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recruitment magazine

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# FROM THE EDITOR

# PREFACE

**W**elcome to the July / August edition of the Onrec Magazine

So the economy is picking up speed, business and consumer confidence is rising and unemployment is dropping. Good news for UK PLC. Expansion and new projects are being planned and implemented.

For online recruitment the economy provides an ideal back drop to help employers connect with job seekers. The CV databases of job boards have been swelling over the downturn and now is the time for employers to take advantage and find those candidates.

Hand in hand with a developing economy and fast moving recruitment market place. New products are appearing gamification for example. Existing technology like skills testing is just as applicable now as it ever, and how will jobseekers access it all? Through their mobiles according to all the stats.

All this and more will be discussed in depth at the Onrec Conference 21st October in London, hope to see you there.



**David Hurst, CEO, Onrec**



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# NEWS

## JOHNSTON PRESS NEW LOOK



## Johnston Press unveil new look job board with Madgex technology

**Johnston Press has unveiled the new-look national jobs website [www.jobstoday.co.uk](http://www.jobstoday.co.uk) on Madgex's responsively designed platform to support their ever-growing digital recruitment business**

Jobstoday.co.uk is a national online jobs board which harnesses Johnston Press' 185 local news websites, including The Scotsman, The Yorkshire Post and The News, The Star and many more. Each newspaper is dedicated to connecting talented jobseekers with great recruiters in their local area, making finding and filling vacancies quick and easy for candidates and recruiters alike.

Employers can choose from a broad range of advertising options to attract the best talent in their local community. This includes local audiences online through the job board and also through Johnston Press' portfolio of local newspaper titles.

Jobseekers benefit from a range of new online tools to keep up to date with the latest vacancies in their area. With a fully responsive design visitors to the site will get an enhanced experience, whether searching for jobs on desktop, tablet or mobile. Jobseekers using mobile or tablet devices can also upload their CVs on the go by accessing their CV from cloud-based storage services.

Jobstoday also provides Virtual Careers Fairs where employers can showcase their business, connect

with relevant job seekers in a real time environment and fill advertised vacancies with talented individuals.

"UK unemployment is at a five-year low and we are seeing employment accelerate at the fastest pace for 43 years," said Joe Slavin, Managing Director - Recruitment for Johnston Press.

"We need to be ahead of the pack when it comes to the digital services we offer to the labour market – both employers and job seekers. Ease of use and effectiveness of service have to be a priority and we've ticked those boxes with our new jobs website. These digital offerings are crucial as our business evolves and our new website is a key plank in our strategy for digital growth."

Jobstoday is built on Madgex's new responsively designed job board platform. This provides both advertisers and jobseekers access to the job board from any device for improved user experience. The partnership with Madgex will drive forward Johnston Press' growing online recruitment business as part of the company's strategy to develop consumer digital services and accelerate its digital growth.

## THE FUTURE IS MOBILE

## The Future Of Job Hunting Is Mobile

**Scottish job seekers are increasingly looking for their next career move on mobile devices, according to the country's leading recruitment platform**

Scottish job seekers are increasingly looking for their next career move on mobile devices, according to the country's leading recruitment platform.

s1jobs most recent data reports that more than 40% of traffic to their site is now from mobile users, signalling a huge mind shift in how people now view the job hunt and application process.

Applications from the s1jobs mobile site also increased by a staggering 86% in the first quarter of this year compared to 2013.

The new figures mirror the results of an Ofcom report from 2013, which showed that the use of mobile phones to access the internet had grown faster in Scotland than any other home nation. A trend that is expected to continue as society moves to a 'mobile only era'.

Employment levels in Scotland are now higher than they were before the 2008 economic crash, and Gavin Mochan, Head of Sales for s1jobs, believes mobile technology has helped the drive back to work.

He said: "Mobile recruitment grew faster in Scotland than in any other UK nation during 2013.

"With 73% of adults now accessing the internet every day and mobile ownership now surpassing 93% of adults, we see a future which is almost exclusively mobile.

"People don't have specific time set aside to job hunt anymore. More often than not, it's a routine process people do when they are on a commute to their current workplace.

"For s1jobs, it's an evolving process and we need to ensure people have the ability to access and use the information they need whenever and wherever they wish to carry out the entire job seeking and application process.

**To read the full report, [click here](#)**





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# NEWS

## FOUR SKILLS HR NEED TO LOOK FOR

### The top four skills HR needs to look for

**Latest insight from global RPO and talent management expert, Cielo, has outlined that HR must seek four key skills in future leadership teams**

Latest insight from global RPO and talent management expert, Cielo, has outlined that HR must seek four key skills in future leadership teams.

According to Cielo, in light of the constantly changing business environment the key skills of the senior team now consist of four very different elements compared to just a decade ago:

- **Emotional intelligence:** or the ability to perceive, control and evaluate emotions. This includes recognising not only the impact of one's actions on those around us, but also when others are perhaps struggling emotionally. In a world where the line between work and personal life is increasingly blurred, the ability to identify when colleagues might be struggling is key in leadership figures.
- **Non-heroic leadership:** as referenced by some of the world's top business schools, the senior professionals that will succeed in the future are less likely to be those who lead from the front, as Steve Jobs, Jack Welch and Lee Iacocca were renowned for. Instead, future leaders should be more invisible to the outside world and focus instead on finding the right employees, ensuring teams work well together and motivating staff.
- **Recognition of team drivers:** with the non-heroic leadership approach also comes the need for senior professionals to be able to clearly identify the drivers of individuals. In particular, ensuring that tailored approaches are incorporated to motivate individuals rather than a one-size-fits all solution is key.
- **Total flexibility:** with the world of business changing all the time, those in a leadership position must be completely flexible. Without the ability to constantly adapt to new opportunities and threats, leaders – and subsequently the teams they are responsible for – risk falling behind the curve.

## JOBS RISE BY NINE PERCENT

### Jobs rise by 9% in the past year, while competition remains high

**The UK labour market continues to improve with the number of jobs increasing by nine per cent year-on-year (YOY), according to statistics from the Q2 2014 totaljobs.com Barometer, which analyses the behaviour of 5.9 million British jobseekers and 5,000 recruiters**

Competition also rose, with the number of applications for each job rising by three per cent year-on-year.

The East Midlands saw the biggest increase, with a 17 per cent rise in the number of job postings, followed closely by Yorkshire at 16 per cent. Other big winners included jobseekers in Wales, the North West, the North East, and East Anglia, which saw job opportunities jump 12 per cent YOY.

The totaljobs.com Barometer provides one of the most comprehensive representations of supply and demand in the UK job market – importantly reporting three months ahead of official ONS statistics. Today's figures show how UK recruitment has fared in the second quarter of 2014, and outlines job trends across 33 sectors and each UK region.

#### Housing boom drives job surge

While the booming housing market has given home owners a reason to celebrate as national property prices surged 11.8 per cent, house building has driven a staggering 43 per cent rise in construction jobs. This good news comes hot on the heels of last week's Market/CIPS survey, which found construction hiring to be at its fastest rate since 1997.

Applications per construction job have dropped by 37 per cent in the last year, showing the demand for construction workers and highlighting concerns over the UK's ability to keep up with building demands.

Jobseekers in the property sector also benefited from the hot property market, with jobs rising 10% YOY.

City jobs continue to fall, as the banking, insurance and finance sectors saw a 10 per cent decline in jobs nationally year on year,

which is squeezing competitions for jobseekers, with applications per job up by 10 per cent.

John Salt, director, totaljobs.com says: "Although not all sectors have enjoyed a rise in jobs, today's figures show that the overall national labour market is very positive, which I am sure will be very welcome news for the Government as the UK continues its road to recovery ahead of next year's General Election.

"Encouragingly, given the higher level of youth unemployment, the number of graduate and trainee jobs have increased by 13 per cent YOY, and six per cent since last quarter. This will be a relief for many young people who are still struggling to find work and follows last week's announcement of the EU Youth Guarantee to secure under 25s a job offer within four months.

Customer service roles increased by 19 per cent over the last 12 months, with applications per job rising by five per cent. Secretarial, PA and administration jobs also enjoyed a significant rise of 18 per cent, as applications per job up by four per cent YOY.

Meanwhile, transport and logistics jumped 27 per cent YOY, with competition for the increased number of jobs also fierce, as applications per job rose 21 per cent.

"The totaljobs.com Barometer also shows that competition for jobs remains high; it's important to remember that the labour market has only been in recovery over the past twelve months and real wages remain low. More must be done to provide support to jobseekers who have been long term unemployed, by ensuring they have the skills they need to re-enter the workforce."

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# PARTNERSHIPS



## EmployeeScreenIQ and Newton Form Partnership

**EmployeeScreenIQ and Newton have partnered to provide customers with fully integrated, paperless employment background checks**

EmployeeScreenIQ, a global provider of employee background screening services, and Newton, developers of a leading applicant tracking system (ATS) for small and medium-sized employers, have partnered to provide customers with fully integrated, paperless employment background checks.

For many employers, pre-employment screening is necessary but has historically required significant labor that is often challenging to manage. Contacting applicants, collecting release forms and capturing sensitive information can be inefficient and poses significant risks.

Designed to save time on repetitive tasks, increase productivity and promote security, the Newton applicant tracking system now seamlessly integrates with EmployeeScreenIQ's premium employee background check platform to offer a simple, smart, safe and stable pre-employment screening and applicant tracking process.

"Employers are busier than ever," said Joel Cheesman, director of strategic alliances at EmployeeScreenIQ. "This integration makes life a lot easier by stripping away

the hoops companies traditionally jump through in the background screening process."

### Significant customer benefits include:

- One-click background check requests.
- Real-time background check dashboard.
- Fully-branded applicant self-service portals to collect release signatures and sensitive, personally identifiable information.
- Integrated auto-updates on background check status for each applicant.

Joel Passen, Newton Software's head of marketing, elaborated on the new partnership: "By partnering with a few select partners like EmployeeScreenIQ that have the technical abilities and same philosophy on customer service as we do at Newton, we're able to provide our mutual clients with rock solid technology and a great all-around customer experience."



## Recrutive partners with EmptyLemon

**Recrutive has integrated its cloud based technology with EmptyLemon, the UK's fastest growing direct employer job board**

Recruitment technology provider, Recrutive, has integrated its cloud based technology with EmptyLemon, the UK's fastest growing direct employer job board.

The move comes just a month after the multi-job poster and candidate management provider reported that the number of direct employers bringing the recruitment process in-house is at its highest ever level.

Carla Fern, Operations Director at Recrutive comments: "Companies within the recruitment industry are having to change their business models to reflect the shift towards in-house recruiting. Over the past 12 months we have experienced a 283% increase in the number of direct employers using our technology and we therefore wanted to ensure they can choose to advertise their vacancies on a board that focuses entirely on the direct employer market."

Phil O'Grady, Director at EmptyLemon comments; "Our aim is to help employers make their vacancies stand out from the crowd. EmptyLemon, which is an anagram of employment, is completely agency free. By cutting out the recruitment middle-man means hiring becomes a more streamlined and a less costly process. We, like Recrutive, believe that employers and jobseekers deserve the best possible recruitment experience and by using our job board to advertise they will get something which is both effective and efficient."



# BIG DEBATE

**Mark Painting,**  
CV-Library.co.uk

"By providing a complete mobile experience of your existing website, your brand will be able to attract more candidates, receive more quality applications and retain those that use your service on an ongoing basis. 15 years ago, the conversation was about whether to build a website to advertise your jobs; today's question of mobile responsiveness and accessibility is set to become a similar one, so don't sit back and watch your competitors lap up the mobile generations to come, get in on the act and get your site mobile friendly!"

**David Cohen,**  
LinkedIn

"LinkedIn sees 15 million profile views, 1.45 million job views, and 44,000 job applications through mobile every day. 50 per cent of mobile job views from are by mobile-only users. Attention spans on mobile are short. Work from the ground up rather than cramming 17-inch content onto 4-inch screens – candidates won't stay long if information is difficult to process. People are used to running life from the palm of their hand, and job-hunting is no exception. At LinkedIn, we anticipate reaching our "mobile moment" – where mobile drives over half of global traffic, already the case in the UK – this year."

**Mike Restivo,**  
Bullhorn

"We suspect UK recruiters are spending more time than necessary doing work that could be accomplished in less time with the right tools. They get home, open up their emails and log in to LinkedIn, as opposed to accessing candidate and client records through their recruitment software via a tablet or smartphone. Unsurprisingly smaller, more agile agencies tend to be better at mobile than their larger counterparts: bigger firms are naturally more reluctant to relinquish control of data - rightly identified as their most valuable asset. But there's nothing stopping an employee from sending themselves the information they need in advance so when they get home, and candidates are active online, they can start filling job orders. Mobile access to a recruitment platform means recruiter activity is recorded and run against KPIs, employees can be better managed, and ultimately more jobs get filled."

## [ BIG DEBATE QUESTION ]

Mobile recruitment - Is everyone ready?

**Charles Hipps,**  
WCN

"Mobile is always on, always accessible and organisations need to make sure their job vacancies are too. Mobile job seekers will potentially have limited time and bandwidth, plus a small screen to view content, so recruitment processes must be mobile-optimised and be able to adapt to any device necessary. One of the major challenges is adapting current recruitment processes to include mobile. It is important to remember that mobile recruitment does not follow traditional recruitment routes – it is faster, sharper and less formal than many current built in processes are able to cope with."

**David Rudick,**  
Indeed

"Employers are beginning to wise up to the mobile workforce, optimising career sites so they are 'mobile friendly'. As consumers, we are used to pages that change based on the type of screen and resolution of the device we are using – job seekers will tolerate no less from their job search experience. The last bastion of truly streamlined mobile job search is the application phase. There is still a user experience gap here. The next step for employers is to ensure that it's as easy for candidates to put themselves forward for a role as it is to find one."



# GRADUATE RECRUITMENT

After some lean years, things really do seem to be looking up for graduates in 2014.

At the Graduate Recruitment Bureau, Dan Hawes, Co-founder and Marketing Director, says graduate recruiters are starting to talk about the “war for talent” again, so they predict the market to be very strong in 2014. Dan Hawes also notes that “The AGR back this up with over 200 members expecting to offer 10.2% more graduate level vacancies in 2014.”

However, large job sites and job aggregators continue to attract thousands of job seekers and therein lies the problem says Hawes. “The market is saturated and applicants can be overwhelmed with the choice and find it hard to make the right choices.” Not



surprisingly, Dan believes what students and graduates want are niche operators with a personal service to match and a track record of placing graduates just like them into long term careers.

Milkround, another graduate site, also reports a positive turn in the graduate recruitment market, as they say recruiters are looking to fill 8.7% more vacancies than last year, the biggest they have seen year on year for four years, and the highest number of positions available since the start of the recession. "Although we can expect an increase in vacancies, competition is still high, and we have seen in the responses to our own Career Confidence survey that 61 per cent of students and graduates feel confident that they will find some kind of employment after graduating, but only 35 per cent are sure that they will be able to secure a graduate specific role." Milkround also notes a turn in the types of skills that employers are looking for, and currently digital skills such as HTML coding are topping the list as job roles become more multi-functional. They say an 'entrepreneurial spirit' has also started to crop up in many more job applications as employers look for self-starters to grow their businesses.

#### Engage graduates with mobile applications

It's almost impossible to discuss the future of graduate recruitment without discussing mobile search, a trend that is driven primarily by the youngest group of jobseekers, comments David Rudick, VP International Markets at Indeed. "Mobile applications via Indeed have more than doubled over the past year, accounting for over a third of all visits to the website in 2013. This currently stands at 45% and is projected to rise to half of all visits by mid-2014 – that's around 6 million job seekers per month searching from mobile devices alone."

Rudick believes employers have no choice but to re-assess their recruitment strategies and technology in line with this trend, to give them the best chance of attracting young talent and keeping ahead of the competition. "For employers, effective engagement with graduates will depend on 'lifting the lid' on company culture, giving real insight into the business and what it's like to work there. Heavily influenced by social media and peer reviews, the graduate workforce will demand this level of transparency before making a career decision. Jobseekers' no longer skip straight to 'salary' but weigh



## It's almost impossible to discuss the future of graduate recruitment without discussing mobile search

David Rudick, VP International Markets at Indeed

up criteria such as management, work-life balance and culture. Indeed features over 4 million employer reviews – over 250,000 of these are employers with jobs in the UK. These reviews allow jobseekers to learn more about an employer before deciding to apply for or accept a role with a company, as well as giving the companies themselves and insight into what candidates are looking for when applying."

Videos about companies are certainly becoming more widespread. "Giving out coffee mugs and T-shirts at job fairs gets your company in front of new grads, but it doesn't say anything about who you are as an organization or provide any intelligence on what it's like to work there" says Caleb Hanson, Rapt Media Product Director. "Grads want to work somewhere that resonates with them and where they feel they'll fit in and succeed. Companies are starting to realize that video is a great way to engage recruits and broadcast their company culture and values." For example, [Deloitte New Zealand](#) created an interactive "day in the life" video, which projects the company's values while also pitching Deloitte as a great company to work for.

"2014 signals a boom in UK Graduate employment opportunities" claims Jason Staniforth – Digital Marketing Specialist for Vacancy Filler Recruitment Software. "It has previously been understood that you go to university, graduate, and then enter the working world to become exactly what you studied for – the harsh reality is that this has not been the case for a number of years, and many graduates are finding out the hard way. Many of the opportunities available will be offered to those who have previously worked for the company, meaning graduates who took advantage of paid internships, industrial placements or vacation work will have the upper hand in the grad-race for paid work in a related sector. Technology advances and the rapid uptake of social media vehicles hasn't gone unnoticed by employers, with an increase in advertising spend being dedicated to social media such as Facebook, Twitter, LinkedIn and even YouTube to reach prospect graduate employees, this has resulted in less spend on traditional methods such as graduate directories and sector/ local guides. Technology such as video interviewing is making its impact on the recruitment industry this year, with many recruiters maximising on the technology for distance interviews, with graduates who are looking for careers in major cities, such as London. This trend is likely to continue with 'normal' recruitment looking to follow suit in order to reduce the time and cost of hire."

Video interviewing is also highlighted by Charles Hipps, CEO of WCN. He says although it's been around for some time, it is set to become a mainstream activity in the recruitment of graduates. "Video interview technology permits recruiters to reach an unrestricted talent pool, allowing graduates to be analysed before deciding on additional screenings and assessment centres. The video format can be embedded with messages and content from the employer that shapes the whole process in ways previously uncontrollable." Hipps comments that video interviewing shows a level of consideration towards the graduate, acknowledging that they might have commitments outside of the recruiting process or large distances to travel, enhancing the candidate experience which is something every organisation should strive for. The whole process provides recruiters with a greater flexibility, because they can review candidates'

## Recruiting Graduates: What to consider

**Steve Simmons, Client Services  
Manager, First Advantage**

Each summer, a new wave of university graduates enters the job market and 2014 has been the busiest since the recession. According to a new report released, graduate recruitment in 2014 is 12% up on 2013, with the highest number of new graduate jobs coming from the top accounting and professional services companies. At First Advantage, we see a significant influx of graduate screening in the second quarter of the year and 2014 has been our highest on record.

Recruiting graduates differs significantly from other types of candidates. Here are three key considerations when preparing to screen graduates:

**Tailored graduate screening.** Think carefully about which checks you need to perform on your graduates and create a separate graduate screening package accordingly. If a graduate was screened when they previously worked for your organisation, e.g. on an internship, do they need the same level of screening a new graduate or just a basic criminal check?

The most frequently requested graduate checks include identity verification, employment history, education/academic qualifications, consumer credit and criminal record checks.

**Employment history.** Many graduates will have brief periods of casual work, such as retail, hospitality and office placements in their recent past. Carefully considering what period of employment and the overall 'activity period' need to be verified will help you save time in the long run. (Do you really want the hiring decision resting on Carl's Burger Van providing a reference?)

**Project management.** It's possible you'll have hundreds even thousands of graduates entering screening in one day. Consider moving these outside of your 'business as usual' screenings and agree completion timescales with your provider, so they can be managed separately and screening performance measured discretely.

In our experience, students who have taken a gap year are seldom seen as being less attractive than those coming straight from university. Students who have taken time out just need to be prepared to explain what they did when and provide supporting documents on request.

In terms of social media, we recommend clients not to use sites such as Facebook to filter applicants and evidence suggests that most employers agree. However, many employers will use LinkedIn to assess a candidate's character. This platform can be useful to both employers and candidates as a way of both 'swotting up' on another.



## Video interviewing is set to become a mainstream activity in the recruitment of graduates.

**Charles Hipps, CEO of WCN**

interviews as and when they want, replay recordings and ask for fellow decision maker's opinions, thus giving the graduates the best opportunity to be heard.

Hipps also notes Google+ hangouts are also creating a real buzz in 2014. 'After launching in 2013, companies are realising the huge potential on offer, allowing them to connect with carefully selected groups of graduates or simply an eclectic mix, dependant on the recruitment parameters. The key is to use the virtual events on Google hangout to attract the next generation of talent. Top companies are creating interaction by generating an 'event' with a company's CEO to encourage participants to check out the company's career website for openings, while the Google+ hangout facilitators send participants a direct link to the site using the chat box.'

Mike Hill, chief executive at Graduate Prospects agrees that economic indicators suggest recovery is gathering pace. Although Hill sees it is more concentrated in the South and South East, the good news is that it is spreading further afield to other urban areas such as Manchester – all of which are also hot spots for graduate recruitment. Hill predicts that while it may be many years before we return to pre-recession levels of graduate employment, we would expect to see brighter prospects for the new cohort of graduates as well as those who took a year out. "Sectors that are continuing to do better this year are construction, IT and telecoms, so we should expect to see slightly improved job prospects for graduates going into these areas."

'Content is king' may be a cliché, says Mike Hill, but it's a strong one and the premise will continue to be relevant for the year ahead as recruiters look to engage more effectively with candidates. "Creating engaging content brings commercial returns and so we continue to invest in both our content and user experience. We've become much more than a jobs board with in-depth information and advice spanning careers, life at university, gap years, postgraduate education, and career planning tools. As a result our latest ABC audit confirmed that we have the most widely used graduate careers website with 2,008,552 unique users every month, marking a 36% year-on-year increase and more than double that of any other graduate careers website."

So, the class of 2014 have much more to look forward to than in previous years. The challenge for recruiters in the future will be how to attract and engage the best talent. Mike Hill believes the idea of marketing to final year students to bag the brightest and best is outdated. He suggests the process will have to start much, much earlier: "Graduate recruiters have had to rethink and are developing strategies to successfully engage with talent earlier, which means engaging school leavers onwards. This comes with its own unique set of challenges as well as opportunities. As well as enabling recruiters to have a better and more efficient chance of securing the best talent, it means a whole host of new initiatives need to be put in place from identification schemes to ongoing communication programmes. At the moment many recruiters are working out the best approach, but the landscape will only become more competitive."



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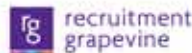
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# SKILLS TESTING & SCREENING

Written by Lauren Mackelden,  
Features Editor, Onrec

As always, there are new advances in technology to improve screening and engage-ability of candidates as well as checking their credentials this year, with the added bonus of a fresh impetus in the jobs market too, so it's worth finding out how your business could benefit from the latest skills testing available.

Recruiters now have at their disposal a wide variety of screening and skills testing solutions, ranging from competency based testing, aptitude testing and various types of psychometric testing, comments Tony Brookes, Sales Director at Vacancy Filler Recruitment Software. Brookes continues: "In addition to that, there is a variety of background screening solutions to verify that the candidate is who they say they are and that they have the experience and qualifications to match. Up until recently these point solutions were standalone pieces of technology and applied pretty much universally across the whole recruitment process, irrespective of the role type. A new development is the ability to configure the test to both the specific role and the organisation. In general competency testing, facilities now exist to edit the content together with the style of questions and scoring mechanism much more readily rather than using standard off-the-shelf tests. In the world of psychometric testing, recruiters are now profiling the job role more closely with the hiring manager by asking them to conduct a Job Profile test beforehand. This lays down a baseline against which to measure the candidates. Any discrepancies can be probed at the interview stage."

Online identity checking and criminal record checks are now commonplace says Brookes. He continues: "Identity checking can be done in real time against a number of data sources. The systems will typically use a points based scoring mechanism, which can be modified, to apply different weightings against a match of each piece of data. For example, checking first name, last name, date of birth and address might not match completely, but there is a degree of acceptance if there is a mismatch on the spelling of the first name or an incorrect post code. Because it's real time, potential anomalies can be investigated there and then and further checks can be carried out. Validating documents against forgery is also an important step in the process. Various systems exist to check the validity of a passport or identity card by asking the candidate to photograph or scan their document and upload it to the system. Whilst this will check the document itself, this alone is insufficient as it has to be cross referenced to confirm that it actually belongs to the individual, which can be done by cross referencing the document check with the

identity check. Finally, some providers offer a service whereby a candidate can go along to a crown post office with their documents to have their identity physically verified by the counter staff. They in turn update the system to acknowledge that the individual is really who they say they are."

Amanda Davies, Managing Director at the isv group also tackles the concern over fraud. "The beauty of online assessments is that candidates can complete exercises anywhere they have an internet connection, be that at home, on the move or in your office. The flip side of this, and we are often asked about it, is how to guard against foul play."

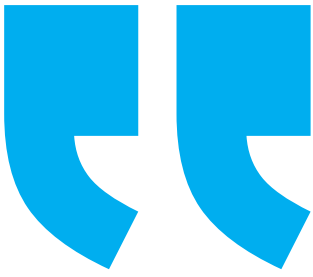
Davies reassures recruiters by saying they can take comfort that testing providers are both aware of this and have put steps in place to ensure testing is valid. A simple example is that assessments are timed to prevent looking up any answers. Speed and accuracy is paramount. Davies adds that some recruiters have raised concerns about mobile devices with voice recognition or auto-correct functions: "Most testing providers would discourage use of these devices. Not just for the above reasons but depending on the nature of the assessment, it isn't reflective of the candidate's true capability in a work situation. For example, for office based roles you may be looking for a measure of typing speed, or competency with a Microsoft Office program like Word or Excel. Simulating the correct work environment will not just give a more accurate picture of skill level; it gives your candidate the best possible chance of











Short, appropriate and valid application processes that enhance the employer brand will be the saving grace for HR as they look to fill more positions and sift out increasing numbers of candidates. ”

Lucy Beaumont, Solutions Director at Talent Q

success.” Of course, Davies advises that if you suspect any fraudulent completion of exercises, you can always invite your candidate to re-sit tests or complete more detailed exercises in your office.

Remember that assessments shouldn't be used in isolation to make a recruiting decision, reminds Davies. “They are part of your incredibly powerful toolkit to better understand candidates. Join up the process with interviews, behavioural profiling and background research to get a vivid, clear picture of the candidate, their future job role and which of your clients they will fit with.”

Increasingly online screening and skills testing is using technology in truly sophisticated forms to achieve the best results says Lucy Beaumont, Solutions Director at Talent Q. She tells us they have developed what they believe to be the UK's first adaptive situational judgement tests. Beaumont believes these assessments allow for a truly engaging experience for candidates as the situations encountered during the assessment actually evolve, with different consequences to a question arising depending on the candidate's previous response. Beaumont explains that clients reap huge benefits from this by being able to hone in on a candidate's behavioural

tendencies quickly in a more engaging and realistic way, saying: “This combination of robust psychometric screening assessments, advanced use of technology and pioneering creativity certainly moves the HR field forward and opens up further possibilities for the future.”

2014 is the year of social media, technology and digitisation, believes Lucy Beaumont. She notes that HR professionals are really starting to embrace this shift and HR leaders are making the connection between having a social media strategy, and attracting top talent. What's more, Beaumont says HR are putting candidates at the forefront of their recruitment process by deploying engaging and innovative processes using sophisticated technology to maximise the user experience. “At Talent Q we have developed Realistic Job Previews for clients which can be accessed via smart phones and tablets as well as laptops and PCs. This allows for potential applicants to gain insight into the role before they apply and self-select in or out. But it takes it a step further, it allows digital savvy job browsers to learn about an organisation on the go; making job searching easier than ever before, with information literally in your pocket.”

#### Job optimism and market activity means more applications

As the job market is starting to improve and both job seekers and employers become optimistic, Beaumont suggests HR are faced with a double edged sword. “On the one hand, they'll see internal growth leading to more positions to fill, as well as job seeker optimism leading to passive job seekers becoming active and in turn increasing the pool of candidates on the market. Yet this comes at a cost to HR; more jobs to fill means more work and greater pressure. And with job seeker optimism on the rise, HR are likely to receive higher volumes of applicants per position, and greater potential to promote or indeed damage the employer brand through their treatment of these applicants.” Beaumont advises online personality assessments, ability and situational judgement tests which can be deployed via applicant tracking systems to screen out unsuitable candidates early on in the application process provide the key to dealing with the volume challenges we're experiencing today. “Short, appropriate and valid application processes that enhance the employer brand will be the saving grace for HR as they look to fill more positions and sift out increasing numbers of candidates.”

But the greatest risk to HR will be preventing the ghost employees in their organisations from leaving and re-engaging those that stay, warns Beaumont. “As the economy stabilises, organisations see growth and the job market improving, we're at risk of a global mass exodus of talent – Hay Group has predicted that employee turnover in the UK will reach 161.7 million this year, a 12.9% increase compared to 2012.” This is fuelled by high levels of disengagement during and following the recession as organisations focussed on the company and largely neglected the individual engagement levels of employees. These disengaged employees have fallen out with their organisations but have been reluctant to leave due to a flat job market – but this is changing and ghost turnover is starting to turn in to actual turnover. Beaumont recommends that to prevent ghost turnover from becoming a reality, employers can use online assessments and ‘Stay interviews’ to understand what engages their employees and re-ignite the fire before it's too late.

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# LAUNCHES

## 1> Newly minted CareerClover enables every jobseeker to find a career that fits their personality

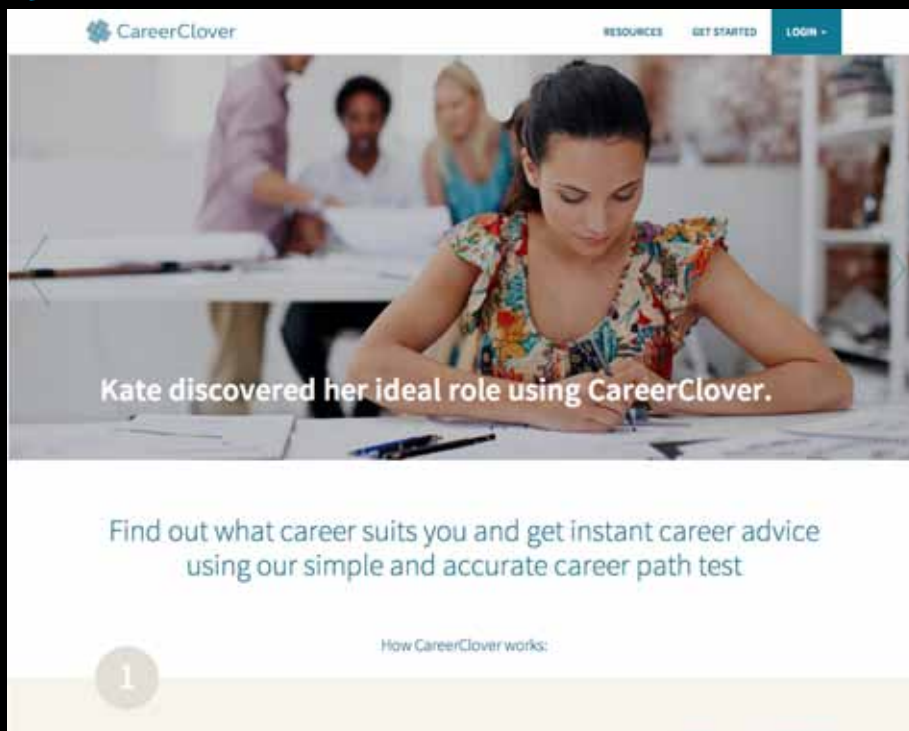
CareerClover has recently launched to help jobseekers identify what career suits their personality best. A skilful mix of science and career savvy, CareerClover employs a career path tests to help jobseekers searching for a new role to identify key strengths and work-based preferences. The service provides each user with a series of insights based on their responses as well as tailored advice and bespoke action plans to help them land a new role. CareerClover has been developed by OPP Limited, one of the world's largest distributors of psychometric tools. It has delivered personality-based insights to employers, employees and candidates for a quarter of a century, making it ideally placed to offer current jobseekers sophisticated, accessible and relevant guidance when it comes to deciding on a new direction. Unique career path tests and personality tests are increasingly employed by larger organisations to improve employee satisfaction, and place candidates in jobs where their skills and talents will be most effective. CareerClover helps anyone thinking they might need a new career, whether they're fresh out of university or looking for a change of direction, to tap into a new way of thinking before beginning the application process.

[www.careerclover.com](http://www.careerclover.com)

## 2> GTI Media are excited to announce the launch of gradaustralia

gradaustralia will be launching a job board and advice site [www.gradaustralia.com.au](http://www.gradaustralia.com.au) in January 2015, as well as rankings of Australia's top 100 employers. Using GTI's successful multimedia approach

1



print publications will be available to support the online information. The well-known Careers Service Guides, popular in the UK, will be produced in partnership with a number of universities. The launch of gradaustralia continues GTI's growth as a global brand with products in the UK, Ireland, Europe, Malaysia and now Australia.

[www.gradaustralia.com.au](http://www.gradaustralia.com.au)

## 3> Madgex launches responsive job board for Adnews

Adnews, Australia's leading advertising publication, have launched their specialist job board on Madgex's responsive platform. The magazine, which is the face of the advertising, marketing and media industry, is published by Yaffa Publishing Group Pty Ltd, one of Australia's largest specialist publishers. Sectors covered

by the publication included marketing and advertising, media, research, sales promotion, digital, direct marketing, design and creative. Adnews' jobseekers now benefit from a wide selection of online tools to help keep up to date with the latest vacancies in their specialist field. The fully responsive design provides visitors to the site with an enhanced user experience on any device. Jobseekers using mobile or tablet devices will also be able to upload their CVs on the go via Madgex's FileChooser tool, which allows them to access documents from cloud storage services.

[www.madgex.com](http://www.madgex.com)

### Online exclusive

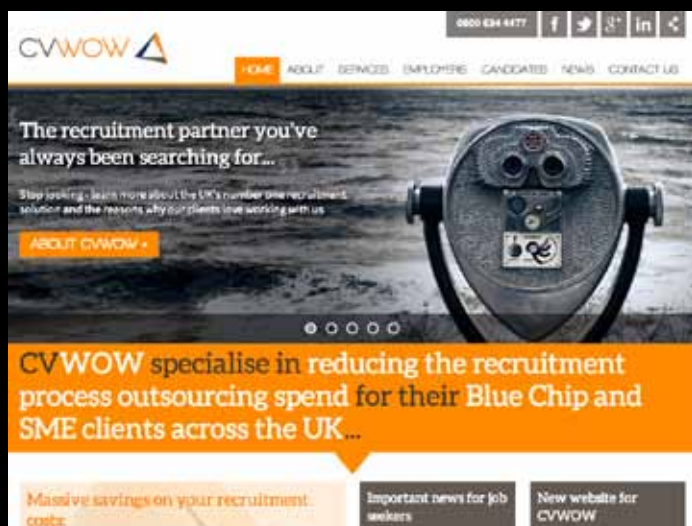
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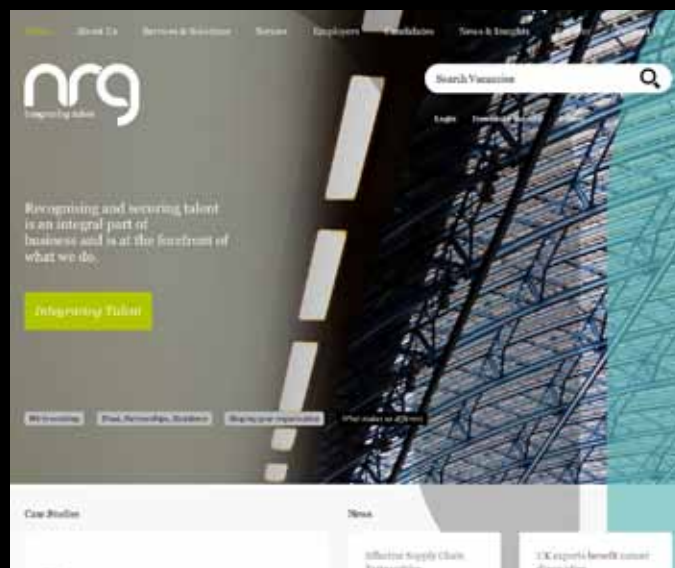


#### 4> CVWOW unveil new website

Since CVWOW entered the UK recruitment arena, just four years ago, they have built a reputation for identifying top talent for their clients. They have also made their name as an EFFICIENT and COST EFFECTIVE recruitment solution. In the last four years CVWOW have saved their network of clients an average of 80% on their annual recruitment costs. In that period they have won industry awards including Onrec awards for Best use of online recruitment and the Best corporate use of online recruitment. Now CVWOW are delighted to announce the launch of their brand new website.

[www.CVWOW.com](http://www.CVWOW.com)

6



#### 5> New Care Sector Job Board Launched

Nestled amongst the large giants of the Job Board Industry, one new sector specific Job Board is trying to stand out. Care-Job.com has just been launched and free postings are here for 30 days! With so many online job Boards about today it's difficult to know what to do. "Do I use a large well known generic Job Board, or do I pay a hefty fee for a sector specific Job Board and hope the candidates arrive?"

[www.care-job.com](http://www.care-job.com)

#### 6> NRG announces major brand re-launch

NRG has unveiled a modern, forward-thinking new look and feel for its established brand - evolving in response to market conditions and a universal desire for recruitment businesses to align and integrate themselves with wider business objectives. NRG has supported its partners through expansion and change since 1976. The new look brand and website – [www.nrgplc.com](http://www.nrgplc.com) – demonstrate a strong focus on both a programme of traditional recruitment services and innovative outsourced solutions for business.

[www.nrgplc.com](http://www.nrgplc.com)

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## HR EXPERT OPINION

# STEVE WILKINS, FEDEX EXPRESS

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Steve Wilkins, HR Manager, FedEx Express, has given his thoughts on how he thinks HR will evolve in the years to come and the issues HR needs to look out for in order to stay ahead of the game.

**Onrec: What trends do you see emerging in HR management this year?**

**SW:** With the economy showing signs of recovery, wages may begin to increase, albeit gradually. Improvements in the economy will also lead to increased job seeker confidence, with potential candidates returning to the market in search of new opportunities. This means employers will have to improve their recruitment practices to attract the best potential candidates. In the last few years, both the employment market and technology have advanced. At FedEx we've been investing in and developing recruitment technologies and platforms such as our Applicant Tracking System and online careers portal. More and more companies are using social and digital platforms as a means to communicate and engage with their team members. Technologies, such as tablets and smart phones allow team members to easily keep up-to-date with news and information about the company they work for. For example, FedEx implemented the Purple Hub, an intranet service which allows our team members to easily connect, communicate and collaborate with each other, in the same building or around the globe. More and more companies will implement portals to engage with their employees on a more human level as a great way to engage team members as well as allowing them to share information, thus promoting interactivity.

**Onrec: Does social media play a big part in your recruitment process?**

**SW:** Social media is already an established tool for sourcing and vetting prospective candidates and of course a way for the employer to showcase its identity externally. There is no doubt that Social Media will become even more widely used by recruiters. As a result, it's important that companies consider their brand and business when identifying the best platform for their recruitment process. At FedEx we are currently integrating our social media platforms with our online Applicant Tracking System. For example, we currently employ a number of social media platforms including LinkedIn, Twitter and a YouTube channel, increasing our profile and accessibility to potential candidates.

**Onrec: The Flux Report predicts that in just 5 years from now the majority of employees will be freelancing or on flexible contracts. Would that work for your organisation and do you see any evidence of this change taking place?**

**SW:** We are not alone at FedEx in believing that being able to offer flexible contracts is a good thing as it allows us to adapt easily to a workforce that increasingly wants and needs to be more flexible. Therefore we have put a multi-model workforce in place, from contractors and casual workers to a range of full-time and part-time employees. We ensure that FedEx is properly staffed all year around, particularly during our peak periods. The Flux Report links these changing models to future challenges in succession planning. However,

FedEx team members are at the heart of the FedEx community, and they play an essential role in the company's success. We continually invest in our employees by supporting them with their future ambitions. For example, we implemented the 'iLead' programme which provides development activities, tools, resources and coaching opportunities to support employees who wish to become future managers. As a result, FedEx has a high internal progression rate, with 70-80% of UK front-line managers having been recruited through this internal development.

**Onrec: What role do sustainable initiatives play in your employee engagement?**

**SW:** Sustainable initiatives should educate your employees, emphasising the importance of creating a better future for all. These initiatives should cascade down through the ranks; therefore a business strategy, which involves all members of staff, will provide the knowledge and skills to work in a sustainable way. In 2012, FedEx Express EMEA launched its Eco-Drive programme, which is designed to empower couriers to provide practical information and driving tips on how to operate vehicles in an environmentally sustainable way. Other sustainable initiatives to engage employees include taking part in community projects, charity work and award schemes. Sustainable initiatives can result in increased staff productivity and an empowered workforce, as they are all working towards a common goal and we place this as a main priority.

**Onrec: Will sustainability become a buzzword for HR in the years to come?**

**SW:** It already is a buzzword for most businesses, and it's up to HR Managers to ensure that successful sustainable initiatives are part of their own business strategy. Sustainability isn't just synonymous with being green: it also brings with it potential social and financial benefits. As a result, creating long term sustainable business strategies is key, and as HR Managers, it's important that we continually adapt to advance a business forward.

**Onrec: What will you say are the most effective approaches to engaging employees?**

**SW:** Employee engagement should be a core strategy in all businesses, and initiatives should focus on development and growth to ensure that they can help the business progress. Supporting team members to gain new skills through training programmes gives your employees the opportunity to thrive within the company. At FedEx, from day one, new team members are taken through a mandatory New Hire Orientation programme. Providing a mixture of online training and documents, this initiative supports our strategy of investing in FedEx people and providing the best place to work, from the word go. Effective communication and motivation is crucial. Implementing an employee survey, is an effective cultural change driver as well as a tool to help

measure the results. This feedback emphasises your employees' experience, as well as measuring your business' operational progress. The survey engages with staff members, so they are made to feel that they are valued members of the team.

**Onrec: What is FedEx doing to promote diversity in the workplace?**

**SW:** Diversity is central to our core values, and we provide a clear standard and expectation on our approach to respect and diversity. This has been reflected in our survey results, both internally and externally, with approximately 90% positive results in past Great Places to Work surveys. Recognised for the ninth year running by Great Places To Work, Ireland, FedEx has also been regularly named as one of Britain's Top Employers. FedEx also ensures that all of our people programmes target skills and competencies, not race or background. For example, FedEx offers Tuition Assistance and support programmes to all individuals, opening opportunities for everyone to further their personal and professional development goals.

**Onrec: Absence management is a hot topic, so how do you manage absence and do you prepare for major events?**

**SW:** FedEx has a well-developed attendance policy in place, which separates absence management from the regular disciplinary mechanisms providing a tool that emphasises the importance of attendance for all our operations. FedEx values its team members, and so we support employees who are absent due to illness. We have a range of support mechanisms in place, including an independent occupational health provision, a wellbeing website providing guidance and advice, an employee assistance line and rehabilitation plans/programmes to support those employees affected with long-term illness.

**Onrec: What will the HR world look like in 2020?**

**SW:** With technology developing so quickly, the environment that we will be operating in will be very different. Although, human nature will continue to present the same challenges for businesses, technology will offer new solutions to old problems. Of course, transitioning to new technologies sometimes creates new challenges as well. For example, in 2020 the Olympic Games in Tokyo may well create a different type of 'attendance issue'. With the rise in 'Bring Your Own Device' policies, people will be able to watch the Olympics at work on their own tablets, phones, and possibly on their watches, meaning that monitoring employees and ensuring productivity continues at a high rate could prove more challenging. For HR professionals, the management of information will also bring new challenges. Due to the amount of data, articles, feeds, reports and news regarding best practice aimed at HR Managers, it's up to HR leaders to identify important elements that will be paramount to the success of an organisation.





# BACKGROUND CHECKS

Written by Lauren Mackelden, Features Editor, Onrec

Just as recruitment itself has shifted online, background screening has largely abandoned the pens, paperwork and postmen of old and moved into the digital age. This has created many opportunities to integrate screening into the wider recruitment process, explains Traci Canning, senior vice president and MD for EMEA at First Advantage.

“For employers and recruitment agencies using an applicant tracking system (ATS), integration between the ATS and our online screening platform can significantly improve speed and efficiency within the recruitment process. By linking technologies in this way, the information

provided in the online application can be fed through to screening, thereby reducing duplication of effort and opportunity for error. In the case of full integration, the recruiter needn't access the screening platform at all – everything relating to the screening can be managed from within the HR software they're familiar with.

Far too often, screening is seen as an obstacle on the otherwise smooth journey from candidate application to employee placement. It needn't be that way... hiring a candidate represents an important trust decision for you or your client's organisation and therefore screening is an essential step that validates your candidate

is who they say they are and has the skills and experience they claim to have.

And the best way to minimise disruption is to start early and complete quickly. (Some companies have even begun 'light' screening of candidates at interview stage, rather than waiting until an offer of employment has been made, as is tradition.) That said, conducting pre-employment screening can be complex, time-consuming and difficult – like singing or DIY, many people attempt it but few have the time and expertise to do it properly! For many, outsourcing the screening function reduces cost, shortens turn-around times and ultimately produces

a better result.

As the talent pool becomes increasingly globalised, it's important that your screening program adapts accordingly. Understanding that candidates have lived, worked and studied outside the UK is a crucial first step and performing checks abroad can take longer and be more complex than screening candidates with an entirely domestic history, due to differences in regulation and customs. Some candidates consider phone calls and emails "so 20th century". So, if additional information is needed, consider communication by text or mobile application updates to ensure quick responses back to the recruiter. Over the next few years, mobile technology will dominate the screening and online recruitment agenda. Candidates expect intuitive and accessible means to navigate through the recruitment process and background screening is no exception."

Of course one of the more recent checks is to look at social media to check candidates' past history. Tony Brookes, Sales Director at Vacancy Filler considers this clearly has mixed results and can be down to interpretation, plus he says it tends to be a manual process and

consequently time consuming, and also encroaches on the candidates' privacy and with questionable added-value. However, Brookes does think verifying candidates' work history against LinkedIn is a useful exercise and if nothing else, can prompt for some interesting interview questions around any discrepancies.

Brookes considers checks could be carried out more effectively by integrating identity and criminal record checking with the recruitment process and ensuring it is built into any online recruitment tools a company uses can greatly assist efficiency - the checks can often be carried out in real time and at relatively low cost. "Because the range and appropriateness of the checks are applicable for certain candidates and not others, it is important to build them from the outset into your recruitment process and system. Having it built in to a job board for example, could provide some basic form of checking but it would not trap all candidates excluding those applying directly to your careers page or by some other means. It may not be role specific either."

At Vacancy Filler, Brookes says they are seeing a greater uptake of integrated online background checking by employers. "As candidates leave more of an electronic footprint as they go about their daily lives - whether that is through social media or through e-commerce transactions, this data will be more prevalent which can be used for background checking. Currently there is little in the way of universal employment history or sources of educational qualifications with the exception of sector specific databases. We see this changing to be more universally available."

Steve O'Neil, Sales Director at Security Watchdog, is cautious about the delivery of a fully integrated recruitment process. "At present, the widespread adoption of a fully integrated system is the constant development and upgrading of technology which in turn can cause a lack of compatibility between the integrated platforms." O'Neil believes it is therefore vital that steps are made to ensure clear and concise collaboration to ensure strict version controls are adhered to.

"Another factor is that a fully integrated recruitment relationship between Applicant Tracking Systems/HR and PES platforms has largely been confined to America due to the online availability of all their data. Adoption within the United Kingdom and EMEA market has been much slower and less widespread as a result of a majority of data collated still being paper based. The good news is that companies are taking the steps



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to transition across to online data systems rather than fully paper based as before and integrations represent a key part of the future recruitment process, although complete integration between ATS and PES will only be achieved when the pure aggregation of data between the two platforms is viable." O'Neil considers a central vetting database would be the first stage to a fully integrated system across board, but says a company would have to take the bold move and be willing to be the first to implement it and hope others will follow. He believes this would be a huge risk with the possibility of no reward.

In the next few years O'Neil expects to see more automation and says integrating your platform with PES will become easier, allowing for total integration across recruitment, e-procurement and compliance. As integrated systems become more commonplace he predicts seeing the emphasis switching to shifting data as quickly and cheaply as possible.

#### **Employers must demand data quality**

Robert J. Vale, CEO & Co-Founder of ClearStar, Inc. emphasises the need to hire the most qualified candidate, and says the inherent risk in hiring the wrong candidate, has never been greater. "Workplace crime, unethical business practices and misleading résumés are on the rise. The costs of fraud, embezzlement, theft and violence are a multi-billion dollar drain on the US economy. Furthermore, negative publicity associated with negligent hiring – especially as the result of a less than thorough background check – can impact a firm's reputation (with the case of former Yahoo CEO, Scott Thompson, being an extreme example). In addition, with the slow but steady improvement in the labour market, and the increasing number of cities and counties enacting laws banning companies from asking applicants if they have been convicted of a crime, the background check industry is set to continue to expand – including a proliferation of new providers.

#### **Quality vs speed and price**

However, an unfortunate development in the background check industry is that, alongside the growth, there has been a commoditisation process whereby



It isn't just a question of who the applicant claims to be at the point of hiring: they also want to maintain a level of assurance that the employee continues to represent who they say they are at all times. ”

Robert J. Vale, CEO & Co-Founder of ClearStar, Inc.

providers are claiming 'I can do it cheaper, I can do it faster' – but to achieve this, they're sacrificing quality. Providers will just check a box rather than look at quality information and quality records. Due to the speed of recruitment and hiring, a very superficial background screen will be conducted, specifically on applicants that have a high impact not only on the revenue of an employer but their brand. You can take two companies that are conducting background screening and one has a 2% hit rate and the other has 6%: the former believes that they're doing better because they're hiring people who don't lie, but in reality they're just not going deep enough into the data.

#### **Hold background screening companies accountable to increase effectiveness**

With background screening performing such a crucial role in recruitment and human capital management – and increasingly so – it is vital that employers demand quality from their provider and that they understand the data that is being checked. It is not just a case of the areas being checked, but the depth – for example, if a provider is conducting a county check, or multiple county checks, an employer should specifically ask for transparency in the quality of that data and how far it goes back. Don't just accept that it was checked: ask the screening company to provide information such as what are the data sources, what is the frequency and over what time period, and demand that on every report it states how and where that data was acquired.

As an employer, when you are trusting such a critical process to a third party, it is vital that it is conducted correctly. If you sacrifice quality, that is when fraud can emerge. Rather than demanding a result at a cheap price fast, demand quality and transparency – hold the background screening company accountable. Ultimately, it boils down to the difference between an industry and a profession: make sure you are working with a professional and not just buying widgets from an industry.

Furthermore, background screening and verification is no longer conducted just at the point of employment, but is ongoing through the human capital life cycle in a specific company. What employers are increasingly realising is that it isn't just a question of who the applicant claims to be at the point of hiring: they also want to maintain a level of assurance that the employee continues to represent who they say they are at all times. This demand for transparency amongst the work force at all times is becoming a major driver."



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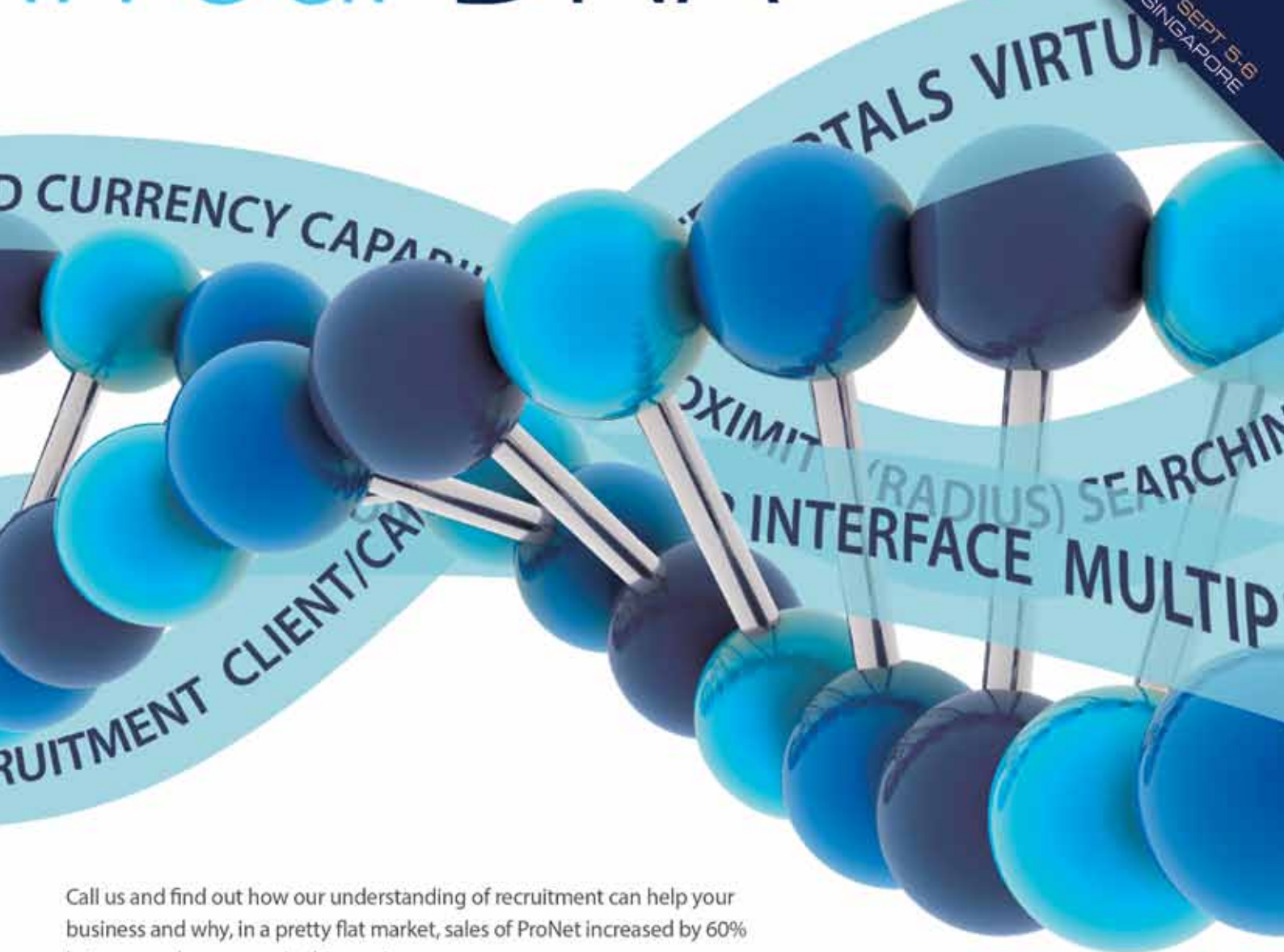
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# THE ONREC CONFERENCE AND EXHIBITION

21st October 2014, The Grange City Hotel, London



As a newcomer to this conference, I am looking forward to the professional insight of all the speakers and the excitement of the exhibition floor ”

Susan Vitale, iCIMS

to catch up with industry colleagues and get the lo-down on all the latest online recruitment trends. It's a great investment of my time that consistently pays dividends." This year Slavin will speak about online recruitment this year and how it has and hasn't changed since then, what has worked and what hasn't, promises kept and broken.

As usual, the one day conference includes top speakers who will offer their professional insight into the world of online recruitment and the latest developments in the sector.

Susan Vitale from iCIMS will be one of the speakers this year. "As a newcomer to this conference, I am looking forward to the professional insight of all the speakers and the excitement of the exhibition floor," says Vitale. "I'm excited to talk about "The Year of the Candidate" at this year's Onrec Conference and Exhibition since the online recruitment world is so important in talent acquisition today. After years in the economic doldrums, we may finally be seeing a light at the end of the tunnel. Companies are hiring, and candidates are on the look-out for their next career match. If all goes the way of leading indicators, we could be in for the perfect storm; a growing amount of jobs to fill, a number of employees looking to make a move, and the longtime unemployed ready to do what it takes to get back in the game. As a result, companies, recruiters, and hiring managers need to be in the best position

to grab the attention of top talent over their competitors. Companies are relying on the best candidate-facing tools to bring in the top talent, which is why we are referring to 2014 as "The Year of the Candidate".

In reaction to the changing winds of the candidate landscape, employers are now using modern tools to grab the attention of best fit candidates. Communication tools, processes, and related technologies designed with the candidate experience in mind will be critical to achieving corporate talent acquisition goals in this climate. Companies should focus on giving candidates the ability to showcase their talents during the recruitment screening process with modern technology, such as video capabilities. Mobile is another modern aspect of recruiting that today's candidates expect to see, so that they can quickly and easily look and apply for jobs on their mobile device, tablet, or laptop. Companies also need a targeted approach for social media by posting jobs to a variety of social sites to ensure the right talent is looking where their jobs are posted."

Karen Mattison, MBE, is a multi-award winning entrepreneur with 10 years of expertise in the recruitment of flexible roles, and will also be a speaker at the Onrec conference this year. Mattison, who was this year named as the 'Woman Changing the Business World', following a landslide vote by the Institute of Directors launched her business Timewise ([www.timewise.co.uk](http://www.timewise.co.uk)).

Now in its 10th year, the Online Recruitment Conference will cover the impact of the economy on the UK recruitment industry, how to manage your employer brand, make full use of social media to communicate with candidates and the latest online recruitment industry thinking.

Joe Slavin, Managing Director of Recruitment Johnston Press will be a speaker again this year. He remembers that he spoke at the first Onrec Conference (the one with the fire drill!) ten years ago. "I very much look forward to the conference as it is a great way

timewise.co.uk) after realising that there was no 'place' or jobsite to represent talented candidates who need to work differently.

Karen's key note speech, "Can this job be done flexibly? The honest conversation?", brings a truly 21st recruitment issue to life: how to reach the diverse pool of professionals who want to work flexibly, meet your client's needs and manage the expectations of both. Karen will share her experience of working with businesses, from SMEs through to FTSE 100 companies.

### Can this job be worked flexibly? The question 8 million candidates are asking...

"Work is changing and flexibility is fast becoming a crucial ingredient of a successful business" says Karen. "Increasingly, it's how we expect to work. 8.7 million full time workers in the UK say they want some flexibility right now in work, be that on hours or location. That's a hugely significant number for the future shape of UK business and it's something modern employers should be using to their advantage."

She continues: "Already, there has been a revolution in terms of employment practice, with a vast array of different types flexible working arrangements on offer. At the heart of this flexibility is trust, and finding an arrangement that works well for the individual, the manager and the business. But when it comes to recruitment into new roles, these conversations rarely take place."

"Just 1 in 4 jobs last year, mentioned the possibility of flexible working options. An inability to have honest conversations at the first stage of recruitment has become a block to businesses finding the best talent. But once unlocked, it can open up businesses to the millions of candidates who already work both flexibly and successfully, but don't know where to go when they want their next career move. 'Can this job be done flexibly' is the question thousands of candidates want to ask. The answer really matters to them and will affect whether highly skilled and experienced candidates apply. The problem is that hiring managers and recruiters often underestimate what a draw this is to candidates and never discuss it when hiring."

Also attending will be HR Practitioners will provide insights in to how their organisation has embraced online recruitment along with advice from industry experts.

Alongside the conference, our exhibition hall will offer a platform for suppliers to the industry to showcase their products and services to HR professionals, job boards, recruitment advertising execs, and all those involved in the online recruitment industry.

Onrec are delighted to have the Anthony Nolan Trust as our conference charity. Their impressive ability to match donors to people needing transplants has great synergy with online recruitment industry, matching candidates to jobs.

We look forward to a truly memorable tenth Onrec Conference- and hope to meet you there!

Time	Session	Speaker
09:00 - 09:10	Welcome and introduction	David Hurst, CEO, Onrec.com
09:10 - 09:50	"Can this job be done flexibly?" The honest recruitment conversation	Karen Mattison, MBE, Co-Founder & Director, Timewise
09:50 - 10:20	Ten years on - Joe spoke at the first Onrec Conference 10 years ago	Joe Slavin, MD - Recruitment Advertising, Johnston Press
10:20 - 10:50	<b>COFFEE BREAK</b>	
10:50 - 11:35	2014: The year of the candidate	Susan Vitale, CMO, iCIMS Inc.
11:35 - 12:00	A Legal Update: An update on employment law affecting online recruitment and flexible working	Shahzad Ayub, Specialist Employment Law Solicitor, Levenes Employment
12:00 - 13:30	<b>LUNCH BREAK</b>	
13:30 - 14:00	New Paths in Online Recruitment: The First Step in HR Gamification	Noémi Bíró, Talent Attraction, Employer Branding & Recruitment Leader, PwC
14:00 - 14:20	Where Is The Talent? And How To Find It	Dan Finnigan, CEO, Jobvite
14:20 - 14:45	Manchester Airports Group views on online recruitment.	Annie Hale Head of Talent and Resourcing M.A.G (Manchester Airports Group)
14:45 - 15:15	<b>COFFEE BREAK</b>	
15:15 - 16:00	Using mobile to the corporate recruitment advantage	Laura Stoker, Executive Director of Global Training, AIRS
16:00 - 17:00	Discussion Panel	Chaired by David Hurst, CEO, Onrec.com





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Top sites can now quickly and easily add relevant job listings that engage their unique audience and drive incremental revenue

Simply Hired today unveiled its new Partner Solutions for premium web sites. The enhanced offering introduces new capabilities to give qualified partners a robust, turnkey solution to enable job search and discovery on their digital properties. The new offering is fully customizable to integrate with any site's look and feel, and can be implemented in minutes to drive audience engagement and incremental revenue.

"Over the past 9 years, Simply Hired has developed job search technology that leads the industry. Now we're putting our latest product innovations in the hands of our partners so they can offer comprehensive, timely and relevant job search on their own sites," said James Beriker, president and CEO of Simply Hired. "This high-value content is proven to build audience engagement and loyalty, and gives publishers an important new revenue channel through direct job listing sales to advertisers."

Leading media sites, including Washington Post, Fox Business, Bloomberg Businessweek, Computerworld, and vertical leaders like International Nurses Association and Hero2Hired, use Simply Hired Partner Solutions to provide their users with high value, relevant job listings within their native brand environments. These high-

quality job search experiences leverage the same data science, innovation and powerful algorithms that deliver the most relevant jobs to more than 30 million unique visitors each month on SimplyHired.com.

The Simply Hired Partner Solutions are completely redesigned on a new code base to offer the most robust, feature-rich, no-cost job solution of its kind. Key capabilities include:

Flexible customization: Partners can easily customize the hosted job search experience to precisely match their site's brand and aesthetic. Job listings are seamless to each site's unique audience and advertisers to ensure an optimal experience for all users.

- Revenue optimization: Partners can directly sell job postings on their own site. These postings are guaranteed premium placement to maximize visibility and drive new revenue.
- Expanded library of job widgets: Partners can surface contextually relevant jobs anywhere on their site to target passive job seekers broadly across their website.
- Reporting & analytics: Expanded reporting dashboard and site analytics give partners greater

"Simply Hired's flexible solution enhances our site experience with the most relevant job listings for our community," said Aaron Golden, CRO, VentureBeat. "We are excited to be working with Simply Hired and look forward to driving incremental revenue with this relationship."

### About Simply Hired

Simply Hired, a technology company based in Sunnyvale, California, operates job search engines in 24 countries and 12 languages. With more than 30 million unique visitors per month, the company provides job seekers access to millions of job openings across all job categories and industries, reaching job seekers on the web, mobile devices, email, and via thousands of partner sites including The Washington Post, Fox Business, Bloomberg Businessweek, Computerworld, International Nurses Association, and Hero2Hired. Simply Hired enables employers to efficiently and cost-effectively reach candidates searching for jobs through its full-service pay-per-click (PPC) and self-service pay-per-post job advertising solutions. Simply Hired was founded in 2005 and is privately held with funding from Foundation Capital and IDG Ventures.

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# Jobseekers using video CVs have received 20,000 profile views

Jobseekers wanting to stand out from the crowd are reaping the benefits of swapping their traditional paper curriculum vitae in favour of a video CV, with some candidates receiving more than 20,000 profile views, according to Video Recruit.

Launched just over a year ago, the online service, which draws on the emerging digital age by revolutionising the traditional CV, already has over 14,000 candidates and more than 400,000 available jobs online. Video Recruit permits both candidates and employers to create an online profile that can be personalised with all elements of multimedia including text, imagery and video, enabling both parties to experience a more transparent and interactive application process, often stripping out the need for the first interview process.

Ahead of making the site internationally available, CEO of Video Recruit, Simon Thompson says "The appetite for video CVs is high. On average, video CVs are viewed for 25 seconds, versus paper based CVs which only receive around 7 seconds viewing time. People on average spend 45 minutes on our video upload page."

As many as 85% of candidates believe that their personality is just as important as their qualifications when it comes to being successful at their job, so with more than 95% of recruiters saying that they would give a job to someone who seemed a perfect fit, even if they did

not have all the qualifications, it seems personality and confidence are equally important aspects.

From a candidate's perspective, creating a video CV not only offers a competitive edge, it gives freedom of expression, an opportunity to inject personality into an application and allows employers to learn more about that person than they would otherwise glean from a piece of paper.

Research carried out by VideoRecruit has also found that video recruitment profiles posted by employers to cover a variety of roles and purposes can form part an incredibly effective branding strategy aimed at acquiring the top talent.

Mr Thompson continues "Videos provide a huge time saving element for all parties involved with the recruitment process. Employers often know within the first five minutes of meeting someone whether that person is right for their business or not. Similarly, arming potential candidates with prior knowledge about a company makes it easier for job seekers to truly appreciate if the job is suited to them or not, without wasting valuable application and interview time. Candidates can also upload video references from previous employers."

When asked regarding the potential for unfair bias and prejudices based on appearance, age, colour, ethnicity, Thompson commented "Unfortunately those prejudices can still exist in the

interview room. We are simply saving candidates and companies time and money."

Since its conception, the CV has remained relatively unchanged and become so standardised that it can be difficult for job seekers to shine and for employers to shortlist the most talented individuals.

Only 1 in 9 videos actually go live and this is usually due to the fact that candidates normally play around with the functionality when they first visit the website as it is something new to them. "Job seekers very quickly realise how unprepared they are when they start "umming" after every sentence. They then replay the videos and often don't like them due to the fact they've not taken the time to prepare; say the right things, get the correct lighting, hair looks out of place, don't like the sound of their voices, don't like what they are wearing etc etc, the list goes on! Preparing an effective CV is all about preparation. My simple advice is to put yourself in the mindset of the employer and think about what will impress them over and above your credentials on a paper CV" concludes Thompson.

As a free service for both job seekers and providers, Video Recruit is on a mission to liberate the recruitment process by giving candidates and employers more freedom to promote themselves and a greater understanding to make more informed decisions.

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