reach, whilst those looking to recruit high-calibre candidates for very specific roles can opt for highly-selective job boards of academic institutions, think MIT. It all comes down to knowing your goals – and your budget. But even if your financial means are limited, multiple posting software has advanced budget allocation capabilities that will provide you with the most sensible option."

Whilst the use of automated job distribution services has increased steadily year-on-year, for Ali there is one trend that stands out above all others – global reach. "In reality, the technology behind multiple posting has been around for about a decade, yet was restricted to local or national markets. The expansion of job boards into new territories, has simultaneously triggered an expansion of job posting distribution services. That being said, country specifics naturally come into play here and strict regulation in some places, like China or even Poland, still pose a barrier to universal reach."

Ali predicts multiple posting will continue to increase in popularity within the next few years and those recruiters that are still sticking to manual posting are well advised to adopt automated sophisticated distribution software if they don't want to lose out on talent. Ali sees the trend of global expansion will continue and also foresees one thing we will be seeing a lot more of in the future is the harvesting of intelligence. "At present, data insights into when and where to post are still in its infancy. In this day and age of big data, this is bound to change. Perhaps not in the next few months, but certainly soon, we will be able to predict when our target audience is most likely to search and read job posts."

4 FOUNDATIONAL RULES FOR
CANDIDATE ENGAGEMENT

When it comes to sourcing talent, there is no one-size fits all methodology for finding the best talent. However, there are most certainly some guiding principles that companies can keep in mind to build their talent pipeline and enhance the candidate experience.

Here are 4 foundational rules to follow:

1. Be Found. Write your job descriptions with search engine optimization (SEO) in mind to secure higher rankings and views. Google is the largest job board – it's one of the first places candidates will go to find a job. Make your position easier for them to find with a job descriptions that focus on the right key words. You'll know what these words are when you think like the candidate and identify what key words they would use in their online search. Tip: Consider not using your company's specific title if it is not a common way to describe this position. Always use the more industry known version and list it multiple times in the job.

**2.** Be Convenient. The application process needs to be quick, simple, and mobile enabled (86% of active candidates use their smartphones to conduct job searches[1]). If the application process is overly complicated, candidates will move on to another opportunity. Many companies struggle with this simply because they are confusing the application stage with the screening stage and get indulgent asking for too much information. Tip: If your process takes more than 5 minutes to complete, go back and remove any steps that are not critical to the application stage or labor intensive for the candidate to complete.

3. Be Respectful. Timely communication and feedback are important, whether it's good or bad. Providing a response to the candidate, whether an email or a call, helps protect the candidate relationship. Feedback strategies and overall "touch" level with this information should increase with the complexity/level of the job and the interview round. Candidates want to know where they stand. Being responsive to this paints you as a responsive and thoughtful employer (and the opposite is absolutely true). Tip: Create job groups and clear feedback policies/procedures based on role/level/stage of the candidate to remove subjectivity and make this a consistent HR approach.

4. Be Valuable. Recruiting is an on demand function and talent pipelining is a must. To build your networks and future pipelines, you need to attract the audience. Think about what interests your target candidates. Identify those key topics and publish this to them on a consistent basis. Use a Candidate Relationship Management (CRM) tool to send targeted messages to segmented populations. Tip: Create a balanced portfolio of valuable content that goes well beyond merely publishing your open jobs and also include interesting news about your company, your industry, and market news relating to their role.

Candidates want to work for organizations that they connect with. Establish that connection from the very beginning as they search and find you. Continue to use your empathy and understanding as you model out your application, interview, and feedback process. Put yourself in the candidate's shoes and view everything you do through their eyes. If you simply put the candidate first, you'll develop a world-class candidate experience.

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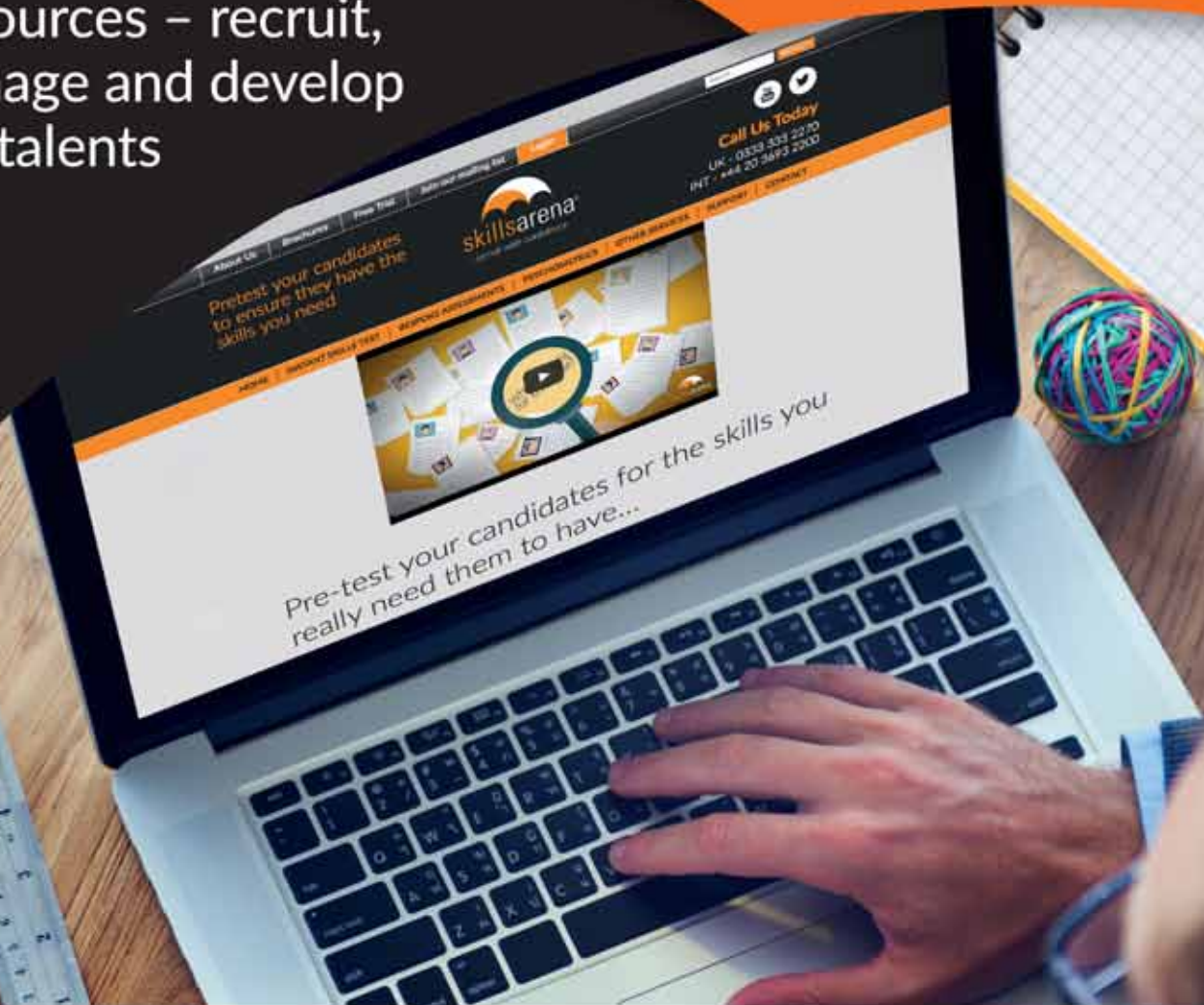
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LAUNCHES

1

1> XPATJobs launches series of country-specific recruitment websites

KXPATJobs, the UK's biggest online careers website for international jobseekers, has today completed the launch of nine recruitment websites focused on the countries overseas candidates search most. Supported by the company's industry-leading XPATJobs.com site, which sees 100,000 jobs posted each day, the new sites will provide recruiters and hiring managers with access to a network of more than 1 million registered jobseekers. The new job boards will serve as a leading careers destination for jobs across a range of industry sectors within each specific country, and they are set to become an essential recruitment resource for recruiters, hiring managers and job seekers alike.

https://xpatjobs.com

2> Job search engine AdView celebrate growth with launch of new site

UK Job search engine AdView have just today announced the launch of their new brand new site, following a period of sustained growth. The announcement coincides with the job search engine hitting national airwaves for the first time with their talkRADIO campaign. It follows several months of development which fits in as part of a wider strategy to take the company to the next level.

www.adview.co.uk

3> REC launches 'toolkit' to help recruiters champion their profession

More than 1,300 recruitment businesses will find a 'toolkit' landing on their desks this week, containing resources to help them spread the word about the positive impact they make on individuals, businesses and on the labour market as a whole.

www.rec.uk.com/transformtoolkit

4> New Tech Start Up Company Attracts Investment

Tec Partners was formed only eight months ago and has enjoyed exceptional growth since then. Based in Norwich, Cambridge and East Anglia, the company has attracted significant investment to assist with ambitious business plans, moving forward. Launched in October 2015 by Paul Kitley, Chris Beech and Leigh Howard, the trio saw a gap in the market for a specialist recruitment consultancy to provide recruitment services for the Technology and Engineering sectors, placing skilled individuals into technical positions in the workplace and at all levels of seniority.

www.tecpartners.co.uk

7> Bond International Software Launches AdaptUX

Bond International Software, worldwide provider of staffing and recruitment software solutions, today announces the launch of AdaptUX – its latest software offering. Built with input from web usability experts, AdaptUX has been developed with user experience in mind. In today's recruitment industry there are a wide spectrum of candidates searching for roles – with ages spanning across four generations, which pushes recruiters and recruitment agencies to adapt to the requirements of candidates.

www.adapt-recruitment-software.com/

5> JobAdder Powers Ahead with UK Expansion

Recruitment software platform JobAdder has established a presence in Scotland, fuelled by strategy to continue growth in the UK. In a move to increase its global presence, cloud based recruitment platform JobAdder has announced that it has placed a dedicated resource in Scotland. JobAdder's intention to expand in the UK was reported in a Press Release published in February of this year. The size of JobAdder's European and UK client base has doubled since then, making the decision to appoint a fulltime resource to meet growing demand in the region an obvious one.

https://jobadder.com/uk

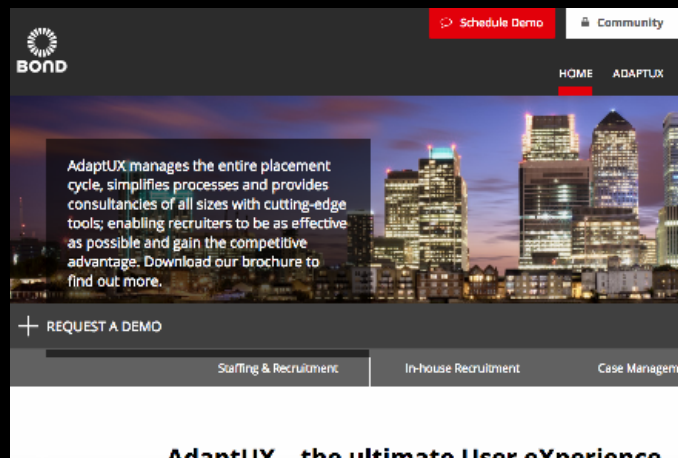## 6> Sellick Partnership launches new HR division

Finance and legal recruitment specialist, Sellick Partnership, have expanded their offering with the establishment of a new HR division, to meet increasing demand for HR professionals within the public sector.

www.sellickpartnership.co.uk/hr

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

onrec

IT RECRUITMENT SITES

Going from strength to strength...

By Lauren Mackelden, Features Editor, Onrec

The IT recruitment market seems to be as healthy as ever, with more and more specialised niche areas, thriving contractor market and not just in London, with hubs in other cities too. According to new research from Robert Half Technology, the demand for IT professionals is certainly growing. They say as digital transformation continues to climb up the business agenda, partnerships with IT departments become key, as organisations manage how services come together to achieve maximum return. This rise in demand for collaboration with IT departments is also reflected in IT salaries, with software developers predicted to see a rise at double the rate of average professional salaries (4.5% compared to 2.1%).

Anthony Sherick, MD at Technojobs agrees: "The IT market is still fundamentally strong in the UK. The IT market is a very broad area and there is consistently high demand for growth elements such as Cyber Security, Developers, Analytics, Digital etc." Sherick reports that Technojobs have seen a consistent volume of jobs advertised on the site in 2016.

At the moment, Sherick notes that contracting demand has also remained strong despite an initial dip post Brexit. However, he does say potential changes to the public sector contracting market (affecting off payroll workers) are likely to go live in 2017. "It is too early to see whether this will affect rates or supply into the public sector and the market overall. However this could affect the resourcing into key public IT projects. As it stands the balance of permanent and contractors has remained consistent post Brexit." Sherick believes opportunities are still significant and the growth of start-ups has not been deterred by Brexit. According to Sherick, the main threat to the IT recruitment market still remains the macro-economic market. "Economic data and thus confidence in the market (and investment) will help determine the level of growth in IT. Government can still be the main catalyst to continued investment into the digital economy through incentives, immigration and tax rates."

Sherick continues: "I can only see positives in this market as the growth of new sectors and technologies develop at fast rates. There are so many exciting new sectors such as Virtual Reality, Artificial Intelligence and Healthtech. Alongside this I believe the growth curve is still at an early stage for many areas such as Cyber Security, Big Data and Mobile Development." To accommodate the demand for evolving skills in the market, Technojobs has launched a number of network sites –they have 30 in total. Sherick explains that 'Technology' and 'Digital' are now such very broad phrases, so moving forward, targeting niche elements of the IT market and specialist candidates will be important.

Dan Hawes is Co-Founder &
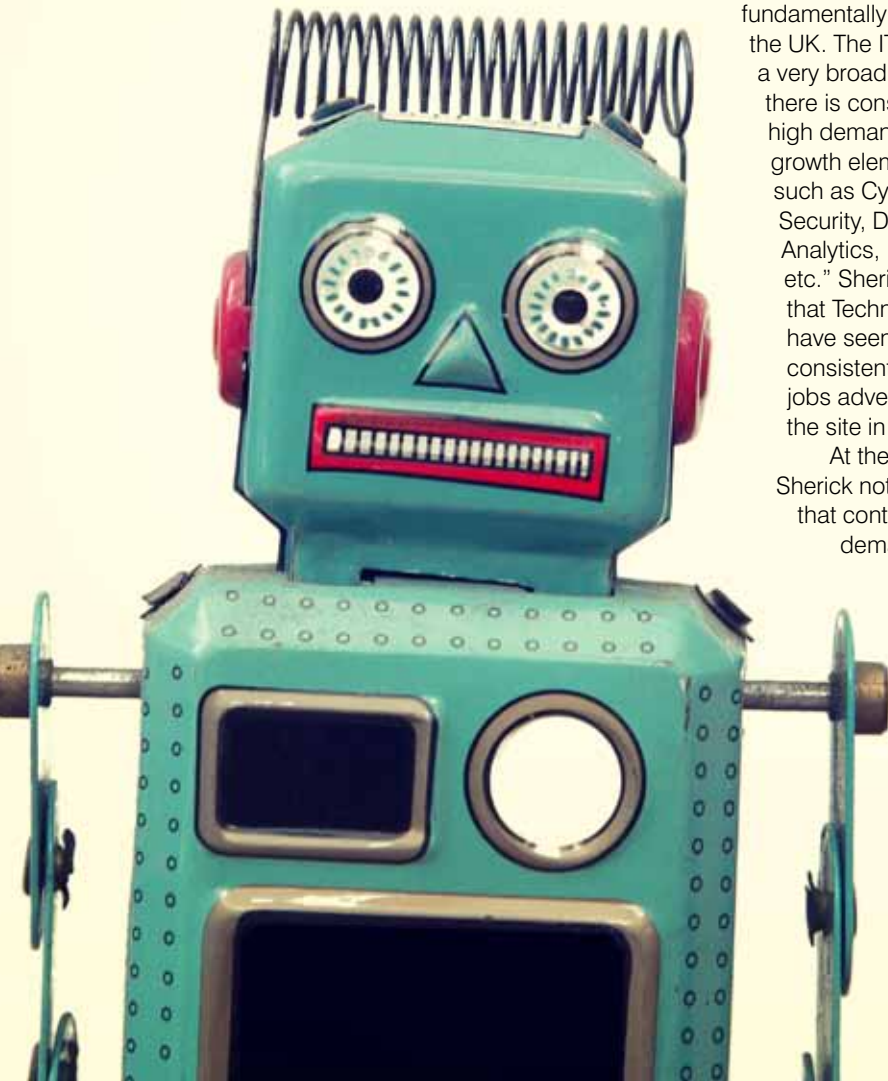
Marketing Director of the GRB (Graduate Recruitment Bureau), which has a sister company , Cortex, which deals with IT recruitment. For Cortex, he says candidate applications are up on their website through organic searches and they are filling more vacancies year on year. Hawes sees the IT market as still buoyant in London with many tech professionals keen to join start ups or the IT departments of large finance houses, and also sees growth elsewhere, saying that outside of London they see Oxford, Cambridge, Reading and Bristol as other hotspots for tech talent. Hawes also reports that they are still seeing a shortage of front end developers especially JavaScript developers as some EU citizens have moved away to other EU tech cities such as Berlin. In the wider economy, Hawes notes that with Microsoft buying LinkedIn and with interest in Twitter, we may see more consolidation on the market with more mergers and acquisitions that may have a knock on effect in the UK market.

Regarding the balance of contractors to permanent staff, Hawes says that Cortex focus on permanent staff, but has had more interest in contractors in the last 12 months which is something they will trial next quarter. Hawes comments: "Skilled experts who can develop applications within weeks can drastically reduce the long terms costs of a tech company, particularly if the company have a deadline or target to meet. There has been an increase in contract demand as well as the number of developers seeking contract work rather than permanent which will bring jobs closer towards 70% permanent 30% towards contract." This interest in contractors suggests a demand for flexible or project based contracts which may be in response to BREXIT but it is too early to tell, says Hawes. "One outcome may be that talent drain may occur leaving for Berlin for instance. The IMF has revised down its original growth forecast for 2017 in the UK so the wider economy is still not at its peak. However technology will always be prevalent, now more than ever, and we feel that the IT sector will be one of the

> " We feel that the IT sector will be one of the most resilient industries in the UK... Machine learning is definitely becoming a bigger part of business alongside big data "

Dan Hawes, Co-Founder & Marketing Director of the GRB (Graduate Recruitment Bureau)

most resilient industries in the UK backed by recent statistics."

A growth area this year and for the future is cyber security, Hawes confirms this has definitely been a key area most businesses have been investing in this year, particularly with recent security leaks such as at TalkTalk (with the hefty fines that come with it if found negligent with their cyber security). Another huge area which has become very popular is the extensive use of big data and machine learning (ML) algorithms, says Hawes: "Machine learning is definitely becoming a bigger part of business alongside big data as it allows the use of accurate insights backed by techniques in machine learning to be able to pre-empt business decisions as oppose to react. In addition to this, ML/Big Data gives almost limitless possibilities of ways to manipulate large data sets with huge potential."

HOW TO...

Effectively use online recruitment and improve the candidate experience

By Lauren Mackelden, Features Editor, Onrec

Nearly everyone's getting in on the act with online recruitment and social media- but that doesn't mean they are doing it well. There are so many things that can mean it won't be the success you expected- will the right audience see the ads? Will they be put off from applying? Will the whole process put them off your company for life? Check you're really doing everything you can to make online work for you.

Adam Shay, Director of Consulting Services, Alexander Mann Solutions suggests where to spend money and effort: "The plethora of channels available today means choosing where to invest your recruitment advertising budget can be problematic. However, when deciding where to promote vacancies it is absolutely crucial that you consider your target audience. While many platforms sell themselves on breadth of audience, targeting specific specialist publications or online channels is often a more effective and efficient way of tapping into appropriate talent pools. It's also vital to consider where your ideal candidates are active on social media. For example, while senior executives are more likely to engage on LinkedIn, a campaign to attract entry level graduates may be better suited to Facebook or Snapchat." Shay also emphasises that the evolving behaviour of jobseekers means that choosing mobile-enabled channels is now more important than ever. According to a recent report by the CIPD, 76 per cent of jobseekers access recruitment sites via mobile. "If your job advert is not mobile-enabled, you are missing out on a huge audience of potential jobseekers."

Neil McIlroy, Head of Product B2C kaper.uk agrees, saying that if the mobile experience isn't user friendly or to the same standard as the desktop site candidates will be more likely to look elsewhere. "To keep pace with the rest of modern life, candidates also expect instant access to the best jobs as soon as they come to the market. Delivering new jobs instantly along with the ability to apply simply will become essential, which once again highlights the importance of a strong mobile offering. "

McIlroy says their instant email alerts to give candidates quick access to the most relevant new vacancies as soon as they are added. Not only does this encourage candidates to remain engaged with their job search, it will also speed up the hiring process for recruiters and jobseekers alike. Also, at Jobsite, they let recruiters choose whether to ask for a cover letter as part of the application process, meaning that candidates are only spending time on this when it is truly valued. These adaptations

to the candidate journey have seen a marked increase in applications.

"It's important to keep in mind that the best potential employees will want to know what is in it for them – and so you should use every opportunity to sell all the best parts of your vacancies which will ensure any candidate who comes into contact with your business will have a positive impression. For example, employees are putting a greater emphasis on the importance of a work-life balance. We have conducted research that suggests only one third (34%) of employers recognise benefits as an important recruitment tool, compared to 82% of jobseekers who say they will research a company's benefit package before an interview. Therefore, selling your benefits package could be a great way to pique the interests of the strongest candidates and encourage them to apply for your vacancy.

When looking for the right hire, it can be tempting to chase volume and see large numbers of applications as a measure of success. However in reality, evaluating a huge pool of candidates can be a drain on your time and resources leaving less time to devote to your future hires. The best talent attraction strategies will focus on quality over quantity and ensure you're only delivered applicants who are truly suitable for the vacancy."

How to evaluate the performance of a site?

When it comes to attracting candidates, the overwhelming majority of communication is text heavy, detailed job descriptions, says Adam Shay, Director of Consulting Services at Alexander Mann Solutions. However, he says a recent report from Business Insider Intelligence found that online video ads get three times more clicks on average than other digital ad formats, including mobile, display, and rich media ads. With this in mind, Shay suggests recruiters should consider moving beyond more traditional mediums of online advertising to boost audience engagement. "Rich media such as video also has the added benefit of boosting a site's SEO. Media fragmentation means that audiences' attention spans are shorter than ever before and the way in which we consume information is shifting to reflect this." In fact, Shay reports that technology service provider, Implix, recently reported that an introductory email that includes a video receives an increased click-through rate of 96 per cent. "At a time when mobile video consumption is doubling every year according to YouTube, organisations that

don't consider video ads really will be left behind the curve,"comments Shay.

Broadly speaking, in the short term, Shay considers the success of any online recruitment campaign should be measured by the quantity of quality submissions rather than the overall number of applications. These can be defined as those which meet the requirements of the advertised job specification. While historically, rudimentary KPIs such as time to hire and volume of applications have been used to determine how 'successful' a campaign has been, today Shay believes the prevalence of talent analytics means that hirers can employ much more sophisticated methods in the medium and longer term. "For example, time to productivity, quality of hire, and levels of attrition can all be assessed effectively. This means that the potency of individual recruitment sources can be determined and accurate recruitment cost ratios can be calculated."

Roopesh Nair, CEO and President of Symphony Talent explains that attracting the best and brightest talent begins and ends with a company's Recruitment Marketing strategy. A brand can improve the entire candidate journey by creating a personal experience that makes candidates the main focus and top priority. To do this, Nair advises that a company needs to have a strong strategy in place for how it plans to (1) source talent, (2) nurture individual relationships with candidates, (3) engage with newly hired talent, and (4) continually analyze the candidate lifecycle to ensure your plans are operating efficiently. Most importantly, employers need to connect with candidates across all paid, earned, shared and owned channels. "A common mistake employers make is not approaching their recruitment marketing strategy with a holistic view, which includes a strong omni channel approach. This is the best way ensure they're sourcing, nurturing and engaging candidates across every point in the candidate lifecycle - looking well past the 'one post' approach."

It's one thing to put a plan in place, admits Nair, it's another to make smart decisions based on what they're able to learn in real-time. "If a brand lacks actionable analytics and can't track hard ROI across recruitment channels and lifecycle touchpoints, they can't connect the dots to improve their recruitment strategy." To help brands collect this data and evaluate the performance of their recruitment efforts, Nair suggests that Symphony Talent offers an analytics solution which helps companies gain decision-making insights. "It's currently the only omni channel analytics solution that tracks all aspects of recruitment marketing across paid, earned, shared and owned (PESO) channels."

Candidate experience

Alan Bourne, Managing Director at Sova Assessment Ltd says organisations are only too aware that it's not just about attracting top talent but also not alienating those who weren't successful in the recruitment process. "Creating a positive brand experience is paramount as all candidates are potential customers and any negative experience will spread like wildfire on social media. Research carried out by the global retailer, Tesco, found there was a strong correlation between a positive recruitment experience and brand loyalty. Similarly, multi-specialist global giant, Virgin found that it was losing several million pounds a year in lost subscriptions from rejected candidates – counteracting the business benefits of good hiring."

Bourne comments while many organisations throw large sums of money on great attraction campaigns, they typically follow this with a traditional approach to assessment. He believes this can bring candidates back down to earth with a bump and leads to an impersonal, jarring feeling. Bourne feels it doesn't have to be like that: "In today's digital world, the opportunity is there for assessment providers to combine both style and substance – configuring quality assessment around an organisation's values and brand, while creating more attractive ways to deliver that experience." Whilst being assessed for a role, Bourne says candidates expect their time to be used well; they want to be engaged and welcomed, and to receive a qualitative and intuitive experience. According to Bourne, they also want to learn something about the job and themselves, so the assessment content must feel relevant. They should also get constructive feedback at the end, regardless of whether they've been successful or not. Bourne comments: "We're at a really exciting junction in the online assessment journey, and as specialists in the field, we must embrace the fantastic opportunities of the digital age and make a big difference in the world of assessment."Rather than being an often jarring low point for many candidates, Bourne thinks providing a refreshing experience simply has to be a top strategic priority for business. Though, of course, Bourne reminds us that one must never lose sight of the scientific basis of assessment and the need for accuracy.

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by access

'How to get the most from the sites you advertise your jobs on'

Chris Burles, Head of Product B2B gives advice on where to advertise: "You should be looking for sites with a strong digital traffic strategy to ensure your vacancy is never more than a few clicks away from the candidates who are searching for your role. Our clients find larger job boards work well because we're able to channel candidates from a huge range of sources it would be hard to cover otherwise to meet the needs of your vacancy and provide the expertise to guide you through the advertising process.

To evaluate how a site is performing, Burles says applications per vacancy is always a useful metric, but also suggests looking further down the line to the candidates brought to interview, and finally those hired will tell which platform is truly delivering ROI. " Ultimately a high volume of irrelevant applications can cost you time to sift through, so the best strategy will result in a long lasting hire with maximum efficiency by only interviewing

those best suited to your role."

He recommends advertisers grab a candidate's attention early- candidates make swift decisions online about whether to read further or move on, so ensure the hook for your roles is clear straight away. A great way to do this through advertising is to display your employer brand- as Burles reports "We find our branded adverts deliver 43% more applications per vacancy." Obviously search engine optimisation is hugely important when recruiting online so it can be tempting to spam your adverts with a lot of keywords to help gain more visibility. However, Burles cautions that if they are not relevant to the role available this could cause confusion for some and lead to irrelevant applications. "If you're clear and concise about the skills and experience needed for the vacancy, this will ensure your vacancy will appear in the right search results to reach your ideal candidate."

James Peck, UK MD of Jobandtalent maintains that to ensure your online recruitment strategy is effective, HR professionals should concentrate on metrics such as retention rate, days to offer, and offer acceptance rate which can give you a better idea of whether your ad is reaching your desired audience.

Your ad shouldn't just be a list of requirements; Peck advises that it needs to explain to candidates why it's a great opportunity to apply for the job position and to communicate your company's values. Here are his top tips: "When writing the ad, ensure your tone brings your company to life. Avoid corporate jargon – it may make sense to you but not everyone looking at your ad will understand specific industry vocabulary. Making sure it is easy to read is essential, as most people will be looking for new roles on their phones, so being simple and concise are key for those on the go."

Vague job descriptions are a common pitfall warns Peck. "When ads are not

specific, the best candidates for the job aren't aware that their skills may suit the role, and businesses end up wasting their time as they only receive responses from people who don't fit their criteria. Grammatical errors are also a common mistake we have spotted. It may not seem like the be all and end all if there is a mistake here and there, but it can give the impression that the company hasn't put a lot of effort into finding the right person for their team."

So what should you include? Concentrate on some key points, insists Peck. "The first one to consider before anything else is: does the title of your ad describe your offer correctly? Once you've got the title sorted, take the time to develop a detailed description to ensure you have communicated exactly what you are looking for in a candidate. Add an accurate address as well, as some platforms have a geolocalisation feature. These are all particularly important as many apps use job matching technology to find the most compatible – and local – candidates to fill positions."

Zöe Desroches, Asana's Recruiting Marketer, gives Onrec some top tips on what works well in online. "Look at where your ideal candidates are spending their time online, and focus your energy there. While casting a wide net and posting jobs everywhere can lead to an increase in quantity of applicants, it doesn't always mean that the candidates who end up in your pipeline are the best quality. Focusing on engaging with job boards, publications, or partners that matter to the candidates you want to meet will put you in front of the best possible audience and increase the chances of finding the best candidates for your company."

Another tip from Desroches is to focus on partnerships—such as through content and events—since they allow you to leverage the reach of your partners and connect with a targeted audience. "You can focus partnerships on key topics or on building relationships with key groups (women in tech, or design thought leaders, for example). Being mindful about who you're building partnerships with will help keep your recruiting efforts focused on the issues and people that are important to your company."

> ## Look at where your ideal candidates are spending their time online, and focus your energy there "

Zöe Desroches, Asana's Recruiting Marketer

What works well?

Here are some top tips from Asana:

* We've had success with targeted pieces of content and strategies for their distribution (like Day in the Life posts, cultural posts).

* Interview trainings, like bias training, keep issues top of mind for interviewers and help provide a positive experience for candidates.

* Long term relationship building, whether it's with candidates or through events and partnerships, has worked well for us. We've hired folks after nurturing a relationship with them over several years, or via partners with whom we've worked to build community.

* We've found it's so important to understand the candidate's perspective. To do so, we ask for feedback, send candidate surveys, and encourage the use of Glassdoor. We respond to reviews where relevant, and always try to put the candidate first.

* Focusing on content and engagement instead of just job postings has helped us connect with targeted audiences and be top of mind for passive job seekers, not just active ones.

HOW TO...

Effectively use online recruitment for employers/candidates and improve the candidate experience

Jay Staniforth, Marketing Director, Vacancy Filler Recruitment Software comments:- The first thing when deciding where to post job notifications online is to decide what category the job falls into – is it general, unskilled, or skilled/specialist?   If the job to be filled is a general position, such as a receptionist, we advise on appropriate job boards – using a good online recruitment system, the job advertisement can be posted to multiple job boards at the same time.   For example, Vacancy Filler typically links to over 20 partnered job boards and can integrate with almost any others as required by its customers.

If the job is skilled or specialist – such as an engineer for example - we can advise and work with companies on which specific job boards to post on and we will build an API in order to be able to work with a specialist job board.   The number of candidates that apply through this method are usually much fewer than those applying to the more general job boards, but of a better quality for these more specific roles.

Social media is of course also a good way of recruiting, and we can advise clients on where to post and how to word an advertisement in order to get the candidates they want, including working with them on defining the precise role.

Communication is the key to a good candidate journey. With a good online recruitment system, candidates are advised when their application is received, and can query the system on whereabouts in the application process they are, and whether they have succeeded or been rejected, and can ask for feedback.

A recent survey from Vacancy Filler found that almost half of job applicants they interviewed for the survey stated that, if a careers page and website were awkward to navigate or looked outdated, they would look elsewhere to find a job.

It begins with the application process – a good system will be optimised so that applications can be made on any device, and will allow a candidate to save a half-completed application and return to it at a later date.   In addition, a candidate can enter a password and this will allow them to track the progress of their application.   It is a good idea to offer a helpline for candidates as well as for recruiting companies.

Whilst sending emails to update a candidate is not difficult, doing this individually is time consuming and doing this in volume has an impersonal touch which impacts the employer brand. It is therefore important that an online recruitment system can do both, that is, provide a personalised communication to each candidate but in volume at the appropriate time. It is also important that this is done frequently at each stage of the process and that companies provide a personalised service, through open and honest communication which is professional, reassuring and most of all, leaves the candidate feeling valued.

Sometimes the criteria for hiring changes partway through the process. Sometimes candidates, who might not have been originally shortlisted, have to be reassessed. Having a good volume multi-channel communications capability, such as SMS and LiveChat as well as personalised volume e-mail, is of significant benefit. Without this, if candidates are contacted too late or even not contacted at all, it is often the case that the candidate will no longer be interested in the role or they will have put the role / company to 'the back of pile'.

An organisation can define the candidate experience through every interaction that a potential candidate has with the employer brand.   And having implemented a strong candidate communication strategy, it's important that there is technical and operational candidate support too.   A poor candidate experience may not appear to be the biggest disaster in the world, but it can be very difficult to recover from a damaged employer brand.

We advise partnering with a recruitment software provider that offers both an enhanced candidate support service as well comprehensive technology that allows a business to efficiently manage either each individual campaign, or the entire recruitment process itself. This can help to ensure candidates are engaged throughout the recruitment process and that all applications are attended to, within a reasonable amount of time.

This will ensure a smooth and efficient candidate journey, as well as an efficient and organised recruitment process, leading to a richer employer brand and a more positive experience for both candidate and recruiter.

As part of this process, it is also important that this is registered and logged as part of a process. Suppliers should:-

* Provide a candidate and hiring manager telephone Support Line number, together with e-mail and Live Chat

*Provide advice and guidance on the candidate journey and managing queries relating to the recruitment process. The support will include answers to questions such as "what has happened to my application" or "When am I likely to hear whether my application has been successful" as well as handling technical queries

*Be able to provide responses to frequently asked questions should be and the degree of appropriateness when answering queries from candidates regarding their application.

*Provide support for hiring managers based on the hiring manager journey and is likely to be focussed on infilling gaps in the hiring managers' knowledge on the use of the system as well as managing any technical support issues

A recent survey by Vacancy Filler found that 80% of recruitment managers said that the ability to report on recruitment campaigns was important to them. However, 68% of those surveyed were still managing their reporting using either Excel or another manual method, while 21% didn't report at all. When asked what was the most important information overall required in order for hiring managers to do their job effectively, they responded as follows:-

• Source of best candidates (35%);
• Cost per hire (13%);
• Advert response summary 10%.

Some companies are still approaching the acquisition of candidates blind, hoping for the best and without analysing what has worked and why and what hasn't.   Successful recruiters are those who look back on previous campaigns and forensically dissect the information from reports to underpin their future decision making on the best routes to take to secure the best candidates.

To enable in-house recruiters to make educated decisions on their strategies, accurate reporting is essential. Having the capacity to create reports on job board efficiency, the source of best candidates or cost per hire for instance, gives clarity to the hiring process and allows HR managers to adapt the recruitment process accordingly.

By treating a recruitment campaign as a good marketing department would treat a marketing campaign – ie review results and adjust accordingly – organisations can determine what works well and what does not. Knowing which job boards and social media sites produce the best candidates – ie quality not quantity – is essential. And of course finding the right candidate for the post is one of the main ways of measuring success. But it doesn't stop there – how well the candidate performs over time and how long they stay are also part of what needs to be recorded.

The best online recruitment systems offer hiring companies the ability to report in detail at any stage of the campaign.   When deciding which online recruitment system to use, hiring organisations need to look for a system that provides an easy-to-navigate dashboard which gives them a visually attractive overview of the key analytics required to monitor what is working within each activity and what needs improving so that improving the recruitment process is made quick, easy and more importantly, accurate.

Analytics can highlight some surprising results, for instance, if a business has a referral scheme, but analytics suggest that less than 5% of new recruits are acquired through this method, it could suggest that a change is needed to the incentive program tied to the referral scheme.

Strong analytics focused around the recruitment process can not only help companies to measure results for reporting purposes, but can also help them to make changes to improve team morale, increase office productivity and reduce staff attrition rates. Good systems should provide:-

• Instant, real-time analytics on campaigns
• Quick reporting on equality and diversity
• Complete transparency of every aspect of the recruitment strategy
• Visual graphs representing data
• Individual reports

Having a talent pool built in to the online system where candidates who were not successful in one role can be contacted should another role emerge is also a very useful feature.

This approach has worked well at many companies including Notaro Care Homes, Look Ahead, The Epilepsy Society, Aldi UK, The Original Factory Shop and First Choice Homes.

One organisation to whom the candidate journey is particularly important is hotel and spa Celtic Manor.   They decided to take the Vacancy Filler Recruitment system as they felt it was important that all candidates had the same five star experience as the one promised to their paying guests, and communication with all candidates was the area that needed attention first.

"We were very much aware that not all candidates received a personalised response after application – to fit in with our brand, we knew this had to change," said Donna Jenkins, Recruitment Officer at Celtic Manor Resort. She continued, "This was a key benefit to taking on the Vacancy Filler Recruitment System, as it allowed us the time and ability to respond to our candidates no matter where their application came from or at what stage in the hiring process they got to."