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recruitment magazine

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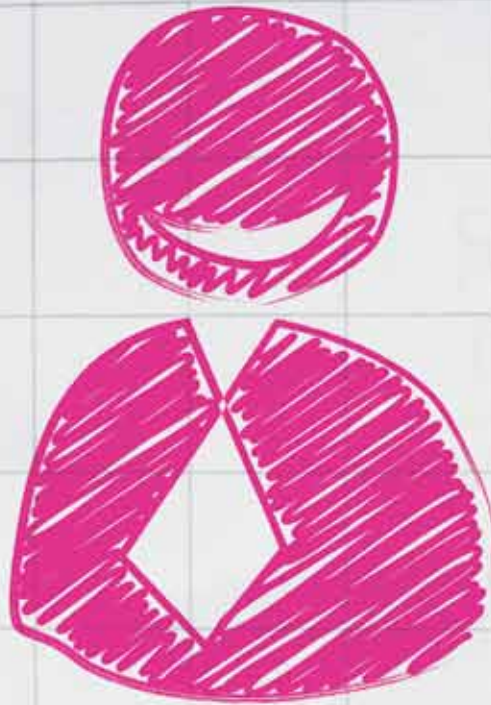


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FROM THE EDITOR

PREFACE

Welcome to the March / April edition of the Onrec Magazine

Managing your employment brand has been something employers have always been aware of. The difference now is that negative comments about working for your company are no longer limited to grumbling as people leave the factory gates.

Social media has given instant voice to the masses and employers need to handle their employer branding thoughtfully to avoid negative repercussions. For the forward thinking it offers great opportunities for communication with potential employees and customers.

Could social media perhaps be used to fill the black hole that many job seekers refer to when they apply for jobs? Having applied for a role online they feel lost with no response back from the employer.

Part of the reason for candidates not

getting response is the UK's has a complicated recruitment market place.

An employer may be tarnished with a poor employment brand and candidate experience without knowing it. It might be the recruiter they employ, the job board they used to advertise the vacancy or the Applicant Tracking System used to sift candidates that leaves the candidate not knowing if their CV has even been received.

If you are worried about your employer brand, apply for a job with your company online, see what it's like and ask yourself did the candidate experience live up to my expectations as an employer? Don't worry if it doesn't you won't be alone.



David Hurst, Onrec



onrec

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NEWS

EQUEST AND WORK4 PARTNER



eQuest and Work4 partner to open job posting gateway to Facebook

Companies Now Offer Job Posting and Advertising Content along with Business Intelligence to Gain Valuable Insight into Facebook Recruitment Portal

eQuest today announced that it has signed a long term agreement with Work4 that will open an unrestricted job posting gateway to Facebook's 1 billion users. The arrangement allows eQuest users unlimited, delivery-free access to Work4, the market leader in social recruiting solutions. Work4 offers job advertising and Facebook Recruiting Ads specifically for Facebook.

Work4 CEO Stéphane Le Viet remarked, "We have combined two very powerful Work4 integrations; Facebook and eQuest. We can now efficiently and effectively provide mutual customers the

ability to target a vibrant pool of talent through this technology arrangement."

Part of the agreement also allows eQuest to gain a significant foothold on Facebook's candidate data.

"The integration allows eQuest to capture critical candidate trending data - by job class, function, title, and geography - enabling us to track and measure the effectiveness of job posting performance on the world's largest social network," said David Bernstein, VP of Data Analytics for eQuest. "It is a significant step as well as a key data addition to our predictive analysis capabilities for our customers."

AGENCIES RALLY

Agencies Rally for Tempo

Tempo today announces that there has been a very positive industry response to its launch in January

Tempo announces that there has been a very positive industry response to its launch in January.

Since its launch, the alliance has seen considerable demand for membership from recruitment agencies and to date Tempo has signed up more than 50 members, demonstrating the industry's commitment to raising standards and creating best practice processes.

Notable recruitment leaders that are heralding the alliance include:

Tony Bucciero, Managing Director of Templine comments: "The founding principles behind Tempo dovetail nicely with Templine's overall approach towards customer liaison, ethical trading and the development of industry standards as a whole. This is why Templine will be one of Tempo's first members and we look forward to contributing to the overall objectives of the organisation accordingly."

Chris Cass, Managing Director of Concept Recruitment Group Ltd adds: "The Concept Recruitment Group is really pleased to be part of the Tempo alliance. Any membership body that aims to drive improved standards within the recruitment market and offers further benefits in terms of procurement, training and legal support is certainly a welcome addition to the sector."

Adam Holby, Director of XP Recruitment also comments: "XP Recruitment chose to join Tempo to remain at the cutting edge of the recruitment industry. Our marketplace is constantly changing and we felt that to remain at the forefront we needed to adapt with it. The regular auditing and development of our processes will allow our teams to continue to stand out in the sectors that we work within."



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NEWS

BULLHORN 2013

Bullhorn takes 2013 by the horns

New London office is a prelude to a year of international investment and expansion

Recruitment software specialist Bullhorn unveils its global plans for 2013 today as it announces London as the company's international hub.

Taking Bullhorn global is Peter Linas, who is now international MD. Linas comments: "The most exciting thing for us in 2013 will be our expansion into new regions. We're investing in our products, our people and in our physical expansion. We're currently hiring our first employees in mainland Europe who will be based in the Netherlands and have added another three to our team in the north of England."

Linas continues: "Taking our CRM, Bullhorn Reach, and the Bullhorn Marketplace into non-English speaking markets is a huge challenge but our prospects in those countries are ready for an integrated cloud solution that addresses the unique workflow requirements of the recruitment sector. We're currently working on expanding the functionality of our mobile platform."

Linas hints that existing users will see big changes to Bullhorn's accessibility by the end of the year, including browser independence, meaning that Bullhorn will be usable in Safari, Firefox and Chrome, as well as Internet Explorer.

In the heart of London's 'Tech City', Bullhorn's new offices are hard to miss from street level and signify a year of great change for the company – which has gone from start-up to UK market leader in under four years.

Have you got news to share?

Let us know by emailing editor@onrec.com

JEPSON HOLT PARTNERS WITH EPLOY

Jepson Holt in the cloud with Eploy

Jepson Holt Consulting, who specialise in legal recruitment, has selected Eploy's market-leading cloud based recruitment and applicant tracking software to further enhance its partnership approach with clients

Jepson Holt Consulting, who specialise in legal recruitment, has selected Eploy's market-leading cloud based recruitment and applicant tracking software to further enhance its partnership approach with clients.

Phil Jepson, Chairman at Jepson Holt said that making Eploy an integral part of its recruitment processes was the next natural strategic step for the company. "We strongly believe in the principle of working in partnership with our candidates throughout their career life, so we needed a flexible, intuitive web-based software solution that could help us facilitate this personal approach to recruitment."

"We previously used a server-based business software package, but we found its recruitment functionality limiting and technically not good enough for our business objectives moving forward.

"Eploy offered us a solution that better reflects the structure of our company; for example being web based and the only dedicated recruitment system on the market that is browser independent, means our people who spend much of their time outside of the office, can now work remotely. Having remote access to one central system where all client and candidate information is securely stored, is already transforming the way we work."

Another key factor for Jepson Holt in selecting Eploy was the system's fully synchronised email facility. "As a specialist recruitment consultancy for the legal profession we find that many of the people we work with prefer correspondence in writing, so Eploy's email facility fits perfectly with what

we want to achieve, and makes the process much simpler and trackable," Mr Jepson explained.

Also of significant business benefit is Eploy's range of automated recruitment tools which have streamlined day-to-day functions. Mr Jepson said: "We now have a dedicated recruitment system that logs information quickly and easily, which allows our consultants to work more closely with their existing and prospective clients on an on-going basis.

Tools such as the search functionality (connecting the dots) and the ability to tag specific skills make the process much quicker. The postcode search tool that is linked to our website is also very useful and helps us to build organisation charts; ultimately we now have the technology to be able to find the right people quickly."

Eploy also used its project management and technical expertise to smoothly transfer all the data from Jepson Holt's previous system. Chris Bogh, Eploy's Technical Director confirmed that this was the most challenging aspect of the transition. "The data was massively complicated because it wasn't a recruitment system; once we'd established how it was structured the transition to Eploy ran smoothly."

"The support provided by Eploy throughout the implementation from beginning to end was excellent," said Mr Jepson. "The transition was smooth and all our people were trained at just the right time so they could hit the ground running when the system went live."

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NEWS & PARTNERSHIPS

WCN and DiversityJobs improves accessibility on law firm website

WCN and DiversityJobs.co.uk have teamed up to improve accessibility for users of global law firm Eversheds' website

A speaking toolbar which reads aloud, onscreen information to people visiting the firm's UK website enables a higher level of accessibility for users such as clients and job candidates. The toolbar speaks in over 20 foreign languages, enlarges text and changes colour contrast and is available across the whole site, including the corporate recruitment site. This level of online reading support means Eversheds' site is more accessible than any other corporate recruitment site in the world, to the growing number of people who struggle to read websites whether as a result of a disability or because of a language barrier.

The technology, called DiversityTalks, was developed by DiversityJobs.co.uk. It was installed on Eversheds' UK website, including all of its job application pages, by DiversityJobs.co.uk and WCN, a pioneer in e-Recruitment, which creates and hosts the e-Recruitment websites for many of the world's biggest employers.

Eversheds' resourcing manager, Mardi Smouha, comments:

"We are very much a global firm and so we want to make our online information as easy to understand as possible. Our clients can use the tool to translate pages or have paragraphs read aloud and this improves accessibility on one of the many channels that we use to communicate with them. For our job candidates on the other hand, the website is the main source of information and the main point of initial contact with us. This technology enables us to support people who may need additional

help when using the site, especially when this is their only method of communication."

Eversheds' use of the toolbar to make its entire recruitment process more accessible is a first. No other corporate recruitment websites have talking technology that supports would-be candidates, not only when they are browsing the site for jobs, but also throughout the application process.

WCN's Channels & Alliances Manager, Sarah Callery, explains why others will no doubt follow Eversheds' lead:

"1 in 10 people in the UK have dyslexia to some degree, 10 million people have a disability and 2 million of these have significant sight loss, plus 1 in 6 is from an ethnic background. Companies are increasingly recognising that they cannot hope to attract the biggest and best pool of people if their site immediately alienates so many people who need reading support.

"Having some talking technology on a general website is no good for recruitment if as soon as the candidate starts to actually apply for a post, the talking support stops. From an accessibility and usability point of view that's incredibly unhelpful and frustrating to the potential candidate, and damaging to the company's employer brand.

"Our solution makes it easy for our clients to modify their current e-Recruitment sites and to wholeheartedly offer complete reading support to people visiting their sites – and it can be installed on our clients' recruitment sites in days."

OfficeTeam salary calculator

OfficeTeam UK, today announces the launch of its 2013 Salary Calculator for the administrative and secretarial industry

By providing salary ranges across more than 20 administrative, secretarial and office management positions, the online calculator aims to help workers instantly access and understand how their salaries match up with average salaries in their local job area. The calculator also provides the percentage change for each role in the last 12 months drawn from the OfficeTeam 2013 Salary Guide and links through to the latest job vacancies.

Earlier findings from OfficeTeam UK has highlighted the value of the survey for employees looking for a pay rise or when negotiating a salary in an interview. Over half (54%) of HR directors say it is common place to lose an employee due to not meeting salary expectations and more than two fifths (42%) are more willing to negotiate salaries compared with one year ago.

Phil Sheridan, Managing Director of OfficeTeam UK said: "We are pleased to announce the launch of the OfficeTeam salary calculator. The calculator will bring a number of benefits to employees and jobseekers. In just a few clicks, jobseekers can quickly compare roles in their current location or neighbouring regions to see how pay fluctuates. This will also assist those considering a career move to understand which skills and roles are in demand and how this affects the salary they could be earning.

"Our research shows that growth may be on the cards this year with 68% of HR directors saying that they're confident in the growth of their companies for the year. This is great news for those looking to move as any increase in business optimism will be reflected in the recruitment of new staff.

BIG DEBATE

David Henry,
Monster UK & Ireland

"You can use social media to recruit however; if you use one medium in any recruiting strategy you limit the opportunity of success. First you need to think - who am I looking for, where are they likely to be? I would recommend that you use it to support and strengthen your overall recruitment strategy where relevant. Social media can be a useful tool for employers to find background information on a potential candidate – for example, understanding their interests, who they engage with online and their general personality."

Nicholas Roi,
SilkRoad UK

Today social networks form a major platform from which recruiters source and interact with prospective candidates. But internal hiring managers are missing a trick when it comes to using social media to recognise and optimise the talent already in their organisations. Talent management software, which incorporates social media functionality, can help organisations to better understand their workforces through social collaboration and learning. By encouraging employees to share content and expertise with each other, companies will know which internal candidates are best qualified to fill vacancies during recruitment drives, thereby narrowing the gap between social networking and talent management.

[BIG DEBATE QUESTION]

Can you use Social Media
to recruit?

James Uffindell,
Jobbounties.com

"With its ability to spread information quickly and efficiently, social media is now a key tool for any serious recruiter. In fact, the stats from the US are pretty startling, so the short answer is an unequivocal 'yes!'. Social media accounts for 16% of all hires in the US and one in six people claim to have got their job through Facebook alone. 80% of employers are using social media to find people for jobs, 65% of US companies have made successful hires using social media and 55% of companies plan to increase their social recruitment budget."

Stéphane Le Viet,
Work 4 Labs

Not only can you use social media to recruit, but you must. Today's candidate spends hours curating the world according to their interests via social platforms; your brand can become a part of that world. Social media helps you create a talent community where candidates, employees, and fans can come together to discuss your message and learn about and share your careers. Without a social recruiting strategy, you pass up access to candidates who are a "best-fit" for your company culture and are most likely to apply for your open positions.

Peter Linas,
Bullhorn

"If you're not using social media to recruit then you're missing out on thousands of potential candidates. The proper management of social networks is essential if recruiters want to extract as much value from them as possible. In order to reduce the amount of time-consuming admin involved, recruiters should use tools that enable automatic reposting on multiple networks, passive candidate identification, and content sharing – after all, recruiters that treat the networks like job boards won't attract the best candidates – it's necessary to engage an audience with interesting content."



RECRUITMENT ICON

COLIN DAY, ICIMS

Onrec: What were you doing before iCIMS?

CD: Before I started my professional career, I was a student at Cornell University studying psychology. Shortly after graduating I landed a job with Comrise Technology, a New Jersey based IT staffing firm, as a recruiter. After a

few years working for the company, I was given the opportunity to open a branch in Washington, D.C. It was great experience that helped me learn about running a business, what the future of the recruiting industry was, Software-as-a-Service (called ASP at the time), and inspired me to take

Comrise's home-grown recruiting software to the next level - making it available for an external market vs. purely for internal Comrise usage.

Onrec: What are your plans for 2013?

CD: iCIMS will continue to provide best-

in-breed talent acquisition software solutions this year. We are really excited to increase social, mobile, video, and Big Data functionalities across all three of our products; [Connect](#), [Recruit](#), and [Onboard](#). This allows clients to use modern software to source, recruit, and hire talent.

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

CD: Growing up, I always thought I would end up in architecture. I loved drawing homes and buildings. Before I entered college, my parents had a struggling architect friend sit down with me and explain how difficult it was to make ends meet in the profession. Despite taking another path in life, I like to think I've applied some of my design skills to our software platform, but try to keep myself busy with landscape design on the side. Perhaps architecture can re-emerge in a later chapter of my life.

Onrec: What do you think will have the biggest impact in the UK recruitment industry in 2013?

CD: We have seen an increased amount of organisations, especially the large ones, stepping away from outside agencies and bringing in in-house HR professionals to manage the induction process. Traditionally, an outside agency handled all the necessary paperwork for each new hire. Once the paperwork was completed, the agency would pass it on to the organisation. By having an agency handle the paperwork, efficiency was not being met. It took time to receive the paperwork and often the final documents would get lost or contained crucial errors. By bringing the process in-house, organisations save time and ensure the paperwork is completed correctly.

Onrec: What is your biggest achievement?

CD: Putting people in place at iCIMS who are smarter and better than me at what they do. That ... and having two children.

Onrec: What makes iCIMS different from its competitors?

CD: When iCIMS went to market in 2000, the landscape was crowded with so many different providers. We needed to recognize the gaps of the industry and use them to our advantage. The first gap we noticed was a lack of products tailored to mid-market and small businesses. As I began writing the company business plan I decided to target those two specific business segments. The second big gap we recognized was poor customer service provided by almost every vendor. In response, we created iCIMS'

"Back to the Basics" philosophy: Create a product supported by an unparalleled customer experience and make it the most flexible, simple-to-use ATS on the market.

We have remained remarkably true to our roots over the past 13 years. We continue to address the e-recruitment needs of companies across all sizes with simple-to-use products backed by award-winning customer service.

Onrec: What are your future plans for developing iCIMS?

CD: One product we are currently working on that I feel will further develop and strengthen iCIMS as a best-in-breed applicant tracking system (ATS) is our totally revamped, 2.0 version of [Onboard](#). The product, which will be released in April, has been transformed from a flow to a task management system to better suit the functions and processes of onboarding. Users will be allowed to create a personalized onboarding experience for every new hire while involving those employees needed for the process with task management capabilities. Once a candidate is hired, a recruiter can seamlessly transition them to Onboard. From there, the new hire will access a portal, unique to their department, job title, or location, where they can learn more about the company culture and their job through text, video and other mediums. The portal also informs the new hire about paperwork and tasks that need to be completed before the first day on the job. The paperwork and tasks are also visible to current employees that also need to complete tasks before the new hire starts, such as setting up the new hire's workspace, accounts, etc.

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

CD: It's always been my father. He came to the States from the UK and had a very successful career in business. Right before I went off to university, he was let go from his company due to a political fall-out. Rather than get down, I watched my father open up his own consulting business, which he ran successfully for the next 15 years or so. He has always been the inspiration behind my entrepreneurship, and I cherish the fact that iCIMS is lucky enough to have him as part of our Board of Directors as well.

Onrec: How many people do you employ?

CD: At iCIMS, we have created a strong organisational structure with C-level, director, manager, and staff roles in place. The

structure is similar to a trickle-down theory in that C's are tasked with the Vision/Direction of the company, directors create strategies for their departments, managers then create processes and remove road blocks to achieve the set strategy, and staff handles tactical execution. With so many managerial layers and roles in the organisation, we have greatly increased hiring over the past few years. We currently have 250+ employees; the majority working from our headquarters in Matawan, NJ. Between 2011 and 2012 alone, we increased headcount by 33%.

Onrec: You must be very pleased to have won a Customer Satisfaction Award, what do you think makes you excel in this area?

There are two different types of Software-as-a-Service (SaaS) in the industry; p-SaaS (pure SaaS) and g-SaaS (ghetto SaaS). P-SaaS is delivering all clients the same platform, same release, and same code while g-SaaS is customization of every account, endless amounts of coding, supporting local installation, and clients on different releases. iCIMS excels in Customer Satisfaction Awards because we have decided to provide our customers the purest SaaS model in our industry. Instead of focusing on coding and customization of every account, we have time to focus on our customers' needs and issues. With a strong pure SaaS product comes unparalleled customer service. Winning [HRO Today's Customer Satisfaction Award](#) this year was an honour because we moved up a spot from last year, being ranked 4th in 2012 to 3rd in 2013. It proves that delivering pure SaaS is working and customers are happy.

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

CD: I would change absolutely nothing. I cherish all of the mistakes I've made along the way (and there have been tons of them). I try to often use them as lessons learned as we grow larger and larger. This helps ensure the core DNA and direction of iCIMS remains strong and focused, and we try not to make the same mistake twice.

Onrec: What do you enjoy outside work?

CD: Right now, it is all about spending time with my family; my wonderful partner, Heather, and our two children, Oliver (3) and Ella (18 months). They teach me every day that control is an illusion (something that is harder to learn at work), and are helping me to be a more patient person and enjoy life simply as it unfolds. Sleep is also quite enjoyable these days.



NICHE SITES

Leading the way in personalising recruitment?

Niche sites have a unique understanding of their customers which they are learning to maximise fully. Their evolution is far from over, as Onrec discovered...

Niche sites provide a targeted arena for both employers and jobseekers says Nils Moeller Global Head of Classified Advertising at Naturejobs, which targets over 8.4 million active and passive jobseekers each month. Naturejobs

is the worldwide career resource for scientists, also providing a wide range of career advice and information across their Nature Publishing Group journals. Nils Moeller acknowledges that traffic and job applications may be lower on niche sites, but says the relevance and quality of candidates are typically stronger: "This helps employers save time and money in their recruitment process."

Niche sites are focused on a particular audience. However, the same strategies used by general job sites can be applied to niche ones, says Moeller. "For example, a lot of general job sites have career articles. Naturejobs provides a similar service but takes it one step further by creating its own career content written specifically for scientific jobseekers. Producing an article on how

to construct an academic CV enables us to drive traffic and highlight our expertise.

By providing relevant scientific articles, they are able to target passive jobseekers, as visitors who are reading the latest feature on nature.com can see job listings that could interest them. For instance, a bio analyst job listing can appear beside an article on biotechnology. Moeller continues: "Employers can also have their branding advert appear when someone searches using a keyword related to the employer's activities. In addition to onsite strategies, we also use social media to build an active and engaged audience. Facebook and twitter allow us to exchange relevant advice and ideas, as well as raise our brand awareness, and drive traffic to our site."

A specific focus is also possible that is not available on general job sites, according to Moeller. For example, on Naturejobs, jobseekers can filter jobs by type including PhD Studentship and Research Associate. Likewise, employers can view candidates' scientific interests and related primary and secondary specialties. Using the scientific interest of chemistry, a candidate has the option of 13 chemistry specialties to choose from.

Of course, there is also the added weight of the brand behind a niche job site. Naturejobs, as part of 'Nature', is a trusted brand, which means employers using it gain from their association with Nature. It's this combination of relevance, application and brand that makes the recruitment process via a niche site an efficient and beneficial one, says Moeller. For example, one of their advertisers, British Petroleum (BP), wanted to recruit professionals in geology, geophysics, and engineering. They wanted to target researchers working in earth sciences



Mid January figures were 56% higher than December 2012 and 25% higher than January 2012, demonstrating the scale of the growth of the job board.

Rob Searle, CareerStructure.com

and drive them to a recruitment landing page. The campaign featured a combination of print and online advertising. Even though BP ran the same campaign in six competitor journals, over half of their landing page traffic came via Nature.

Regarding the future, Moeller says as personalization plays a larger role in internet use, both in terms of content and usability, niche job sites are in a good position to handle the future needs of their audiences. "In the future, Naturejobs aims to be an ingrained part of the process of securing a job; whether it's to research employers, find advice on interview preparation or a place to interact and seek guidance from industry experts in real time."

Being known as the experts in a particular industry is a key driver in the success of niche sites, agrees Rob Searle, Commercial Director at CareerStructure.com. "This innate connection to an industry means recruiters know their vacancies will be viewed by the right candidates and as a consequence, jobseekers know they can rely on that site to hold vacancies from the biggest and best companies within the industry." Searle believes that his company is the leading built environment job board and their focus on this specialism has seen the performance of the site increase, with 251,000 unique users visiting the site in January 2013 alone. He reports mid January figures were 56% higher than December 2012 and 25% higher than January 2012, demonstrating the scale of the growth of the job board. Searle also emphasises the importance of a sales team that has great expertise within the field - providing a tailored service to match the requirements of recruiter's campaigns with the right candidates whilst providing advice on how to showcase details of the vacancy to greatest effect. Plus highlighting what the

business or recruiter needs to know about wider trends in the sector which may impact their recruitment.

Mobile platform vital

For CareerStructure.com, a presence on mobile is essential within the built environment industry, due to the remote working conditions which a large percent of our jobseekers spend their days partaking in, notes Searle. "Working outside of the office environment means workers operate on a satellite basis. Mobile now generates 5000 - 6000 applications via the medium each month, demonstrating the importance of offering such a channel for jobseekers in this sector. This surge in mobile jobseeking has resulted in 1000% growth in users to the CareerStructure.com mobile site in its first year, claims Searle, and it is now achieving 60,000 mobile visits per month.

In 2012 the CareerStructure website moved towards providing a more integrated service, with the introduction of an innovative news hub, designed to provide those working in the industry with up-to-the-minute news on what's happening in the sector. Searle comments that the news hub is fully integrated with social and professional networking sites enabling users to easily share stories, comment and interact with other users around the globe. The hub aims to generate greater engagement, showcasing the brand to those in the industry while encouraging users to apply to relevant jobs on the main job site. Searle believes: "For both jobseekers and recruiters in the built environment sector, having a good understanding of issues and trends is crucial. Whether it's a boost to Government funding in the South of England or private investment in Dubai – knowing about projects and plans will ensure both jobseekers and recruiters know where the opportunities lie."



It's this combination of relevance, application and brand that makes the recruitment process via a niche site an efficient and beneficial one. ”

Nils Moeller, Naturejobs

Niche companies can certainly be successful, with some healthy results shown already this year. The STR Group, which specialises in the Technical, Professional and Health recruitment sectors have announced a 58% rise in turnover in 2012, following significant investment into new specialist companies. They say this increase has been primarily driven by growth seen in niche markets, strong client retention, new client wins and improved performance by the brands created. Navis Consulting, the Maritime recruitment company and the first of the rebrands, has seen a 107% increase in Gross Profit during 2012 alone. Commenting on STR's year-end trading, Richard Crawley, CEO of STR said; "Our diversification strategy is continuing to deliver strong results and we are seeing unprecedented global demand for contract staff within our engineering, aviation, maritime and oil and gas sectors. We have made a number of changes to the company structure over the past 12 months, and this will position us well for continued growth during 2013."

New strategies and technologies will definitely help build success. According to Kevin Forbes, CEO of Oilandgaspeople, the oil and gas sector is in the middle of a recruitment crisis, yet says his company has used ground breaking strategy to disrupt and transform the recruitment sector through innovative use of social media and web technology. Forbes says: "Within its first year, Oilandgaspeople.com overtook multi-million pound competitors with large marketing budgets using social media and viral marketing online as a main route to market. For instance each job posted with Oil and Gas People gets distributed to over 30 social media and job aggregator sites." Forbes also claims they have one of the largest social media presences online with LinkedIn groups with over 600,000 members. He believes they have had huge success because they have embraced the latest trend and technology- he warns that sites that don't keep up will quickly fall behind like most of their competitors.

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1

1> Milkround launch new site, bringing candidate engagement and quality applications to the fore of graduate recruitment

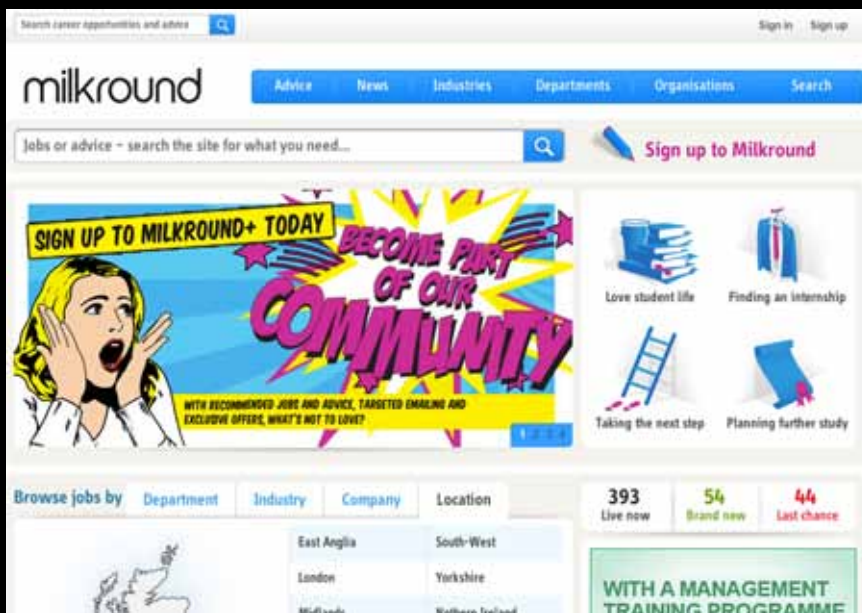
Milkround is excited to announce the launch of its new website and mobile enabled site, designed to act as a career resource for students and graduates, whilst driving the best applications for clients from job seekers committed to their graduate career. Looking beyond the realms of the traditional job board, the new Milkround website puts engagement and quality at the heart of graduate recruitment. Visit www.milkround.com today to see these new features or contact one of our team on: 020 3003 4000 or at sales@milkround.com.

www.milkround.com

2> Gerald Eve's new career site to power recruitment

Gerald Eve the leading national firm of chartered surveyors and property consultants has unveiled a new career site incorporating the latest artificial intelligence web technology powered by MyPeopleBiz. Gerald Eve has a network of nine offices and more than 348 employees including 90 partners and 55 associates – one of the highest partner-client ratios for the sector. The firm's Head of HR Sarah Draper has been instrumental in implementing new technology to support the firm's commitment to its people and to growing the business

www.geraldev.com



3> PeopleClues and Avionté Staffing Software Help Staffing Companies Identify the Right Candidates

PeopleClues, an industry leader in workplace assessments, today announced details of its strategic partnership with Avionté Staffing Software, a leading provider of software for staffing and recruiting firms. Through this partnership, PeopleClues' industry-leading pre-employment job fit assessments are integrated seamlessly and available as part of Avionté's enterprise resource planning (ERP) solution to help staffing firms match the right candidates with the right positions and companies.

www.peopleclues.com

4> STR launches Oleum Resourcing as part of ongoing growth and diversification

As part of STR's ongoing global growth and diversification strategy, the business is pleased to announce the introduction of Oleum Resourcing; a separate niche company dedicated to Oil and Gas Recruitment. The STR Group, formed in 2000, began as recruitment solution specialists within the Technical sector. Due to continued growth in this area, and in particular the Oil and Gas industry, STR has formed Oleum Resourcing to deliver recruitment solutions for the Offshore, Onshore and FEED/EPC sectors on a global scale.

www.oleum-resourcing.com

6

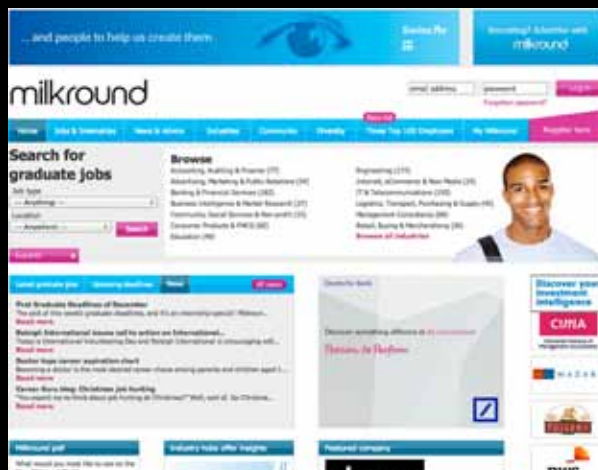
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5> Blue Pelican launches recruitment service covering XML, ECM and Salesforce.com

Recruitment business Blue Pelican has appointed three new consultants, Nik Maynard, Lloyd Pettet and Laura Crouch, to focus on the XML, ECM and Salesforce.com skill areas within IT recruitment. Already established as an expert within the Dynamics, JD Edwards and SharePoint sectors, Blue Pelican Technology has now expanded to cover these three IT skill areas that are in increasingly high demand.

www.bluepelican.com
www.salesforce.com

6> Milkround ups on-campus promotion with launch of Brand Ambassadors

Students will be seen on campus putting their marketing skills into practice as Milkround launches its Brand Ambassadors scheme. Seven students have been recruited by the UK's number one graduate recruitment website to promote the brand on their campus and register their friends and colleagues for its personalised services.

www.milkround.com

7> ePayMe unveils new rebrand

Following a remarkable first quarter of their 3rd year, ePayMe have looked at their wide array of products offered to both agency and contract worker. It was therefore important to reflect our core business within their branding. Having less than 5% of their 2,000 weekly paid contract workers on a traditional umbrella product, it was obvious to move away from a branding that reflects this. ePayMe are one of the UK's fastest growing RPO payroll providers to the contract and freelance market with their revolutionary hybrid solution PAY+™, the widely known and very much utilised product.

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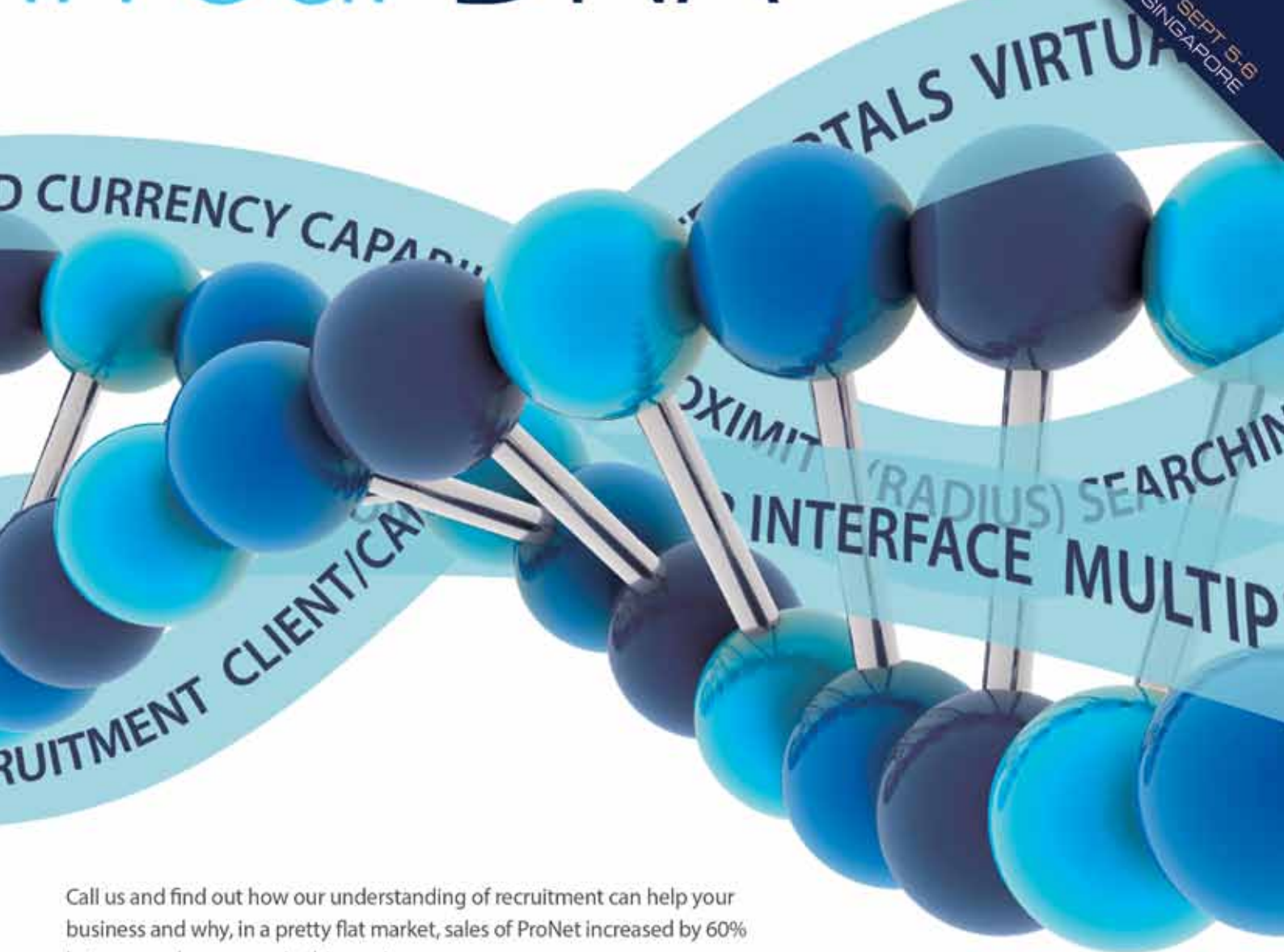
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EMPLOYER BRANDING

Reach out further with employer branding - from videos to TV ads

Achieving the employer brand that's right for you, and being consistent with it is more important than ever before. As online recruitment expands and diversifies into a myriad of media, this needs careful consideration. Onrec asked experts in this field for their advice and examples of success.

Branding is vital, you want to stand out in the sea of grey, declares Chauncey Archer, Managing Partner of sticky IT. "A brand helps you do that by way of consistency. Every channel, medium, and component should reflect the same look and messaging for a feel of continuity. Your brand should convey

your difference; it should depict the feel and energy of your company." According to Archer, a client once shared that their rebrand was comparable to one month's worth of travel costs in client site visits. One month of travel compared to the average 3-5 year lifecycle of a new website - it really puts it in perspective!

Chauncey Archer cites gpac, based in Sioux Falls, the USA, as a great example. Formerly 'Management Recruiters of Sioux Falls', this firm wanted to breathe new life into their company and reinvent themselves. They sought a more youthful, edgy and

bold look that reflected their confidence and down-to-earth nature. Archer says: "We helped them with some naming exercises to help them derive their name – gpac. From there, we helped build their brand piece by piece. We started with a logo, then website, and then on to branded collateral and materials. We even worked all the way to tradeshow marketing and a mobile website. Every medium you see them in is consistent- from the desktop site to the mobile web, to social media, to job boards like Monster – you'll see a consistent look and feel and a unified message in every application."

Kirstie Kelly from LaunchPad Recruits and Barnaby Cook at Casual Films provide insight into how your company can show itself to its best advantage and attract candidates. "With a limited talent pool of skilled candidates available in the marketplace, employers should take a moment to stand back and look at how they appear from the outside. An 'employer brand' is the image an organisation presents to its employees and potential candidates. It's the 'flawsom' view of your business - demonstrating why you're awesome, but showing all the flaws! Or rather, the reality behind working for you. It is more than just a logo. It should help to reinforce why high performing, talented people would want to join – and stay with – an organisation. Aside from the usual salary and location benefits, companies need to consider what else gives them a competitive edge to their 'offer' over the competition. For example; articulation of the culture, career development paths and training opportunities, incentive schemes, work life balance/flexible opportunities, onsite benefits and travel



It's the 'flawsom' view of your business - demonstrating why you're awesome, but showing all the flaws! Or rather, the reality behind working for you ”

Kirstie Kelly, LaunchPad

opportunities. Companies should update marketing materials and digital presence ... be proud and show it!

They advise that you carefully choose a recruitment partner that fully understands and embraces your employer brand to attract the best talent for the business. "Employers have increasingly been pressurised into automating their recruitment process and balancing this with the need to create a compelling candidate experience. Through a variety of online channels, employers are able to engage sooner with potential candidates and demonstrate they are the employer of choice for high performing talent. In very simple terms, increased employer brand awareness is more possible online, simply because there's the opportunity to better track traffic, visitors, clicks, or likes."

Kelly and Cook suggest video as it offers an employer the chance to bring their employer brand to life. They believe: "Video is much more interactive, and by nature, shareable than text - and does better online as a result. Online recruitment can quickly reach larger audiences, as a 'like' or 'share' quickly transcends friendship networks. Recruiting online also creates much more engagement than offline. After the initial engagement, a candidate may then share the job, or choose to engage further by visiting your website. There are very quick routes and options to engagement with your brand via a simple click, rather than relying on the candidate to visit your site once seeing a print ad. And the use of video has now filtered through to the selection stage, creating greater engagement for candidates whilst supporting better and faster hiring decisions for employers." As Kelly and Cook point out, a whole professional services sector has sprung up to provide candidates with the ultimate polished CV, but an employer can spend hours sifting through identikit applications that on paper seem perfect, yet in person the applicant can be far from ideal.



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SOCIAL MEDIA

ADVICE ON SOCIAL MEDIA RECRUITMENT STRATEGIES



Social media is supposedly the latest must-do in online recruiting- but is it really? Shockingly, the latest survey by career community Glassdoor showed employers really don't use it that much – in fact 73% of employees say their employer does not promote their employment brand on social media or they are unaware of their efforts. They also found that around 1 in 10 employees secured their most recent interview from an employee referral, so no social media there then! Glassdoor perceives a big opportunity for employers to turn up the volume on social media and to build employee awareness of their recruiting efforts – they say the outcome could dramatically increase the number of employee referrals and the quality of candidates. So here's some advice from those in the know on how employers could really get their social act together and achieve some impressive results.

In Britain, David Henry, VP of Marketing for Monster UK & Ireland, recognises the industry's embrace of the potential of social media, saying: "We're now starting to see more organisations tapping into the opportunities and advantages that social channels present. For most businesses, the rising popularity of Facebook, Twitter, and other social media websites presents a great opportunity." However, as with many online tools, Henry acknowledges proving return on investment (ROI) can be difficult, saying some businesses are being put off by the fact that figures showing jobseekers are influenced by a variety of social channels, not just their social and professional networks, are hard to come by. He says: "For anybody using social well, it will form part of an integrated strategy not a standalone recruitment source. Without sophisticated attribution modeling and tracking, placing an ROI on the activity is challenging. However when done well, and as part of a well thought out, fully integrated plan, social media can have great results in recruitment. Monster in fact successfully recruited its own social media manager via Facebook." Henry points out that applications like BeKnown on Facebook allow brands to



The great component of social media is that it is a completely opt-in medium, as people have to choose to follow or connect with you.

Chauncey Archer, Sticky IT

develop a presence in the professional networking space and can be used to tap into Facebook's large audience reach – that's 30 million people in the UK and 800 million people worldwide!

Henry says that first and foremost it's about content: "To start and contribute to a conversation, you have to have something meaningful and relevant to say. It is important to set clear goals for what you want to achieve and why you want to do it." He warns that sometimes businesses seem to use social for social's sake, rather than because their target is actually there and wanting to hear from them. Finally, Henry states that it's important for businesses to understand the increasingly blurred lines between marketing and recruitment. "The increase in social media engagement means that all areas of a business need to take one tone of voice and act in an authentic manner online."

CWJobs is certainly responding to the trend towards social media by currently undergoing a process of migrating the content generated by its Twitter feed towards providing valuable insights about the industry to help and inform jobseekers. Their director Richard Nott hopes that by building the brand's reputation online as experts in IT trends, job seekers will know to come to them to search and apply for the very best IT roles. In this sector, this approach has added benefits for recruiters too – Nott says "In attracting jobseekers with IT insights, the candidates coming to us are already more engaged, on top of the latest trends and are ultimately more likely to be quality candidates."

As has been the case with online recruitment generally, America seems ahead of the game regarding social media. Chauncey Archer, Managing Partner of sticky IT declares "Social media is here to stay. Most of our clients here in the States are using it in some capacity in their business strategy." Archer believes "Social media is another source to build credibility about your company, while providing a branding opportunity through imagery to project a consistent look and messaging to further your brand. You want clients and candidates who are researching you to see a unified, consistent message everywhere they turn. It builds trust, legitimacy, and confidence in your operation." Archer also suggests the great component of social media is that it is a



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completely opt-in medium, as people have to choose to follow or connect with you: "This makes for a more legitimately interested network for you to communicate to – thus vetting client companies and candidates who are serious about your firm."

Archer's company, Sticky IT has seen Twitter and Facebook to be more candidate friendly channels – ideal for posting job postings. "The quick job posts and teasers capture attention and stay top of mind in the feeds. Facebook is a particularly great medium for internal recruitment. If you are looking to grow, highlighting your company's culture and team events on Facebook can solidify your place as a premier employer and help you net talent for your own flourishing company." However, Archer says LinkedIn is proving to be more of a client medium at the moment. "Posting blogs from your website or other useful industry related articles will help you flex your expertise in the minds of employers." Archer sees Youtube as a mix of both. "Since this is the most visual communication - the video can help you tell your story to all audiences in a very personal, insightful way. Video job orders, recruiter video bios, and office tours can all be great ways to paint a more vivid picture of your company."

A possible reason for less awareness of social media is that employers must constantly create fresh and engaging content. As Stéphane Le Viet, CEO of Work4 Labs comments, there is more to 'social recruiting' on networks like Facebook than simply creating a compelling brand and broadcasting your jobs. Le Viet believes the 'if you build it, they will come' mentality only works if you give people a reason to come. According to Le Viet, the best marketers know that you only sell your products or services when you can prove that those products or services will provide value to your customers' lives; so why should 'selling' your careers or your talent pool be any different for your potential candidates?



The 'if you build it, they will come' mentality only works if you give people a reason to come.

Stéphane Le Viet, Work4 Labs

"For example, when a national transportation company needed to quickly and affordably fill several hourly driver positions, it turned to Facebook. Without the marketing allure of a big-name consumer brand, the transportation company knew that it would have to rely on more than name recognition or exciting promotions to find and source its candidates. Using Facebook ads that targeted users who matched the trucking company's desired profile, the company drew users to the career page--and then kept them there with engaging content that was designed specifically for those potential candidates.

The trucking company was able to increase its "likes" by 13x, building a talent pool of both passive and active candidates who came to the fan page because it was designed not to appeal to the masses, but specifically to the people the company wanted to employ. Those users became fans (and many became applicants), because they felt they were receiving value from the way the company chose to engage with them." Any company can build a fan page, says Le Viet--but in order to convert fans into candidates, it must learn how to properly market its corporate culture, its message, and its jobs."

As you get started with social recruiting, here are a few quick tips from Work4Labs to keep in mind:

1. Establish a consistent brand message.
(Know what you want to say and why you want to say it.)
2. Define your target audience.
(Know who you're speaking to and why you're speaking to them.)
3. Tailor your brand message for your target audience.
(Meet your audience on its terms.)
4. Keep the conversation going and provide more information than just a list of your open jobs. (Build engagement by building relationships.)

Le Viet concludes that from trucking companies to fashion retailers, the future of recruiting is decidedly social. "It's not a matter of if you put your jobs on platforms like Facebook, but when. But in order to be successful with your social recruiting strategy, you must make your Facebook career site into more than a fan page--have conversations about what your candidates care about, and turn the page into a home for them, to which they want to consistently return for information, for entertainment, for your company culture, and, ultimately, for your careers."

MORGAN MCKINLEY REPORT

Financial services job opportunities across Q1 2013 exceed Q4 2012

Morgan McKinley's London Employment Monitor registered increased recruitment activity in Q1 13 compared to Q4 12 across the financial services sector. Job availability rose by 25% from 5,859 new roles in Q4 12 to 7,308 in Q1 13.

However despite this, March 13 alone saw hiring decrease; month-on-month, job opportunities across the City fell by 7% from 2,583 to 2,394. Compared to the same month last year when 2,797 jobs were registered, there has been a 14% decline, but this has been the smallest decrease since June 10 – June 11 as shown in Chart 3.

The job seeker market marginally slowed down in March 13 with a 7% drop month-on-month as the number of professionals interested in moving jobs fell from 5,266 down to 4,884. Compared to the previous year, there was a similar level of hiring activity with only a 2% drop from 4,965 in March 12.

Hakan Enver, Operations Director, Morgan McKinley Financial Services commented:

"Despite the decrease in jobs

being released in March 13, there is still some positive news with financial services vacancies in Q1 13 showing an improvement on Q4 12. This data indicates a good start to the year, but March 13 was negatively affected by Easter coming earlier than usual, causing it to be a shorter working month and disrupting the process of releasing new roles to the market.

"Further analysis does show however, that the 14% decrease in job opportunities compared to March 12 is the smallest yearly decrease seen in City hiring since June 10 – June 11. Therefore there are signs that even when job availability falls, it is not declining quite as consistently as previous yearly comparisons. For example, the 7% drop from February 13 to March 13 is an improvement on the 9% decrease from February 12 to March 12.

"This picture of the hiring market is backed up by what employers are telling us; that there is more appetite to hire and the process is more fluid with fewer obstacles to bringing new talent on board."

Pay continues to be competitive

The average change in salary for those securing new jobs during March 13 was an increase of 17% indicating that competitive salary offers are out there for sectors of the market where professionals are in high demand. Governance related functions including risk management, compliance and internal audit, as well as change management - specifically focusing on finance - are areas where talent is still sought after.

Hakan Enver continues:

"The significant rise in salary offers in March 13 is positive for the strength of the jobs market. There are further indicators of confidence when it comes to remuneration; not only have we seen more dual offers for City job seekers, but many professionals are now also more self-assured in pushing for much higher pay than they are currently earning. This is in line with a recent survey to be published by Morgan McKinley highlighting that individuals view basic salary as more important than a bonus when job hunting.

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