

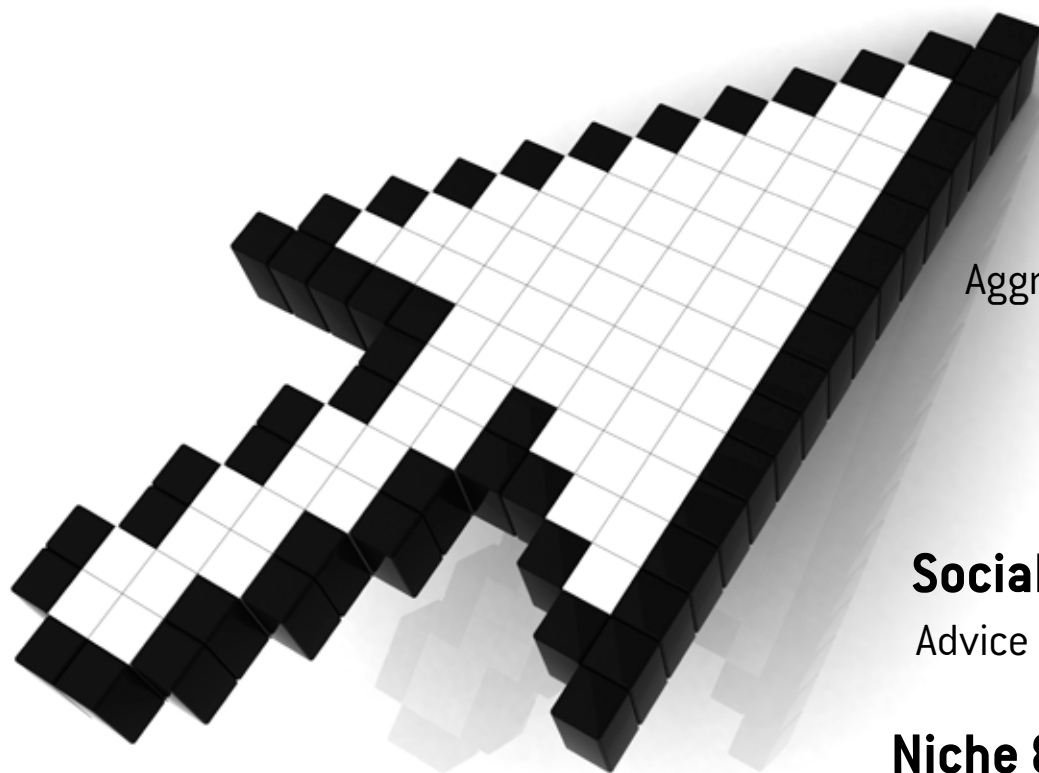
onrec

The **global** online
recruitment magazine

ISSUE 157 | JUNE 2016
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- + Online recruitment icons
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The Big Debate

Aggregators - Friends or Foes?

Recruitment Icon

Lee Biggins, CV-Library

Social Media Recruitment

Advice on social media strategies

Niche & Professional Sites

Niche sites in a class of their own

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FROM THE EDITOR PREFACE

Welcome to the May/June edition of the Onrec Magazine

I can't help thinking about the role of aggregators and their role in the attraction of candidates.

If you use Amazon do you remember supplier of goods or just Amazon as the site you use to buy goods. Once you have made a successful purchase do you re order through Amazon or direct with supplier?

Will jobboard be able to retain their identity in the evolving method of them receiving traffic from aggregators?

Will brands and businesses be lost and if aggregators decide to work with certain job boards?

For the employer will indeed be the only people they deal with?

And for the candidate does going to an aggregator then a job

board then an agency then the employer make sense?

You can't be everything to every one. Aggregators will never be able to accurately scrape every job and not every employer has the ability or interest to post a well worded accurate job advertisement online.

So will the need for recruiters increase to make life easier for employers?

I don't think in the UK online recruitment market we have a clear picture or answers, but by end of next year and perhaps we will see the market evolve and a clear path emerge for candidates and employers.



David Hurst, CEO, Onrec



onrec

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onrec

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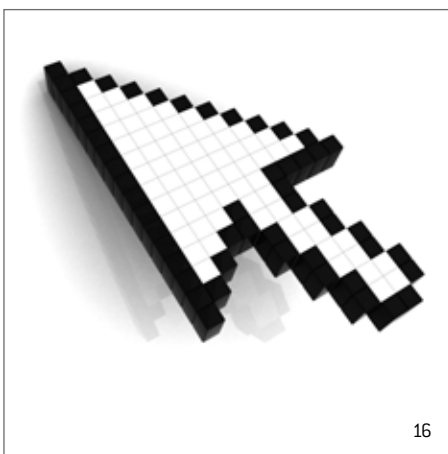
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NEWS

EU JOBS FREEDOM DELIVERS ONE-WAY TRAFFIC FOR UK



How Brexit is affecting the HR industry?

June 23rd, 2016: one of the most politically significant dates in British history.

Employers and employees alike had spent months preparing for the potential EU departure. But most had expected the referendum to end in favour of the Remain campaign. Instead, 52% of the voting population decided that Britain would be better off out as Leave won.

Naturally, the fallout will impact various parts of our lives and society. However, the HR industry is easily one of the most affected, and the repercussions are coming with immediate effect. Moreover, those developments could influence things for many years to come. HR teams are now faced with multiple new challenges. Here are some of the most pertinent issues:

Reassuring Staff - Brexit will clearly bring huge changes to the entire landscape of business in the UK, and indeed Europe. As such, millions of employees will now be worrying about their individual futures. Quite frankly, an unsettled staff is going to hit productivity extremely hard. Rectifying this issue should be one of the first items on every HR team's agenda.

Employees need to have trust and reassurances. Knowing that their position isn't in immediate jeopardy will make a huge difference to their happiness. With the uncertain times ahead, it's difficult to guarantee long-term security. However, HR departments should be keen to send out a memo stating that business will continue as normal for the time being.

The happiness and trust of the staff is more vital than ever. Without it, the fallout of Brexit could have a massively damaging impact on thousands of UK businesses. If nothing else, addressing this situation will allow HR teams to turn their attentions to

the other inevitable changes.

Migrant Worker Rights - It's still early days, and nobody can be sure of the ramifications that Brexit will have on EU workers. However, it's fair to assume that it could result in far tighter regulations.

Whether that comes via a point-based system, similar to the one currently used for non-EU migrants, or another strategy is unknown. Either way, employers and HR departments need to appreciate changing policies. It's unlikely to have a huge impact on the immediate future, but keeping abreast of all the latest developments is crucial. Failure to do so could be very costly indeed for the company as well as current and future employees.

The government and various significant bodies are sure to release plenty of information over the coming weeks and months. It will create an added workload, but it's just something that HR teams will need to handle. The potential consequences of making mistakes are far too huge to ignore.

Recruitment Processes - Brexit's impact won't only affect current staff. It is already starting to change the recruitment process. This could have a monumental influence on how recruiters and HR departments conduct those tasks.

For starters, searches for overseas jobs more than doubled in the days following the Leave verdict. Naturally, this could make the process a lot harder for HR specialists. Subsequently, monitoring the hiring methods and onboarding elements will become more vital than ever. Monitoring software and strategies should now be considered an essential part of the process.

The changing political climate and employment laws are going to impact the process of screening and hiring foreign staff. It shouldn't prevent companies from maintaining a multicultural flavour. Nonetheless, Brexit will impact those challenges. Consequently, ensuring that turnover rates remain low is vital. Finding the right person for the job is more important than ever. Promoting a better working atmosphere for those new additions is a key part of the job too.

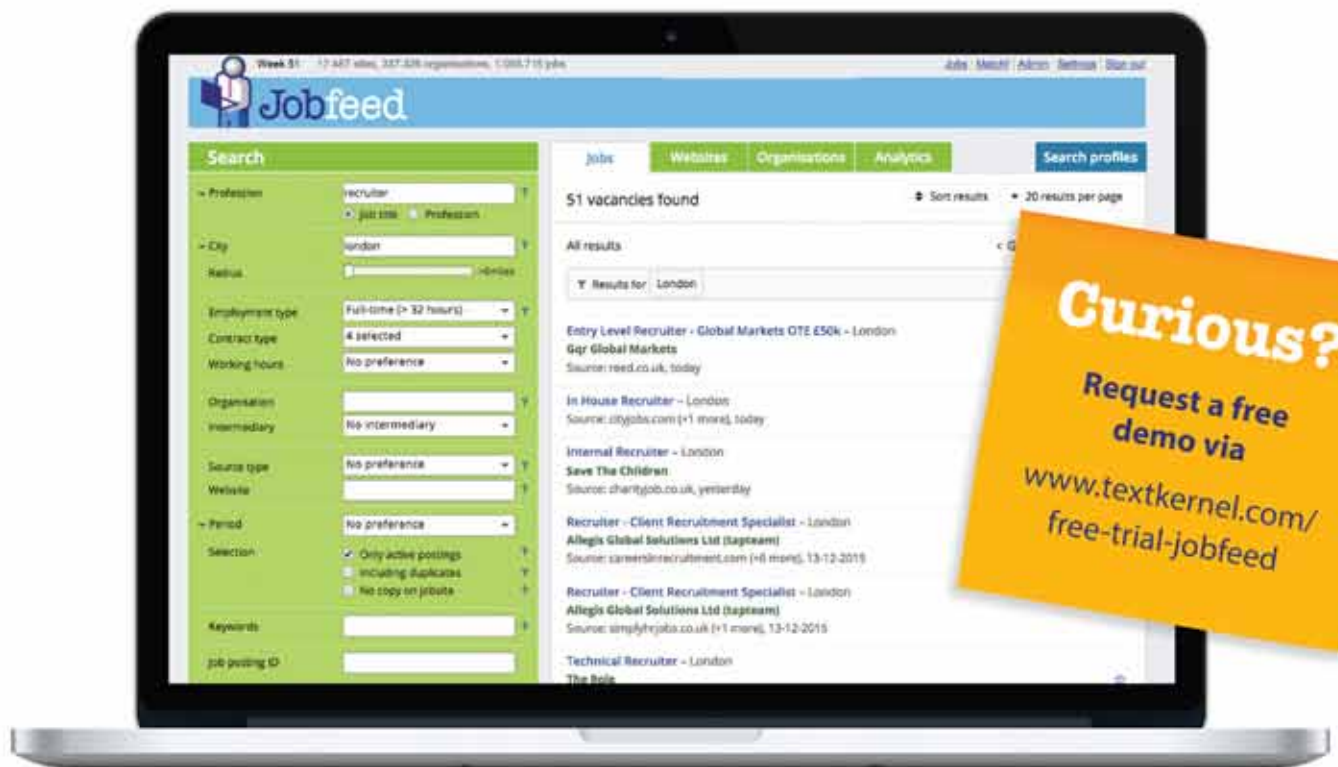
Overseas Trading - Leaving the EU will influence the opportunities to deal with overseas companies. UK businesses now face a tougher challenge than ever as they look to maintain existing relations and build new connections. Gaining the trust of foreign companies could become more difficult than ever before, and HR teams will be key to building that trust.

Whether the UK becomes an EEA member or not, precautions will be necessary. Pensions, trade unions, and other key aspects could all be impacted, and businesses need to act accordingly. This is for the sake of their interests and relations as well as the benefit of employees. Investments like time and attendance software will be required to keep the venture in the best health possible.

Ultimately, Brexit is going to impact businesses from all sectors, not least when it comes to HR. As long as the necessary steps are taken, however, UK businesses can ride the storm. Just remember, no asset is more important than the staff. Focusing on people is more important than ever; do not forget it.



New in the UK: Jobfeed!



The sourcing tool for jobs

Jobfeed generates leads, saves you time and offers you insight into your market. Jobfeed collects jobs from the Internet, structures, classifies, deduplicates and enriches the information and makes it searchable.

Jobfeed offers the following benefits:

- ✓ Search the job market and discover hiring companies and hard-to-fill jobs
- ✓ Gain insight into the (historic) staffing needs and recruitment activities of your customers and prospects
- ✓ Stay automatically up-to-date of new jobs of your customers and prospects
- ✓ Track your competitors and benchmark your position in the market
- ✓ Support strategic choices with valuable labour market information

With Jobfeed you can quickly find interesting opportunities and do acquisition more effectively.

Result: more customers and placements!



NEWS

LAY IN BED TO APPLY FOR JOBS

Jobseekers head to bed to apply for jobs

By Tracy Godding, Madgex

A surprising 12% of job seekers apply for jobs from the comfort of their bed, according to new research from Madgex.

The study also found 30% of job searches are carried out during the daily commute to work, although few people opt to apply for a job at this time.

The key factor in this activity is our increasing reliance on smartphones, iPads and tablets, which have changed our relationship with the internet. These changes have had a dramatic impact on the way job seekers search, research and apply for a new position.

To understand how people use job boards, Madgex carried out a Job Seeker Behaviour study, using a diary study and combination of analytics. This information has given valuable insight into what users do, when they do it and why.

The first part of the study is A Day in the Life of a Job Seeker, which focuses on the 'when' of job seeker activity. By following their daily routine – from breakfast till bed – Madgex has been able to gain a clear picture of when people use their devices to search for jobs.

Want to know the best time to email job alerts, or the optimum opportunity to tweet about a featured recruiter? This study can help you adapt your strategy and marketing campaigns according to job seeker behaviour.

Tom McCarthy CEO at Madgex: "We are always looking to improve the performance of our job boards, and job seeker behaviour plays a key part in this.

This study has revealed some startling statistics, that will not only enable Madgex to improve its technology, we believe it will also help our clients run more successful job boards."

To find out more about our research and to gain more insights in to the daily habits of job seekers download our exclusive white paper 'A Day in the Life of a Job Seeker'.

www.madgex.com

WOMEN EARN 5.5% LESS THAN MEN

Glassdoor study reveals UK women earn 5.5% less than men

Study Reveals "Adjusted" Pay Gap Even at Specific Job Title and Company Level; Discrimination Not a Major Factor

A new, multi-country, study from Glassdoor®, confirms a significant gender pay gap between men and women in the United Kingdom, United States, Australia, Germany and France. The report, titled Demystifying the Gender Pay Gap, is based on a unique data set of more than 534,000 salary reports, shared on Glassdoor by online employees[1], which includes pay data down to specific job title and company name. This specificity has enabled Glassdoor to understand both the "unadjusted" and "adjusted" pay gap in each country.

The unadjusted pay gap between men and women in the U.K. is 22.9 percent, meaning women earn, on average, 77p for every £1 men earn. When adding statistical controls for age, education and years of experience, Glassdoor data show the gap compresses to 15 percent. And, when additional controls for occupation, industry, location, year, company and job title are factored in, the pay gap in the U.K. becomes 5.5 percent, revealing the adjusted pay gap. The study found similar differences between the unadjusted and adjusted pay gaps in each country analysed. "The gender pay gap is real, and Glassdoor's comprehensive study helps us better understand just how significant this gap is across multiple countries," said Dr. Andrew Chamberlain, chief economist of Glassdoor, Inc. "While our report reveals a significant gender pay gap, it's important to understand there are multiple ways to analyse this gap. Glassdoor's unique compensation database allows us to closely examine the factors that help explain some of the documented differences in pay between men and women and shine a bright spotlight on the portion of the wage gap for which there seems to be no explanation."

Factors Contributing to the Gender Pay Gap

To better understand the causes of the gender pay gap, the study divides the overall gap into what can be "explained" due to differences in worker characteristics (e.g., age, education, etc.) and what remains "unexplained." Glassdoor researchers found that the majority (64 percent) of the overall U.K. pay gap can be explained, while 36 percent of the overall pay gap cannot be explained by any factors observable in Glassdoor data. This means the unexplained pay gap may very well be attributed to workplace bias (whether intentional or not), negotiation gaps between men and women and/or other unobserved worker characteristics.

The study reveals that the largest contributing factor to the gender pay gap is explained by differences in how men and women sort into occupations and industries with varying earning potential. This finding is consistent across all five countries, and in the U.K., it makes up more than one third (38 percent) of the unadjusted gender pay gap. Other third-party academic research suggests the occupational sorting of men and women is due partly to social pressures that divert men and women into different University degrees and career tracks, and to gender norms such as women bearing disproportionate responsibility for child and elderly care, which pressures women into more flexible jobs with lower pay. Less of the gap is explained by gender differences in education, age or years of experience (26 percent).employment reports.

[1]Based on more than 534,000 salary reports shared on Glassdoor by full-time employees as of 11/11/15 (U.S.) or 24/11/15 (U.K., Australia, Germany, France).

Are you keeping up?

Alastair Cartwright
Ingenium People

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BRITISH AIRWAYS 

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PARTNERSHIPS



Mercer enters into alliance with Thomsons Online Benefits

Move aims to increase support for multinationals seeking global approach to benefits management.

Mercer and Thomsons Online Benefits, have entered into an alliance to expand their respective offerings to multinationals looking to manage their global benefits programs. Mercer will provide global employee benefits brokerage and consulting to multinationals while Thomsons will provide streamlined administration, automation and enhanced communication of benefit plans through its global, flexible employee benefits SaaS (Software as a Service) platform Darwin™. Both Mercer and Thomsons remain committed to offering their own local market solutions as appropriate.

According to Jacques Goulet, President, Retirement, Health & Benefits from Mercer, "The HR environment is transforming at a global level; it's difficult for clients operating in many geographies to consistently manage their global employee benefits in line with local legislation and workforce expectations. Together with Thomsons, we can meet those needs. Mercer has a long heritage in and a deep understanding of global benefits and health management and combined with Darwin, Thomsons' cutting edge global benefits technology; we're now at the forefront of developments in this market."

Graham Pearce, Head of Mercer's International Consulting Group, noted that, "We've formed this alliance with Thomsons given its strength in benefits technology innovation and their ability to scale benefits delivery globally while taking account of local market nuances. We expect the relationship to evolve

over time with new offerings announced in the future. Many of these will center on robust and comprehensive data analytics – financial, vendor and design data from Mercer coupled with engagement and workforce data from Darwin. Our intention is to bring clients powerful and unique insights to help them make the most of their benefits."

Michael Whitfield, CEO of Thomsons Online Benefits, commented, "Over the last ten years we have built up a strong relationship with Mercer with a host of global enterprise clients. It's a natural next step to formalize our collaboration and offer multinationals the best of both solutions. By implementing a consistent global benefits approach, our shared clients have already seen increases in employee engagement of benefits. We've also significantly managed our clients' benefits spend through Mercer's powerful global broking and consultancy, alongside Darwin's reduction of benefits administration time. This is freeing up HR leaders to work on strategic initiatives delivering more business impact to the wider organization."

Mercer and Thomsons will collaborate to bring multinational organizations the best of both worlds -- benefit program coordination, management, monitoring, and reporting from Mercer and automated and streamlined benefits administration and tailored communications delivered by Darwin.

www.thomsons.com
www.mercer.com



Recrutive partners with Workingmums

Recruitment software provider, Recrutive, has integrated its award winning cloud based solutions with job board and online community, Workingmums.co.uk.

Founded in 2006, Workingmums aims to connect working parents with employers who are able to offer flexible employment options, whether that is full-time work with flexi hours, part time work or employment with ability to work from home.

Over the past ten years Workingmums has grown significantly and now boasts a database of over 320,000 candidates. Gillian Nissim, Founder of Workingmums comments: "As a working mum I have experienced firsthand the issues associated with going back to work after an extended period at home and I'm pleased to be able to help others in the same situation."

Carla Fern, Operations Director at Recrutive comments: "We are delighted to welcome Workingmums to our panel of job boards as we believe that many employers are missing out on very talented, skilled and experienced parents looking to return to work after taking time off to have children. We ourselves employ a number of working mums and benefit not only from their skills but also their work ethos, dedication and responsible attitude."

Recrutive's clients can benefit from a 10% discount off new packages with Workingmums.co.uk.

www.recrutive.com
www.workingmums.co.uk

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

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PARTNERSHIPS



Total Freelance announces affiliation with IPSE

Total Freelance, has announced an affiliation with the Association of Independent Professional and The Self Employed (IPSE) to support its extensive network of independent professionals.

Launched in November 2015, Total Freelance is an online platform connecting quality, UK-based freelancers, contractors and independent professionals with business owners, entrepreneurs, hiring managers, internal recruiters and consultants. The platform gives independent professionals a platform to apply for jobs and to be head hunted.

Representing over 67,000 freelancers, consultants and self-employed people from each sector of the economy, the IPSE is the largest association of independent professionals in the EU. Run by its members, this non-profit organisation comprises a network of trusted providers who offer support to independent professionals within their business and personal lives.

Total Freelance will work with IPSE moving forward to provide an option for their members and to support its database of independent professionals. The affiliation also entitles IPSE members to an exclusive discount on Total Freelance's online platform, while Total Freelance clients are entitled to a

discount on IPSE membership.

Jack Telford, Director at Total Freelance, said: "We are delighted to be working with the IPSE to drive our common aim of providing support to independent professionals through quality advice and resources. We look forward to continue building our relationship with the IPSE and to providing additional benefits to both our customers and IPSE members."

Alex Grove, IPSE, said: "With the number of self-employed people in the UK soaring to 4.7 million, its essential this community is supported more than ever before. That's why IPSE are delighted to work with Total Freelance and develop our already excellent relationship."

Total Freelance are one of 120 tech start-ups to have been incubated by the Entrepreneurs for the Future (e4f) programme since November 2009. With over £10 million raised in initial investment rounds, the programme has contributed to creation of over 200 new jobs.

www.totalfreelance.co.uk
www.e4f.co.uk

Spring Personnel partners with Adecco

The Spring Personnel general staffing brand will join forces with its sister brand Adecco from March, strengthening the go-to market offering of the brand.

Candidates will benefit from a broader range of job opportunities, whilst clients will have access to a greater volume of candidates which is all important in today's highly competitive and candidate-driven market.

The strengthened Adecco brand will retain existing staff, with a small number of branches being combined to create larger, more experienced teams. The combination of some branches will build on the brands' local expertise and presence with teams joining forces in new or refurbished offices.

In total, the bigger and bolder Adecco employs 674 colleagues across 121 branches working alongside our dedicated onsite operations.

The new combined brand will be overseen by Alex Fleming, who maintains her role as Managing Director of Adecco. Spring Personnel's Nicola Rogers will assume a new role as Operations Director for Adecco, having formerly been Business Director of Spring Personnel.

Commenting, Managing Director of Adecco Alex Fleming said:

"This is a great opportunity for the business and represents a positive move for our colleagues, clients and candidates. Spring Personnel and Adecco have always been sister brands, working closely together. They work across complementary fields, with similar clients and alongside talented candidates.

"Adecco has the capability to manage small scale local requirements as well as high volume campaigns and onsite master vendor solutions. With the same dedicated staff and a continued strong local presence across the UK and Ireland, a bigger, more prominent, more experienced Adecco will be able to offer a better all-round service to both clients and candidates. This merger further strengthens our position as an industry leader."

www.springpersonnel.com
www.adecco.co.uk

BIG DEBATE

Sean Phelan,
Jobsite

We've recently undertaken research with our candidates, and discovered that the line between active and passive job hunting is blurring, with more candidates applying for roles despite being permanently employed. Another key finding of the research was frustration at lengthy application forms, with a quarter of candidates saying it would prevent them applying for a role. It's important to optimise our capabilities to suit this new job-seeking culture, making it easier for passive candidates to quickly and easily apply for roles. We streamlined our mobile application process, which encourages applications and subsequently increases the available talent pool.

Toby Conibear,
Bond International Software

Candidates are switched on 24/7 and using the latest online technological methods – from social and job boards – to source their ideal role. Recruiters need to flex and adapt to candidate behaviour to be in the candidate mind-set. Predicting the most popular online methods for candidates to use in six, 12 or 18 months' time is difficult. Recruiters should focus on user experience, keeping it at the heart of their day-to-day practice, as it will help them understand candidates better, adapting to the changes in candidate preference and within the wider recruitment industry.

[BIG DEBATE QUESTION]

Future technology trends online

Charles Hipps,
WCN

Staff turnover costs British businesses at least £4.13bn every year, as new employees take up to eight months to reach optimum productivity levels, therefore it is increasingly important to improve how we engage, hire and retain top talent. We are now dealing with a very different generation (Millennials), whose drivers and outlook on life vary considerably from that of Baby Boomers. Businesses must engage them based on their expectations – virtually. That includes fun elements like video interviewing, gamification and online talent banking - formats that use the power of big data to know who might be a future business leader.

Martin Bramall,
idibu

Trend will be towards candidate-centric software. By that I mean flexible and agile, that allows recruiters to better target, segment and thus position their offer to the candidate. It should allow for a seamless, frictionless experience for both candidate and recruiter. A great candidate experience begins with a great recruiter experience. Let's not forget that. Recruiters are increasingly pressured and have to deal with multiple and fragmented candidate sources. Trend will be towards software that can help manage that and let recruiters build meaningful and authentic relationships with candidates.



Q&A RECRUITMENT ICON

ANDREW BAILEY ABRS LTD

Onrec: What were you doing before being a CEO of ABRS Ltd?

Andrew Bailey: I started my career at Dell Computer Corp, then IBM and went into recruitment with Michael Page where I worked for six years. Prior to setting up ABRS I was Manager of the Technology – Sales and Marketing team at MP.

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

Andrew Bailey: I'm working with my Directors to build the Senior Appointments division and to hire more talented individuals to join the existing teams in the UK.

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

Andrew Bailey: I'm a frustrated racing driver and love motorsport, if I'd failed to be a professional racing driver then I would no doubt have done something in automotive or outdoor adrenaline sports.

Onrec: What do you think will have the biggest impact in the UK recruitment industry in 2016?

Andrew Bailey: The Brexit decision in June. Uncertainty across economic sectors causes investment delays, even if businesses aren't directly impacted hiring decisions can be stalled and this can have an impact.

Onrec: What is your biggest achievement?

Andrew Bailey: Running a recruitment business since 1999 and running a debt free business for the whole time.

Onrec: What makes ABRS different from its competitors?

Andrew Bailey: Over the past 16 years we have learnt what we are really good at and perfected it. We operate within our niche areas so that we know that we are able to offer an expert solution rather than operating for volume. We are proud of our boutique feel and our smart offices in Henley-on-Thames attract a really good quality of consultant.

Onrec: What are your future plans for developing ABRS?

Andrew Bailey: As the technology markets continue to experience exponential growth and that growth curve continues to accelerate, we believe that it becomes increasingly important to narrow our focus. We think that by becoming the "go to" firm for specific technologies and verticals within our sphere of influence, we will build real ongoing value in our business and further develop ABRS's opportunities for the future.

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

Andrew Bailey: Build your business financials properly, build cash reserves, build your team slowly so you do not dilute your values or culture and never take your eye off the company as whole. As the founder of a business the start can be very exciting, it's very different as soon as you are responsible for other people and empowering them to be successful based on what you've built.

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

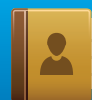
Andrew Bailey: I've been fortunate enough to meet some amazing business leaders over the years and I met Bill Campbell at Stanford Business School last year. He was Chairman and former CEO of Inuit, a very close friend to Steve Jobs, on the Board of Apple and an adviser to Google co-founders. A sensational leader that sadly lost his life to cancer on 18th April 2016.

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

Andrew Bailey: Be more confident in my own ability to make the right decisions for the business and to follow my intuition more closely.

Onrec: What do you enjoy outside work?

Andrew Bailey: I love trail running, triathlons and competing in motorsport. I've always loved cars and invest in rare and classic cars. I enjoy mentoring other people and seeing their skills grow. I rarely properly switch off, so when I do, lovely holidays and scuba diving with my wife are high on the priority list.

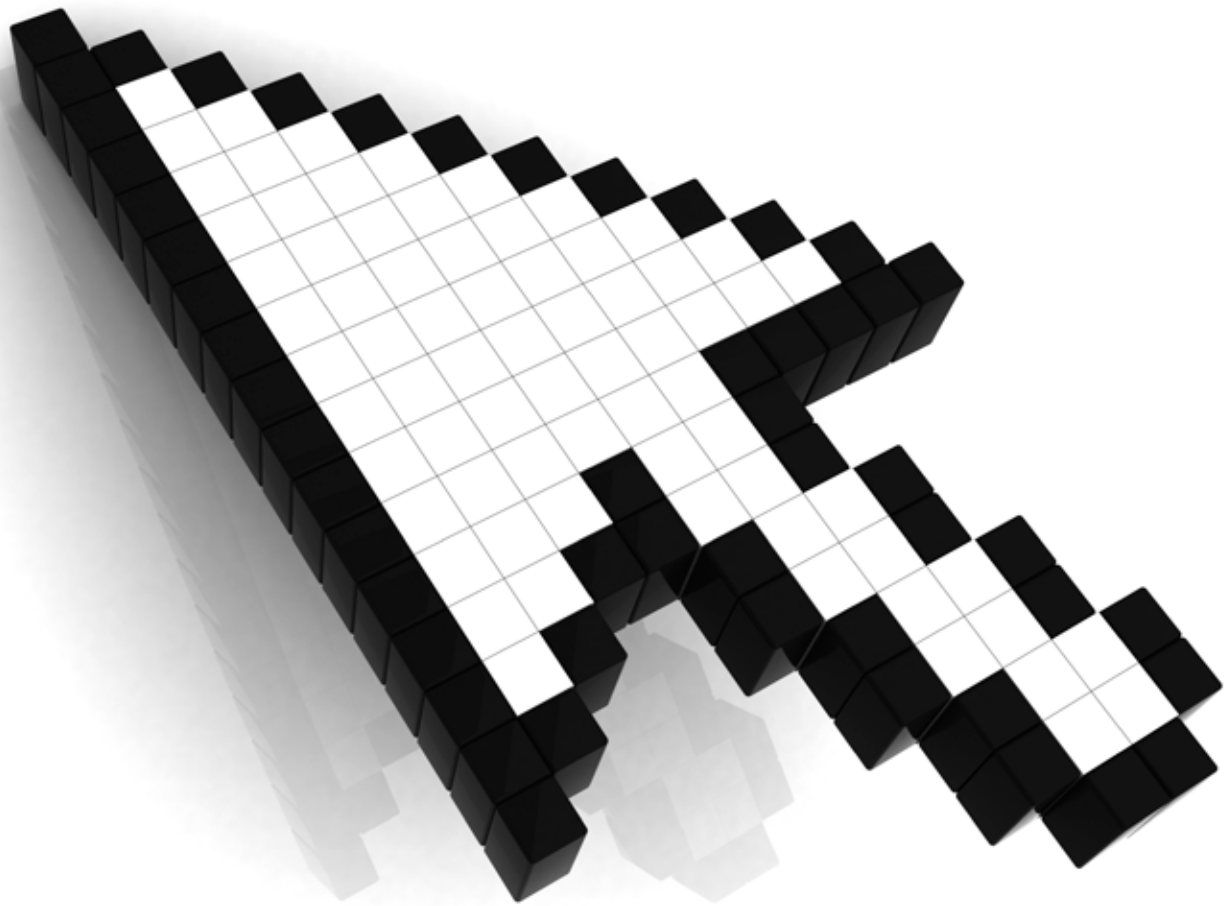


Personal fact file

FAVOURITE FILM: Star Wars the Return of the Jedi

RANDOM FACT: I've got exceptionally long arms!

FAVOURITE MEAL: Wagyu Tacos and anything else from Nobu.



WEBSITE DESIGN

Jonathan Fitchew, CEO of Pareto Law

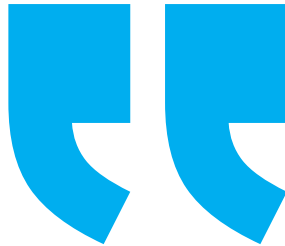
In today's modern world, recruitment has come up against a series of challenges that have emerged with the advancements in technology and inception of social media.

Talented candidates are taken off the market in record time, and those that are open to new opportunities are now being more selective, making it difficult to place candidates into new positions. With this in mind, how can you make yourself stand out against competitors?

What recruiters must start to realise is that with this rife competition, it will take a lot more investment in company brand if you are to attract top talent. Gone are the days where candidates wait for recruiters to come calling after uploading their CV online, they're simply more proactive.

This is why you must ensure that your candidate attraction strategy begins at the source; with your company website. Every job you post, share and email through to candidates links through to your website, and appearance counts for everything. Job seekers will be put off by a basic and unprofessional-looking site, as they are more inclined to put their trust in a reputable and established-looking recruitment firm.

Investing in the recruitment area of your website should begin with assessing what you believe a candidate looks for in their first few seconds of browsing. Jobs



To adapt to the rise of digital CVs, you can never underestimate the value of getting ahead of the game. ”

Jonathan Fitchew, CEO of Pareto Law

should be categorised into sectors to make it easier for job hunters to navigate their way through to their desired industry, so filters are a vital necessity. Candidates nowadays have proven limited attention spans, so you need to make sure that every page on your site signposts to the next stage of their recruitment search. Within these filters it's crucial to categorise jobs by location, offering the option to search outside of a particular radius, as well as searching for jobs based on salary or even popularity.

In light of the lack of time invested in one particular recruitment site, it's all about convenience. To appeal to those who are open to any opportunity, a smart design would consist of including a 'submit CV' option for candidates who are more passive. This call to action would then present recruiters with fresh leads and a database of talent to target. Alongside this, investing in a simple design refurbishment can also make all the difference.

Design wise, a pleasing colour scheme with a simple font and structure is most

favoured by candidates. They will continue to peruse through your site if it's easy to navigate around with no overloading of unnecessary information, and then be more comfortable in applying and trusting you to aid them in their job search.

To maintain the interest of job seekers once they are on your site, recruiters are also seeing the benefit of including a 'featured' job adverts or 'recently added' section on their recruitment section. This is because it enables candidates to feel that they have a better success rate by being the first to apply for new roles.

One factor to bear in mind is that if you don't keep in tune with consumer behaviour, you'll fail to fall under the radar of candidates. The ability to be connected 24/7 means there are no longer set peak times where candidates are most active in their job search, so whether it's when commuting or on a Friday night, there's always someone looking for a new opportunity.

This technological dominance and the rise in remote job hunting has now sparked a demand for apps and mobile-friendly sites, so investing more in this type of technology will allow you to generate an increased amount of applications. This is due to the rise in smartphones that are more commonly playing host to Microsoft packages and word files, allowing CV and cover letters to be uploaded directly via these devices. To further encourage candidates to return to your site and revisit job vacancies at a more convenient time, an option to save or email jobs to a personal email address is advantageous, as is a visible option to create an account at the top of your jobs page.

So what mistakes are still commonly made? Busy recruiters are forgetting that for some candidates, convenience is key. Without taking into account the user experience, firms are uploading hundreds of jobs that are alphabetised across numerous pages, expecting candidates to have the patience to scroll through each page. Job adverts themselves are more



The internet gives a soap box to all and bad practice can no longer be hidden away, branding for appeal is no longer an option and companies must practise what they preach ”

Jonathan Fitchew, CEO of Pareto Law

likely to generate applications if they are broken up into bullet points highlighting the main benefits rather than integrating them within reams of text, and visual images such as company branding should be displayed to capture the eye of site visitors.

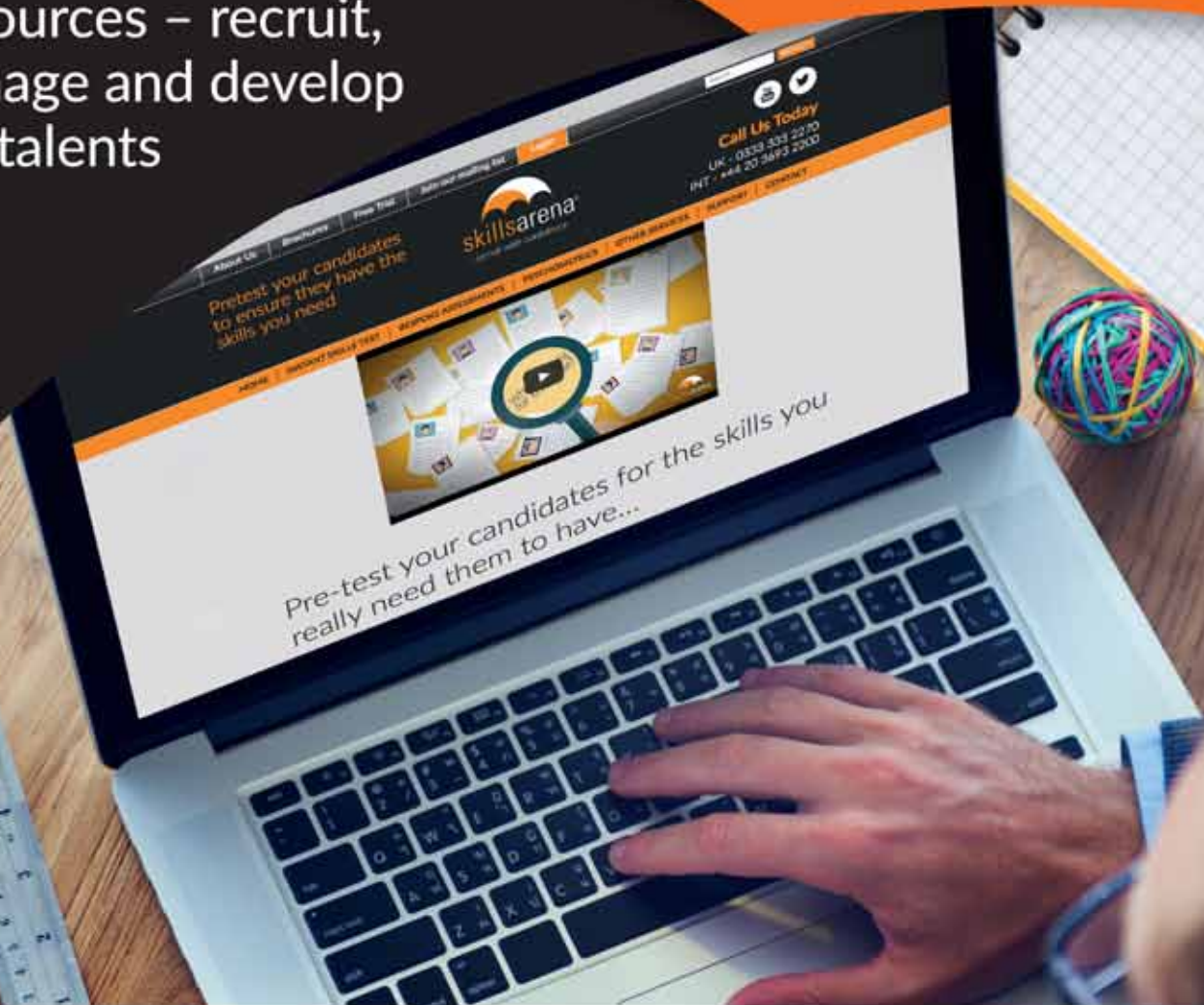
To adapt to the rise of digital CVs, you can never underestimate the value of getting ahead of the game. Candidates are now more creative than ever in their job search, so the paper CV is slowly but surely on its way out. Recruiters would benefit from including a 'video upload' option on their job search section as this gives the most confident candidates the chance to show off their skills visually.

Appealing to the modern-day job hunter through such methods is crucial if you are to gain investment from candidates who will not only apply for one job on your site, but who will go on to recommend you to their friends and network.

So if you're struggling to generate applications or capture the eye of candidates, it's time to reassess your brand. This should begin with creating a succinct marketing strategy that will draw candidates to your website, and with a refurbished, user-friendly recruitment section, you'll notice vast improvements.

Candidates want to work with recruitment companies who care about the service they provide, so by including testimonials from past placed candidates and signposting and categorising job vacancies, job seekers will spend more time on your site and be more likely to join your existing talent pool of job-hungry candidates.

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1> The Stage Jobs relaunches

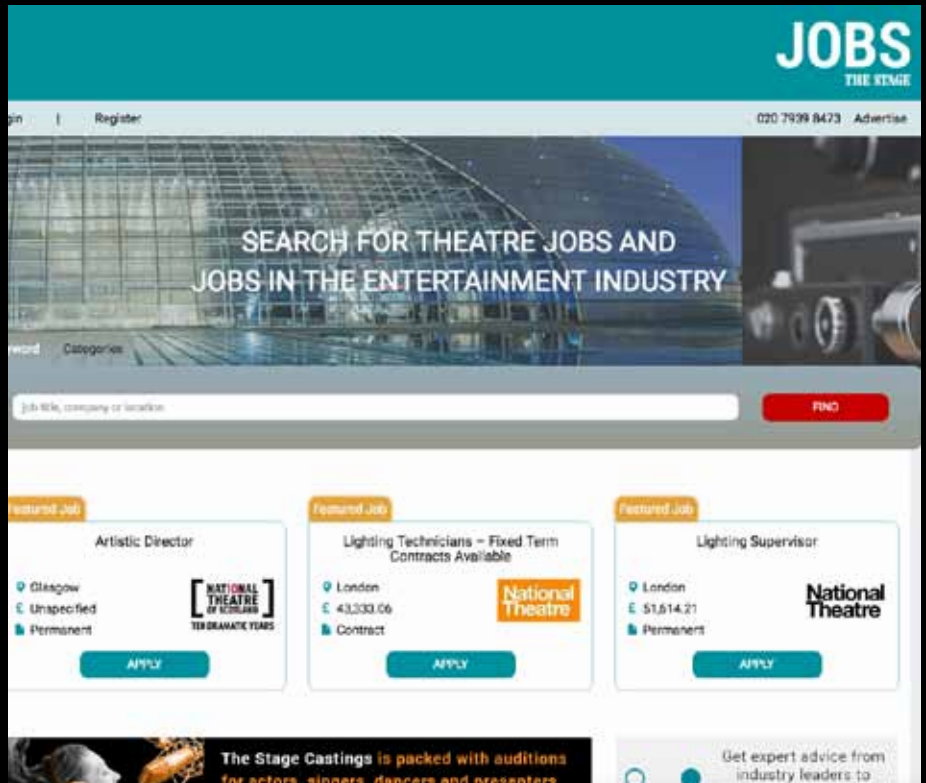
Known for launching the careers of many in the entertainment industry including Kenneth Branagh, Lee Mead and not forgetting the Spice Girls, The Stage has long been synonymous with the job hunt of those in the performing arts. Today the publication has announced the relaunch of its recruitment website: The Stage Jobs. The Stage Jobs has the widest variety of performing arts roles. Categories of vacancies include Administrative Roles, Auditions, Backstage & Technical, Management, Musicians, Teaching & Education and Wardrobe & Make-up.

www.thestage.co.uk/jobs

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

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

www.adview.co.uk



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

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

www.rec.uk.com/transformtoolkit

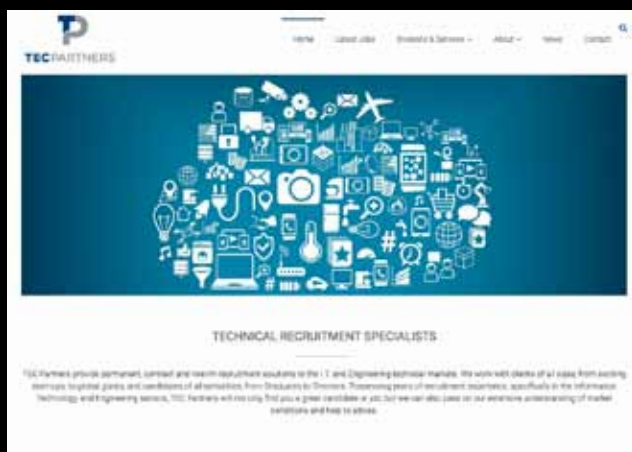
4> New Tech Start Up Company Attracts Investment

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

www.tecpartners.co.uk

4

7



5



5> JobAdder Powers Ahead with UK Expansion

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

<https://jobadder.com/uk>

6> Sellick Partnership launches new HR division

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

www.sellickpartnership.co.uk/hr

7> Bond International Software Launches AdaptUX

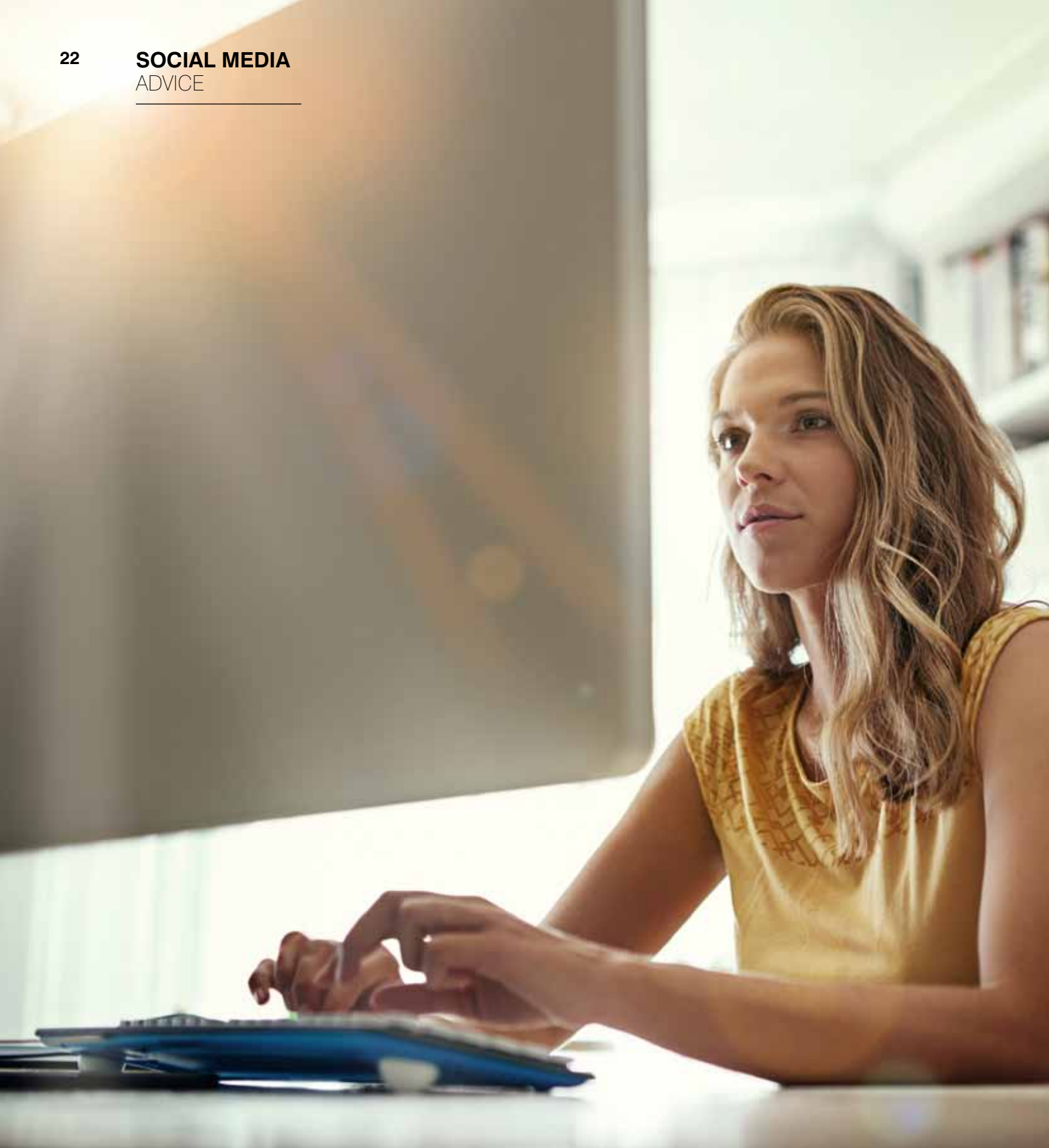
Bond International Software, worldwide provider of staffing and recruitment software solutions, today announces the launch of AdaptUX – its latest software offering. Built with input from web usability experts, AdaptUX has been developed with user experience in mind. In today's recruitment industry there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

www.adapt-recruitment-software.com/

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HR SOFTWARE

NEW FEATURES CAN REVOLUTIONISE YOUR EMPLOYEE EXPERIENCE



The use of analytics is now prevalent giving HR and Payroll professionals, along with line managers, the ability to create people based reports quickly online.



Ian Dowd, Marketing Director at NGA Human Resources.

processes, but in the way it can be used by everyone, even just with a mobile phone.

The look and feel of HR software has vastly improved, agrees Ian Dowd, Marketing Director at NGA Human Resources. Dowd notes that we're seeing more consistent, user friendly applications for employees that more closely resemble the consumer apps we use out of the workplace. "Software also works responsively on all types of modern devices from laptops to tablets to mobile phones, enabling HR staff and self-service using employees to access information whenever and however they choose."

This ability for employees to 'self-service' their HR needs is increasingly widespread. Dowd explains that many processes which were previously handled centrally are now devolved to the employee such as giving employees self-service access to request holidays, view payslips, update basic details and even participating in the appraisal process. He says this not only saves time for the HR department but is also empowering and increasing employee engagement – making it a vital new feature.

Meanwhile, to truly enhance the employee experience HR and Payroll teams need modern and effective software allowing them to increase efficiency and do their job effectively. Dowd believes that integration has therefore also become a top priority, saying: "To reduce time and complexity for employees, managers and HR, processes from pay-run and back pay calculations must run alongside expenses and people management. The use of analytics is now prevalent giving HR and Payroll professionals, along with line managers, the ability to create people based reports quickly online."

Finally, Dowd reports seeing greater demand for access to legislation changes which include alterations to National Insurance, State Pension, Scottish Income Tax, Living Wage, P11D reporting and the University Superannuation Scheme. This real time feature simplifies HR and Payroll administration allowing teams to focus on contributing to the business.

Time to upgrade

There are many business advantages to upgrading, particularly if legacy software is currently in place advises Dowd. "The business landscape shifts so quickly, that often a software solution implemented five years ago simply won't reflect where a business is today. In addition, the balance between employer and employees has changed from the traditional subordinate structure to more of a customer and supplier style relationship. In light of this, companies are now investing in software to improve employee engagement and office culture. For HR teams, new software and spec'ing for a new system allows them to take a step back, address work flow and look for a way to get a more holistic view on their organisation and key employee data. Everything from the average salary of staff, the total reward statement, the overtime bill, the difference in salary between workers, the average tenure of staff, attrition rates, retention rates and changes over time can be captured and allow organisations the ability to identify and target issues as they arise. With competition for talent and the skills gap becoming more of an issue,

By Lauren Mackelden, Features Editor, Onrec Magazine

Software for Human Resources (HR) has changed beyond all recognition in recent years, not just in how recruitment has become integrated with other essential HR

it is important for companies to be able to recruit, identify, retain and develop talent whilst ensuring they are paid appropriately. Upgrading from legacy systems gives HR and payroll teams access to a wealth of data from which to develop existing business strategies, that they simply won't get if they don't upgrade."

If you decide to upgrade, many UK companies now want the convenience of a fully integrated single solution to manage Payroll, HR and Talent all in one place without having to patch together various disparate systems, says Dowd. In addition to this, the ability to layer a reporting tool on top of the solution and drill down into detail of employee records is now a necessity for many businesses.

According to Dowd, the HR function has evolved to become a partnership between the business and employees, so to avoid pitfalls, the frontline of HR, including line managers and self-service end users, should be involved in the tendering process. What functionality do they need? How can their time be saved? Where are the efficiencies and inefficiencies in the existing solution? These important questions need to be asked to ensure the system is the right fit for the business, claims Dowd. "It's also good to involve wider stakeholders from HR and recruitment to find out what is needed for better integration and the sharing of data." When it comes to implementation, Dowd suggests that organisations should choose a supplier with a proven track record and recent experience of similar projects can provide peace of mind, saying: "An established customer base and an active user group community is a huge benefit for getting the most out of the solution. Then committing the necessary time and resources to working with the supplier, with open lines of communication, will help ensure the project is a success."

Chris Kerridge, a Business Analyst at MHR (formerly MidlandHR) advises that when choosing, one of the biggest pitfalls can be forgetting to consult with the people who will actually be using the new system. They can often provide practical feedback which can prove essential to the decision making process. "Another element which needs to be considered is also how well the HR software technology will integrate with other business systems. One that isn't easy to integrate could result in requiring different datasets, which aren't compatible, causing user experience issues and duplication of data entry."

Kerridge also acknowledges that big data, analytics and specifically, predictive analytics, will play a greater and greater role in future HR software solutions. "Businesses today are overwhelmed with vast quantities of data of which it can be impossible to make any sense and the opportunities to be gained from harvesting and mastering big data can be significant. HR and Talent management is no exception, and leading software providers are developing advanced management information dashboards, and analytic capabilities to give visual insights, and help aid strategic decision making. HR Analytics solutions are now available specifically tailored towards operational reporting in areas such as Churn and Absence, with the ability to efficiently display this information to those who need it and provide the visibility of information required to be able to ask questions of their data and make better informed business decisions. Ultimately, this will mean that data driven decisions in areas such as talent management will become the norm, not the exception. Responsive cloud technology, built from the ground up specifically for mobiles and centred around intelligent workflows and "notification computing" will also transform the world of HR as we currently know it."

Karen Minicozzi, vice president, HCM product strategy, EMEA, Workday also gives us an insight into the future of HR and how machines can use previous behaviour to recommend actions. "HR needs to leverage consumer technologies, such as machine learning and data science, in order to provide intelligent recommendations to employees. An example would be how Netflix recommends films to the viewer based on what other movies users with similar profiles watched. Similarly, HR systems will include things like which career move makes sense for me based on the career trajectories of employees with a similar profile. HR tools will consider what learning I take based on where I am in my career, what job am I in, what skills I have, what skills I need to develop and, not insignificantly, what kind of learning I prefer? It also needs to make recommendations to managers – like who is likely to leave based on risk factors and, what types of roles might the manager suggest to the employee to entice them to stay?" Using machine learning, Minicozzi believes that HR solutions with integrated talent management can provide deep insights and make recommendations based on rich data such as compensation and talent-related transactions. This enables business leaders to optimise the entire workforce, not just the few top performers.

Analytics

Quite simply, companies still using legacy ERP (Enterprise Resource Planning) solutions for Human Capital Management (HCM) are missing out on efficiencies and insights far beyond the capabilities of the ERP model, states Minicozzi. "A unified, cloud-based, HCM and financial solution enables businesses to evolve from just reporting the numbers, to being able to analyse the numbers, and provide improved business-decision support. Essentially, enterprises are empowered with the technology to truly understand their talent, and the value that information can provide to the business is phenomenal."

Minicozzi continues: "When you consider the challenges facing HR teams today – with the battle to recruit and retain talent, and the need to help the business make fast and correct strategic decisions on its workforce as just two examples – it's pretty clear that analytics is going to deliver increasing value to HR departments in the coming months and years. The important thing to remember is that analytics alone will not solve these challenges. Most of all, HR needs to focus on the underlying tools which drive employee engagement, such as the recommendation system which uses good quality data to help employees and business leaders make better decisions. One example is better and more consistent analysis of workforce data to inform and support HR strategies. This approach is gaining ground as companies become more aware of the ways in which a data-driven strategy can help meet business needs, improve agility and help drive better decision making. Organisations also need to know how to retain their best talent and recognise when it might be time to promote millennial employees, or find new opportunities to keep them engaged and challenged and retain their skills. Analytics solves both of these problems and more, and that's part of the reason why it's going to be a major HR trend for years to come."

Of course technology has also meant online recruitment can include easier interviewing. Bekky Cavender, Business Development Director, of SMARTVIEW believes their interview software dramatically reduces time to hire with its integration of candidate search, application tracking and video interviewing. Cavender explains that by streamlining the process of CV comparison and time intensive face-to-face

interviews at the first stage, users can explore SMARTVIEW's pool of candidates, using specific search terms to narrow down the field of potential applicants. Once candidates are invited to progress, they record video interviews which can then be viewed any time and on any mobile device, with collaboration tools enabling multiple people involved in the hiring process to assess and discuss applications.

For example, Healthcare and risk management organisation, Healix found the software was a revelatory solution to their time-intensive rolling recruitment process. Director Thierry Montrieux commented: "We were able to assess candidates on a wider range of criteria than is portrayable on a traditional CV, such as presentation skills and multilingual capabilities. This ensured that those we did progress further were more likely to be right for the role.' From a candidate's perspective, there is better chance of progression after a video interview, having been screened as they would have in a face-to-face situation without incurring costs and spending time. Thierry Montrieux added that candidates had not been deterred by responding to questions by video as a first stage interview. He believes that today's society is conversant with internet and mobile based applications, so the platform feels familiar.

Times are definitely a-changing and it's vital not to be left behind. Tom Castley, VP of Xactly EMEA relates the success of online taxi ordering company Uber, where technology has revolutionised booking taxis, to what is happening to recruitment : "We are living in the era of the 'Uberized' workforce, yet the majority of businesses have a management system that, on the whole, is still thinking like the traditional taxi dispatcher. There is a huge gap between businesses' approach to employee engagement and performance management, and what their workforce is looking for." Castley recommends that businesses need to take a step back and identify what they need to do to be successful, decide on the corporate metrics to monitor and apply technology that can automate and monetize the execution against those goals. "It is vital for organisations to ditch the 'one size fits all' approach and tailor their compensation schemes to positively encourage their satisfied and motivated workforce. This will enable leaders to better motivate their teams, improve the company culture and ultimately increase their business' productivity."



Data driven decisions in areas such as talent management will become the norm, not the exception. ”

Chris Kerridge , a Business Analyst at MHR (formerly MidlandHR)

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CORPORATE WEBSITES

‘SHOULD THE RECRUITMENT PART OF YOUR CORPORATE WEBSITE BE THE HUB OF YOUR RECRUITMENT STRATEGY?’

By Lauren Mackelden, Features Editor, Onrec

If your website isn't the hub of the recruitment strategy, your business can lose highly-skilled candidates to key competitors, states Matt Singer, VP Marketing at Jobvite. According to Singer, it all starts with your employment brand. "Make an immediate impact on visitors coming to your career site by communicating the company culture, values, benefits, and opportunities. By focusing on conveying your company's personality through communication channels, for example social media, you can attract people to your employer brand, improving the chance of hiring the best and brightest."

Once you've made an impression with a strong employer brand, Singer emphasises it is imperative that you have a simple and intuitive process for applying for jobs. "Using the internet to job search is the new normal. With this in mind, if there is nowhere to apply for a role online, candidates are likely to go elsewhere. You only get one chance to make a first impression. It's critical to present a clear message and simple user experience. If your career site is low quality, candidates will assume the company is low quality."

Another value driver for any modern career site is the ability to build out your 'passive' candidate pool. As Singer points out, often those who aren't actively looking are the most desirable candidates. "If you can drive traffic to your career site, you need to provide an easy way for them to 'stay in touch' without actively applying for a job. Having a website at the centre of a recruitment strategy will assist in connecting with these individuals, ensuring that when they think about changing jobs, your company is top of their mind."

What are the benefits?

The quality level and profile of candidates



If your careers site and ATS are connected then it's as much of an opportunity for the applicant to track their progress as it is for you to track them.

Chris Bogh, Chief Technology Officer at Eploy Recruitment Software

will be one of the first benefits that HR professionals will begin to see when they make the website the core of their recruitment strategy. The reason for this is that by undertaking a digital-first recruitment strategy, you can own your employer brand and attract and connect with those who are technically savvy themselves, a vital skillset in the modern world.

There are also a range of cost-savings. Traditional avenues of recruitment, such as adverts or recruitment agencies, can eat through budgets at a phenomenal pace. Focusing on the website can help a business directly engage with potential candidates and forgo a considerable amount of the expensive avenue of traditional recruitment.

Recruiting this way is now expected by younger applicants

Younger job seekers are more likely to seek out opportunities that offer a

seamless application process, says Matt Singer. With so many modern workers demanding an effortless approach to finding a new job, it's inevitable that the website will become central to the recruitment strategy. As the employer brand and candidate experience becomes more critical over time, we are seeing an increasing number of companies abandoning the agency strategy and bringing the recruitment function in-house. The importance of recruitment is increasingly strategic to the business and is simply too critical to the success of modern business to be outsourced.

Connect ATS and careers site to track progress

Careers sites are an essential part of the recruitment marketing mix, believes Chris Bogh, Chief Technology Officer at Eploy Recruitment Software. However, Bogh comments that many sites fall short and could do so much more. "If your careers site is the hub of your recruitment strategy

it should engage with candidates, both passive and active, throughout the entire recruitment journey and beyond...and not just be a shop window for gathering applicants."

Some career sites are beautifully designed, but the application process and, critically, the post-application functionality is often lacking. Bogh says this means that there is little or no reason for candidates to return to the site once they have applied for a specific position. "If your careers site and ATS are connected then it's as much of an opportunity for the applicant to track their progress as it is for you to track them. This should continue all the way through the process, for example enabling candidates to select their interview slots reduces administration for recruiters and hiring managers too." For example, Bogh cites that since moving to Eploy Recruitment Software, the learning disability charity Mencap have replaced three systems required for the complete recruitment journey with just one that manages everything from job requisitions through to adding new hires to payroll. Everything is driven through their Eploy-powered careers site, saving them £145,000 p.a., reducing time to hire by 40% and reducing the candidate dropout rate by 60%.

If you don't connect your website and ATS then you may be missing out on opportunities. For example Bogh says a modern ATS like Eploy Job Offers can also be managed through your careers site, enabling not only the digital signing of contracts online but also the ability to gather compliance documentation and onboarding information to enable a smooth transition into the workplace for your new hires. Also, Bogh suggests to make it easy for candidates to apply, they should be able to apply to login with their social network accounts. "And for passive candidates enable them to join your talent pool without making a specific application. Even better - let candidates set their preferences for job alerts - this is a great way to target new, relevant roles to the warmest talent."

One major pitfall to bear in mind is that many careers sites are really designed for desktop users. Bogh explains that they might be responsively designed to appear appropriately on mobile & tablet but often the recruitment functionality is missing or unusable on mobile. "Candidates frequently use multiple devices throughout



the process, so they should be able to pick up where they left off on whatever device they like." So Bogh advises that to support mobile users properly you need to consider that they probably don't have their CV stored on their mobile - so enable them to upload from cloud storage like Dropbox, Google Drive and OneDrive. To demonstrate the popularity of careers sites and use of mobiles, Bogh tells us that since moving their e-Recruitment to Eploy the leading online fashion retailer Boohoo.com have reduced agency usage from 30% of total hires to less than 6% - the majority now come through the careers site - and of which over 20% complete the entire journey on a mobile device.

As Alex Currie, HR manager at Gocompare.com summarises, a dedicated careers site is a golden opportunity to shout about who you are, what you have to offer and what sets you apart from the competition. "It is one of the only routes to market that is free and that you can control in its entirety." Currie explains that one of the most important aspects of the recruitment process is how your brand is taken to the employee market and the interface with candidates, saying: "Having a dedicated recruitment site allows for a base around where all recruitment activity can be centred, be that via social media, radio, print or other campaigns. A recruitment site provides a platform to engage with potential candidates in a way like no other." Of course, with the increasing availability of smart technology, the world of online recruiting is ever changing. Currie reminds us that careers sites may have to change regularly to stay current, accessible and appealing.



RECRUITING METRICS YOU DEFINITELY SHOULD PAY ATTENTION TO

Recruiters who are busy writing job descriptions, processing job orders from clients, screening and interviewing candidates might easily forget about keeping a close eye on key metrics. The truth is that if you allocate some twenty minutes each morning to look over these metrics, you'll be saving lots of time later in the day. But don't dig through heaps of data – by choosing the right metrics, you can be sure to boost your performance and take better-informed hiring decisions. Here are 7 metrics you should pay attention to.

Click-through-rate (CTR)

You can measure it by dividing the number of people who saw your job ad (impressions) by the number of clicks the ad actually received. CTR helps to assess the quality of your job posting titles. If your postings get a lot of impressions but nobody seems to be clicking on them, it means that your job title might be unclear or not interesting enough to grab the attention of job seekers. If you've got a job posting with a high CTR, you know you're doing a good job with your titles. Test various titles to find those which work for your audience – use calls-to-actions, different punctuation marks or add a location.

Conversion rate

Now that you know which of your job titles have great CTRs, it's time to move on to one of the most important metrics for online recruiting – the conversion rate. It shows you how many users (who clicked on the job posting) actually completed the job application in your applicant tracking system.

If you get a high conversion rate, you can rest assured that people are clicking on your job and many of them go on to apply. But what if you spot a low conversion rate? It basically means that there's a problem in the application process which either discourages or



precludes your potential candidates from filling the job application. It might be a technical issue encountered by candidates or the process itself might be problematic in some way.

Take a long objective look at your job posting to determine whether you're offering a poor job description, full of unclear or vague content. Check how your job posting performs in different browsers – this test will instantly show you whether candidates run into any technical issues or if some sections of the application are confusing. Unless you pinpoint the exact aspect of your job posting that might prove problematic for candidates, you won't be able to boost your conversion rate.

Influence

When it comes to social media, it doesn't matter how many followers you have. What matters is influence – naturally, the bigger your reach, the better chance you have at boosting your employer brand and engaging talents with your offer. You can measure your influence with smart social listening tools like Twinfluence or Facebook Grader. They'll show you all key data about your posts, helping you to modify your social recruiting strategy to reach as many relevant candidates as possible.

Social listening tools will show you what people are saying about your brand and whether your content is shared and liked. You need to periodically audit the engagement with your brand and check the reach of your posts to ensure that this type of recruitment really brings you benefits. Set up Google Alerts for your company name to keep tabs on what people are saying about it on social media.

Cost-per-acquisition (CPA)

Divide marketing and employee cost by the number of your followers and you'll get the cost-per-acquisition metric. You should also check your cost-per-application, showing you the exact cost of getting one candidate to apply for your job. This metric is key to help you evaluate your online recruitment strategy and see which platforms are most cost-effective and bring you best results.

Consider this: you spend \$500 on two different job boards for posting your ad. One platform might bring you 10 candidates for this price – the other, 30. This means that in the first case, your CPA is \$50 per applicant and in the second, \$16.67 per applicant. Looking at this metric, you'll be able to make some smart choices to help reduce hiring costs and boost your ROI.

Social engagement

Another key social recruiting metric is social engagement. It's within your reach if you regularly track the numbers of people joining discussions, and the ratio of good and bad comments on your profile. For blogs and career websites, it's best to check the length of time per visit. It's a good indication of how engaged candidates are with your employer brand and whether your recruiting message hits home.

Blogging data

If you run a blog, make sure to measure the number of visits – they're an excellent indication of what types of content resonate most with your audience. You should also track the source of these visits to check how many of them come from your social media profiles and other platforms you're using for social recruitment.

Return-on-investment (ROI)

This is perhaps the single most important metric for you to check periodically. There's no better way to see whether all your efforts add up than to calculate your return on investment or ROI. Comparing your expenses with returns sounds simple enough, but many recruiters struggle at this point. In fact, recruiting leaders are often unable to accurately measure the positive business impact of their hires.

That's why they tend to deliver reports which emphasize the investment part of the equation. If your aim is to create a strategic online recruitment tactic, you need to compare your overall functional ROI to last year's and then preferably with the ROIs of other prominent business functions. Your recruiting strategy should aim at reducing expenses and boosting the return of whatever you choose to invest in.

Recruitment metrics are key to monitoring the performance of your recruiting strategy and instantly adjusting it to changing circumstances. Check these metrics on a regular basis and you'll be on your way to building a solid online and social recruitment strategy which bring talent right to your doorstep.

Simone Smith is a blogger and an employee at Online Courses Australia, where she shares her stories pertaining to successful business growth and personal improvement. After work, Simone usually spends her time trying to pick up a new hobby or working out.



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