onrec

The global online recruitment magazine

ISSUE 155 | FEBRUARY 2016
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ISSUE 155

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FROM THE EDITOR

PREFACE

Welcome to the February 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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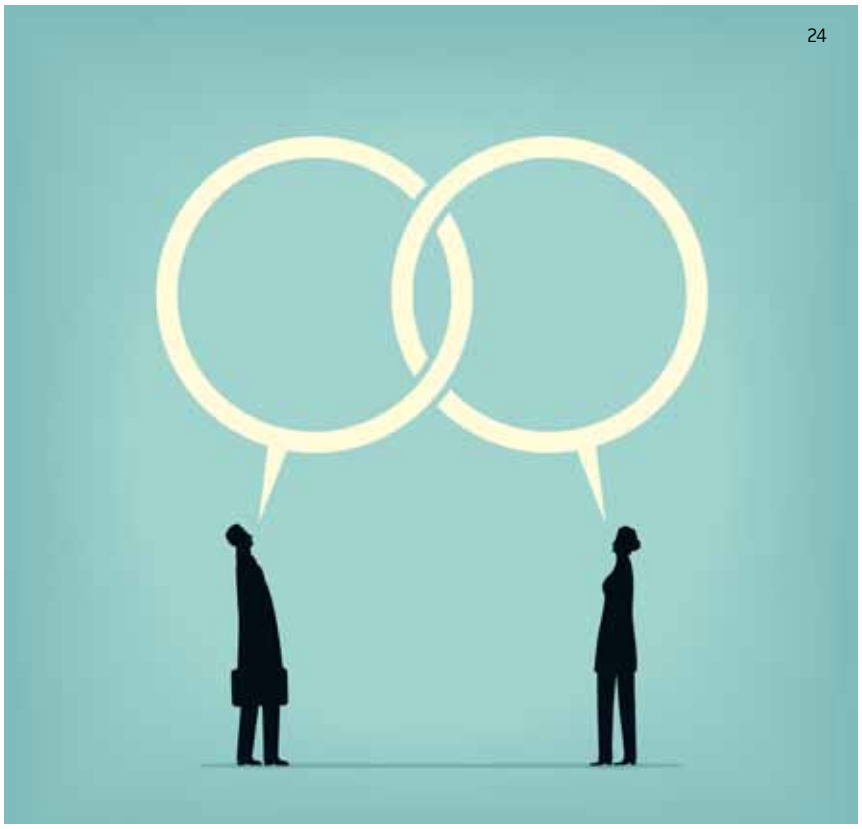

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NEWS

CAREERBUILDER JOINS FORCES WITH TEXTKERNEL

Job searches for roles in MI6 soar 232% following release of 'Spectre'

***Following the DVD release of James Bond movie 'Spectre' today*, Indeed – the UK's number 1 jobsite – has revealed that UK job searches for roles in the MI6 soared by 232% 10 days after the film launched in UK cinemas.**

In particular, clicks on the MI6 role that matches the fictional character's role in the James Bond movie series – Intelligence Officer – make up close to 50% of all clicks on MI6 jobs. This has risen from just 30% prior to the film's launch.

So what does it take to be the next James Bond? Desirable qualities of candidates for the role of Intelligence Officer include:

- A sharp intellect and analytical capability
- The ability to operate with great levels of autonomy
- A drive to acquire knowledge
- Exceptional interpersonal skills and emotional intelligence
- An interest in foreign culture is essential

Bill Richards, UK MD at Indeed commented on the trend: "Popular culture often has a direct impact on job searches and career decisions and this is a trend that we are follow with close interest at Indeed. Previously we noted that searches for the role of stockbroker rose by over 40% in the UK following the release of blockbuster hit 'The Wolf of Wall Street'.

"With James Bond depicted as a Martini-drinking, gadget loving action hero, it is perhaps unsurprising that many Brits are inspired by the character to seek careers in the MI6.

"If candidates fit the desired criteria of an MI6 Intelligence Officer, there is nothing to stop them realising their dream of becoming a Spy."

www.indeed.co.uk

TALENTIC LAUNCHES

Record Number of Jobs Advertised in January

January saw a record number of job vacancies advertised via its cloud based multi-posting software.

According to recruitment software provider, Recruitive, January saw a record number of job vacancies advertised via its cloud based multi-posting software.

At almost 9% higher than the previous record of October 2014, January's figures stood at an impressive 45% higher than those of December 2015. The number of permanent jobs advertised increased by 41% compared to December, and the number of temporary jobs advertised more than doubled.

Richard Clarke, Managing Director at Recruitive comments: "The number of candidate applications received in January also increased by 41% compared to December which is a 9% increase compared to January 2015."

According to research from Investors in People, nearly half of the UK workforce will be looking for a new job this year, as the economy improves. Richard continues; "This would explain the increase in the number of applications and also why we have seen a rise in the number of enquiries from employers looking for help managing high volumes of applications. Our software automatically acknowledges every application and can create shortlists based on a candidate's suitability, using advanced parsing technology."

www.recruitive.com

Reach graduates, students, and school leavers as they start job hunting

Get your opportunities in front of UCAS' highly-engaged audience at their key decision points

UCAS Media

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www.ucasmedia.com

NEWS

NOWWECOMPLY SECURES FUNDING

Accountants champion professional membership bodies

Research from GAAPweb, the UK's #1 job site for finance and accountancy professionals, has found that 79% of respondents believed professional membership bodies supported their career in accountancy.

The survey audience of over 450 accountancy and finance professionals included members of ACCA, CIMA, ICAEW, AAT, IFA and AIA from Part-Qualified to Chief Financial Officer across a range of industries.

In addition, 74% of respondents stated that their memberships were good value for money and 83% stated their membership met their requirements.

In terms of the benefits offered, respondents recommended the publications (39%), technical resources (22%), and Continuing Professional Development courses (19%) their memberships provided. Reasons for having a professional body membership included the recognition gained in the industry (25%), the respected credentials provided (20%) and the Continuing Professional Development offered (18%).

Those at the start of their accountancy career (Graduates, Part Qualified and Newly Qualified) appreciated clear reasons and benefits for joining specific professional bodies, along with careers advice, and support once qualified.

Respondents from PQ through to CFO also expressed an interest in more tiered membership options based on industry sector, job role and level of experience to help define the career path of the modern day accountancy and finance professional.

Sarah EL-Doori, Marketing Director at GAAPweb added: “Our research highlights how accountants value professional memberships as an enabler throughout their career. Professional bodies are preparing accountants for what’s on the horizon, through publications, training and technical resources”

MET POLICE TURNS TO SAFERJOBS

Monster Social Job Ads Expand Reach to Facebook

Monster's Industry-Leading Programmatic Social Recruitment Advertising Now Automatically Targets Candidates on World's Largest Social Platform in addition to Twitter

Monster today announced that Monster Social Job Ads is now able to identify and serve recruitment advertising to both passive and active qualified job candidates across Facebook, the world's largest social platform, in addition to Twitter. This integration of programmatic job advertising on Facebook uses exclusive professional information.

"Monster Social Job Ads transforms the way employers can connect with talent," said Joe Budzienski, Vice President, Product and Strategy, Monster. "To date, our more than 3,900 customers using the product have seen 90M impressions and nearly one million engagements on Twitter. By expanding ad reach to other platforms, including Facebook, we vastly increase the effectiveness of Monster Social Job Ads for our customers, continuing our work to better connect people and jobs."

Monster Social Job Ads provides immediate and automated distribution of job advertising to skilled candidates across the full Twitter and Facebook audiences, using unprecedented targeting technology, aggregating career-specific data from more than 100 social sources and Monster's expansive resume database. This sophisticated social recruitment tool enables employers to programmatically seek out and engage with candidates across Twitter and Facebook regardless of whom those individuals follow or like. Targeted to a total of 1.8 billion active users on Facebook and Twitter, prominently displayed ads grab the attention of candidates who fit specific job criteria.

With more than 17,500 Monster Social Job Ads campaigns run to-date, customers have seen great success:

"We were blown away with the results," said Lauretta McKie, Human Resources Manager, Nearfield Systems Inc. "Monster Social Job Ads not only exponentially increased our job views in the matter of a day, but also delivered high quality candidates applying to the role with the skill set we were looking for."

"Monster Social Job ads has broadened our posting reach and is enabling us to create a consistent awareness for the National Interstate and Vanliner brands," said Tony G. Prinzo, Human Resources, National Interstate.

Monster Social Job Ads first launched in 2015 with distribution on Twitter and is currently available in 17 countries with more markets slated for release throughout 2016.

www.monster.com/socialjobad

CQ CLASS QUICK

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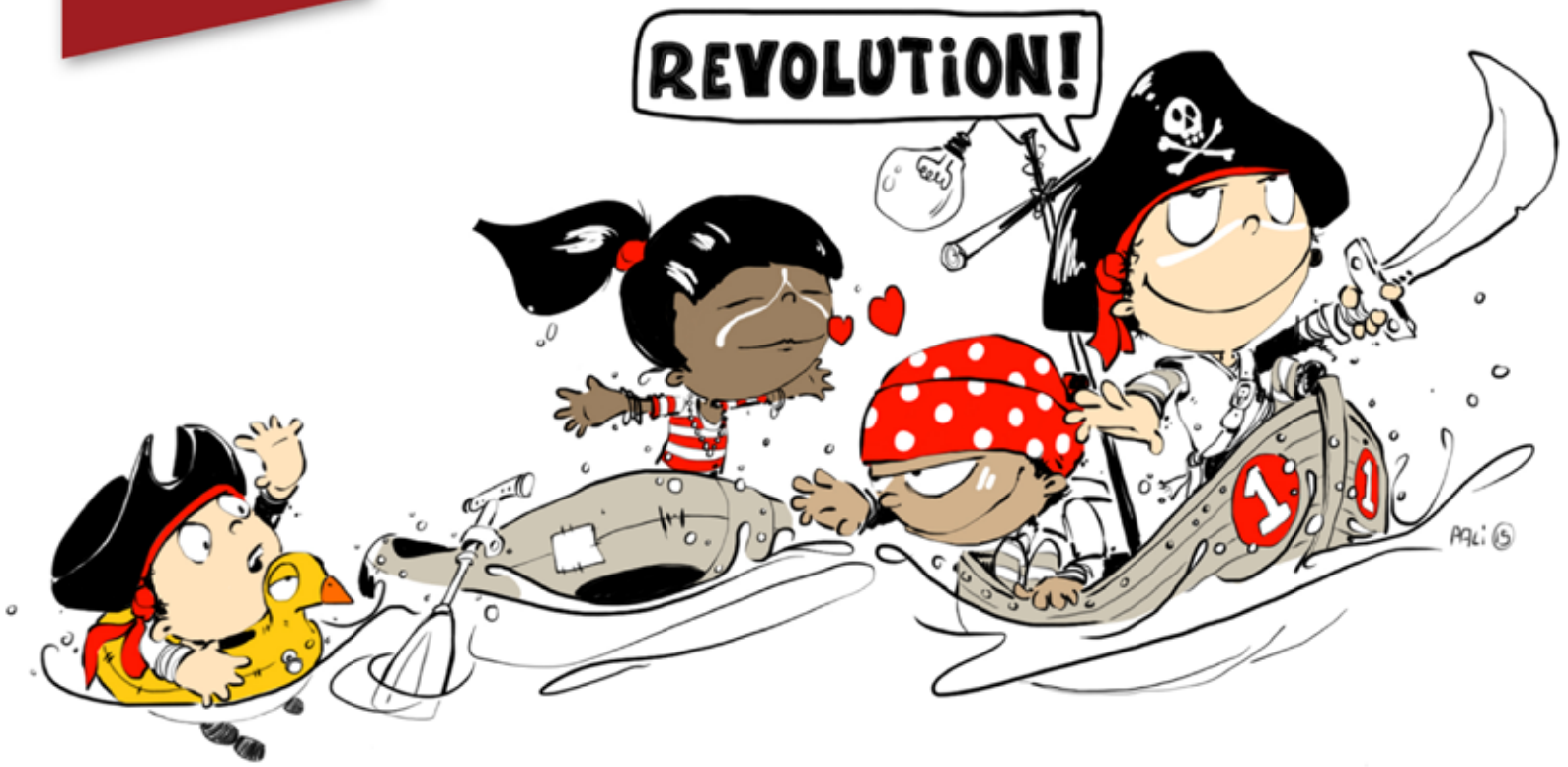

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PARTNERSHIPS

Bond Adapt announces partnership with cube19

Software partnership provides actionable, visual data insight, enabling data-driven decision-making and boosting recruiters' productivity.

Bond International Software is specifically working with cube19 to help recruitment companies grow faster using the power of their own data.

The partnership with cube19 provides Adapt users with enriched data abilities, including company-wide data aggregation, charting and data analysis functionality, and real-time tracking of progress towards team and company targets. Generating clear, holistic business intelligence is important for any recruitment company looking to improve performance and revenue.

cube19 displays data on dashboards, mobile devices, and big TV screens in real-time, with gamification functionality to motivate teams, improve data quality, and help achieve business targets.

Many senior recruitment industry professionals have started out from grass roots – starting as a recruiter to growing and creating their own business – therefore there is a level of appreciation for the power data and capabilities modern day recruitment technology can provide. In order to grow a successful business, Managing Directors of recruitment agencies are looking to make fast, data driven decisions in real-time to adapt to changing industry demands and opportunities. cube19 puts data at the fingertips of those who need it.

Dan McGuire, CEO, cube19, comments, "With triple-digit year-on-year growth, it is evident that companies in the recruitment industry are ready to build a foundation that enables them to scale rapidly - and they are looking for a partner that understands the complexities of their business, without the implementation timelines of generic business intelligence software. When BI and performance management tooling are used together with a solid CRM, like Bond Adapt, recruitment and staffing companies are able to realise the benefits of enterprise-grade functionality at a fraction of the cost. We are looking forward to our continued work with Bond International Software to help our customers overcome industry challenges."

Toby Conibear, European Business Development Director, Bond International Software, concludes, "cube19 is an example of our ongoing commitment to source and select leading-class partners to provide a recruitment solution which fully addresses challenges faced by today's recruiters. The ability to respond to meaningful, clearly visualised data can make the difference between more successful candidate placements or missing the mark, and in our modern industry this is vital for any recruiter looking to succeed."

www.adapt-recruitment-software.com
www.cube19.com

MBN joins forces with The Data Lab

Scotland must seize its window of opportunity to become a world-leading destination for data science, according to the head of the national data innovation centre.

Announcing the launch of Data Talent Scotland, The Data Lab's CEO Gillian Docherty, said that thanks to a unique ecosystem, Scotland has genuine potential to become a global centre for all things data. However, industry and academia must work together to ensure that a shortage of skills does not stifle growth.

Gillian Docherty said: "Big data is worth £216 million to the UK and could be responsible for 58,000 jobs by next year. Scotland is home to 11 of the UK's 24 postgraduate data science courses as well as a very healthy tech sector, meaning that we are in an ideal position to become a global hub, in turn seeing considerable economic benefit.

"This is a one off opportunity and there is a risk that others could take the lead if we do not join forces as a community to ensure we have a healthy and consistent talent pipeline."

Data Talent Scotland is a collider event designed to spark vital links between industry and academia as well as helping up and coming data scientists to make connections and learn about the opportunities available in Scotland.

The event, which will be held at the Assembly Rooms in Edinburgh on 16 March, is being organised by MBN Solutions, the specialist data science recruiter, in partnership with The Data Lab and global youth entrepreneurship organisation WeAreTheFuture.

Around 250 postgraduate data science students and data enthusiasts will be involved with the event. A series of workshops will contribute to their development by addressing a range of themes including soft skills, entrepreneurs and data, and transitioning into a data science role. Representatives from Talent Scotland, part of Scottish Enterprise, will also be on hand to provide international students with practical information about visas and immigration issues.

Michael Young, CEO of MBN Solutions, said: "Demand for skilled data scientists is only going to increase in years to come so savvy businesses are looking at how they can attract people coming out of academia.

BIG DEBATE

[BIG DEBATE QUESTION]

New Year Predictions:

What will be the news in 2016?

Bill Richards,
Indeed UK

Job automation has been a hot topic in 2015 and we don't expect it to slow down anytime soon. Indeed's data indicated an industry-wide shift towards jobs that combine technology and creative skills in 2015, with more job listings than searches for associated roles – we expect this to continue to increase in 2016. Yet, our research also found half of young people haven't discussed this future job trend with an advisor so it's important parents, teachers and tutors advise young people about the trend.

Lee Biggins,
CV-Library

"Candidate Power: We've seen candidates operating in a prosperous market throughout the last year and businesses are having to fight harder to attract and retain the best talent. This has given candidates more control than we've seen previously so it's definitely one to look out for during 2016. There has already been a reduction in the number of applications per job role, so businesses are going to need to pull out all the stops if they want to win the talent war and combat skills shortages."

Neil McIlroy,
Jobsite

"A reliance on cloud based storage across the industry has created a real barrier to applications via mobile devices in 2015. With mobile usage continually increasing, I believe that in 2016 the recruitment industry will see an evolution from traditional CV based applications towards modern alternatives. Driven by advances in technology, candidates will be able to apply for jobs more easily via a mobile device, while ensuring recruiters and hiring managers maintain their ability to effectively assess suitability."

Steve Hewitt,
Lumesse

"Succession planning is going to be a major concern for companies next year as more baby boomers start to retire Currently, some companies are keeping some workers on the payroll after they leave, which acts as an insurance policy in case of a sudden loss of personnel- clearly not cost effective nor advisable. A longer term solution will be to set specific L&D programmes that grow internal talent, with a focus on developing digital skills in line with business needs. This will help create more employees with hybrid skills to meet the 'hybrid' role demands of the future."

Chris Bogh,
Eploy

2016 could be the year that self-service recruitment analytics and dashboards finally become reality. This approach enables non-technical users to measure the metrics that matter most. Recruiters can't be expected to be experts in statistics or technology but most know exactly what they'd like to measure. They also don't want to rely on their IT team or a data scientist to produce reports. Self-service analytics, can bridge this gap. Recruiters can create their own metrics and drill-down into the underlying data. This helps to focus on the activities and behaviours that make both themselves and their function a success.

Q&A RECRUITMENT ICON

JAMES BLACKWELL RONALD JAMES GROUP

Ambitious entrepreneur with the drive and hunger to succeed in the business world. I get out of bed at 5:30am determined and passionate to achieve my goals. I read a book a week and enjoy my new found love for yoga and meditation. My main goal is to be all I can be in life and live a full life of Health, Wealth, Love and Happiness.

Onrec: What were you doing before Ronald James Group?
James Blackwell: My first business venture was owning my own coffee shop aged 21, which unfortunately didn't work out for several reasons; mainly because i lacked experience and guidance from a mentor. However, this misfortune only imprinted my ambition for success. I then worked for BMW for 4 years selling over 500 cars. Fast forwarding to the start of my recruitment career, i worked at Nigel Frank International for over four years. I progressed from a Consultant, Senior, Principal and then on to a Managerial role, building a team of eight from scratch. My career so far has given me extensive amounts of knowledge and skills which i intend to capitalize on when building Ronald James.

Onrec: What are your plans for the rest of the year?
James Blackwell: To build on the strong foundations established at Ronald James, constructing a foothold within the Digital & Software development industry. We want to build a reputable company, networking with industry leaders to learn and grow and offer our bespoke services. More specifically, we plan to achieve £250,000 in 2016 and grow to 5 employees.

Onrec: If you were not working in recruitment today, what would you do?
James Blackwell: I would sell and hire luxury super cars. This love began at a young age, 13 when i would go to auctions with my dad, i then bought and sold cars from an auction aged 17. I can't see this passion ending any time soon, so hold this space, i may have a luxury supercar business one day...

Onrec: What do you think will have the biggest impact in the UK recruitment industry in 2016?
James Blackwell: Personally, i think shortage of candidates is going to be the biggest factor impacting the industry in 2016. As the UK is steadily coming out of a recession, it appears the IT market is flourishing. As there is a skill shortage, competition between candidates securing job roles will increase. Furthermore, as most recruitment agencies are social savvy and attracting candidates, it will come down to the recruiters who keep up with latest technologies and tools, put in the most hustle and those recruiters who take the time and effort to truly understand the candidate and putting their needs first, will have the biggest impact in the industry.

Onrec: What is your biggest achievement?
James Blackwell: Starting Ronald James. I had a great position at Nigel Frank, billing over £500,000 in perm fees and building a team that produced over £1m revenue in 12 months. I risked everything personally to start the business.

Onrec: What makes Ronald James Group different from its competitors?
James Blackwell: Ronald James is unique as we aspire to make every candidate and client flourish personally and professionally. From the initial call and introduction to the final delivery, we want everyone to experience something beneficial and productive. As a niche boutique agency, our services are bespoke and dependant on our service users' individual needs, which sets us apart from larger establishments, as attention to detail can often be missed.

Onrec: What are your future plans for developing Ronald James Group?
James Blackwell: As i have mentioned my plans for 2016, more short term goals are reaching £1m in revenue by the end of 2017, again increasing to a head count of 10. By year 5 i want to grow, scale and exit the business which would hopefully be worth £10m+

Onrec: What advice would you give to a person thinking of starting his or her own business?
James Blackwell: Surround yourself with as many successful mentors as possible that will push you towards greatness, have a clear vision about where you want to be. Be prepared to put in the grind, early mornings and late nights, but if your ambition is deep enough, the yearning desire will always get you there. What's the point of being alive if you dont at least try to do something remarkable?

Onrec: Which business leader or other general public figure do you admire most today?
James Blackwell: Grant Cardone. I love his hustle and his motto of "sell or be sold" If you are not selling then you are being sold to. His rags to riches story his very inspiring and he is probably the best sales person/mentor out there today. I watch his content daily.

Onrec: If you could turn back the clocks, what would you change?
James Blackwell: I wouldn't change anything it's all experience, people forget that people learn and grow the most in times of adversity, not success. If i was pushed to one thing, it would be reading and educating myself at a younger age, and of course listening to others more.

Onrec: What do you enjoy outside work?
James Blackwell: I love educating myself, reading books, blogs and watching Youtube videos. also, spending time with family and friends. Last but not least, i took up meditating and yoga recently and would recommend it to anyone, even more to those who lead particularly busy and stressful lives.

Personal fact file

FAVOURITE FILM: True Romance - it's a classic.

RANDOM FACT: I was in the film Goal, as a footballer/body double for Jonathan Woodgate.

FAVOURITE MEAL: Lobster and fries.

HOW TO EFFECTIVELY USE ONLINE RECRUITMENT

PLANNING TO GET THE MOST FROM YOUR SITES

Written by Lauren Mackelden, Features Editor, Onrec

Spring cleaning is in the air, and it's worth applying the same process to the way you advertise jobs and indeed even the adverts themselves. Taking a fresh look at where you advertise, how you pay for it, the success of the ad and the whole application process is always a good idea. Chances are that there are new deals and ideas out there to reinvigorate your recruiting.

As a generalist job board, Jobsite say they pride themselves on offering broad exposure, as well as ever-evolving user friendly products and strong expertise for recruiters. They say they use refined performance marketing to ensure they deliver a high volume of relevant candidates for every role. "When it comes to choosing the right job board, it's important to evaluate the performance of a site. The only way to truly evaluate performance is to look at placements. Numbers such as traffic and registered candidates can offer an indication of the potential audience, but effectively tracking the origin of placements you make is the only way to be sure your investment is delivering. For Jobsite, that means that despite having a large audience, it's important that we target effectively and deliver the most appropriate audience to each advertised role."

However, Jobsite caution that it's important to remember that while online recruitment sites can give you access to the best candidates, they can't do all the work for you. They say that ultimately, a job advert must effectively sell the role; if it fails to do this, you're unlikely to receive the right applications. To ensure maximum ROI from advertising, make sure you're giving the advert creation process as much consideration as possible.

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

According to Jobsite, when it comes to advertising jobs roles online, it's important to remember that your posting is an advert and not a job description – it's a chance for you to not only sell your vacancy, but also your company. Try and work out what it is that will make a candidate want to click through and apply for the role. Jobsite suggests investing in extra advertising such as individual fully bespoke, targeted emails can propel a role, and allow recruiters to target the most relevant and active candidates. "Employers can also increase applications by using enhanced template options to make a vacancy stand out. Compared to other larger job boards, we are the only ones who offer clients the option of creating bespoke adverts, allowing the entire post to be tailored for specific needs. We've found that bespoke adverts tend to receive 2.5x more applications than other postings."

A common mistake when advertising a vacancy is to try and achieve a large quantity of applications, rather than a high quality of candidates says Jobsite. For the best results, they say to only use keywords and locations that will be relevant to the right candidates, and avoid irrelevant 'click-bait' terms which will only pull in larger quantities of inappropriate applications.

Simon Hughes, the founder of Jobatar agrees that it should be quality not quantity. To get the most out of any advertised role, you need to attract a high number of quality candidates. Hughes says those particular candidates can have their pick of companies to work for, and if they are to pay your role any attention, you need to stand out from the crowd. He advises steering clear of creating a 'same-old same-old advert', instead advertise the role with effective and well placed branding.

Have new adverts

In the same way that you need to be interested in a candidate from the first few words of a CV, Hughes reminds us, they need to be first captured by your advert, and subsequently interested in the role in order to apply. "There are some terrible examples of adverts out there, vague job descriptions, terrible spelling and poor formatting. Any of these will turn a candidate off a role. The best job adverts are those that have an immediate impact, hooking the reader in seconds; usually I recommend the content is kept be short and simple." Hughes encourages us not to be afraid to refresh job adverts. He says if an advert has worked well in the past, it's fine to re-post it, conversely, don't re-use an advert that hasn't performed well. "Consider why it failed and counter this with new text, targeting and images. Beyond getting the basics right, I would advise introducing video job descriptions. A video job description is memorable and makes a company appear innovative and modern. Diode Digital once found that, before reading any text, 60% of site visitors will watch a video if available. So take advantage of this. Introduce video job descriptions; get a HR manager to talk about the role and the culture of the organisation in order to engage candidates as this offers them the best flavour of the company."

Plan your advertising, and prices

Amy Edwards, Digital Marketing Manager at Bubble Jobs recommends that in order to get the best results from a job board, it's always worth listening to the advice each individual job board has to be offer. Edwards continues: "Each works in a different way and each knows their audience better than anyone else. Different candidates search in different ways. While some prefer the typical what/where search, others prefer to search by job area/category so it's always worth ensuring you've chosen the correct job categories for each advert and you've posted your job in the right location."

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

Regarding the adverts you post, Edwards believes it's the details that really do count. She says even simple things such as given a salary band, rather than stating "Highly Competitive" can be enough to make a candidate who's torn between applying and not reach for that 'apply' button. "Candidates these days, particularly in the highly competitive digital sector, are looking for a company that's a bit different and that has a bit of personality – so if you can inject some of originality and character into the advert, that can help to improve application rates too."

Other simple tweaks Edwards recommends that can improve application rates also include laying out the job advert in a pleasing manner (bullet points rather than huge paragraphs of text), specifying an exact city (counties can be pretty huge) and using a relatable job title (eg. a job title someone is actually searching for!).

> We've found that bespoke adverts tend to receive 2.5x more applications than other postings
>
> Jobsite

How should you evaluate the performance of a site?

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

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

5 THINGS COMPANIES CAN DO
TO IMPROVE THE CANDIDATE EXPERIENCE

By: Bernadette Palumbo, Director of Talent Acquisition, University Relations and Manufacturing Workforce Development at BASF

Recruitment in all industries is highly competitive, and it is imperative for companies to set themselves apart to attract top-tier candidates. Offering a unique and personalized interview process is extremely important; however, it is just the beginning of building a lasting relationship with your future talent pool.

Recently, for the third consecutive year, BASF, the leading global chemical company, was named to the Talent Board's Top 50 companies that create a world-class candidate experience. The below recommendations to improve the candidate experience have become invaluable for BASF's internal processes, helping us command a 90 percent candidate acceptance rate and garner some of the world's most diversely talented individuals.

Here are five ways businesses can improve their candidate experience:

• **Transparency** – Make sure candidates know where they are in the process at all times, and set realistic expectations upfront. At BASF, our "hiring at a glance" description on our careers page allows candidates to understand what recruitment at BASF looks like. Both internal and external candidates are provided with an explanation of how to check their job application status in our applicant tracking system. Being transparent is invaluable for both the company and the candidate, as it sets expectations and allows for open communication during all stages of the interview process.

• **Highlight total benefits** – Companies today are increasingly offering unique company perks – ensure they are featured prominently in any recruitment marketing. At BASF, we encourage employees to bring their "whole selves" to work every day by, for example, providing reserved parking for expectant mothers and encouraging teleworking and flexible hours so that people can balance their personal and professional lives.

• **Ensure a diverse interview team** – Show your candidates that you value diversity of thought and experience in addition to the more traditional definitions of diversity by choosing interviewers who represent different perspectives and viewpoints. At BASF, we utilize a metrics-driven dashboard to ensure our leaders maximize their diversity and inclusion opportunities through intentional recruitment, transparent hiring decisions and talent development.

• **Keep your word** – If you promise to get back to someone, follow through! It seems simple: if you invite a candidate onsite to interview, ensure he or she receives robust feedback. Even if you decide not to extend an offer, candidates will leave with a positive impression of your company that they likely will share with their personal and professional network.

• **Make sure you capture "silver medalists"** – A candidate you interview for one opportunity may not be the best fit but could be a great addition to another team within the company. BASF captures this information on our interview evaluation form and stays in communication with these candidates for future opportunities. Even an unsuccessful candidate can leave with a positive impression of the company.

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LAUNCHES

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1> TEAM Erupts with Launch of New Volcanic Website

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

www.jobsatteam.com

www.volcanic.co.uk

2> TempBuddy launches in-app signing of etimesheets

CSaaS contingency workforce software further enhanced with the world's first ever in-app esignature delivering fully automated timesheets. TempBuddy announces the release of its new e-signature feature facilitating the immediate on-site authorisation of hours worked. Whereas paper-based timesheets are liable to human error during input, in-app signature simplifies the whole authorisation process. The entire user experience is improved with recruiters and clients relieved of onerous timesheet chasing, whilst the worker is paid promptly and accurately.

www.tempbuddy.com

3> Recruitment firm plans for the future with launch of new IT business

A new recruitment firm has been launched which specialises in finding skilled candidates for the Information Technology sector. Numinic, is a new venture which is part of Futures.co.uk, a Leeds based recruitment firm that has just reported a 68% increase in turnover from £6.3m to £10.6m.

www.futures.co.uk

4> Projective launches new career site to meet demand for new talent

Projective continue to expand after welcoming their 100th project manager at the start of 2015. To help them find their next 100 team members, Projective are launching a brand new career site. In just eight years Projective has grown from two founders (Stefan Dierckx and Filip Bosschaert) working in a spare room, to an established and rapidly expanding company of over 100 project managers.

www.careers.projective.biz

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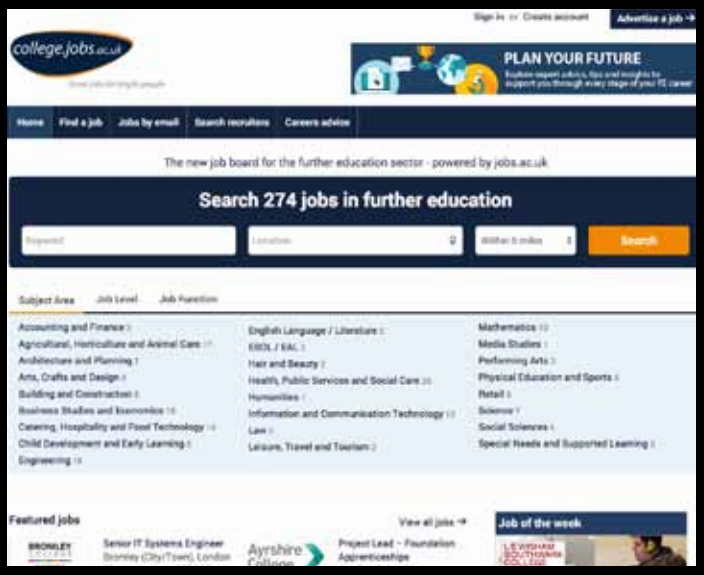

5> jobs.ac.uk launches dedicated new job board for further education college.jobs.ac.uk

jobs.ac.uk the leading global recruitment website for higher education has today announced the launch of college.jobs.ac.uk - a new specialist job board for the further education sector. This exciting new development will help further education providers to meet the challenge of quickly and cost-effectively recruiting talented teachers, leaders, lecturers and support staff at a time when recruitment budgets and resources are under considerable pressure. college.jobs.ac.uk was inspired by feedback from the FE providers and jobseekers who currently use jobs.ac.uk and wanted a dedicated source of careers and specialist advice that was 100% focused on further education. A new way for FE providers and professionals to connect with each other, this new recruitment channel brings together innovative and powerful new job board technology with jobs.ac.uk's educational expertise spanning over 17 years.

college.jobs.ac.uk/

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6> Actonomy announces the release of xMP Data Services

'xMP Data Services is our next step in big data management solutions', says Filip De Geijter, CEO Actonomy, 'since we first introduced our HR ontology years ago, we have continuously developed the rich data and this is now resulting in a new service that will not only give an insight in data (as most of the big data solutions on the market) but that will also direct recruiters to create better job descriptions, to get more response and to create a better corporate branding'. Actonomy has been known as a leading vendor in semantic search & match technology. The new offer complements the offering and targets any recruitment organisations and staffing companies

www.actonomy.com

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

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CHOOSING A NEW APPLICANT TRACKING SYSTEM

By Lauren Mackelden, Features Editor, Onrec Magazine

The competition for top talent is fierce, hiring costs are squeezed, and finding and employing highly-skilled candidates can be very difficult, reports Matt Singer, VP of Marketing at Jobvite. "To counter this, recruiters need to adopt an Applicant Tracking System (ATS) that can automate processes and make things more efficient. This, in turn, will enable them to source the ideal candidate, quicker, and cheaper. A new ATS can help companies cut costs in a multitude of ways." For instance, Singer says that with the right ATS in place, businesses can improve time-to-hire by 27%, saving somewhere in the region of £450 per hire. Furthermore, he claims that recruiters can also see an 18% increase in the number of hires from referrals over the industry average. This leads to large savings, as referrals cost less to acquire, perform better and have higher retention rates. An added bonus is that 64% of UK recruiters say they find their best quality candidates through referrals, according to Jobvite's 2015 UK Social Recruitment Survey — so Singer believes you really don't have anything to lose.

With the talent war underway alongside an increasingly complex recruitment market, a bare bones ATS may not fit the bill. Singer suggests that with this in mind, it is worthwhile considering platforms that offer functions like recruitment marketing, candidate CRM, and the ability to engage with passive candidates with branded campaigns. All of these elements can be the difference between hiring or losing that perfect person. "Equally as important, your ATS should power an attractive career site that provides compelling content--showcasing your brand and company culture. This can help your business engage with prospective candidates, essentially persuading the right candidates to apply." The ATS is the backbone of a recruiter's arsenal and this is not going to change any time soon, according to Singer. "The future is bright, especially in the UK — where, according to Jobvite's 2015 UK Social Recruitment Survey, only 27% of recruiters are utilising this technology."

What do you really need?

Before jumping into the vendor selection process, Susan Vitale, Chief Marketing Officer at iCIMS, says it's most important to first address the specific recruiting needs and challenges facing your organization. "What are your goals? Are you trying to transition from manual and disparate office systems to a unified, shared software environment? Do you have a high volume of roles to fill with varying levels of skill and are looking to fuel your talent pipeline? Or, on the flip side, does your organization have challenges with expediting the screening processes for a large and growing pool of applicants for certain positions? Perhaps you are looking to simply strengthen your talent pipeline and find more candidates quickly, easily, and within budget? You must first be clear on defining the areas of your current hiring processes that are causing your organization the most 'pain' in order to identify the right technology solution to address your needs." Based on research performed by Aberdeen Group, Vitale says they know that companies that use a full talent acquisition suite improved their time to hire by almost three times (6.8% vs. 2.3%), year-over-year, compared to those that have disparate recruiting and hiring functions. Vitale advises that when seeking a full suite of talent acquisition solutions that are built upon a solid applicant tracking system, you'll want to look for these basic, but key, components: proven integrations, recruitment marketing tools, an exceptional customer service experience, and the ability to leverage social, mobile, and video technologies to support the most progressive hiring strategies.

Going forward

As we try to map the future of applicant tracking technology, at iCIMS they believe they'll continue to see machine learning and behavioral analytics help the software get "smarter" the more it's used across recruiting functions. Vitale suggests that ATS solution providers are now including a system of metrics that will allow hiring managers to determine how well the software is screening resumes and make changes based on the data, giving businesses more control over the way in which the software separates

and eliminates resumes from consideration. The automation behind making candidate recommendations from the database and matching applicants to relevant jobs will definitely be a valuable aspect as well. Vitale predicts we'll also see mobile, social, and video tools continue to transform the recruiter and job seeker user experience, providing more innovative ways to share jobs, find talent, and even conduct interviews.

Key points when choosing software

Zoho Recruit report that from speaking with a number of recruiters throughout the year, no matter how long they've been in the industry or how large their company is, the majority aren't happy with their current ATS. They say it doesn't have to be like this. There are many options in the market to fit a wide range of needs, and budgets. So let's see how they break down a few key points when comparing software:

Find a solution that fits your budget

"When shopping for a new ATS, you have to be aware of your budget and whether or not you're getting real value from a higher-priced solution. Simply put, do you really need all of those extra bells and whistles? For example, you can spend an average of $23,760 a year for your team with many popular recruiting software solutions on the market. In comparison, Zoho Recruit's Enterprise Edition would cost you only $12,000 a year, an annual savings of almost 50 percent. Additionally, you should ask questions and find out how each ATS is priced. Is it a monthly fee based on the number of users, number of employees, or number of job openings, resumes and applications? It's imperative to know these details before making any decision because it impacts your bottom line.

This season's must-have features

Along with price, individual recruiters or staffing agencies should also consider features essential to their recruiting style and work day. You have to be able to automate tasks with custom workflows to handle daily to-dos like sending emails or assigning candidates to recruiters. This frees up valuable time for other activities. Additionally, your ATS should simplify candidate sourcing by letting you publish job openings to job boards as well as your company's career page. This is how you build your pipeline and fill more openings. Your ATS should also move candidates through the hiring process. This means it needs to go beyond sourcing candidates. It should allow you to associate them to job openings, forward them to clients for review, schedule interviews, and eventually hire. For staffing agencies, the ability to create different roles within your organization—Recruiter Admin, Recruiter, Interviewer, Guest—is a must. This is how you manage your team, assign tasks to individual recruiters, and give individuals access to specific records or data based on predetermined criteria.

An estimated 95 percent of applicant tracking systems are cloud-based. There's a reason for this. Cloud software has become increasingly popular because of its cost-effectiveness and convenience, but you should ask questions about data security before making any purchases so you are comfortable with where your data is stored."

> An estimated 95 percent of applicant tracking systems are cloud-based. There's a reason for this.
>
> Zoho Recruit

Mobile friendly is essential

One final essential is that your ATS can go where you go. Zoho emphasizes that in 2016, it has to be mobile and accessible across multiple devices wherever you are working. This is the future of recruiting and they predict ATSs that do not offer a mobile app will be left behind in the coming year. Mark Kieve at Amris agrees, saying that clients now expect that Applicant Tracking Systems are mobile friendly and can fully integrate with other solutions on the market including referral platforms, video interviewing and often HR systems. Kieve confirms that the Amris ATS is designed to fully function on mobile devices and allow recruiters to send text messages to candidates as well as the option to self book interviews. In addition, employer branding remains strong as the system can be integrated and designed to fit with any company website. "I am pleased to announce that Amris is continuing to further develop and enhance technology that recruiters are using daily" said Mark Kieve. "For example, Zao's employee social referral platform is fully integrated with Amris and provides an even stronger tool for sharing jobs on mobile devices through social networks, boosting referral hires." Kieve continues: "A new ATS will help you stay competitive in the recruitment world and ensure that those hard to find candidates enjoy a great and fair recruitment experience and are easily managed in an easily searchable talent pool. An ATS from an experienced provider with a good reputation in the marketplace will help you stay up to date with recruitment best practices."

Finally, Kieve reminds us that with an increasing amount of information becoming available online, it's important to take up supplier references in 2016. He recommends that a reference from a trusted source is one of the best ways to understand the quality of the product and level of service you will receive. "It's also crucial to verify that the company and the technology is proven, replacing a new system after only a few months is very difficult."

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PSYCHOMETRICS IN 2016 A PANACEA FOR ALL?

By Lauren Mackelden, Features Editor, Onrec

Psychometrics has a huge remit now- engaging passive candidates with games as well as sifting through applicants objectively, portraying employer brand, building teams, helping career development- how can they really do all this? Are they a panacea to solve all your recruiting ills? Our experts tell us more about their potential...

Psychometric assessments play an important part in modern selection processes, says James Bywater, Director of Product & Innovation at Talent Q. This is because they are fair and objective as everyone is asked to do the same task, regardless of age, gender or anything else that can get misused or misinterpreted. "They provide information on skills and abilities that are hard to measure via other methods – team skills, analysis and tolerance of ambiguity for example. They are also valid predictors of future job performance, much superior to other, less structured approaches. Their use continues to grow, especially in large international and global organisations." According to the Aberdeen Group's May 2015 report, smart organisations increasingly use pre-hire assessments to better inform hiring decisions and ultimately positively impact their return on investment. They also state 'Businesses that use pre-hire assessments are 36% more likely than all others to be satisfied with their new hires.'

The range of test providers has changed, with Bywater reporting that there have been a lot of mergers and acquisitions of formerly smaller, UK based, test publishers by large, international US businesses eg Saville, Talent Q, SHL etc. He feels this has resulted in a more global orientation, more use in USA, increasingly addressing big, macro level questions about employee capability, strategic alignment and global positioning by comparing people with large databases and raises the subject of 'big data'.

James Bywater also notes that candidate use of social media to discuss and share both accurate information and inaccurate 'disinformation' about psychometrics continues to cause concern for users. Bywater believes online adaptive testing continues to lead the way as the most sophisticated testing methodology, saying: "Here, the

assessment adapts to the performance of the candidate - increasing the question difficulty if they answer correctly and decreasing difficulty if they get it wrong. These tests deliver fast, robust and secure assessment of an individual in a way that traditional tests don't. Talent Q applies this methodology to ability tests and also situational judgement tests, ensuring the ultimate balance of speed, security and rigour."

Potential of gamification

This subject remains unclear, according to Bywater. Gamification is thought to make websites 'sticky' with people spending more time on them. This can be a good way to capture and 'keep warm' talented applicants who pause to view an organisation online but it is not clear how far or how quickly organisations will want to move these "games" into the selection stage. In Bywater's opinion, before they do this they will want to ascertain:

1. Which elements of gamification add value – is it 'leader boards' or 'token systems, or the graphics used?
2. Is the system stable, accessible to all applicants' technologies, and globally applicable?
3. Is it fair for different ages, genders and socio economic groups?
4. How far do candidates want the assessment process for a serious work job to be fun?
5. How long will a gamified process last before it becomes dated?

David Barrett, Chief Operating Officer at international assessment specialist cut-e agrees that gamification provides an engaging user experience. "Games are traditionally geared around learning something, so they have a slightly different objective than assessment. They can be useful in early stage attraction, alongside aptitude, motivation or other behavioural assessments." Of course the best games are custom built, as no organisation wants to use the same game as a competitor, so these are not going to be for everyone's budget. At cut-e, they offer games with live feedback where the user's performance changes how the game responds. Barrett explains that another downside is that their shelf life tends to be short and it can be a challenge to create multiple language versions of a game.

Barrett tells Onrec they are introducing voice recognition technology at his company, which evaluates psychometric qualities around personality, motivation and cognitive capability by analysing a candidate's vocabulary, tone and syntax. This is used to add value to the analysis of their video interviews. Also, he says with the ubiquity of mobile devices, employers want to put candidates in control and make it easy for them to complete assessments whenever they want.

> Just because you 'can' deliver on all devices doesn't mean you 'should'
>
> David Barrett, Chief Operating Officer at cut-e

However, Barrett warns care is needed here as the tests have to be accurate, fair and compatible with the right devices. He says that at cut-e, they've transferred from Flash to HTML5 to achieve this. The concern is that it's a delicate balance to create an aesthetic user experience on a mobile device that doesn't compromise basic testing principles. Interestingly, Barrett says just because you 'can' deliver on all devices doesn't mean you 'should'. For example, he points out some ability tests may be unsuitable for smartphone screens as they have too much information to display. "They may work perfectly well on tablets, which offer a bigger screen. It's therefore important to specify which devices candidates can use for each test. Get it right and mobile assessment can help you engage with wider talent pools and recruit your talent faster."

How will tests help employers & jobseekers in the next year?

More employers are now using Realistic Job Previews and Situational Judgement Questionnaires to give prospective candidates an insight into the role and the organisation before they apply. For example, these are used by cut-e to help easyJet recruit cabin crew positions in 30 countries. These interactive experiences provide a realistic insight into the job and they help prospective candidates find out if the role and easyJet's values, are appropriate for them. As a result, easyJet only receives applications from candidates who are suited and enthusiastic.

Employers are also using assessments in internal talent development and to help employees further their own careers. For example, at cut-e, they've built an internal assessment for Dubai Duty Free which assesses the strengths, interests and behaviour of their 7,000 staff at Dubai Airport. Individuals can then be automatically identified and matched with future jobs that might suit them.

App based psychometrics

The hot-topic right now is app-based psychometric testing. Oliver Savill, at Test Partnership says: "We're already seeing the early stages of this revolution with current smartphone apps, but this is just the beginning, and in 2016 someone is going to crack the holy-grail of psychometrics; valid psychometric assessment delivered through a smartphone app." Candidates have been crying out for a more user-friendly testing experience, and employers are focusing on inclusion, he says. "Apps solve this engagement issue, and chime with employers' move to include a more diverse talent pool. Hiring tainted by unconscious bias is out, hiring based on fair assessment and meritocracy is in. Big data has finally arrived in the world of employee assessment."

Savill predicts a whole new way of doing things: "In 2016 I see the traditional model of psychometric testing being inverted. Instead of candidates taking multiple tests for each employer, they will take just one set of tests once, and employers will pay to access this central database of scores. This makes sense because different employers are all

assessing the same thing, and candidates don't want to get put through the mill each time they apply for a job. This rationalised model has taken off with selection tests such as the GMAT, GRE, and Bloomberg Aptitude Test, and in 2016 it's going to happen to the psychometric test market too."

Michelle Mills-Porter is CEO of Ensize UK, a relative newcomer to the UK market, which claims to not only measures an individual's adaptive behaviour, but has incorporated core driving forces into the mix, and can actually identify how these influence behaviour. This dimension to DISC-based behaviour profiling is drawn from the work of Eduard Spranger. Reports such as those provided by Ensize provide valuable additional information about how a person is likely to act, react, and behave in certain situations. Michelle Mills-Porter says that the breakthrough area for many of her own clients has been the ability to assess whether a person will be comfortable and happy within the organisation's culture and environment, allowing for more successful placing and continued growth of the employee.

For employers, such an analysis will provide great opportunity to develop the organisation based on 'working better together'. Mills-Porter comments: "On many occasions, things don't work out the way we would like them to and often this is down to communication. The Ensize Behaviour Style Profile and Driving Forces analysis will deliver a solid foundation or platform to enable leaders, managers, teams and individuals to really benefit from understanding how people who interact and collaborate with each other can actually benefit from 'being different'. Putting together a team becomes a lot more effective now that 'you know who is who' and how prominent qualities come into play."

With circa 70% of university graduates achieving either a 2:1 or a first class degree, there is a surplus of highly qualified candidates. Matt Stevens, Marketing Manager at Pearson TalentLens explains that to be able to distinguish between such candidates, companies rely on the objectivity provided by psychometric tests. Cognitive ability, such as candidates' critical thinking, numerical or abstract reasoning capabilities provides recruiters with an accurate indication of their potential to be able to handle the specific demands of a role.

For example, TalentLens have recently launched a new numerical reasoning test, Athena, which contains a new and important feature: approx. 50% of the 21 items are free response items where test takers have to enter the correct answer. Stevens says the chances of guessing the correct answer is extremely low – making the score more accurate.

> In 2016 someone is going to crack the holy-grail of psychometrics; valid psychometric assessment delivered through a smartphone app
>
> Oliver Savill, Test Partnership

Athena features:

- The utilisation of item-response theory allows tests to be completed unsupervised
- Includes innovative free response option questions to minimise chances of guessing correct answers – improving accuracy of scores
- The questions contain numerical data in graphs, charts and tables – formats that are highly relevant to today's workplace

Matt Stevens believes the use of psychometrics will continue to grow - with organisations removing A-Levels from graduate recruitment requirements, coupled with the Government's recent announcement to introduce name blind recruitment, the impartiality that psychometric tests provide is here to stay.

Kirstie Kelly at Launchpad foresees that more diverse workforces equals more productive organisations equals increased levels of productivity and profitability. However, she says the future will see a more blended approach. "Psychometry alone will not be the answer. Multi-signal models incorporating a range of indicators which ultimately drive Predictive modelling will start to be increasingly more likely."

James Taylor, director of customer development and marketing at Macildowie, comments that the use of psychometric testing has allowed them to develop a better understanding of their clients and their requirements, resulting in the provision of better candidates, with the right skills and behaviours to succeed in their new job. "Research also suggests that when employment decisions are based upon a candidates 'soft' skill set, rather than just their qualifications and CV, better hiring decisions are made. Ernst and Young are a great example of a company who recently announced they would now base their initial recruitment process around psychometric testing."

Over time, Taylor says they have witnessed a trend shift in employers who are now looking for 'reasons to hire' rather than 'reasons not to hire', saying the recruitment market is candidate-led and employers should be taking advantage of new talent pools they wouldn't previously have considered. Psychometric testing can also help jobseekers identify career paths, which are suited to their skill set, which they may have previously discounted.

Taylor envisages there will be a social networking channel for professionals one day, that is similar to LinkedIn, which will develop a resource that allows its users to be tested for their behavioural and cultural preferences. It would then have the functionality to alert the candidate once a suitable job match becomes available. Eventually, he believes that psychometrics will evolve into a test of emotional intelligence and resilience. "These life skills are becoming ever more important in today's challenging life in the work place, which is becoming increasingly fast paced and dominated by constant change. Today's employees need to mentally tough to survive and prosper!"

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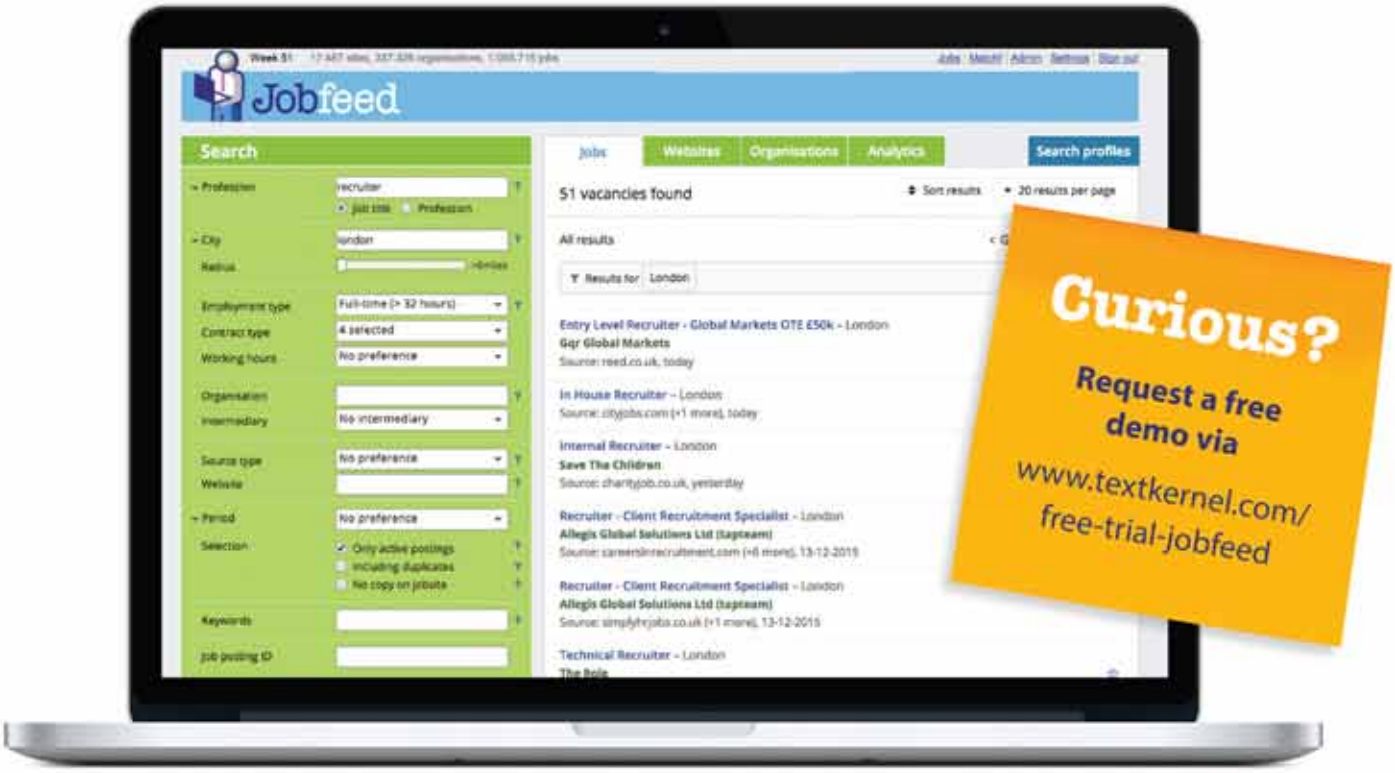

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