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FROM THE EDITOR
PREFACE

Welcome to the March / Aprilink edition of the Onrec Magazine

I cant help thinking about the role of aggregators and their role in the attraction of candidates.

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

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

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

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

And for the candidate does going to an aggregator then a job board then an agency then the employer make sense?

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

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

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

David Hurst, CEO, Onrec

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Regular

NEWS

Recruitment agency helps jobseekers
'Search' for flexible options

Search Consultancy has been announced as the first agency partner of the UK's only truly 'flexible working' job site, Flexiworkforce.com

Search Consultancy has been announced as the first agency partner of the UK's only truly 'flexible working' job site, Flexiworkforce.com.

The recruitment firm's six Scottish offices are delighted to have joined forces with Flexiworkforce.com, a diversity and inclusion solutions platform, headquartered in Glasgow.

The site provides opportunities to individuals whose lifestyle does not suit a traditional 9-5 job, showcases forward-thinking employers, and shows employers they can access a huge talent pool by offering flexibility.

Search Consultancy's MD for Scotland, Simone Lockhart, welcomed the move which has potential to be rolled out across the agency's 13 UK bases.

She said: "We are thrilled to be the first agency partner of Flexiworkforce.com.

"At Search we are committed to diversity and inclusion and look forward to opening up a wealth of opportunities for talented jobseekers by letting them take control and find a working pattern that suits their lifestyle.

"Furthermore the move will help our client base to reach out to an army of skilled prospective employees."

The mum of one, who works a 'nine day fortnight', is testament to the fact you can climb to the top of the career ladder and work on a flexible pattern if you find the right employer.

She is a huge advocate for diversity inclusion and recently took part in a panel debate discussing these issues at the fully-booked HR Network Conference in Edinburgh. This premier event in the HR calendar this year explored the theme of 'culture'.

Flexiworkforce.com was founded by entrepreneur Tracey Eker who, upon deciding to return to work after bringing up her three children, was frustrated by the 'needle-in-a-haystack' search for suitable hours and opportunities for skilled individuals like herself.

This experience inspired her to create Flexiworkforce.com. The progressive employment platform makes it easier for candidates to match themselves with the right opportunities from leading UK employers.

Tracey is also committed to encouraging more employers to make flexible working options available, such as flexi-time, part time, compressed hours, working from home/remote working, job share, short contracts, term-time, on-call or shift work.

She said: "There are a multitude of advantages to offering an individual a flexible working pattern. It can be an extremely effective way to attract brilliant staff, and in turn can bring benefits such as decreased attrition rates, and improved motivation and productivity.

"There are so many skilled individuals out there who need jobs that fit around their lives – we see demand from people of all ages and all walks of life – senior executives, parents, carers, students, over 50s, veterans, sportsmen and women and many more.

"We are excited to be partnering with Search Consultancy, a leading and highly-regarded recruitment agency which will help us to reach even more jobseekers with perfect opportunities as well as offering a diversity and inclusion solution for forward thinking employers."

Bullhorn expands team

Bullhorn expands enterprise team and brings in new international marketing manager

Bullhorn has appointed Tim O'Brien and Julian Moore to its fast-growing international team.

O'Brien has over 25 years of experience working in the recruitment sector, 13 of which were spent in senior managerial roles. He will draw on this extensively to support Bullhorn's continued growth amongst enterprise clients as enterprise account executive.

Speaking of his move, O'Brien comments: "I'm delighted to become a part of the team behind the software that was instrumental to my success in running a recruitment business. I look forward to helping more recruitment companies scale their businesses internationally with ease – just like we did at Swift."

Moore joins Bullhorn as its new international marketing manager from VMA Group, where he was global marketing manager. Moore will use this experience in marketing to recruiters worldwide to cement Bullhorn's position in the international recruitment market.

Moore says: "Having admired Bullhorn from afar while working in the recruitment space, the opportunity to direct and implement its international marketing strategy was too tempting to resist. It's rare to have the chance to promote market-leading technology with true global reach, and it's a challenge I'm enormously excited to take on."

Speaking of the new hires, Peter Linas, Bullhorn's international MD notes: "Bullhorn continues to attract the highest calibre of people to help drive our growth internationally. I'm delighted to welcome both Tim and Julian to the team and look forward to the strong contributions they will make, given their unparalleled knowledge of the recruitment industry. This will enable us to improve, innovate and expand Bullhorn, while maintaining our focus on helping more recruitment agencies become more profitable which lies at the heart of our business."

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NEWS

Textkernel announces
Hungarian CV parsing

Textkernel is happy to announce a new version of it's CV parsing software Extract!. Version 2015.1 introduces Hungarian CV parsing and further improvements to the German, Dutch and English parsers

New: Hungarian CV parsing

In late 2014, Textkernel started working on Hungarian CV extraction and is now proud to announce the new Hungarian CV parsing model. With the addition of Hungarian, Textkernel now offers CV parsing for 16 languages.

Development of the Hungarian CV parser

The development of a new language model is a complex process. First, a large set of resumes has to be annotated. Hungarian linguistics students were hired to identify the different sections in each CV such as education and experience, but also more specific information such as the education level, position title, and company name.

Textkernel's researchers then trained the CV parsing engine on these examples. A Hungarian CV parsing model was created and optimised and finetuned using more Hungarian CVs, until the desired performance was achieved. Lastly, a Hungarian language guesser was added in order for Hungarian CVs to be routed to the new Hungarian CV parsing model.

Improving German CV parsing with Deep Learning

Last year, Textkernel's R&D team started applying Deep Learning techniques to further improve the quality of their CV parsers. Following successes with the English and French models, Deep Learning is now being used for the first time to improve the German model. This new technology increases the robustness of the German CV parser and has improved extraction of experience and education items (such as job title and company name).

www.textkernel.com

Mencap turns to Eploy to improve online recruitment

Eploy **announced that it has been selected by MencaP to provide its end-to-end E-Recruitment platform**

Eploy, a leader in enterprise cloud E-Recruitment software, today announced that it has been selected by Mencap, the UK's leading learning disability charity, to provide its end-to-end E-Recruitment platform.

Eploy will be providing Mencap with access to its cloud-based Applicant Tracking, Recruitment CRM & Talent Pool Management software - along with a redesigned integrated careers website including portals for candidates and hiring managers to manage all of their recruitment activities.

With Eploy, Mencap's in-house recruitment team will:

 - Have a modern, mobile-responsive careers site that candidates can access on mobile, tablet and desktop.
 - Streamline and improve recruitment processes across the organisation
 - Give existing and new Mencap candidates the ability to manage their careers online
 - Move from paper-based to electronic onboarding processes
 - Improve collaboration with Mencap hiring managers across the country
   Monitor all recruitment activities in real-time using completely customisable metrics, targets and dashboards.

Comments

Rob Walker, Head of Resourcing at Mencap commented, "Although we at Mencap have been using a cloud based candidate tracking system for the past 2 years, when it came to consider provider renewal we decided to take the opportunity to discover what alternative products were available within the market.

"At Mencap we resource against a variety of positions, from volume to highly specialist roles, it was important that we considered systems that offered broad and multi-faceted recruitment support.

"As an organisation we compared six software companies using a points based scoring system. During that process two providers met equal scoring however it was Eploy that really impressed us with their customer service ethos. Eploy really listened to the brief that we provided and very importantly kept our organisational values as a learning disability charity central to their offering. This combined with an ability to provide integral cutting edge software and bespoke web development services, it was an easy decision to make."

"We are extremely proud to have been selected by Mencap to provide their E-Recruitment technology', said Chris Bogh, Eploy's Chief Technology Officer. "As the UK's leading learning disability charity, Mencap need to consistently attract, recruit and onboard the very best candidates to deliver on their vision of a world where people with a learning disability are valued equally, listened to and included."

www.mencap.org.uk
www.eploy.co.uk

PARTNERSHIPS

Williams Woodward and Hireserve
announce formal partnership

Partnership combines specialist implementation experience with leading recruitment software

Specialist ERP project management and consultancy firm, Williams Woodward, today announced its partnership with Hireserve, a leading recruitment software provider. This partnership will strengthen Williams Woodward's portfolio of existing partners, which includes a longstanding relationship with Unit4, owner of the Unit4 Business World suite of products, in which Williams Woodward has extensive experience.

Also an official Unit4 Solution Partner, Hireserve's recruitment software is used by organisations across the globe, including CERN, Global Radio and Arriva. With a sleek and powerful Applicant Tracking System, Hireserve aids vacancy management, candidate attraction and employer branding.

'This partnership brings together two experts in their fields – Hireserve from the e-recruitment space and Williams Woodward from the project management and consultancy services sector. We're delighted that our partnership is now formalised and look forward to working with Williams Woodward on a range of projects, from public sector clients to commercial organisations.'

- Jeremy Ovenden – Managing Director, Hireserve

'Partnering with Hireserve enables us to formally align our expertise in implementing the Hireserve e-recruitment solution with our expertise in implementing ERP solutions, extending the breadth of implementation services we can offer to current and prospective customers, many of whom are looking for a leading edge e-recruitment software solution to underpin their HR Recruitment processes.'

- Angie Marlow – Deputy Managing Director, Williams Woodward

Williams Woodward and Hireserve have and continue to work on a number of projects in partnership.

Recruitive Integrates With
TheITjobs.directory

Recruitment software providers, Recruitive, has complemented its panel of IT job boards by integrating its multi job posting technology with TheITjobs.directory

Recruitment software providers, Recruitive, has complemented its panel of IT job boards by integrating its multi job posting technology with TheITjobs.directory.

Officially the UK's fastest growing IT Job site, TheITjobs.directory, provides over 85 million visitors in 100 countries, access to a network of over 4,000 job boards.

Steve Brooks, Managing Director at TheITjobs.directory comments; "We offer an effective product portfolio that is easy to understand and that delivers results. We ensure that our clients get the very best value for their job advertisement by posting it to all other similar job boards within our network free of charge."

Carla Fern, Operations Director at Recruitive comments: "TheITjobs.directory is a welcome addition to our panel of over 1500 job boards and I'm delighted to announce that they are offering our clients an exclusive 50% discount until the 31st August 2015."

Carla continues: "According to statistics from our multi-job posting software, JobMate, The IT sector experienced an increase of 4.78% in the number of jobs advertised following a quiet four month period. We hope to see this number continue to increase going forward so that more of our clients can post to TheITjobs.directory, taking advantage of this exclusive offer."

BIG DEBATE

Samir Khelil,
WCN e-Recruitment

Automated screening and decision making was sometimes viewed as impersonal, generic and cold. Today, it's seen as an invaluable tool for volume recruiters dealing with ever growing numbers of candidates, enabling them to focus their time and efforts on added value tasks. The bottom line is that incorporating the right level of automation into your recruitment processes delivers significant benefits and substantial cost savings. A well written, personal email automatically generated by an e-Recruitment solution is far preferable than radio silence. Automation not only allows organisations to stay in contact with potential hires, it actually facilitates human interaction.

Gerard Murnaghan,
Indeed

As technology continues to evolve and data becomes more readily available, employers will ask themselves: 'How can I use digital tracking tools to become more efficient and cost effective while ensuring that I hire the right person?' With this comes an increased focus on measurement and performance, as organisations seek to use technology tools and platforms to understand which recruitment methods will deliver the greatest ROI. In terms of jobseekers, we'll continue to see an increase in mobile recruitment with job searches on smartphones already eclipsing desktop use and eventually becoming the dominant method for job search and application.

[BIG DEBATE QUESTION]

What are the future trends
for online technology?

Alex Charles,
Jobsite

Using technology to ease the process of searching for new roles is beginning to transform the recruitment sector. For candidates, it has quickly become a vital necessity to know travel times and transport routes from their homes for prospective roles. This process will ensure a good flow of talent and more relevant leads for recruiters. The flexibility, visibility and ease of such a system will revolutionise the way people search for jobs. Technology such as this will save time for both the candidate and recruiter.

Amy Edwards,
Bubble Jobs

In the future I think job boards will have to heavily invest in new technology to offer recruiters better and more advanced ways to search their CV databases. These new tools will eliminate the boring manual search process – and will deliver a tailored, relevant shortlist for each vacancy, saving recruiters time and money. What's more, I think we'll also see these third party tools becoming more integrated with existing ATS platforms - this should in turn streamline the recruitment process and make it much easier to see which recruitment advertising platforms deliver the best results.

Q&A RECRUITMENT ICON
JOE SLAVIN
JOHNSTON PRESS

Onrec: What were you doing before Johnston Press?

Joe Slavin: Before Johnston Press, I was CEO of fish4, MD of Monster in the UK, and just before that I was in NYC, my hometown, where I worked at a startup called ReferralNetworks in 2001.

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

Joe Slavin: To continue to execute on different strategies that fully take advantage of the great jobs' market, whilst knowing and understanding that the fundamentals of the business are changing. It's all about execution.

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

Joe Slavin: Good question. There is no life outside of recruitment! Seriously though, I've been very fortunate as I found a job at TMP (the company which would later become Monster.com) in a really bad US job market, and I've never ventured far from classified advertising space.

Onrec: What do you think has/will have the biggest impact in the UK recruitment industry in 2015?

Joe Slavin: A tightening job market leads many companies to seek a different way of doing things. It creates opportunity for the mature as well as the newest of businesses. It's made businesses learn to get creative with recruitment.

Onrec: What is your biggest achievement?

Joe Slavin: Being a Fulham FC supporter and not jumping off the Putney Bridge.

Onrec: What makes Johnston Press different from its competitors?

Joe Slavin: We offer multi-media reach and deeper penetration into the markets we serve. Our news and sports articles on great trusted brands such as The Scotsman and The Yorkshire Post help us reach people who are not active jobseekers. Smart clients leverage this to their advantage in a tight market like this.

Onrec: What are your future plans for developing Johnston Press?

Joe Slavin: We are constantly coming up with new ways of growing our business. TheSmartList, one of our recruitment services, is the most notable development as it places us outside the 'take and place' or 'pay to display' business. We are continually evolving it to create new tools to further help

businesses manage the recruitment process from start to finish.

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

Joe Slavin: It's a great time and a phenomenal learning experience. I learned a lot; in fact, more about business and myself in my start up days than I ever obtained while earning my Master's Degree.

I'd also say the job market has no one perfect solution currently, and those both asking and considering how to create a better way of helping companies find great talent are asking the right questions.

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

Joe Slavin: Robbie Cowling. To get it right once (Jobserve) can be luck but to repeat business success (JobG8) is a sure sign of unique ability. In a similar vein, I would say Alex Chesterman of Zoopla and Doug Munro/Andrew Hunter of AdZuna have demonstrated that lighting can strike more than once.

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

Joe Slavin: I suppose investing earlier in Apple and buying London or NYC property years ago are the easy answers. That said, I'm not sure I would really want to change anything because adversity and set-back are great teachers. That's one of the most important lessons I've learned.

Onrec: What do you enjoy outside work?

Joe Slavin: I love cycling, running and swimming although I must admit that my triathlon times are laughable. Travelling, photography and Independent Cinema are way up there too.
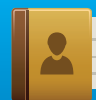
Personal fact file

FAVOURITE FILM: Paul Auster is a favourite writer of mine and he wrote and produced a truly great film called 'Smoke' starring Harvey Keitel. It's set in a Brooklyn (where I was born) smoke shop and is a great story about seeing beauty in ordinary things.

RANDOM FACT: I was a Spelling Bee Champion at St Catherine's school in NY.

FAVOURITE MEAL: A cold gazpacho on the beach in Cadiz with my sweetheart.

THE LATEST IN...
HRSOFTWARE

Written by Lauren Mackelden, Features Editor, Onrec

The buzzword is now 'insight' for recruitment software. Instead of the basic Applicant Tracking Systems of a decade ago, there is now a wealth of information available for decision making- mobile and social possibilities abound.

At Eploy they believe the big shift in HR & recruitment technology will be from 'process driven' to 'insight informed'. Chris Bogh, their Chief Technology Officer, says Applicant Tracking Systems for example – were designed to manage a process. "At its simplest level you have jobs, candidates, assessment stages and offers. But what surrounds the process? The way you handle requisitions, the channels you use to source candidates, your careers site, testing providers, video interviewing, onboarding etc. That's a whole lot of information being gathered during the process. But many companies are struggling to unlock the value of that information. For example, take the recruiter who is questioned over lengthy time to hires, they need to see precisely what is causing the issue – is it a sourcing issue or are there delays in job requisition approvals? – and if so where are they?"

Bogh is convinced a modern recruitment platform solves this challenge. "By enabling HR to closely align the recruitment process with corporate and performance objectives, and giving recruitment and talent management professionals the ability to see – at every stage of the process and in real-time – how well the recruitment process is working and how the activities surrounding the process

are interacting. This is a big shift for recruitment managers and hiring managers. It turns recruitment software on its head. It will encourage your team to work from the objective to the activity. The goal becomes the starting point rather than just the end result."

Chris Bogh reckons that when the 3 year ROI scale tips in favour of twisting rather than sticking, you should upgrade your software. Unfortunately, he says that simple answer has some rather complicated maths behind it. Here are his tips for the most common points to consider, but of course, says each situation is unique:

• Is your current software an enabler or a preventer? A good way to measure this is employee opinion polls. If your employees feel that your system is hindering rather than helping, then that could tip the scales. Unsatisfied employees can be drastically less productive than satisfied ones.

• As your company grows, does the "loading time" of your recruitment software grow with it? This will feel like your system is creaking at the seams under the amount of data and queries you're throwing at it.

• Do you have to use spreadsheets to supplement limitations in your recruitment software? Work out how much time is spent in creating and updating spreadsheets. Also consider that this is essentially duplicating work that is already on your system.

When choosing, what should customers look out for?
Bogh warns us to look out for salespeople that promise the world. "When going through the tendering process be sure to ask "What are the limitations of the software?" If the answer is 'None', that should be a huge red flag. Even in the niche market of recruitment software, there is software that will be more suitable to your business and your processes. Make sure you know the limitations of the system and what customisation can be cost-effectively implemented that will add real value." Bogh continues that another good way to sound out limitations is to ask to speak to current clients, saying that if the salesperson tries to block you, then it could signify a large proportion of unhappy customers they don't want you speaking to. Finally, Bogh reminds us that as with most significant purchases, both business and personal,

you normally get what you pay for. "If something is cheap or free, expect cheap or free functionality. Don't get me wrong- it might offer a lot of what you need to get started. But don't expect sports car level performance from your moped."

Roger Moore, Managing Director at Bond HR and Payroll Software recommends that those in the decision making process need to make sure that they understand the technology involved. For example a company that says they can offer a mobile based solution when they only provide access to certain elements of the system through an app. There is often a smoke and mirrors type perception, says Moore. "Companies looking for a solution that supports mobile technology need to make sure that they can access the core software via mobile technology and both front and back-ends are optimised." Moore declares that the power and cost of technology is changing so rapidly, almost anything is possible- the fact that you can have the power of a computer sat on your wrist says it all. Moore also believes the Cloud and its storage capability is only set to grow. "Organisations will not only hold business information in the cloud, but all employees will maintain their own specific personal Cloud space with the ability to manage all personal data which will automatically update in the central business database. Employees will be able to access their Cloud space via wearable Smart technology and receive relevant updates when needed – for example, a message sent to a Smart watch when making a particularly expensive purchase to remind them of their account balance."

The growth of self-service, particularly via mobile devices has been the biggest change of recent years also notes Richard Thomas, Director at MidlandHR. "Social is also starting to have a big impact, not just for the first adopters - recruitment and learning. For example, employee recognition is changing the nature of performance reviews from the traditional annual process to an on-going process of peer feedback, employee awards and social presence. Social is also impacting the look and feel of systems, utilising the UI principles that make social networks so attractive and easy to use." His advice is to look for full integration of standard HR and Talent functions. Without this, your users are faced with systems that look and work differently, inconsistent data, piecemeal processes and gaps in critical data and analytics, backed by a nightmare of interfaces. Thomas

suggests: "Look for a solution that meets your needs; don't be taken in by a pretty UI with little function behind it. Viewing through the lens of employee experience will ensure high adoption and increased impact, especially for those solutions that will be used by all employees within an organisation. And finally, choose a vendor who monitors the security of their system 365 by 24 and has a programme of security testing - hackers don't sleep!"

New HR software provides unprecedented opportunities to collect and analyze data, which are the tools for assessment and talent management, and the ability to track key business outcomes, according to Dr. Greg Willard, Senior VP at Cangrade. When it comes to providing insights and actionable recommendations however, Willard feels many systems are still very rigid in what they can deliver. He says their solutions are based on 'best practices', preconceived theories, or stockpiles of 'Big Data' that have been collected in the past.

Willard predicts the next generation of talent analytics will be highly customized, extremely flexible and adaptive, saying some solutions are already here, with Cangrade leading the charge towards Adaptive Talent Analytics. "Cangrade offers the Candidate Assessment Platform (CAP), which makes it easy to automate the application and candidate assessment process, and a Job Engagement Tracker (JET), to periodically track employee engagement. They also offer flexible tools for performance management, performance reviews, and 360 feedback. Willard claims that what makes Cangrade truly state-of-the-art though, is a powerful and highly flexible Predictive Analytics engine 'under the hood' that is constantly learning and improving to provide the most accurate and up-to-date insights, predictions, and actionable recommendations.

Jay Staniforth, Marketing Manager at Vacancy Filler Recruitment Software summarises that for many, the biggest benefit in using recruitment software is the impressive level of integration, and not just the integration between the recruitment software and your existing HR System. He means the level of integration that can stretch much further, whereby you don't

> ## The technology is out there, it's whether or not HR/ Recruitment Software users are ready to make the step into the world of predictive analytics. "
>
> Jay Staniforth, Marketing Manager at Vacancy Filler Recruitment Software

need to step outside of the software other than to shake the hand of your newly hired employee. The best of these systems allows you to integrate everything within the hiring process from requesting permission to recruit from senior managers, to sending out the contract to collect bank details and a signature of job offer acceptance.

Regarding the future, Staniforth suggests– better reporting functionality or improved analytics, giving HR Departments the ability to predict future movements of not only new employees, but the movement of existing staff. For example, to be able to predict that good staff are considering leaving and prevent this from happening would reduce the amount of replacement recruiting, allowing HR to focus on growth recruiting. Staniforth declares: "The technology is out there, it's whether or not HR/ Recruitment Software users are ready to make the step into the world of predictive analytics." Watch this space.

Roger Moore, Managing Director, Bond HR & Payroll Software

There is definitely a move towards responsive design and standards based solutions. Not only does it allow for ease of use but also ease of integration with existing systems.

Why should customers upgrade/ invest in new software?
For a number of reasons:
- As companies become more diverse and flexible, they need supporting software and solutions to deliver the same degree of flexibility.
- To keep pace with technology (mobile) and changing workforce dynamics - flexible working, home working and multi-site organisations
- Integration with other internal business systems
- Flexibility and set-up of the system
- Increased automation of previously manual processes
- Increased business intelligence

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LAUNCHES

1> Ex SHL PreVisor Director Launches Game Changing Personality Assessment Technology

Talent Strengths, the innovative online psychometric assessment firm launches game-changing psychometric technology The Invent Series™, that empowers organisations to create their own bespoke and reliable personality assessments Talent Strengths has achieved a global first by creating a new and disruptive assessment technology focussed on the user experience. Organisations no longer will need to use static personality assessments when they can instantly build and deploy their own online custom psychometric assessment solutions. Talent Strengths' ground breaking proprietary technology the TSPQ Invent Series™, contains 47 pre-validated personality scales which form part of a compendium called the Talent Strengths Personality Questionnaire (TSPQ™). The TSPQ™ contains popular personality scales used for employee recruitment, selection and development. With such a wide range of choice, practitioners can decide for themselves which scales they wish to use when recruiting and developing staff in each job role. Whether you are an experienced recruitment consultant, HR professional or occupational psychologist, the option of being able to create your own pre-validated assessments instantly provides a new freedom which many practitioners will welcome. Talent Strengths go one stage further by providing free company branding for all their online assessments allowing the candidate experience to align with an organisation's overall corporate recruitment experience.

http://talentstrengths.com
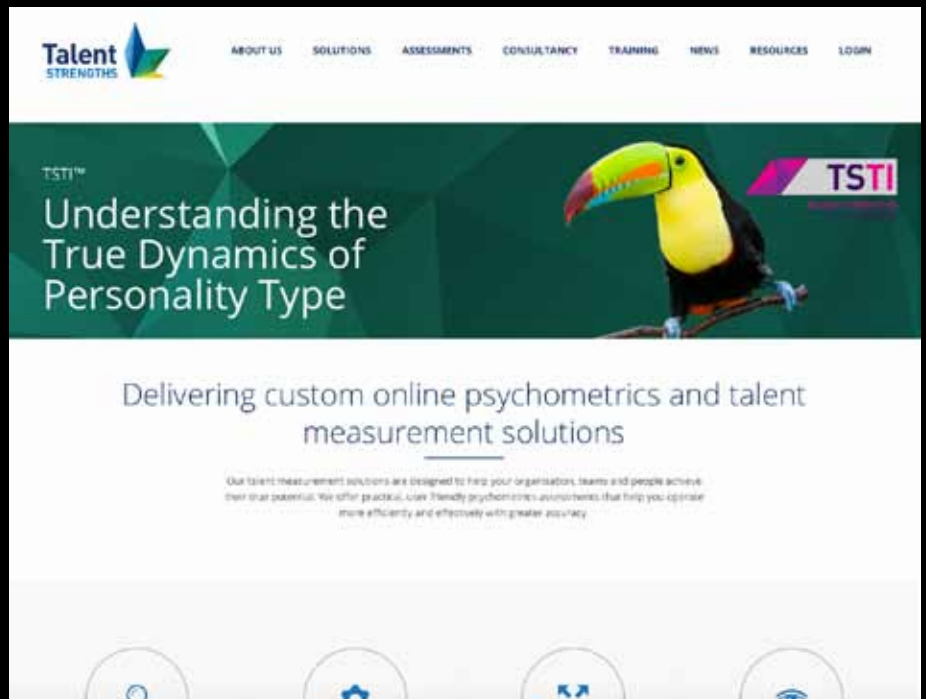
2> New Recruitment Video Service Helps Get Jobs Noticed And Shared

Web Based Recruitment today released details of their new service for creating recruitment videos to help companies promote their jobs and their company. "Having online video on your website and sharing online videos through social media can certainly help you expand your reach and visibility. With the launch of our cost effective video service we can help recruiters gain an important competitive advantage, help them get their recruitment advertising to stand out from the crowd and literally "bring their jobs to life" said Mike Taylor, Managing Director of Web Based Recruitment.

http://web-based-recruitment.com/ recruitment-videos

3> EmptyLemon launches candidate matching solution

EmptyLemon, the direct employer job board which specialises in connecting candidates and employers direct with each other, has launched a candidate matching solution to help simplify and speed up the recruitment process. The candidate matching solution, based on Actonomy software, will enable EmptyLemon's clients to view suitable candidates scored by context, from a talent pool of over 467,000 CVs as soon as a job is posted, which is ideal for those roles which need to be filled quickly.

www.emptylemon.co.uk

4> Cielo launches SkyRecruit technology platform

Cielo (formerly Pinstripe & Ochre House), the world's leading pure-play provider of global Recruitment Process Outsourcing (RPO) solutions and recognised innovator in the RPO industry, today announced the launch of its exclusive SkyRecruit technology platform. When SkyRecruit is used by all of Cielo's client teams later in 2015, it will be the only global deployment of recruitment technology offered by an RPO provider.

http://cielotalent.com

5> Vacancy Filler Announces Two New Technologies for Recruitment Software Platform

A new customisable application form and a new onboarding module are the latest significant enhancements to the Vacancy Filler Recruitment Software platform, the company announced today.   These powerful new features reflect the changing way that organisations increasingly want to recruit and will allow them to streamline the hiring process through increased flexibility and automation.

www.vacancy-filler.co.uk

6> Monster UK launches next generation social recruitment advertising

Monster UK today announced the launch of Monster Social Job Ads, their next generation social recruitment advertising solution that enables recruiters to target both active and passive candidates on Twitter. Monster Social Job Ads takes social recruiting to the next level. The technology automatically targets relevant candidates, providing an immediate and automated distribution of a client's selected jobs to targeted candidates among the full Twitter user base, beyond their own followers.

www.monster.co.uk

Launched a new e-recruitment site or product?
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WHATS CHANGED?
5 YEARS IN RECRUITMENT

By Peter Linas, international MD of leading cloud-based CRM provider, Bullhorn

The UK recruitment industry is worth in the region of £30 billion, employment now stands at just over 73 percent (the highest level since records began), and one-thousand new jobs are being created every day. So it's certainly safe to say it's been a great start to 2015 for recruitment.

But this growth can't be solely attributed to the blossoming economy. The nation's recruiters are making great strides in an increasingly candidate led market. But just how have they done it? Well this year marks the fifth anniversary of our annual UK trends report and with the industry in great shape, there's no better time to take a look back at how the sector has developed over the last five years.

A look back at our 2011 trends reports paints a different picture of the recruitment industry to the one we know today. The stabilising of the UK economy has led to a renewed sense of optimism amongst today's recruiters. In 2011, 69 percent of those agencies surveyed predicted that their revenue would increase in the coming year. Compare this to 2015 and recruiters are significantly more optimistic with 93 percent predicting a revenue increase.

This renewed confidence is also reflected in headcount growth. Whereas 75 percent of agencies were considering taking on new staff in 2011, a staggering 89 percent plan to do so this year. And let's not forget remuneration; 86 percent of today's recruiters expect a pay increase this year compared to just 75 percent of those surveyed at the start of the last government.

In terms of industry developments, recruitment has come on leaps and bounds and there are two key areas in which recruiters have excelled since 2011.

Candidate source

While social recruiting is now a key part of the day-to-day working lives of UK recruiters, it hasn't always been the case. In 2011, recruiters voted social media their least preferred option despite 88 percent admitting they were professionally active on social media. This attitude is alien to the class of 2015. Social recruiting is their

second most preferred method of candidate souring and the one that presents the biggest opportunity for agency growth over the coming five years.

So what about traditional resources such as job boards? A comparison of our reports suggests that, whilst still in use, job boards are no longer fundamental to the recruitment process. Recruiters in 2015 placed them firmly below CRM systems, social media, and referrals as the sourcing method of choice.

Technology usage

2011 was a time of rapid technological adoption. Cast your mind back and you'll remember the launch of Google+, the rise of Android, and the surge in popularity of the iPad. Whilst this was an exciting time, recruiters expressed concerns over how they should and could use technology effectively in business.

But today UK recruiters are leading the way when it comes to technology adoption, demonstrated by a visible correlation between software uptake and the economic shape of the recruitment industry. Many agencies have switched to cloud technology, and in particular cloud-based CRMs, in an effort to save their recruiters time and increase efficiency. In 2015, the CRM system is cited as the most effective method of candidate sourcing for all but the smallest agencies, so it's no surprise that nearly three quarters of recruiters admit they could not do their job properly without their CRM system. As the industry continues to grow, and smaller agencies continue to adopt new technologies while expanding their candidate bases, it's a trend that's set to continue.

While progress has been made and the industry is in robust health, there is of course always more to be done.

As reported in both our 2011 and 2015 reports, the UK is in the midst of a skills shortage. This is an ongoing problem facing recruitment and the nation as a whole and while recruiters can't directly upskill candidates, they can use technology to analyse abilities and fill roles as effectively as possible. Key to this is a robust CRM system and the ability to quickly search through candidate data.

The recruitment industry has come a long way since 2011 and although much of this can be credited to the economic recovery, recruiters have become more efficient and savvy in their approach to sourcing and placing candidates. This means they are well positioned to drive growth regardless of economic conditions.

onrec
Trade Conference

9th July 2015 | The Grange City Hotel, London

A day for recruitment industry suppliers to meet and discuss the UK online recruitment industry

DELEGATE TICKET ARE £95+VAT

John Salt, Website Director,
Totaljobs.com

Online Recruitment Market Overview

Mike Fahey, Account Manager,
Madgex

Friends, Foes & Finances: Statistics and Strategies

Kevin Barrow, Partner,
Osborne Clarke

What to Consider When Selling Your Jobboard

James Neave, Head of Data Science,
Adzuna

Online Recruitment Statistics

Onrec will be hosting an afternoon Onrec Trade Conference which will give online recruitment suppliers, job boards and other online recruitment professionals a fantastic learning and networking opportunity.

This event will be of interest to owners, directors, senior management of job boards, online recruitment industry suppliers from applicant tracking and aggregators to video recruiters.

Applicable Attendees:

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Software ▪ Recruitment Technology ▪ Recruitment Tracking ▪ Recruitment Web Design Services ▪ Retention Solutions ▪ Salary Survey ▪ Search Engine Marketing ▪ Semantic Search and Match Software ▪ Social Media ▪ Social Network ▪ Software Tools ▪ Trade Association ▪ Training and E-Learning ▪ Video Interviewing

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SEO & PPC

SEARCH ENGINE MARKETING

**The latest rules of the game
for getting your site noticed**

Written by Lauren Mackelden,
Features Editor, Onrec

New algorithms, more mobile usage and the omnipresent social media means that constant re-evaluation of strategy is required to keep your brand in the spotlight. Our experts give you the low-down.

Search Engine Marketing is the art of increasing visibility of your brand across both paid and organic search channels, defines Zak Harper, Head of Online Marketing at Jobsite. co.uk. Harper explains this is very important due to the sheer volume of searches being made online every day: "For Jobsite, it is vital that we maintain visibility for relevant terms. Our business is based on matching candidates with suitable jobs. So the more people we can deliver to job listings, the happier our clients and visitors will be. Whether paid or organic, search engines like Google are key to delivering targeted clicks to relevant pages. Search Engine Marketing can have a great ROI; not only does it have relatively low costs compared with above the line channels (TV/print etc), but it also provides a high level of accountability for a campaign's true results." The increases seen in competition across both the SEO and PPC space have caused a gradual rise in the spend and effort required to climb search rankings. At Jobsite, they say they closely monitor the quality of the traffic they are driving to the various areas of the site to ensure candidates always have the best experience. By observing users' behaviour, they're able to effectively spend budget on the areas which drive quality, converting traffic.

What strategies should be avoided?

Harper believes that when it comes to link building (getting other sites to link to yours to build domain authority), it can be tempting to go for quantity over quality but search engine algorithms mean this is not effective. "It's more important to build relationships with high quality sites who can point to useful relevant information on your site. While it may sound simple, one of the biggest PPC mistakes is to simply allow budget to run away within Broad Match campaigns. With the level of targeting available within AdWords and Bing Ads – device, time of day/week and match types – optimisation is an ongoing process that can deliver excellent results over time. The more resource that is put into paid campaigns, the better PPC will perform."

Regarding the future, Harper observes that PPC activity is growing at a significant pace due to the ability to target very specific audiences easily and quickly. "The number of digital agencies appears to be growing throughout the country as the information to learn the required skills is freely available; although this is definitely not to say that everyone can understand the strategy required to build out huge PPC campaigns."

SEO seems to have split into two threads over the past couple of years, notes Harper. "The first thread is more content driven, and this generally involves more hands-on work within a CMS such as WordPress. In its simplest form, this involves optimising text for high search volume keywords and ensuring the correct HTML tags are populated for search engines crawling the site. These are generally less technical roles and focus more on the front-end content that users can see. The second thread is much more technical, and relies on an understanding of how the site is being presented in its entirety to Google and other search engines. This involves using various technical tools to view the site as a search engine would, and ensure the most important pages are being added to the index and not being missed due to thousands of empty pages being discovered."

Harper comments that the way we as users interact with search engines, as well as the results we see are constantly evolving. For example, mobile usage has increased many folds in recent years, making it increasingly important to have a dedicated strategy for tablets and smartphones. Harper advises: "Having a one-size-fits-all strategy is simply not an option. Google knows where you are and what device you're using, so customisation of results is something we all see every day. This will only increase as the search engines become more intelligent. So for us, SEM is all about delivering the best functionality and campaigns across multiple platforms. Joining up user experience with visibility is at the centre of our ongoing strategy."

Joe Crawford, Volcanic's Marketing Executive tells us what we should do to be top of the searches. "Nobody scrolls through to page 6 or 7 of a Google search when shopping for a pair of headphones, or a new car. Be honest – you don't go past page 2 at most which is why Search Engine Marketing is such a competitive game, and the rules fluctuate regularly." According to Crawford, to be in with the best chance of selling your product/services via Google, you have to reach the top 3, if not just aim for the number 1 spot. To do this, your site needs to be fully optimised, reputable, relevant to the search term, and engaging to the public.

You Can Leave Your Hat On

Crawford reports that two years ago, almost coinciding with the Crash, Google released Penguin 2.0, which caused a big stir for Digital Marketeers practicing the dark arts of page ranking. Crawford explains: "In the SEO world, we defined good and bad practice by name – Black Hat and White Hat SEO. I'm sure you're all familiar with the terms, but it's good to recap now that a Google Adword's Mobile-Friendly site updates have changed the territory again. Now if your site isn't mobile-friendly, you could face ranking punishment… see, always in flux. Black Hat SEO was the Dick Dastardly

approach; buy multiple links from offshore sites, implement them into your site for backlinks, earn a higher Google page ranking, and make a profit from feigned reputation. Then Penguin 2.0 hit the net in May 2013, and put a quick end to that. Fortunately for all the White Hat SEO practitioners out there, creating solid, engaging content for organic ranking was rewarded. 'Content Is King', they say, so now there's more pressure than ever on your Content guy to engage with an increasingly sporadic audience attention span."

Nowadays, Crawford believes that your most potent weapon on the SEO battlefield is an imaginative content writer/ designer who can attract organic traffic to your site. Generation Zs – young, vibrant creators who are socially intuitive, and digitally savvy. He recommends building your brand awareness starts from the ground up – find a way to get your employees excited about what the company does, and more important why the company does it. "Failing that, a good old-fashioned PPC campaign is another route to those all-important rankings."

Pay-Per People

The economic crash affected PPC in a number of ways, notes Crawford, but with less money to spend on Google Adwords, creative marketeers started to pay attention to the benefits of engaging content. "PPC campaigns fall into a bid war for the most relevant search term, and while they do deliver measurable ROIs, I personally believe in the power of great content, particularly now that organic Google searches will be impacted by Twitter public data." For the recruitment industry, Crawford says this will mean more integration with social media than at present i.e. Social Recruiting, to avoid statements like this: 'So you're the number 1 recruitment company for graduates are you? Your Twitter is so bare that if you actually are number 1, I'll eat my graduation hat.' Crawford emphasises that with so many social media channels, all serving different purposes, it's important to take the time to put personal touches to each format – but try to remain as cohesive as possible though!

Avoid The Void

Crawford advises for future reference:
• Stay on top of Social Recruitment news – hashtags will start to become as relevant as keywords.

"

Nobody scrolls through to page 6 or 7 of a Google search when shopping for a pair of headphones, or a new car. Be honest – you don't go past page 2 at most which is why Search Engine Marketing is such a competitive game, and the rules fluctuate regularly "

Joe Crawford, Volcanic's Marketing Executive

• PPC campaigns will still attract consumers to your site/offers, but most of the focus is surrounding the quality of content these days.
• Never turn your nose up at a free SEO audit – it's the little things that can make a big difference.
• Don't fall for the old 'We'll get you visible rank results in 1 week!' routine, it's garbage. Good SEO takes time, effort, and flexibility.

Amy Edwards, Digital Marketing Manager at Bubble Jobs regards mobile as continuing to be a big factor in the future of SEO. In April 2015, Google introduced a new mobile-friendly algorithm which has been designed to give mobile-friendly sites a boost in the SERPs on mobile devices – and Edwards thinks that in the future we'll see Google continue to refine this algorithm and place a larger emphasis on rewarding sites which give a high quality mobile experience. "This means having a responsive or mobile-friendly site will no longer be a luxury for businesses, but more of a necessity."

As far as trends are concerned, Edwards predicts : "We'll also continue to see the Penguin algorithm (which targets low quality backlinks) continue to wreak havoc in the SERPs as brands continue to try and undo the bad work of previous SEO companies and efforts by disavowing links and trying to build new good quality links in a bid to balance out their backlink profile." Thanks to the introduction of the Hummingbird algorithm in 2013, Edwards suggests we'll also see more companies continuing to think carefully about the type and format of the content that they publish on their sites in a bid to produce content which best serves user intent and ranks highly in the SERPs.

More recently, the launch of Google's new Search Analytics feature in Google's Webmaster Tools at the beginning of May 2015 means that site owners now have access to more data about how their site is performing in the SERPs and how/if their site has been affected by algorithm updates, notes Edwards. Success with this new data means that SEO could potentially become even more technical and as a result, could combine even more analytics into SEO roles. Edwards concludes: "All of this inevitably means that SEO will become much tougher and as a result, I think we'll see brands continue to move away from focusing on SEO and opting to focus on things like PPC and Content Marketing instead."

DESIGN THE RECRUITMENT
AREA OF YOUR WEBSITE

Written by Lauren Mackelden, Features Editor, Onrec

The significance of a well designed website is obvious to many, but according to Chris Bogh, Eploy's Technical Director, this still isn't prioritised by everyone. "It's really mixed. There are extremes at both ends of the scale; there are some who really see it as being important and others who don't fully value the importance – with everyone else in-between offering varying levels of candidate interactivity on their website. What is important is balancing the needs of the business and getting the basics right first."

Why does good design matter?

Bogh points out that if you don't have a good, well designed website, it can affect the quality of the candidates you attract, and this could have an impact on costs and time - increased advertising costs or a business continuity cost if they are not finding candidates quick enough or of the right calibre. You might also be missing out on opportunities to capture candidates for the future, in the talent pool. Bogh believes that part of getting candidates to your website is about building a brand, making people want to work for you, and your website provides the first opportunity to excite people and encourage them to apply or register for jobs. "It's an extension of your marketing strategy

because a poorly designed careers section, one that simply has a logo stuck on top of the page or one with a third-party URL, can be damaging to your brand image – plus you might not only lose them as a candidate but a future customer as well."

What is good website design for recruitment?

Bogh explains there are two ways of looking at design; one being the physical design in terms of how it looks and secondly the approach from a technology point of view. "The biggest mistake a lot of companies make is that they have a design that looks visually fantastic, but underneath the system there is no substance because its lacking in technical functionality. A good website design is one that not only serves to promote a company's brand, but also provides a positive recruitment experience for candidates and serves to drive the recruitment function in terms of automating processes and capturing data.

Latest features are enabling candidates to promote jobs to their family and friends via social media sites, location based intelligent services and of course mobile. We use the phrase 'mobile enhanced' now because it's about more than having a recruitment system that is mobile friendly; it is about offering a superb user experience on a mobile that can genuinely rival the desktop experience, and one that can intuitively manage and support all the different communication channels, i.e. social media, Email and SMS." With more and more clients wanting to do more with their recruitment websites and engage and connect with candidates via these different communications channels, Bogh reports a marked trend in companies wanting their full service approach, which includes designing and building a new website on Eploy's recruitment platform, Connect. Bogh tells Onrec they recently did this for Matalan, because by building a career portal from the outset on our feature-rich technology means it will operate a lot better as compared to self-built portals or those driven by API's which can often be limited. "This provides a higher level of recruitment functionality to improve the overall candidate experience, maximises reach and facilities a more strategic approach to recruitment

planning, tracking and reporting. Importantly, it also massively reduces admin by automating key tasks within the recruitment process, which then frees up valuable time for the recruiter to focus on building personal relationships and be proactive – being proactive is very important in the modern recruitment landscape."

Joe Crawford at Volcanic reminds us that if you're designing a site hoping to draw in Generation Zs who are used to seamless integration, fast connection, and faster results, you should have User Experience as your top priority- and designing a site hoping to draw in anyone else should still have User Experience as your top priority. "Just as your Designer needs to know the company colours to the #FFFFFF, your Developers need to have a consistent navigation system that doesn't clog up your screen with options. Passive candidates aren't flies, flashing options in their faces like you're screaming 'Look at all the sectors we cover!' will only push them further away. They just need to know it works if they're going to invest their time into it – we're busy people!"

Crawford encourages us to attract passive candidates by showing there are, in fact, human beings operating the website, telling us that companies with an active blog attract 55% more web traffic, and 57% of businesses have generated an enquiry via their company blog (stats from Hubspot).

Crawford continues: "It's been rather difficult to avoid the 'Mobilegeddon' news stories that have saturated our feeds, so the first one to tick off the list when designing your recruitment website is – 'Does it function seamlessly on mobile?' After that, you move on to the other features…Who can resist pushing a big red button? It's wired into our biology – designing an eye-catching Call To Action button is another crucial feature to draw engagement, but remember to keep it simple."

50% of the human brain relies on visual stimulant, so why not have a video on your home page to welcome new users? Volcanic suggests a few tips for a recruiter video to catch their eye:

• Keep it under 2 minutes
• Footage of the process itself is reassuring – too much style and no substance will be noticed
• Your spokesperson doesn't have to be the CEO – choose whoever has the most skill in Public Speaking and Audience Engagement. You want a genuine personality, not a reel of stats from the boss.
• Don't be lazy with the background music – seriously.

According to Crawford, passive candidates aren't fickle people - they're often just a symptom of the sheer volume of information available/being thrown at them on a daily basis. "They want simplicity. Your Search Interface should be bare bones basic without looking cheap, and your homepage should reflect the rest of your site. By cheap, I mean that the edges aren't rounded, the colours are too dull/bright, and the background doesn't scroll – little things like that.

Another common problem recruitment websites often face is in the clarity of your question sections. You might know how you want the candidate to answer, but if you can condense the information gathering into a handful of boxes, you'll get a more comprehensive response. For example, a box saying 'Describe Yourself (max 1000 words)' will get the basis of a covering letter. If you then put 'Describe Your Education' in another box, it gets confusing – I will have undoubtedly described my education in the previous section, so why must I jump through so many hoops? Is that a bit clearer? I can't tell you how frustrating it is as a candidate when you spend hours filling in a form and click 'submit' only to be slapped in the face with an 'error-500' message. Plenty of us have been there, and things are hard enough on a job hunt, so keep it simple and effective."

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