

# onrec

The **global** online  
recruitment magazine

ISSUE 133 | AUGUST 2012  
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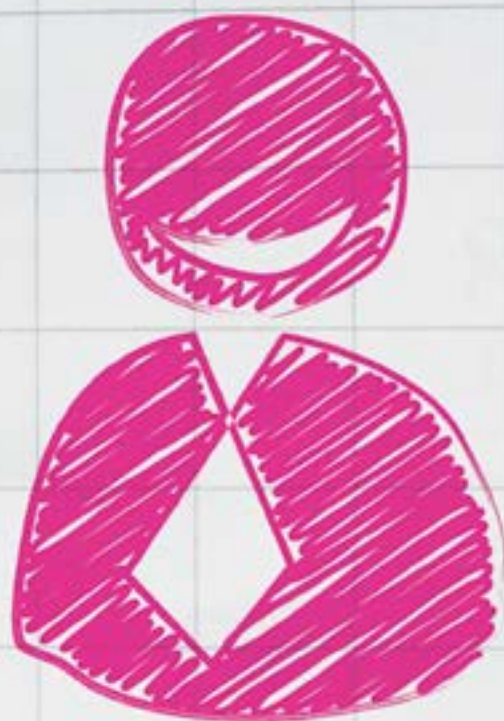
## SHL Introduces First 3D Graduate Talent Simulations

ISSUE 132





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# FROM THE EDITOR PREFACE

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

At time of writing there is speculation that Facebook will in some form enter the online recruitment arena. Understandably the idea will be appealing to the board of directors with 930 million users and pressure from shareholders to create new revenue streams, entering the global online recruitment market worth and estimated \$4.3 billion globally seems a great idea, after all there could be global market share to be gained and as a result substantial profits from users they already have.

Now quite how this will work in practise isn't yet known. Two companies BranchOut and Work4Labs that already have business models based on recruiting via Facebook have apparently been in talks.

Industry commentator based in the US Joel Chessman said on hearing news that the idea was "terrible." "Big destination sites getting into the classifieds game has a long history of mediocrity," he says. "Anyone remember Google Base, eBay's Kijiji (now eBay Classifieds), MySpace Jobs (powered

by Simply Hired), or Yahoo! HotJobs (acquired by Monster)?" He has a fair point I would add to that for the UK Friendsreunited when at their height they brought an existing job board tried to run it themselves then asked Jobsite to run it on their behalf. I notice that now although friendsreunited still own the URL its pointed to the main Freindsreunited site and there is no mention of jobs.

It may be that just because you have traffic it doesn't mean they want everything you put in front of them. If they are on your site to communicate with friends will they also use it to look for jobs?

It will be very interesting to see what Facebook does. Their challenge now as a quoted company is to return share holder value and make money, it remains to be seen if venturing into the world online recruiting will be part of the solution.



David Hurst, Onrec

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# NEWS

## SOCIAL NETWORK RECRUITMENT

### Social Network Recruitment: A Game Changer for Digital Recruitment?

The recruitment platform Thestudentjob.com has successfully launched and attracted over 20,000 student job seekers across the UK in just 8 months



The recruitment platform Thestudentjob.com has successfully launched and attracted over 20,000 student job seekers across the UK in just 8 months.

To pursue this website phenomenon, founder Jack Tang, a London internet entrepreneur, postponed his degree at King's College London for the time being.

Thestudentjob.com is an innovative social network recruitment site with a key value proposition: to connect quality local student applicants with local businesses at short notice.

Launched in October 2011, the site is a platform for job advertisement, candidate acquisition and talent management. It built up its own social network with each recruiter and applicant represented by professional profiles.

A personalised job feed automatically informs job seekers about positions that are of interest to them. Through this, the application process is shortened without compromising transparency.

Instead of long cover letters and CVs, Thestudentjob.com enables candidates to

apply for new vacancies within clicks.

Applicant profiles contain a short personal statement, a profile image, education / employment history, previous ratings from other employers on the platform and even a 30 second video CV.

"We're trying to break the tradition by moving away from outdated CVs to a more efficient and interactive way to select potential candidates" said the website's founder Jack Tang.

Beyond its own social network, it operates across other networks including Facebook and Twitter. Thanks to its own recruitment apps, over 1,400 applicants for this Summer's London Games were recruited successfully within 4 week as well as 300 applications for the BRIT Awards were received within only 72 hours.

"The underlying purpose of our platform is to deliver relevant content efficiently to potential candidates and local businesses via the web, social network and mobile phones, using the right digital channels at the right time" said CTO, Giles Williams

Compatible with business of all sizes, you're able to get started with a listing advertising a one-off job for as little as £4.99 / vacancy and a part time role for £9.99 / vacancy.

The start-up company has other ambitious plans ahead with their first iPhone App launching later this year.

With cutting-edge features soon to be available on their iPhone app and the pilot schemes they're currently undertaking with their very own White Label solution, the digital recruitment landscape will be a totally different ball game in near future.

For more information visit: [www.thestudentjob.com](http://www.thestudentjob.com) or call 0203 384 0698

## ADECCO JOB WATCH



### Adecco Job Watch

Numbers of permanent and temporary general staffing roles advertised during June were significantly down according to data from Adecco

Numbers of permanent and temporary general staffing roles advertised during June were significantly down according to data from Adecco.

The biggest decline in general staffing has been seen in the engineering and manufacturing sector which has seen vacancies drop by more than a third month on month on the permanent side (34.33%).

The data shows that overall there has been an 11.16% drop month on month.

The data also shows that few industries have shown any signs of growth, with only IT and accountancy showing very small growth in both perm and temp vacancies: accountancy permanent roles up 0.20%, and temporary 1.6%; IT permanent up 0.25% and temporary up 0.26%.

Steven Kirkpatrick, Managing Director at Adecco UK Ltd said:

"General staffing has taken a knock over the past month. We believe the reason behind this is something we are hearing quite a lot – that businesses are putting plans on hold for the Olympics, but will be looking to pick up in September when the perceived impact of the Games should have passed".

## CONFIDENCE SOARS

## Jobseeker confidence soars

Jobseeker confidence has soared in the past twelve months, with the number of unemployed confident in finding a job in the next year jumping from 51% in 2011 to 64%

Research by totaljobs.com has revealed that jobseeker confidence has soared in the past twelve months, with the number of unemployed confident in finding a job in the next year jumping from 51% in 2011 to 64%. The percentage of unemployed people out of work for longer than 12 months has fallen by 2 per cent, to 16 per cent, and the corresponding rise in the number of jobseekers who believe they'll find work within the year suggests jobseekers feel reinvigorated and hopefully, not over-confident.

The decrease in the number of long-term unemployed can be, in part, put down to the flexibility of jobseekers: 70% of those surveyed are prepared to take a job they're over-qualified for; 43% said they would accept pay-cuts; and 63% are willing to take on part-time work. The research suggests that jobseekers are willing to compromise to meet the demands of a stagnant labour market.

Not only are jobseekers becoming more flexible in their employment needs but they are also modernising their approach. 52% search for jobs using their mobile phone, up 20% on last year, and 72% of tablet users use their device to apply for work, suggesting that more are jobseeking on the go. The totaljobs.com mobile website has also seen a dramatic increase in users, with almost 1.7 million visits from mobiles in June 2012, up 134% year-on-year.

John Salt, website director, totaljobs.com says of the findings: "Despite the fact the UK is in a double dip recession, many jobseekers are starting to see some glimmers of hope amongst the gloom of the ongoing economic crisis. The recruitment market is feeling rejuvenated, with UK plc and jobseekers finally waking up to the need to be flexible, and businesses are now willing to accommodate part-time work to retain good staff or cut costs.

## READMYCV LAUNCHES NEW WEBSITE



## ReadMeCV Launches New Candidate Recruitment Website

With a focus on the unique facets of each applicant's personality, ReadMeCV.com is poised to become the recruitment website where people can stand out from the crowd

With most job applicants boasting similar qualifications, the same levels of experience and even the same employers, companies are finding it harder to source candidates that fit their company's image. Now, for the first time ever, a unique recruitment website has launched a service where candidates' personalities are the top priority.

ReadMeCV.com is a new platform being launched by a group of the UK's top recruitment experts. The site's ethos is to allow candidates to project their true personality, making it easier for employers to find the exactly the 'type' of person they want to join their ranks.

The site achieves its goal by inviting all candidates to answer a set of standard interview questions. The variation in responses will allow employers to gain an insight into the personality of each candidate, thus helping find the perfect employee.

As Michael Wright, the site's Director explains, the site also boasts a host of other unique benefits.

"Our system allows the employee to remain one hundred percent anonymous, until the employer wishes to contact them," he explains.

Continuing, "Keeping things anonymous really allows each candidate's personality to shine through as there are no pre-conceptions based on name, culture or background."

With many of the large recruitment 'giants' excluding smaller employers due to their fees, ReadMeCV.com has developed its model based around minimal costs.

In fact, it costs employers just £2.99 to make direct contact with each employee; a huge saving that is not normally seen within the online recruitment industry.

The site is also passing the savings on to candidates. They too are only required to pay £2.99 to list their CV. However, those registering before 1st of September will not be charged, as part of the site's exciting launch promotion.

"We essentially want to become a fresh face in the world of online recruitment. Through our unique candidate personality profiling and rock-bottom fees, we know that we can meet the requirements and improvements that both employers and candidates demand," Wright concludes.

# NEWS

## 6 SECONDS TO SUCCEED

### Saleslogic & HotLizard team up for another winning website!

When the time came to re-launch their recruitment website, Saleslogic made the decision to team up with HotLizard once again

When the time came to re-launch their recruitment website, Saleslogic made the decision to team up with HotLizard once again. Working with their dedicated project manager to understand the requirements HotLizard recommended that they commission a Gecko Website, a cost effective platform which does not compromise on functionality or performance.

Through the flexibility of the Gecko platform Saleslogic were able to enhance their solution with HotLizard's Job Posting API, enabling them to use a multi job posting system to facilitate direct posting of jobs from their recruiting ATS into the Website. This gives the benefits of reducing time and costs to maximise the return on investment.

Damian Eyre, Owner, Saleslogic comments:

"Our site was well overdue for an upgrade and as we had used Hotlizard before decided to turn to them for our new site. Our project manager Sarah Fielding has been very helpful and attentive, and everything has been completed in the timescales discussed. We are very happy with the look of the new site and also the functionality"

**Have you got news to share?**

Let us know by emailing [editor@onrec.com](mailto:editor@onrec.com)

## WH SMITHS JOINS SODEXO



### WH Smith joins Sodexo Motivation Solutions' SayShopping Pass network

Sodexo Motivation Solutions, a leading provider of employee benefits and reward & recognition, announced today that WH Smith have joined the company's SayShopping Pass affiliate network

Sodexo Motivation Solutions, a leading provider of employee benefits and reward & recognition, announced today that WH Smith have joined the company's SayShopping Pass affiliate network. Consumers will now be able to use their SayShopping vouchers in all of WH Smith's 611 high street stores from Monday 16th July 2012. Over the last 12 months, SayShopping Pass has added five new affiliates to the network including, Toys R Us, WH Smith, Denby, Boots Opticians and Help for Heroes.

SayShopping Pass is a multi-store gift voucher that can be spent in over 12,000 stores across the UK. Consumers can use them on the high street, online and with specialist retailers including Gifts, Food & Wine, Home & Electricals, Jewellery, Fashion

& Beauty and Leisure, Entertainment, Sport & Holidays. This type of voucher is becoming increasingly popular compared with traditional single store gift cards or vouchers.

Sodexo Motivation Solutions' managing director, Iain McMath said:

"Because SayShopping Pass can be used at so many different stores, rather than one single retailer, it's possible to give the gift of choice. With more and more big name retailers like WH Smith choosing to participate, the list of places where vouchers can be spent is expanding rapidly. This 'multi-choice' aspect of SayShopping Pass has proven to be extremely popular, as it gives greater freedom over what can be purchased and where to buy from, rather than limiting choice to one store.



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# NEWS & PARTNERSHIPS



## Recruiters To Benefit From Rising Financial Services Placements

Despite the turbulent economy, a number of sectors continue to make positive progress in regards to their income, seeing increased business growth and more job opportunities as a result

Despite the turbulent economy, a number of sectors continue to make positive progress in regards to their income, seeing increased business growth and more job opportunities as a result. Now, the Confederation of British Industry (CBI) and PricewaterhouseCoopers (PwC) have said that the financial services sector saw significant growth for the quarter to June, offering the chance for recruitment agencies to take advantage of a plethora of new job opportunities.

New results from a poll conducted by the two organisations showed that 59% of firms had seen an increase in business for the three months to June. In addition, whilst employment options have been falling moderately, financial services companies will need new members of staff to deal with the increased workloads being noted.

Talking of the increased activity being seen, Ian McCafferty, the chief economic advisor at the CBI, said that the financial services sector was enjoying "robust growth" for the middle of the year; however, he warned that employer optimism was not as high as it had been previously, saying: "Businesses are less optimistic than in the previous

survey, have reduced headcount and are reappraising investment plans. Regulatory compliance is an increasing factor shaping investment, activity and intentions."

Earlier in June, it was discovered by Morgan McKinley that the financial services sector in London was seeing a 17% month-on-month rise in the number of job vacancies on the market. Combined with the latest figures for business growth, all indications are that recruiters will see an increase in vacancies in this sector over the next few months.

Geoff Newman from web recruitment company RecruitmentGenius.com believes financial services will help lead the UK out of recession.

"Financial services represents a significant proportion of GDP in the UK. Therefore any growth in this sector has exponential effects on our economy, effects that everyone will benefit from. Whilst the sectors has a much-maligned image, this was a minority in the industry and now is a time to champion the contribution it makes. Therefore I broadly welcome this good news and the inevitable jobs it will create."

## Michael Page arrives in Cape Town

Michael Page International plc has announced the opening of a new office in Cape Town, South Africa

Michael Page International plc has announced the opening of a new office in Cape Town, South Africa.

With offices already located in Johannesburg and Casablanca, the move will further extend Michael Page International's position as the only global specialist recruitment company with a physical representation in more than one African country.

Craig Thompson, managing director, Michael Page South Africa, said the expansion had been motivated by the strong growth of its Johannesburg office and an increasing demand from its multinational and national client base for a professional recruitment service representation in both of South Africa's economic hubs.

"Market conditions in South Africa are buoyant and the economy is in a skill shortage. We are well placed to take advantage of Cape Town's growing recruitment needs, as not only do we have global reach, but our specialist skills in recruiting middle management to executive level professionals is in high demand," Mr Thompson said.

"There are a lot of small firms operating at the administrative and clerical level however our fully-fledged recruitment presence will provide Cape Town with much needed white collar recruitment services. It also puts us in a strong position to continue to explore growth opportunities in Africa.

"Since opening in Johannesburg in 2006, our South Africa operations have had comfortable 70 per cent year-on-year revenue growth," he said.

Cape Town is a major destination for professionals and expatriates to South Africa, with a population of approximately four million people, while South Africa's total GDP growth rate is expected to be 3 per cent in 2012.

# BIG DEBATE

**Peter Linas,**  
Bullhorn

"Different social media channels work well for different sectors; the nature of each industry dictates how and where recruiters find candidates. Our studies show Facebook is the social network of choice for customer service-intensive sectors like hospitality. It provides an easy way for recruiters to engage with their candidates – as long as they carefully manage their online presence and the jobs they post. The future of Facebook and every other social network will be dictated by how well an agency can manage its online activities – social media management is key."

**David Henry,**  
Monster UK & Ireland

"Facebook has huge scope for development, not specifically in growth of users, as they already have 900 million users and 30 Million in the UK, who are considerably more deeply engaged with the site than its competitors in the networking space. It has the ability to show prospective jobseekers and employers how they are connected to people working within target businesses and can provide platform for recruitment communications, which if used well will become a very rich candidate environment. Mobile for Facebook still remains largely untapped in this space, that remain a huge audience opportunity."

## [ BIG DEBATE QUESTION ]

"Facebook- what's its future?"

**Stéphane Le Viet,**  
work4labs.com

"In the past few years, we've seen Facebook go from being a social network, to being the social network. In the coming decade, an increasing number of industries will transition to the platform, as its colossal size and targeting capabilities render it ideal for a wide range of economic activity. User monetization will continue to be Facebook's great challenge, but the platform's breadth and high level of integration into users' lives will make it impossible for anyone to ignore. For example, in a very short time, we'll see the recruitment industry transition heavily toward Facebook."

**Chris Phillips,**  
Oracle Taleo

"The future of Facebook in recruitment will be focused around investing in social talent strategies that connect employees together and using social media analytic tools to assess employee sentiment. This will give employers access to data that not only helps to recruit potential candidates, but also to understand the sentiment within your own organisation. Employee engagement through Facebook is a new frontier for employers, and one where there is considerable opportunity for innovative companies to break new ground."



## Personal fact file

**FAVOURITE FOOD:** I have a weakness for all things chocolate

**FAVOURITE MOVIE:** Star Ship Troopers

**BEST HOLIDAY DESTINATION:** Tel Aviv

# RECRUITMENT ICON

## GUY RUBIN, EBSTA

**Onrec: What were you doing before ebsta?**

I audited recruitment companies for four years before getting involved in my first tech startup in 2000, which is where I met my business partner Zac Roberts, the co-founder of ebsta. Since then Zac and I have worked together to define, develop and sell some of the most innovative technologies that have entered the recruitment market. In 2009, we identified a gap in the market to help recruitment businesses blend knowledge from their CRM with online tools like job boards and social media profiles. We sold our cars, set up a company and ebsta was born!

**Onrec: Do you have plans to expand globally?**

ebsta is already on over 1,000 international desks, with clients in the US, Europe and users across Asia-Pacific and South America. We plan to open our first international office in the US early next year.

**Onrec: How many people do you employ?**

Without external funding we can only grow the team through sales revenue. We currently have 17 people in the team, and we expect this to be over 20 before the end of the year.

**Onrec: What do you think will be the next big thing in online recruitment?**

The cloud excites me. The ebsta service runs in the Microsoft Azure cloud. This makes our service infinitely scalable and allows us to offer the service at a fraction of the price we would have to charge using traditional infrastructure. I think cloud services are going to dominate the online recruitment landscape in the near future.

**Onrec: How do you think the industry will recover from the recession?**

As speed to placement becomes even more important, companies without slick, agile systems that can adapt to new tools as they become available will struggle to survive. Seamlessly integrating new online services into existing systems and processes quickly will become vital to maintaining a competitive edge. Those that don't invest in a workflow that can easily adapt to new online tools will be slow to adopt them and might not survive long term.

**Onrec: Where do you envision ebsta in five years?**

In five years, we hope that ebsta will be on over 100,000 desks, and will be seen as the default bridge between whatever the latest online tools are at the time and companies internal systems.

**Onrec: What makes ebsta different to your competitors?**

I'm not sure we have any direct competitors (yet!). No one else has approached the issues of integrating online activity into CRM workflow in quite the way we have. When Zac and I were running our consultancy business we were seeing the same issues over and over again. Management, for good reasons, wanted their staff to work from a central corporate database, but

their staff wanted to use up-to-date websites and email systems. Individually people were very efficient at maintaining their own records – but the company's records as a whole was often poorly maintained. We knew there must be a better way of doing this. That's how we came up with the idea for ebsta. We developed a product that lets recruiters work as they want whilst keeping the database up-to-date. The beauty of ebsta is its simplicity – its power is in how it positively affects our clients' bottom line.

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

I'd be managing Spurs in the Premier league, taking them to the Champions League Final and of course lifting trophies!

**Onrec: Do you have other business interests?**

No. I am not clever enough to achieve success in more than one thing at a time. This is why ebsta is my only focus.

**Onrec: What's your biggest achievement?**

My son Adam who is about to turn two years old and who will score Tottenham's winning goal in the Champions League final in 2030.

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

I don't have regrets. I'm very much a believer of living in the moment and not thinking about the past too much. Life is a journey and I am very much focused on enjoying my journey.

**Onrec: From someone who has built something from nothing, what advice would you give to any budding entrepreneurs?**

FOCUS. Find a niche and become an expert in that niche.

**Onrec: Coming up with a new product and getting that product to market is long process, what have been the challenges doing this?**

It doesn't matter how good your product is, if people don't use it then they won't get a return on the investment, and will drop it. With ebsta users don't have to do anything or change their behaviour to get value from it as ebsta automatically promotes relevant records to the user alongside whatever they are doing online. This approach has led to record usage levels and customers not only getting a great return on investment from our product but also improving the ROI from their existing internal database.

**Onrec: Moving forward, what are the plans for development for ebsta?**

Content providers will be able to build onto our platform and promote relevant content to recruiters while they work online. This platform approach gives our customers a simple way of integrating lots of sources of information with their existing internal database.



# SHL Introduces First 3D Graduate Talent Simulations

Video and avatars simulating real-life scenarios will help identify high-potential graduates, enhance the candidate experience and significantly reduce interviewing time



SHL, the global leader in talent measurement, today launches the first 3D Graduate Talent Simulation solution, a series of animated assessments including avatars and video. The innovation will serve to level the playing field in the graduate market and is in response to industry demand as companies struggle to differentiate between high quality graduates suitable for the workplace and cope with the surge of graduates applying who have similar academic performance. The simulations will immerse tech-savvy candidates in scenarios that represent a graduate-level role in the workplace enabling companies to identify high potential talent which is the right fit for their organisations.

The 3D Graduate Talent Simulations allow an employer to

predict the candidate's behaviour in a typical working environment. Graduates are presented with short animated video clips of several real-life job scenarios and their responses can be used to determine a candidate's suitability for a particular role. In addition, the talent simulations offer an improved candidate experience as the assessments are interactive and engaging.

Currently 75% of graduate employers stipulate a 2:1 degree as a minimum requirement[1] and this is screening out large numbers of potentially talented applicants from the outset. The Graduate Talent Simulation tool will serve to level the playing field allowing a broader talent pool to be assessed, and differentiate between candidates with similar academic performance. Recruiters can use the off-the-shelf simulations to assess attitude, personality and ability, the softer skills crucial for success in the workplace.

This is an important breakthrough for graduate recruiters in light of there being an average of 52 job applications for every graduate position this year. This is an 11% rise on applications from last year[2] and it reflects the large number of graduates who failed to find employment in previous years. The SHL simulation technology will help to dramatically reduce the number of applicants in the recruitment process by limiting the need for a first-round interview, significantly reducing HR interviewer time and narrowing the numbers of candidates needing to attend a costly assessment centre at a later stage.

"The battle for talent is being fought at the graduate level. Companies know that these candidates are key to building future leadership and operational capabilities. However, while recruiters report being inundated with applications they still have difficulty finding top talent using their existing processes and tools. Equally, they worry that candidates' experiences during recruiting may not be positioning their company in the best light, costing them valuable top candidates," said Dr. Ken Lahti, vice president, product development & innovation at SHL.

"Employers are looking for a more automated and efficient way to measure the softer skills needed in the workplace which cannot be predicted by academic track record. SHL's Graduate Talent Simulations fill this gap in the market – providing advanced and reliable screening at the beginning of the recruitment process, using engaging multimedia simulations that improve the candidate experience, and saving companies thousands of pounds by reducing interviewer time and bringing fewer but better-qualified candidates through to the assessment centre stage."

The SHL Graduate Talent Simulations can be customised and branded to suit the employer offering a personal, true to life experience. Graduates have grown up with YouTube, Facetime and video-gaming and the release of Graduate Talent Simulations will help the recruitment process to fully engage Gen Y applicants.

Laura Frith, vice president global resourcing and talent solutions, Intercontinental Hotel Group, said: "We are taking proactive steps to embrace new media

throughout our recruitment process and make it an engaging and interactive experience so that everyone who touches our brand has a good experience.”

“With more than 1,000 hotels in the pipeline it is crucial that we find the best talent worldwide. In this highly competitive market we’re constantly looking for the optimum ways to attract, identify and recruit the right graduates for our business. Graduate Talent Simulations is an exciting development from SHL and will enhance a candidate experience and reflect positively on the brand, regardless of whether a candidate is successful in their application.”

The immersive recruitment experience provides a new way of employing graduates whilst still being underpinned by the same scientific principles of SHL’s online assessments. SHL will also offer a bespoke option allowing the client to work closely with SHL to deliver a truly original multi-media experience for candidates.

Five simulations will be available assessing the most commonly sought after attributes which employers look for in graduates. These are based around: working with people, delivering results and meeting customer expectations, deciding



Employers are looking for a more automated and efficient way to measure the softer skills needed in the workplace ”

Dr. Ken Lahti, vice president, product development & innovation at SHL

and initiating action, adapting and responding to change, relating and networking. Scenarios can include: handling increasing workloads, negotiating a shifting deadline or rectifying an error which the client has noticed. A typical simulation will take as little as eight minutes to complete.

SHL Graduate Talent Simulations will be available in the UK by the end of July 2012. For more information visit: <http://www.shl.com/graduate-intelligence>

[1] <http://www.agr.org.uk/content/Graduate-starting-salaries-continue-to-rise-beyond-predicted-levels>

[2] <http://www.highfliers.co.uk/download/GMSummerRelease12.pdf>

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# travel & subsistence breakfast seminars

## topics covered

- Travel & Subsistence explained
- Employment law considerations
- What can be learnt from Reed case
- What are the powers of the GLA
- HMRC update
- Compliance
- NMW and low paid workers
- Other relevant issues

## meet the experts

### Samantha Davies, RSM Tenon

Head of Employment Solutions, Sam specialises in Travel & Subsistence planning, salary sacrifice and HMRC liaison and disputes.

### David Smith, Zeel Solutions

Head of Business Development, David has in depth knowledge and experience of implementing Travel & Subsistence solutions.

### Jonathan Mcilveen, Cobleys LLP

Jonathan is a Partner at Cobleys LLP and has carved a niche for dealing with clients facing revocation of GLA Licences.

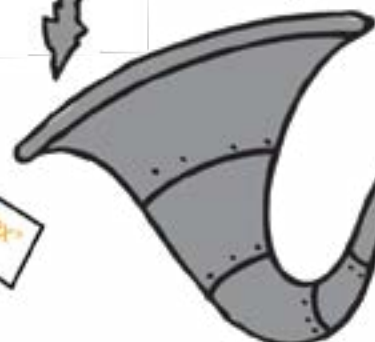
These are free to attend seminars for Finance Directors, Managing Directors and key decision makers within the recruitment industry who want clarity on key areas surrounding Travel & Subsistence.

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The Point, RSM Tenon Nottingham office

*London* **27th September 2012**  
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# LAUNCHES

## Online exclusive

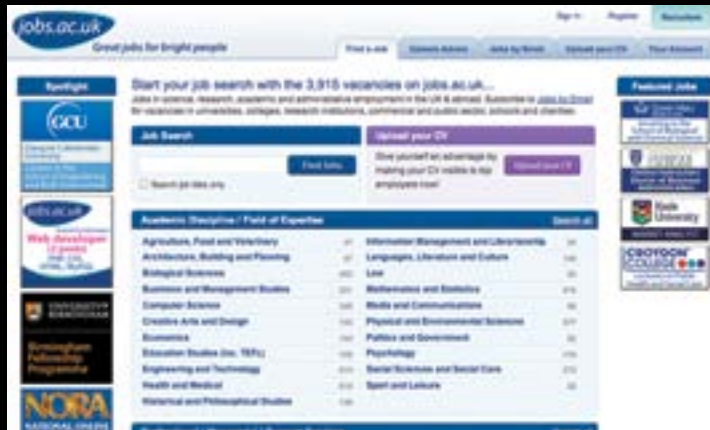
Visit [onrec.com](http://onrec.com) for the latest information on online recruitment

### 1> jobs.ac.uk launches free mobile jobs app for iPhone and Android

1

jobs.ac.uk, the leading international job board for careers in academic, research and science professions, has announced the launch of its new mobile jobs app for iPhone and Android.

[www.jobs.ac.uk](http://www.jobs.ac.uk)



### 2> Jobseekers go Bananas for Mobile

Allthetopbananas.com launched in April 2007 and has grown to become one of the UK's leading job aggregation sites. Today they share how they have changed their business model to ensure they are firmly on the same journey as their consumers, who are rapidly adopting their new smart phones as they experience all the interactive new services this relatively new technology offers.

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

### 3> Jobsience Acquires Atomkeep to Help Job Seekers Control their Social Identity

Job Seekers Validate their Social Network Profiles; Employers Avoid Mistaken Identity Liabilities.

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

### 4> ebsta showing impressive growth

ebsta, the SAAS platform that promotes existing database records to users when reviewing emails and using online tools like LinkedIn, has shown impressive growth in the first half of this year.

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

### 5> Relaunch of Aktor's website

International recruitment communications agency, Aktor Interactive recently relaunched their company website. Both the design and the navigation have been improved, with three strong visuals leading to Aktor's key services

[www.aktor.co.uk](http://www.aktor.co.uk)

### 6> MagicBricks.com and TimesProperty jointly launch the Virtual Property Expo!

Have you lately been thinking of looking around for your dream home but simply haven't had the time to do so?

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

### 7> New website and branding quadruples data specialists job seeking with KDR

Leading information management recruiter, KDR has doubled traffic to its website and quadrupled candidate applications over two months, following the launch of a new website and branding

[kdrrecruitment.com](http://kdrrecruitment.com)

4



## 8> The Student Room launches nationwide hunt for inspiring students

A nationwide search for the UK's most inspirational students has begun as The Student Room (TSR), the world's largest online student community, celebrates its 1 millionth member.

[www.thestudentroom.co.uk](http://www.thestudentroom.co.uk)

## 9> Soap Launches Flat Fee Marketing Recruitment Service

Midlands-based specialist marketing recruitment agency, Soap Recruitment, has launched Soap Skinny, its low cost online recruitment service aimed at saving SMEs and corporate businesses thousands in recruitment fees for the right marketing, PR, digital, creative and business development staff.

[www.soapskinny.co.uk](http://www.soapskinny.co.uk)

## 10> ReadMeCV Launches Innovative New Candidate Personality-Focused Recruitment Website

With a focus on the unique facets of each applicant's personality, ReadMeCV.com is poised to become the recruitment website where people can REALLY stand out from the crowd

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

9



11



## 11> Venn Group's New Mobile Recruitment App is a Huge Success with Candidates

The Venn Group mobile recruitment app, which allows jobseekers looking for temporary, contract or interim positions to search and apply for jobs while on the move, is proving to be a huge success with mobile jobseekers.

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

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# GRADUATE RECRUITMENT

## How healthy is graduate recruitment this year ?

After some truly grim years, there are some glimmers of sunshine for graduates; a slight increase in graduate hiring, plus the use of technology and social media to make the recruitment of quality candidates less expensive and time consuming for everyone, both graduates and recruiters.

There really is some optimistic news

out there, though you do have to look carefully; for example, an annual survey from High Fliers Research says the UK's leading employers are expecting to increase their graduate recruitment by 6.4% this year, and new research from The Association for Graduate Recruiters (AGR) showed that starting salaries

for graduates are set to rise by 6% to £26,500, comments Mary Clarke, CEO at Cognisco. However, Clarke cautions that competition for jobs is rife, saying: "Many graduate employers are faced with a high volume of applications - the average number of applications per graduate job is around 100. Public



Whilst the dark days of 2009 are still fresh in the memory, our clients are now recruiting as many or more graduates than they were back in pre-recession days

Ben Jackson, Commercial Director at GradWeb

have been gleefully misinterpreted to hint that there are 80 graduates to a single job, rather than 80 applications per vacancy from candidates making multiple applications. He declares: "Whilst the dark days of 2009, where campaigns were cancelled or shrunk almost across the board, are still fresh in the memory, our clients are now recruiting as many or more graduates than they were back in pre-recession days."

At True North Human Capital, their CEO Norman Burden, feels that sadly, signs of recovery are more wishful thinking than anything else, but the one exception is the technology sector, where demand is outstripping supply. However, he feels that the sense of entitlement which was prevalent amongst Generation Y is thankfully becoming a problem of the past: "The current crop of graduates are more realistic, harder working and more prepared to compromise on the ideal situation in order to get good, on the job, experience."

The specialist skills of graduates are definitely determining their future. Mike Hill, chief executive at Graduate Prospects announces "Broadly speaking, engineering looks like it is finally about to be on the up, unless you're hoping to get a job in construction, which continues to suffer. And while the finance sector fails to recruit quite so strongly, jobs in the oil and gas industry are widespread." He expects out of this year's cohort to see only between eight and nine per cent still unemployed by Christmas. Hill believes the impact of the public sector cuts on graduate jobs has been gradual, with the first and biggest to be hit were those in white collar work in local government offices. "Subsequently the cuts hit graduates working in those positions outside London particularly hard. Unfortunately the private sector isn't quite growing quickly enough to meet the fallout from the public sector. The good news is that most of the cutbacks have been made and therefore the main brunt on graduate jobs has already happened."

#### **Technology will help graduates**

Walter Hueber, CEO at Cammio points out that not everything is more difficult for the new graduate, as applying for jobs is so different for this generation. "Innovations in technology via social media and online video interview offerings mean that it's becoming easier for graduates looking for top jobs to apply over the web. In previous years, hard pressed graduates would be expected to fork out hundreds of pounds for travel and accommodation to take part in multiple interviews at different locations across the country. With recruiters and businesses investing more in online interview technologies, graduates are able to complete live interviews from any location. This

sectors cuts have also affected graduate prospects with contraction in areas such as the armed forces." Clarke notes that the latest banking scandal, coupled with the ongoing Eurozone crisis, also means that Britain is in uncharted territory – she believes UK businesses face great uncertainty at present and this will impact job opportunities.

Ben Jackson, Commercial Director at GradWeb thinks the market for graduate employment is not as bad as many would have us believe. Jackson feels this perception has been driven by application-to-hire statistics quoted by the likes of the AGR and High Fliers, which

process not only saves them money and travel time, it also enables the graduate to apply to many more companies to increase their chances of landing a job." Hueber advises gaining experience: "The economy is still sluggish, but this means more internship opportunities for graduates. Grads can build up actual work experience and prove they are a viable hiring option. Today you need both technical skills and experience to land a job. Most recent grads have technical aptitude, but lack experience – so it's worth it to take a low paying internship that will turn technology aptitude into relevant experience."

Social media is being called on by more and more graduates as an aid in their job hunt according to Mike Barnard, product manager at milkround.com. For example, in milkround's survey of students and graduates, nearly half (45%) of those surveyed said they had a LinkedIn profile. They also expect career information from recruiters, as nearly three quarters of those who follow a company on Facebook said they want hints and tips. This use of Facebook by graduates is noted by Ted Elliott, CEO and Founder of Jobscience. He says "there seems to be a generational difference between the 30+ year old generation which sees LinkedIn as their professional social network, and the 20-30 year old generation that considers Facebook to be their entire life. Companies are starting to realize that Facebook is the place to recruit recent grads and young talent, as our study revealed that 36% of U.S. corporations plan to use Facebook more for recruiting this year than last." Elliott says they are making social recruiting easier for employers and young professionals with a new Jobscience Facebook Job Board app. He claims this social recruiting app enables corporations, staffing agencies and executive search firms to post and manage job openings on their Facebook business page from within Jobscience's Applicant Tracking System (ATS). Employers don't have to manage two separate job boards – one on their website and another on their Facebook page. Elliott comments: "Using social networks to find candidates for current job openings is becoming a common strategy for recruiters. But the real value of social recruiting is when companies continually engage with people through social networking - so when an appropriate job opens up - the potential candidate is familiar with the company and has a propensity to want to work



## Innovations in technology via social media and online video interview offerings mean that it's becoming easier for graduates looking for top jobs to apply over the web

Walter Hueber, CEO at Cammio

there. We call this 'social sourcing' and building pipelines of talent."

Richard Nott, Website Director of CWJobs says the value of investing in grass roots talent is a message with huge support from the Government. He reports that firms such as Google have made great strides in this respect with the company announcing plans earlier this year of a partnership with over 20 agencies to create more opportunities for grads. Nott is convinced programmes such as these are exactly what is needed to ensure the UK has the talent to rival competing worldwide markets.

Regarding the current trend amongst students to decide against university, Nott considers it will be interesting to see whether the tuition fee hike has a sustained impact on the market – or whether a 'knee jerk' reaction means we see reduced numbers for the first few years of graduates. As he says: "While graduate schemes by their very definition require degree level candidates – if businesses do start to see a reduction in candidates, it could be worth considering other criteria for accessing suitability. Arguably, if a candidate can demonstrate their ability and skills in a more practical way, such as providing links in their CV to supporting materials such as projects they've worked on, then perhaps having the degree isn't as crucial."

Another suggestion that could change traditional graduate recruitment is to give more consideration to the idea of a second phase of recruitment in the summer months, post exams. Either this or to spread the graduate recruiting period throughout the year as opposed to condensing it into a short period of time. This allows recruiters to choose from a wider, more diverse range of students in order to acquire the highest quality of graduate possible. This idea has been put forward by Ross Whistler, Marketing Executive at graduate-jobs.com where they have noticed the increase in the quality of graduates applying in the summer months.

Ted Elliott from Jobscience summarises how he perceives what lies ahead for graduates: "New technologies will enable people to validate their social network identities and control access to their accounts. This development will help recruiters and employers avoid cases of mistaken identity and eliminate liabilities by obtaining permission to access accounts. You will see a trend toward 'personal branding,' where job seekers leverage their social network relationships to collect and publicly showcase online ratings and validation of their skills and performance. Recruiters will no longer solely rely on references from candidates – they'll have immediate access to a multitude of ratings for candidates. This new technology will empower workers to create their own 'personal employment brand' that will grow over time. Top graduates want to work for a 'hot' company, so having an exciting company brand is going to be vital. Young candidates are using social media to gather information about companies. So if companies want to continue to attract talent, they need to pay attention to their employment brand and invest in things like: monitoring how their brand is perceived on social networks, facilitating a social dialogue and giving compelling reasons for people to work at their company."

So despite the poor economic outlook, there are still many ways for the graduate recruitment scene to develop and provide talent for future growth.





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Cut out the Chase



# ONLINE SCREENING & SKILLS TESTING

There to help you...

By Lauren Mackelden, Features Editor, Onrec

Hiring the right people is more important than ever in tough times. By using screening and testing software online, employers can make much more informed decisions. New technology makes this even more useful and cost effective than before, so it's worth investigating what could be possible for your organisation, as experts have told Lauren Mackelden at Onrec.

Online screening is changing as organisations look to differentiate themselves from their competitors with a tailored approach, claims Christine Higgs, Head of Business Development at Talent Q, with organisations increasingly using bespoke assessments. Higgs believes such screening, whilst ultimately designed for employers to reduce the volume and increase the quality of candidates, can also be of enormous value to the candidate too. "Situational judgement tests offer a realistic preview of the job which assess the candidate as well as informing them about what it is like to work there. As a result, candidates may wish to de-select themselves if they feel it isn't the right organisation or role for them." Higgs says at the moment, the use of multimedia in assessments makes their high development costs prohibitive to many organisations. Over time, she sees these costs reducing and improvements in technology will allow for even more innovation in psychometric tools.

Technology is definitely transforming online screening and skills testing, according to Mary Clarke, CEO of Cognisco. Clarke reports that there is a greater use of video and Skype for initial interviews as well as social media to verify candidates' details. "With the steep rise in the number of iPad and iPhone users, much of the candidate screening can be done from any location and at any time." She predicts candidate screening will be done increasingly using technology which in turn will lead to far fewer candidates being interviewed face to face. Clarke



also expects more use of online situational judgement assessments in the recruitment phase to also test candidate behaviour and aptitude for a job role, saying such tests will reveal how people are likely to behave in the workplace and if they will fit into the organisation. "They are more likely to recruit candidates not only with the right competencies but the right behavioural traits and attitude for the company."

It has been reported that even though unemployment is high, employers are still struggling to identify the right talent for some positions, says Jason Pierce, Managing Director of Skillsarena. "Skills assessment can help by not only adding real value to the selection, identification and development of skills within an organisation, but it is also of mutual benefit to both the employer and the candidate." In Skillsarena's opinion, it is the approach to skills assessment that is new, rather than the service itself. Pierce reckons clients have really bought into the idea of assessment and revelled in the measurable results that can be achieved by utilising this assessment method. His Skillsarena ethic is to work together with their clients on all aspects of the process from assessment design to jobseeker communication and HR delivery. Pierce proudly states "It is not enough to simply sell an off the shelf solution." He believes that by tailoring the solution, you also ensure that the use and perception of the assessment is positive for both the job seeker and the client. His company offers clients a 'Create Your Own' fully online system allowing them to make assessments that are directly linked to the skills and behaviours required of the role. This allows alignment with the roles the client is looking to fill, whether this is for an internal applicant or an external candidate. Pierce claims this flexible technology has resulted in a direct cost saving for his clients by limiting the drain on their resources, both financial and physical.

## Fraud fears

There is of course, the perennial question of how to combat fraud, and Christine Higgs at Talent Q reveals that various sources of evidence suggest about 10-12% of

- Proactive profiling of test taking behaviour and response patterns
- Proactive scanning of Internet forums and sites etc

Furthermore, research shows that the best 'test' you can use in recruitment to find the ideal candidate is a work sample, says Curtis. "This is not always a practical or commercially viable option; as a result, many psychometric assessments are mimicking this approach by 'simulating' the work task."

For example, Onetest provides a recent case study of a UK customer in the food import business that was able to distinguish the considerable differences in the ethics, aptitude and personality-style of several otherwise similar candidates for a senior management position – and are delighted with the tool as a new, permanent addition to their recruitment process. According to Curtis, another UK customer in the software business decided to decline hiring a string of 6 otherwise suitable support staff candidates, until he found the one

that also met his requirements for high cognitive ability and strong leadership potential.

A slightly different approach to checking someone's references is an electronic system that sends surveys to referees for them to score candidates based on behaviours they have observed on-the-job. According to research from SkillSurvey, this method is producing an 80% response rate. Scientifically-validated surveys rate the candidate on about 20 behaviour-related items, providing a way for referees to confidentially express their experiences. It takes less than ten minutes for a referee to complete the survey, and recruiters share the feedback with hiring managers via aggregated reports. As an example, SkillSurvey cites a Fortune 500 firm, CH2M HILL as reducing its time spent on reference-checking from 60 workweeks down to 4.8. Its recruiters now enjoy more time for other hiring activities, including sourcing. In addition, SkillSurvey says global circuit manufacturer Littelfuse experiences an 89% reference response rate. It also

routinely receives five references per candidate, and has avoided hiring 12 low-scoring candidates for a salary savings of nearly \$1 million (\$83,000 average salary). Plus, the technology also provides a way for recruiters to see if a candidate is being totally honest!

Summarises Jason Pierce: "With a greater focus on redeploying talent and internal recruitment surfacing in the market, it has never been more important to ensure that your business has the right people to deliver its objectives. At Skillsarena we have seen a dramatic increase over the last 18 months, with a growing need for skills assessment being used to identify training needs and knowledge gaps within already recruited personnel. HR are seizing the opportunity to assess their staff to ensure that this is a part of their learning and development frameworks to build talent pools, succession strategies and enhance employee productivity throughout the business."



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## It is not enough to simply sell an off the shelf solution



Jason Pierce, Managing Director of Skillsarena

candidates 'cheat'. There are measures you can take, she says, such as an online honesty contract and making it clear that candidates may be retested before they begin. "This acts as a very strong deterrent whether you follow it through or not. Some assessments offer a short verification test in supervised conditions, in order to validate the original test score by statistically linking the two test results." At Cognisco, Mary Clarke believes you can never totally eliminate fraud. However, she feels that if you have a thorough and detailed screening process, which includes job matching, telephone interviews, face to face interviews and situational judgement assessments then you are covering your bases. In the future, Clarke expects to see the end of the CV, and its replacement will be in the form of an e-portfolio – an online record of achievement for graduates charting their progress throughout university. Clarke explains that such a tool will help employers understand more clearly if the candidate has achieved what they have claimed.

Online assessments must provide the recruiter with peace of mind that test results are a valid representation of the candidate, asserts Cherie Curtis, Head of Psychology at Onetest. Test developers such as her company have dedicated teams focused on ensuring such security through a variety of methods. Curtis explains these include:

- Ensuring that tests are streamed in technology that is not dependent on the speed of the internet connection
- Cross referencing personal information to ensure the candidate is who they say they are
- Clear and water tight candidate instructions and user agreements
- Randomly streamed items where candidates each receive a different set of statistically equivalent questions
- Sophisticated behind the scenes test logs to review the candidate experience
- Being able to offer verification testing to 'double check' results, usually when candidates are being interviewed

## Don't get caught out!

'Right to Work' recruitment compliance is part of the UK's Immigration, Asylum and Nationality Act 2006. You can receive up to a £10,000 fine and negative PR for employing illegal immigrants.

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**DEVELOP YOUR TEAM**

**INCREASE EMPLOYEE ENGAGEMENT**

**MAKE AN INFORMED CHOICE TODAY**

- Proactive profiling of test taking behaviour and response patterns
- Proactive scanning of Internet forums and sites etc

Furthermore, research shows that the best 'test' you can use in recruitment to find the ideal candidate is a work sample, says Curtis. "This is not always a practical or commercially viable option; as a result, many psychometric assessments are mimicking this approach by 'simulating' the work task."

For example, Onetest provides a recent case study of a UK customer in the food import business that was able to distinguish the considerable differences in the ethics, aptitude and personality-style of several otherwise similar candidates for a senior management position – and are delighted with the tool as a new, permanent addition to their recruitment process. According to Curtis, another UK customer in the software business decided to decline hiring a string of 6 otherwise suitable support staff candidates, until he found the one

that also met his requirements for high cognitive ability and strong leadership potential.

A slightly different approach to checking someone's references is an electronic system that sends surveys to referees for them to score candidates based on behaviours they have observed on-the-job. According to research from SkillSurvey, this method is producing an 80% response rate. Scientifically-validated surveys rate the candidate on about 20 behaviour-related items, providing a way for referees to confidentially express their experiences. It takes less than ten minutes for a referee to complete the survey, and recruiters share the feedback with hiring managers via aggregated reports. As an example, SkillSurvey cites a Fortune 500 firm, CH2M HILL as reducing its time spent on reference-checking from 60 workweeks down to 4.8. Its recruiters now enjoy more time for other hiring activities, including sourcing. In addition, SkillSurvey says global circuit manufacturer Littelfuse experiences an 89% reference response rate. It also

routinely receives five references per candidate, and has avoided hiring 12 low-scoring candidates for a salary savings of nearly \$1 million (\$83,000 average salary). Plus, the technology also provides a way for recruiters to see if a candidate is being totally honest!

Summarises Jason Pierce: "With a greater focus on redeploying talent and internal recruitment surfacing in the market, it has never been more important to ensure that your business has the right people to deliver its objectives. At Skillsarena we have seen a dramatic increase over the last 18 months, with a growing need for skills assessment being used to identify training needs and knowledge gaps within already recruited personnel. HR are seizing the opportunity to assess their staff to ensure that this is a part of their learning and development frameworks to build talent pools, succession strategies and enhance employee productivity throughout the business."

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# Iceland and The Perfume Shop share the secret of employee engagement

Employers who listen to their workforce on a daily basis and offer real career progression opportunities will be rewarded by engaged employees who are willing to go the extra mile at work

Employers who listen to their workforce on a daily basis and offer real career progression opportunities will be rewarded by engaged employees who are willing to go the extra mile at work.

At ORC International's 17th Annual Employee Engagement Conference, held in June, at London's Vinopolis, two UK employers who have taken this philosophy to the heart of their business were presented with Employee Engagement awards in recognition of their success.

The two companies, Iceland Foods and The Perfume Shop, both insist on the importance not only of listening to employees and acting on feedback, but on making it clear how staff can progress their careers through the company.

Iceland achieved a response rate of 97% in its recent staff survey of over 23,000 employees. Mairi Probin, Internal Communications and Engagement Manager at Iceland, says this is because colleagues genuinely feel they continually have the opportunity to make their voice heard, not just within the staff survey, and that their ideas and concerns are listened to and acted upon.

"There's a huge awareness in Iceland

from the boardroom through to the staffroom about the importance of letting our colleagues have their say on a daily basis," says Mairi.

"We also make sure that we tell our people regularly and honestly about what is going on in the business, and show them very clearly how they can progress in the business if they want to. This approach makes excellent business sense for Iceland too: our aim, when we emerge from these difficult economic times, is to have retained and developed a talented workforce that is really engaged with our business."

For The Perfume Shop too, the key is ongoing, informal feedback mechanisms so staff stay in touch with the business. When The Perfume Shop held its first formal staff survey in 10 years in 2011, managers were delighted to get a response rate of 86%. For Michelle Fellows, the company's HR Director, the willingness of staff to respond to the survey was due to the efforts made by managers to engage with staff informally on an ongoing basis.

"We have a lot of informal ways of getting feedback into the business, with regular contact with as many staff

as possible," explains Michelle. "We know that staff are genuinely proud of the business and of our products and our approach to customer service. In particular, we know that staff feel able to reach their true potential in our business. Our own MD started as a store manager 20 years ago, and that's a great example for people to follow.

"It's fantastic to have the formal benchmark of the staff survey to confirm that we are heading in the right direction, but we also listen to people informally on a continual basis and I think this is really necessary to keep people engaged within the business and with what we are trying to achieve."

Kate Pritchard, Director of Employee Research at ORC International, says: "These two companies have provided us with some great examples of how excellent employee engagement works in practice. Engagement doesn't need to be complicated or expensive, it just needs to respond to the needs of both the organisation and its employees in a timely and consistent way and the high engagement scores achieved by both Iceland and The Perfume Shop certainly demonstrate this."



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