

onrec

The **global** online
recruitment magazine

ISSUE 145 | JUNE 2014
www.onrec.com

PLUS>

- + Latest news and launches
- + Online recruitment icons
- + Industry partnerships

ISSUE 145



HR SOFTWARE

**24/7 for
industry news**

Visit **onrec.com** for the
latest industry information
on online recruitment.

What works out of the box, but isn't off the shelf ?



idibu understands that not all recruiters are made equal so we work with our clients (including those above) to add bespoke functionality to our multi-posting software. Native plugins to your ATS, website scripts to capture candidates & adjusting how our CV search talks to your systems are just some ways our software evolves to fit your needs and give you a strategic advantage over your competition.

Get in touch NOW on 0800 311 2750 or hello@idibu.com for a FREE 1 hour consultation to see how idibu can take your online recruitment to the next level

FROM THE EDITOR

PREFACE

Welcome to the May / June edition of the Onrec Magazine

At the recent Onrec Trade Conference we heard about responsive websites from James Wragg, one of the senior developers at Madgex. As designers and providers of job board platform software for many online recruitment sites around the world they lead the way in website design. If your site has responsive design it will fit any device its viewed through resizing to fit any sized screen. Very clever and helpful for the jobseeker.

I have mentioned candidate care in the past and this editions employer branding article continues the discussion. As the UK economy continues to improve recruiting the right person for a job will become harder.

Looking after candidates through their job seeking experience should become a priority if it isn't already, because if you are not careful you might lose an applicable candidate just because of your technology and recruitment process.

What's the easiest way to check your candidate experience? You apply for a job with your company, see if you can find it from a Google search and go through the application process.

Did you find it easily, could you quickly apply, did the experience make you feel wanted and respected? I do hope so.



David Hurst, CEO, Onrec



onrec

ALL THIS
AND MORE...

UPDATED CONTENT:

UK, US & International news updated daily

SEARCH THE ARCHIVE:

A collection of thousands of news articles

INDUSTRY FORUMS:

Air your views and see what your colleagues have to say

ONLINE MAGAZINE:

View current and past issues

INDUSTRY DIRECTORY:

Search hundreds of industry suppliers and job boards

onrec

DH Publishing Ltd

9th Floor, Metro Building, 1 Butterwick, Hammersmith, London, W6 8DL

Phone: +44 (0) 20 8846 2700

Fax: +44 (0) 20 8846 2801

Email: info@onrec.com

Web: www.onrec.com

Editorial

David Hurst CEO

david@onrec.com

Stuart Gentle Publisher

stuart@onrec.com / +44 (0) 208 846 2756

Rebecca Waite Subscriptions Administrator

rwate@tarsus.co.uk / +44 (0) 208 845 2700

Lauren Mackelden Features Editor

lauren@onrec.com

Design

James Wenman Print Manager

jwenman@tarsus.co.uk / +44 (0) 208 846 2841

Stuart Gentle Designer

stuart@onrec.com / +44 (0) 208 846 2756

Sales & Marketing

Stuart Gentle Publisher

stuart@onrec.com / +44 (0) 208 846 2756

Subscriptions

Rebecca Waite Subscriptions Administrator

rwate@tarsus.co.uk / +44 (0) 208 845 2700

DH Publishing LTD, a wholly owned subsidiary of Tarsus Group plc. Online Recruitment Magazine is published bi-monthly and is a closely-controlled/subscription circulation title. All editorial is the responsibility of the authors, and the publishers reserve the right to amend/change/alter articles as necessary. Any materials supplied may not always be returned, and the publishers cannot be held responsible for any loss or damage however caused. No part of this publication may be reproduced in any format without the prior written consent of the publishers. Printed by Holbrooks Printers Ltd, Hilsea - Portsmouth

DH Publishing Ltd. 2008

ISSN: 1473-5547

ROCK-SOLID COMPLIANCE YOU CAN TRUST



We've invested heavily to ensure we meet HMRC regulatory codes. We work with one of the top APSCO/FCSA tax advisors in the UK. All so that you can be confident our processes are robust, ethical and low risk.

WE'VE GOT COMPLIANCE LOCKED-DOWN. PUT YOUR TRUST IN US

PAYME'S FRESH APPROACH TO CONTRACTING AND OUTSOURCING PAYROLL WILL MAKE YOUR LIFE EASIER.

Providing umbrella PAYE contractor services across the UK, our common-sense and ethical approach is focused on accuracy, reliability and keeping things simple.

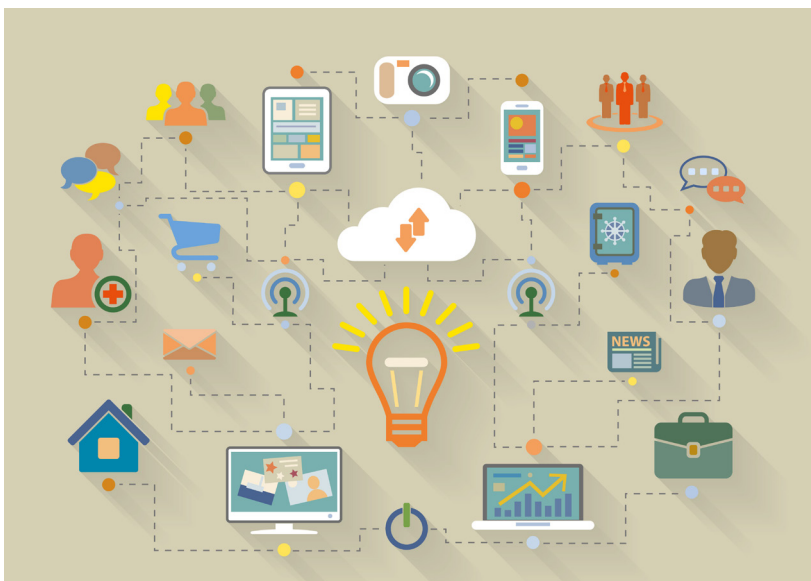
TO FIND OUT MORE CALL NOW ON:

0333 200 0845

or visit us at www.payme.co.uk

payme
refreshingly simple

CONTENTS



Features

- 11 **Big Debate**
Future technology trends in online
- 13 **Niche Job Boards**
Job Boards
- 16 **HR Software**
Reasons to invest
- 20 **Search Engine Marketing**
Making the most of the web
- 24 **Website Design**
How to design your recruitment website
- 28 **Recruiters Only Online**
The new breed of online recruiters

Regular

- 03 **Preface**
- 06 **News**
- 10 **Partnerships**
- 22 **Launches**

NEWS

STEPSTONE ACQUIRES JOBSITE



StepStone acquires Jobsite as DMGT exits digital recruitment market

DMG Media has agreed the disposal of its job board business, Jobsite, to StepStone, an Axel Springer business.

StepStone continues its growth strategy by acquiring Jobsite, which operates in the UK. The purchase price is approximately EUR €10 million (£90 million).

Based in Havant, Hampshire, the company runs the job board jobsite.co.uk along with brands including CityJobs.com and eMedCareers.com. Jobsite launched in 1995 and has 164 employees.

Mike Wall, CEO of Jobsite, said: "I am extremely excited by this move. Working with StepStone under the umbrella of Axel Springer Digital Classifieds is the perfect strategic fit. I firmly believe this will provide opportunities to accelerate our market growth, whilst providing substantial benefits for our customers, jobseekers and employees. I am looking forward to benefiting from the scale, focus and expertise that StepStone will provide."

The acquisition of Jobsite is in line with StepStone Group's global strategy to advance in the job board business on a large scale.

Ralf Baumann, CEO of StepStone Group commented: "The acquisition

of Jobsite is a valuable addition to our portfolio of leading job boards and another step on our growth path. In a very competitive market, it is good to have largely complementary job boards in our portfolio. Our market-leading technology and know-how combined with Jobsite's local expertise will provide additional growth potential for the entire group, and will help us create even more value for customers and candidates alike."

Dr Andreas Wiele, President of Marketing and Classified Ad Models at Axel Springer SE said: "With this acquisition, Axel Springer Digital Classifieds extends its scope in the European classifieds market. With Jobsite we welcome another powerful partner in our classifieds team."

Along with StepStone, Totaljobs, Saongroup and YOURCAREERGROU, Jobsite will be a new unit in the StepStone group.

The completion of the transaction is conditional on clearance by the UK Competition and Markets Authority.

MORSON REVENUES INCREASE

Morson revenues increase

Morson Group (Morson) has announced positive growth, including adjusted pre-tax profits of £13.4 million – a 38% rise on its 2012 figures – in its annual financial report

The global technical recruiter and engineering company also reported news of its American and Middle East expansion. The addition of Vital Human Resources, a recruitment and engineering company that became part of Morson Group following an acquisition in November 2013, is also reported.

Financial highlights for the Group are as follows:

Group revenues up by 17.7% to 653.5 million (2012: £555.1 million)

Group net fee income (gross profit) up 18.0% to £49.3 million (2012: £41.8 million)

Adjusted profit before tax up 37.7% to £13.4 million (2012: £9.7 million)

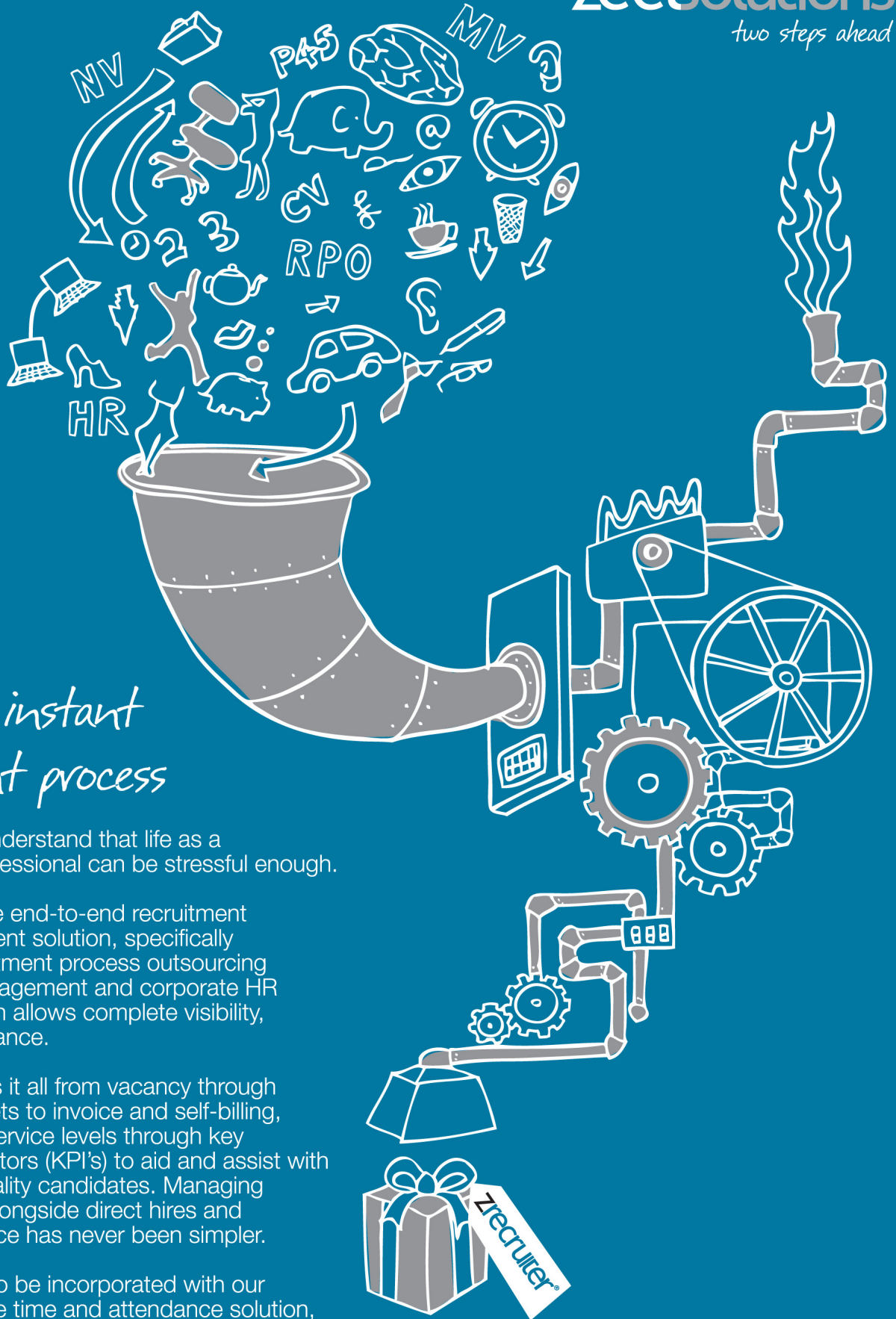
Profit before tax up 45.3% to £13.2 million (2012: £9.1 million)

Morson's Group Finance Director, Paul Gilmour, said: "The figures reported demonstrate how Morson has built significantly on the gains achieved towards the latter part of 2012, and are a pleasing set of results for the Group in a challenging market."

Morson's CEO, Ged Mason, stated: "I am delighted with the 2013 results, this reflects the hard work delivered by all my colleagues at Morson and the initiatives put in place for growth. We look forward to continuing this trend."

The Queen Elizabeth Class aircraft carrier programme is a key project featured in Morson's report. The company has an onsite office at the Rosyth dockyard, having supplied engineers for many stages of the design and construction. On Friday 5th July the Queen visited the site for the official naming ceremony of HMS Queen Elizabeth.

For more information about Morson Group, please visit www.morson.com



a simple & instant recruitment process

Here at Zeel, we understand that life as a recruiter or HR professional can be stressful enough.

Zrecruiter is a true end-to-end recruitment process management solution, specifically designed for recruitment process outsourcing (RPO), vendor management and corporate HR departments, which allows complete visibility, control and compliance.

Zrecruiter handles it all from vacancy through electronic timesheets to invoice and self-billing, whilst monitoring service levels through key performance indicators (KPI's) to aid and assist with the fulfilment of quality candidates. Managing supply agencies, alongside direct hires and contingent workforce has never been simpler.

Zrecruiter can also be incorporated with our complete workforce time and attendance solution, Zattend designed to assist with improving workforce management and administration.

take the first step...

0845 31 31 311
zeelsolutions.com

follow us



NEWS

JOBSEEKERS STAND OUT

Jobseekers want extra training to stand out

In today's difficult economic climate, jobseekers are keen to improve their employment prospects through further training, new research from totaljobs.com reveals

In a survey of over 8,000 jobseekers, nearly four in five (79 per cent) think training courses are important to finding a job and would consider taking a course to improve their chances of securing a new role. Of these, 71 per cent think employers expect them to be more qualified than ever, while 68 per cent believe competition for job roles has intensified.

Furthermore, two-thirds (67 per cent) of those surveyed believe undertaking training courses is more important to career prospects now compared to five years ago.

Mike Feters, graduate and public sector director at totaljobs.com, said: "Clearly, there is a huge appetite for further training amongst today's jobseekers. Our research shows jobseekers are eager to stand out from the crowd in order to secure a job or progress further in their current role.

"There are many excellent courses available and training providers are increasingly offering evening classes and online courses so people can fit learning around their busy lives. Business and vocational courses are good options, but I'd encourage jobseekers to look into a range of courses. Even doing a class for leisure – creative arts classes and languages, for example – can help people learn new skills, build new networks and improve their confidence."

According to the report, business skills are the most desirable, with half (49 per cent) of those surveyed stating they would be interested in taking a course to improve their expertise in areas such as IT, finance, HR or project management. This is closely followed by vocational skills, with a third (34 per cent) saying they would like to learn a trade.

[1] Totaljobs.com, completed the survey of 8,276 jobseekers in March 2014

MONSTER ANNOUNCES NEW PRODUCTS

Monster announces commercial availability of new social recruiting and communications products

Monster today announced the launch of two new social recruiting services, TalentBin® by Monster and Monster® Twitter Cards, as well as a new communications platform called Monster Talent CRM

To mark the first major milestone in delivering on its new strategy first shared with investors on May 14, Monster also revealed a newly refreshed brand identity, reflecting a renewed mission of connecting people and jobs everywhere.

Monster's new strategy focuses on adding massive scale to its business, expanding its total addressable market, and significantly increasing and enhancing the value it provides to customers through a variety of new products, technologies and business models to successfully connect more people with more jobs.

"Monster fundamentally altered the way jobs and candidates connect, and today we are launching several new products that will give recruiters new ways to connect with the talent they are looking for now," said Sal Iannuzzi, chairman, president and chief executive officer of Monster Worldwide. "These new products challenge the conventional notions of social recruiting—in particular how to find and reach that elusive demographic of truly passive candidates."

TalentBin by Monster

By harnessing the vast amount of professionally relevant information people share across the social web, TalentBin by Monster surfaces potential job candidates by assembling profiles using current professional activities from relevant sites. By making sense of candidate social activity, and compiling those details into a rich professional profile, complete with contact information, recruiters now can find many

previously undiscoverable candidates – including those not actively seeking a new job.

Already, TalentBin by Monster provides recruiters access to more than 100 million candidate profiles aggregated from social sources across the Web, in addition to Monster's own proprietary database of 25 million searchable resumes.

Monster Twitter Cards

Monster Twitter Cards moves beyond the limitations of a standard Tweet to boost an employer's integrated social recruiting strategy by automatically tweeting jobs throughout the day to a company's or recruiter's Twitter feed. Monster Twitter Cards provides recruiters with a simple, turnkey way to more effectively message job openings, drive additional reach, engagement and interaction with individuals on the Twitter platform.

A Twitter Card is a branded extension of a Tweet that goes beyond 140 characters, featuring enhanced branding and expanded messaging. For jobs, this may include a media element and information such as employer name, job title, salary, location, job description and hashtags...

Read the full story here:

<http://www.onrec.com/news/news-archive/monster-announces-commercial-availability-of-new-social-recruiting-and-communicati>

recruitment
genius

5 9 7 0 4

jobs filled

“all for £199 or less”



visit www.recruitmentgenius.com

PARTNERSHIPS



Indeed agrees to acquire MoBolt

One in Every Two Job Searches are Now on a Mobile Device

Indeed, the world's leading job site, today announced that it has agreed to acquire the business and assets of MoBolt, a leading provider of mobile job application technology. In June 2014 Indeed's job search data showed that nearly 50% of all job seekers are looking for and applying to jobs through a mobile device. With this acquisition, Indeed will enable employers worldwide to take advantage of this shift and to accept job applications through a mobile device, without any infrastructure upgrades or IT integration.

"Mobile job search is not a thing of the future, it is a reality today. A majority of job seekers around the world find jobs on a mobile device, but only a fraction of employers allow them to apply right there and then. The best talent will not wait to apply later -- they will simply move on to another opportunity. MoBolt enables any employer to leap frog this road block and access every candidate," said Chris Hyams, Senior Vice President, Product and International at Indeed.

MoBolt's technology provides job seekers with a seamless apply process from any smartphone, tablet, or desktop browser. For employers, the solution

requires no change to their current HR and applicant tracking systems and no IT involvement. MoBolt offers employers detailed visibility into their recruiting effectiveness, and ultimately reduces their cost per hire. Indeed's pay for performance business model will be extended to the MoBolt solution, offering Indeed paid traffic for every dollar spent on mobile apply.

"Only 10% of Fortune 500 companies have a mobile friendly application process. For those who do, 30% of candidates who intend to apply leave at the first step -- user login. The end result is millions of wasted marketing dollars, unfilled jobs, and a poor job seeker experience. It is critical that companies mobilize and simplify their existing job application process to gain a competitive advantage in the talent war," said Kshitij "KJ" Jain, Founder and CEO of MoBolt.

The Indeed/MoBolt offering is available in over 50 countries globally. The completion of the acquisition is subject to customary conditions and is expected to close early July. For more information, visit blog.indeed.com/2014/06/24/mobolt.



Pro Serve Recruitment have selected Microdec

Pro Serve Recruitment have selected Microdec Plc., a leading global supplier of comprehensive software and their flagship product Profile RPM to facilitate business development

Pro Serve Recruitment have selected Microdec Plc., a leading global supplier of comprehensive software and their flagship product Profile RPM to facilitate business development.

Founded at the start of 2014, but with over 10 years' industry experience, Pro Serve Recruitment are a Rec2Rec specialist who match the industry's most successful recruiters to the best roles out there.

Chosen by Pro Serve for their expertise, Microdec have been helping smaller, start-up and larger business alike for over 30 years from initial implementation to the continued support via a team of Technical Account Managers and HelpDesk.

James Hall, Director at Pro Serve said, "As a new start-up, we wanted to ensure we had the right system in place before we launched. We looked at a lot of systems, but felt Profile RPM was the best on the market. Profile gives far more freedom and flexibility, as well as being extremely user-friendly."

To read the full Case Study please go to <http://www.microdec-profile.com/clients-case-studies/>

BIG DEBATE

Richard Nott,
CWJobs.co.uk

"Digital technology has revolutionized the way jobseekers search for jobs, with mobile platforms and tablets at the forefront of industry, enabling commuters to search and apply online with great ease. . Online interview tools such as, Skype and Google hangouts are also becoming increasingly popular ways for recruiters to interview potential candidates because of their time efficient and cost effective benefits. These interview techniques have also provided opportunities to recruit from a wider pool of talent and even greater opportunity for those candidates who may be willing to relocate from overseas."

Richard George,
LinkedIn

"Mobile is the future of online recruitment, but it remains an untapped channel for many recruiters. With smartphone penetration set to reach 75 percent of the UK population this year, professionals are increasingly turning to mobile for everything, including their careers. In today's fast-paced, always connected world, using mobile to be the first to contact candidates and stay in touch with clients can give recruiters a real competitive advantage. Mobile recruiting means going beyond optimising the careers page; it means a more responsive interaction with candidates, identifying the best candidates first, and a better candidate experience."

[BIG DEBATE QUESTION]

Future technology trends in online

Jason Berkowitz,
Seven Step RPO

"We are seeing more predictive intelligence tools built into the recruitment process. Rather than just tracking what has happened in the past (how many candidates have applied, how many have been screened, how many are interviewing with the manager), we are seeing tools which predict what is likely to happen in the future, based on data within the ATS. For example, today, we can predict with a high degree of accuracy which jobs are likely to close within 30 days as early as five days into the hiring process."

Lee Biggins,
cv-library.co.uk

"Mobile phone and smart device use will continue to grow exponentially, and companies who don't make their websites mobile-friendly will lose traction in the long run. Another challenge is keeping things simple whilst delivering a comprehensive experience that allows mobile users to access the features available to desktop users whilst on the move – CV editing, saved jobs and previous applications. Finally, it is important that recruiters respect privacy and user habits when trying to harness the latest mobile technologies."

Liliya Apostolova,
Lumesse

Social will continue to be important in talent management initiatives but the focus will shift slightly to place more emphasis on social recruitment. HR departments and recruiters will have already dabbled in engaging with potential candidates via platforms such as Twitter and Facebook. However, this will become much more sophisticated. By working more closely with marketing departments and using data analysis, HR departments will get savvier at understanding their target recruitment demographics, which platforms to use for engagement purposes and the best way to convert leads into candidates. Those who don't will fall behind in attracting the right talent.



CLOUD COMPUTING

ISP

Router

FIREWALL

192.168.1.1

10.30.9.1

LAN

DMZ

PC

SERVER

```
<HTML>
<HEAD>
<TITLE></TITLE>
</HEAD>
<BODY>
<DIV>
Content
</DIV>
</BODY>
</HTML>
```

WEBPAGE

```
<?PHP>
PHPINFO();
?>
```

TECH MARKET TIME
BUSINESS
GROWTH

VISION
↓

SUCCESS

RESEARCH MARKET

192.168.1
↓
ADDRESS

NICHE JOB BOARDS

Niche jobs boards can be extremely successful in finding high-quality candidates with the specific skill set that employers are looking for as well as a wealth of experience in the field, explains Adam Butwilowski, Managing Director of Bubble Jobs . In Butwilowski's opinion, niche jobs boards only ever advertise jobs from one particular industry so they will only attract relevant candidates, rather than the hoards of unsuitable CVs you might receive when advertising on a general board. He says that with niche job boards, it's always a case of quality over quantity – you may get fewer applications, but they should be higher in quality and much more relevant than ones you'd receive through a generic board – which should save employers time, energy and money in the long run.

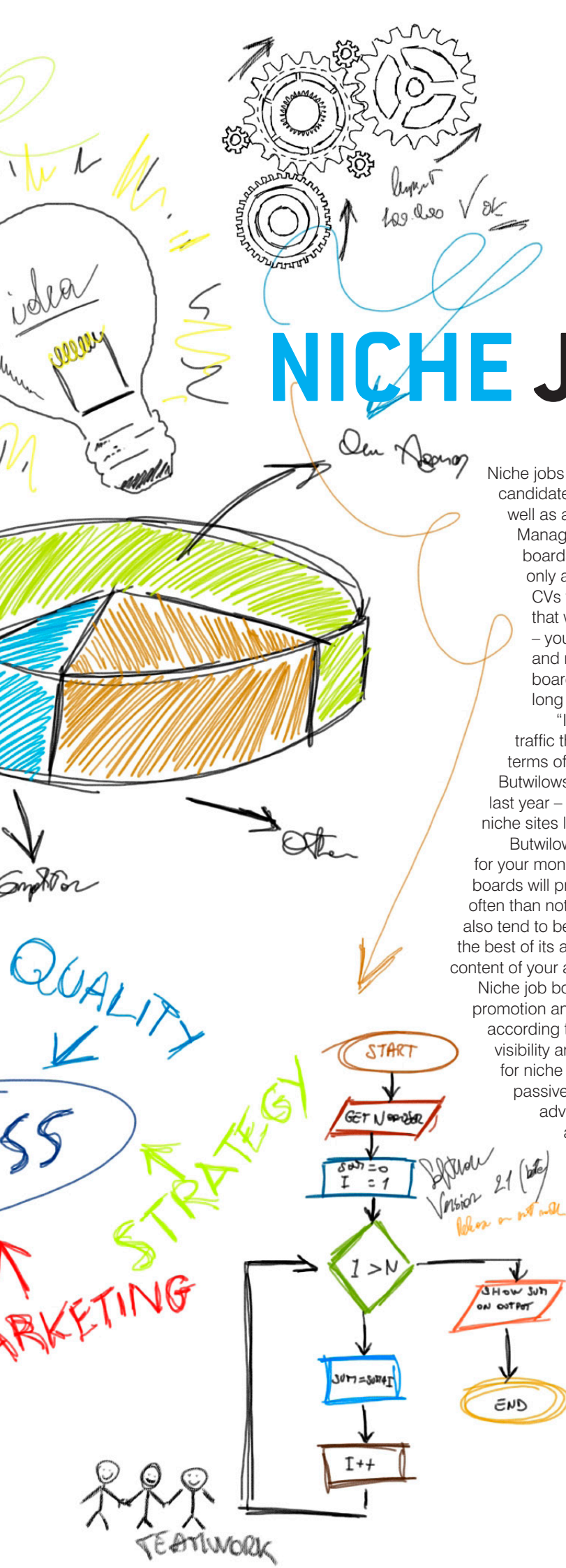
"In terms of traffic, in general, niche boards tend to attract a lot less traffic than general boards – however, the traffic is much more relevant in terms of what employers are looking for in a niche industry", comments Butwilowski. That said, Bubble had more than one million visitors to the site last year – and advertised more than 50,000 vacancies – which demonstrates niche sites like this still attract an impressive amount of traffic.

Butwilowski believes that with niche job boards, you tend to get a lot more for your money than you would when using generic sites. "In general, niche boards will promote your job a lot more than generic sites which will, more often than not, simply leave your advert on their site until it expires. Niche sites also tend to be much more committed to making your job advert perform to the best of its ability – often offering advice on the title of your vacancy and the content of your advert – before you even post it."

Niche job boards are also more likely to offer the option of social media promotion and sending your advert to various aggregators such as Indeed, according to Butwilowski - which means your advert will get much more visibility and promotion across the wider web. "Social media is a great tool for niche jobs boards to use as they can dedicate their strategy to targeting passive and active candidates in their industry, and ensure their clients' adverts are put in front of the right people, rather than just putting the advert on their site and hoping for the best."

Butwilowski declares that niche jobs boards are not only beneficial for the employer, but for the candidate as well. He says instead of sifting through hundreds, or even thousands, of irrelevant vacancies, they can go onto a niche board and access a list of vacancies suitable to them almost immediately. This kind of niche site also tends to include advice sections about job seeking in that particular industry so the candidate can take some advice from that before applying for roles.

Butwilowski predicts that these sort of niche sites are only going to grow – "The digital generation have very little patience and will not spend hours trawling generalist jobs sites, so are more likely to opt for a niche jobs board every time. If niche sites can continue to offer a valuable service to employers and continue to create a community around their particular niche



that attracts both active and passive job seekers, I think they could overtake generic boards in terms of popularity in the not too distant future."

Specialist Knowledge

For Rob Searle, the advantage of niche sites is all about the specialist knowledge they have about their subject. "Niche job boards have a unique understanding of their audience, meaning recruiters know high calibre candidates will view their vacancies, and consequentially, jobseekers trust the site to display the very best vacancies." Searle is Commercial Director at CareerStructure.com, a construction, engineering and built environment job board. Rob believes their specialist expertise and highly targeted impactful marketing campaigns genuinely engage candidates, with 250,000 unique users visiting the site in January alone. Employers recognise the value of this level of engagement, which is reflected by the 5,300 jobs currently live on CareerStructure.com.

Searle comments that their specialist position means both jobseekers and recruiters are assured that the site offers the best candidates and vacancies. They also have a specialist marketing team to target those jobseekers looking for work in the construction, engineering and built environment. Searle believes that this means matching the candidate to a job role within their field of experience is therefore a much more efficient and cost effective process for recruiters.

The biggest development in recent years is the popularity of mobile, declares Searle. "For both recruiters and jobseekers, mobile provides a flexible platform that commuters are able to access on-the-go." For example, CareerStructure's mobile site now sees 8,760 applications every month, and make up 10% of overall apps; monthly mobile traffic brings in 115,000 visits to the site.

Time saved with niche sites

At a niche site recruiting doctors, saving



Niche job boards have a unique understanding of their audience, meaning recruiters know high calibre candidates will view their vacancies, and consequentially, jobseekers trust the site to display the very best vacancies. ”

[Rob Seale, CareerStructure.com](#)

time is essential. Andrea Thornton, Head of Recruitment for Doctors.net.uk, an online network of doctors, said: "Niche and professional online recruitment services enable time pressed recruiters to engage directly with their target audience, saving them time and money. They enable ROI to be measured effectively by giving recruiters visibility of the size of the active target audience within their doctor profile, an understanding of who engaged with their advertisement and, ultimately, who applied."

Furthermore, Thornton says from the doctor perspective, niche sites have made it easier for them to keep abreast of job vacancies within the NHS - and much further beyond - at the touch of a button. For example, her site's online jobs service sees thousands of doctors viewing opportunities that range from traditional NHS posts to becoming a medic with the MoD to opportunities in the pharmaceutical industry and with private healthcare providers. Thornton continues: "We are in the process of making it even easier for recruiters and doctors to connect by building a new CV database, which will identify the types of roles that doctors are looking for and enable recruiters to source suitable candidates quickly. By encouraging doctors to keep their CVs updated we will be able to keep abreast of their career plans." Thornton believes that if they are to continue to thrive, niche recruitment sites must maintain very strong relationships with their target audience. She feels it is also important for them to add value by offering additional career support services, such as help with writing CVs, interview techniques and training resources.



Looking for **global engineering candidates?**

- **Largest & fastest** growing international CV database
- **Industry expert** account management
- **Trusted** by top engineering companies and recruitment agencies



engineeringjobs.com

Talk to the industry experts

onrec@rjobnetwork.com

0844 259 0029 / +0044 8442 5900 29

www.reengineeringjobs.com



REASONS TO INVEST IN NEW HR SOFTWARE

If you suspect your software isn't as effective as it could be, here are some reasons to justify upgrading or investing in new software. The benefits could be more wide ranging than you imagine...

We've already seen HR software evolve considerably in recent years, from a managed service to a cloud-based application explains Jonathan Richards, CEO and co-founder of online HR software provider breatheHR. Richards says that one of the main responsibilities of the HR department is to manage the vast mountains of paperwork and process generated though tasks like staff absence and personal development.

However, Richards comments that because HR software now automates many HR admin tasks and employees can 'self-serve' and access their own files and data, the role of HR is changing, in the employee's favour. "At the moment, HR is in the middle representing the employer. But HR software gives employees much more control, making HR more transparent and less about process and more about people. Liberated from admin and paper trails, HR should have greater freedom to work with employees on personal development and engagement tasks, which can only be good for business." Richards also points out that the whole decision of whether to upgrade to the latest software or not is something that doesn't exist with

Software as a Service (SaaS) products, which reside in the Cloud and are continually modified and improved without the customer need to increase their investment.

A key shift that we are seeing is a focus towards analytics and big data says Julie Windsor, Managing Director at Talentia Software UK. "Companies now have such vast quantities of data at their fingertips that it can be a struggle to extract meaningful information to inform business decisions." To assist with this issue, Talentia has developed an interactive dashboard that enables key information to be viewed with ease, allowing data to be uncovered in real-time on a global scale. They say they are seeing a greater need than ever before for departments to collaborate to achieve corporate goals and big data tools assist with this by breaking down departmental silos, in turn speeding up decision-making in order to enable firms to gain and maintain competitive advantage.

Julie Windsor cites key benefits of investing in new software as including process improvement, achieving increased efficiencies through automation, recruitment cost reductions and

the ability to filter out applications at the outset using automation tools. She adds that technology continues to advance and improve and they are now also seeing the integration of 'new' mediums such as professional social networking sites into systems. "This is invaluable not only in terms of reducing data entry costs but also as these mediums enhance the scope for sourcing recruitment candidates."

So why should customers invest in new software?

Razor Suleman, Achievers Founder & Chief Evangelist cites several reasons to invest in Employee Referral software:

Cheaper: Traditional recruitment methods can cost upwards of \$18,000 (advertising, translation costs, agency and search fees, possible travel, and screening time). Employee referrals usually cost less than \$1,000.

Faster: Referred applicants are placed within 29 days. Applicants from job boards take 39 days, while applicants from career sites take 45.

Reduced Turnover: Eighty percent of employees hired from job boards will be gone in two years.

But because employee referred candidates join your company with more realistic expectations and a built-in sponsor, they leave at much lower rates—an average of 45% retention after two years

Higher Quality Referrals: Referred employees are roughly 25% more profitable than their peers and have a 350% reduced chance of being fired

Recognizing employees through the referral process is what creates a larger pipeline of referrals.

Razor Suleman agrees the future is about employees being able to use HR software, saying: "The talk continues to focus on mobile first, but really it's about employees first. HR software that truly has the employee in mind needs to be employee centric. Ensuring that your software is social, mobile, and accessible, offers ubiquitous access and is enjoyable to use is the priority. "Suleman also comments that HR software and systems capture more terabytes of data about employees than any other system in place at a company. " Organizations need to learn how to first understand the basic data they have collected, then use that data to predict trends in the workplace and among employees. For example, if you can track that employee X has referred 10 candidates and 8 have been selected and joined the company, employee X's referrals should be taken into serious consideration when they come across HRs desk."

New software can help with specific requirements,

for example Entelo Diversity uses a proprietary algorithm to find candidates whose social profiles indicate a high probability of meeting a specific gender or ethnicity as well as candidates who may have previous military experience. Currently, customers are able to filter based on the following groups, in the event one of them is currently underrepresented in a given candidate pool:

- Female
- African-American
- Asian-American
- Hispanic-American
- Military Veteran

Entelo Diversity allows companies of all sizes to reap the benefits of building strong, diverse teams. They say numerous studies have shown that a more diverse workforce is more productive, more innovative, and contributes to increased market share, profitability, and lower employee turnover. It can help companies to find candidates from underrepresented groups in a fraction of the time and cost of more traditional diversity recruiting activities.

Regarding the future, Entelo says within social data there are strong indicators of when a top performer is about to “come to market,” or pursue their next career opportunity. They predict that with the amount of social data continuing to scale rapidly, it’ll be the job of tomorrow’s recruiter to figure out how to leverage big data and predictive analytics to find the right candidates when they aren’t yet actively looking.

10 Questions to Ask HCM Vendors Before Switching

There has never been so much focus on Human Capital Management (HCM) solutions and in the past six months we’ve seen unprecedented demand from SME’s and larger global brands alike. As companies recognise the need to have robust, scalable, integrated HCM systems that reduce manual processing, reconciliation, rework and risk, many are considering switching from their old legacy systems in order to ensure HR stays up to date with the business growth model.

But don’t rush in. Making changes to your HCM infrastructure requires careful planning and preparation. Here are 10 questions to consider as you assess HCM solutions:



Ensuring that your software is social, mobile, and accessible, offers ubiquitous access and is enjoyable to use is the priority.

Razor Suleman, Achievers Founder & Chief Evangelist



1. Is it time to move to the cloud? The cloud revolution has certainly come to HCM and many companies are seeing the benefits of moving from a traditional hosted, on-premise model to a cloud-based infrastructure. Do you need infrastructure that can scale to accommodate new users as you grow?
 2. How secure is your provider’s cloud? Is it an enterprise-class cloud computing platform? How many subscribers use it daily? Does it have the right security accreditations?
 3. Is it a fully integrated suite, built from the ground up? Does the suite include functionality for recruitment, performance management, self-service, benefits and analytics?
 4. Does the solution link to each of your payroll systems? Can it simultaneously extract and pass back information to each country specific payroll to help with HR processes such as salary planning and pension contribution?
 5. Does it feature tools for performance management? Performance management is vital to a business and helps you to gain an overall better understanding of your organisation’s collective talent by identifying crucial roles and key contributors.
 6. Will you have real-time visibility of your HR data? Does the system feature configurable dashboards to display analytics for a broad range of HR data? From sickness and leave patterns, objectives progression and completion, under and over achievers, and attrition rates. Can you access the data from a mobile device and from desktops outside your office?
 7. Is it a truly global solution? Does it feature local compliance sets, multiple currencies and languages? Are you able to pay people on different frequencies? Can it track historical currencies to enable you to compare year on year?
 8. Is it efficient? Will your new system completely remove the nuisance of rekeying, dual entry and reconciliation? Can you completely move away from using spreadsheets to store and pass data?
 9. Does it enable your team? Can employees update their own personal details as well as log holiday requests and sick leave? Can the system track training and development needs?
 10. How long will it take to implement and is it robust? Does your vendor have a proven record of time effective implementations? Do they undertake a business discovery exercise to understand your current HR processes and procedures whilst recommending best practice methods?
- If you can tick all the boxes you’re well on your way to implementing a performance-driven, results oriented HCM system that will support your business as it grows.



**Pretest your candidates
for the skills you need**

☎ 0845 434 2265

Building on the significant value Skillsarena delivers with skill testing, we now bring you exclusive access to the unrivalled psychometric e-Assessments from Thalentio®.



**Speed up & empower your HR.
Recruit - Manage - Develop Key Talents.**

OUR EXPERTISE



**Performance
Questionnaires**



**Cognitive
Tests**



**Ability
Tests**



**Competency
Mapping**

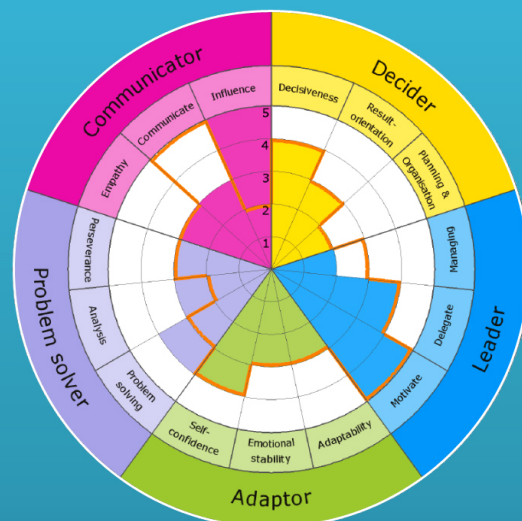


**360°
Surveys**



**Self-
Evaluation**

CRYSTAL CLEAR INSIGHTS



User Friendly - Easy to interpret results



Validated technology - Valuable info



Operational efficiency - In the cloud



Measurable ROI - No license fee

SEARCH ENGINE MARKETING

MAKING THE MOST OF THE WEB

It's not enough to have a great website if no-one knows about it. That's where a whole new science of search engine marketing come in- with the right tactics anyone will find your website when searching for relevant words.

Daniel Nolan, managing director of the Eword, describes search engine marketing as the process of optimising and promoting your web presence so that it appears more prominently in search results. "It is important because increasingly, people use search engines as a research tool. Google is the most popular search engine, with the recruitment sector being a particularly busy vertical." There are up to three million searches every month for the keyword 'jobs', which just goes to show how crowded the online recruitment industry is – and therefore, how important it is to rank highly in the right searches.

Nolan continues: "There are two main types of search marketing: search engine optimisation (SEO), in which you optimise your website and produce shareable content with the aim of attracting inbound links and increasing traffic levels naturally, and pay per click (PPC), where you bid a certain amount of money, through a platform such as AdWords, to bring visitors to your website."

Today, search is a valuable channel in the marketing mix says Nolan, not least because the ease with which results can be tracked means it is easier to assess the impact of work than it is with channels such as radio or print advertising. "In the current economic climate, the decreased risk of only paying ad costs when someone visits your website makes a channel like PPC very attractive. For the recruitment industry, search is especially important. A quick Google search of job-related keywords like 'marketing jobs', 'office jobs' or even 'job interview advice' reveals the wealth of recruitment businesses optimising their web presence to appear in these search results." In such a noisy space, Nolan advises that the key to standing out is innovation and differentiation. "It's vital to understand the interests of your target market and find a way of communicating with them that stands out. Spam tactics, such as buying links or over-using keywords, should be avoided. Visual content – such as infographics,

animations, photos and videos – will become increasingly useful in both organic and paid search marketing, meaning it should be a key part of your strategic thinking."

Over the past couple of years, SEO has changed dramatically thanks to numerous Google algorithm updates which have well and truly shaken things up, says Amy Edwards, SEO Manager at Bubble Jobs. "The two biggest recent updates have targeted 'thin', low quality content (Panda) and spammy link building tactics (Penguin) – and it's fair to say that since they've come been implemented, it's become harder and harder to rank well organically on Google. The days of pointing lots of random links to your site, filling your site with any old random content and achieving top 10 rankings on Google and Co are long behind us."

Instead, Amy Edwards says the focus right now (as she believes it really should have always been) is on creating high quality content and sites that provide a real value to the end user – these days cutting corners just won't work. In fact, Edwards says trying to cheat the system just isn't worth it. "Commit too many SEO crimes and you run the risk of receiving a manual penalty from Google which your site might never recover from. That said; over the last six months here at Bubble we've seen a massive influx of major brands looking for talented copywriters and digital content editors who can create high quality, interesting and useful content for their websites, i.e. content that visitors actually want to consume and share. And while we still carry a large number of SEO and SEM roles, we've seen that the focus of many of these has even shifted across to content production too."

Looking to the future, Edwards thinks that Google, the other search engines and their algorithms are only going to become more extreme when it comes to assessing sites and where they should rank organically. "I think gaming the system is going to become almost impossible – which can only be a good thing as it should sort the wheat from the chaff and weed out any companies who aren't willing (or able) to produce a site that visitors can get real value from and that can be marketed using the correct channels. With that in mind; alongside PPC Managers (who can help brand to reach their target

audience on the search engines for a set fee), I think demand for talented copywriters, content editors and overall digital editors will only increase as more and more brands come to the inclusion that great SEO and ranking well on Google is about much more than just backlinks and correct title tags."

In such a competitive market, SEO and PPC strategies are essential for recruitment brands that are looking to stay ahead of their competition believes Aleyx Perks, Head of Digital at JobFruit. Perks says both strategies are very effective and Recruitment brands should be implementing these to maximise their exposure. "The key to both of these strategies is to be targeted and specialist. If your website is ranked for specific keywords in your industry, you can prove your value to clients, gain vacancies and attract unique candidates." For example, Perks explains that if you are a construction recruitment agency in York and appear at the top of Google for Construction Jobs York, you will attract unique candidates who are searching for construction jobs in York, but clients will also see your value and give you more business.

"I would say that the current economic climate has affected SEO and PPC strategies. With many industries experiencing growth and many more jobs coming to market, recruitment companies need to think outside the box to attract unique candidates. It's all about finding the right talent before their competitors and ensuring their website appears for relevant search terms will help you to achieve this."

Jobfruit's best advice would be to have a clear cut plan. Start by having an overall SEM plan and then break this down into specific SEO and PPC goals for each specific sector you recruit in. For best results, keep every campaign targeted to a specialist area, don't try to cover all bases in one campaign. Perks comments: "Our future prediction is already happening, but we believe content will continue to be the main driver in SEO and PPC, after all no one wants to visit a website with poor content. Recruitment brands need to be creating quality content which their audience want to read, not what they think will help them rank in Google!"

CLICK HERE

FOR FREE ACCESS TO 6.5 MILLION CVS



Why is CV-Library a Leading Job Board?

- ✓ Database Holding Over 6.5 Million CVs
- ✓ 150,000 New CVs Registered Every Month
- ✓ 1.7 Million Job Applications Monthly
- ✓ 10.5 Million Monthly Job Searches

**CLICK HERE TO START YOUR
FREE RECRUITMENT TRIAL**



Call us now on 01252 810995 quoting
'OnRec Magazine' to start your FREE trial.



Deloitte.
Technology Fast50



onrec
2013 Industry Awards
WINNER



LAUNCHES

1> eArcu launch the World's first Responsive Design Recruitment Solution

Following on from the huge success of their responsive design for candidates, eArcu today announce another global first: Resourcing Managers and Hiring Managers can now work on their laptop, tablet or phone, right across the whole recruitment process. eArcu clients can already let their candidates browse jobs, apply, take tests, book interviews and assessments, receive offers and complete their on-boarding on mobile devices. Now the development team at eArcu have brought this same leading edge architecture to the features used by recruiters and hiring managers. Managers can now draft vacancies and send them for approval on their phones, senior stakeholders can give approval, and Resourcing Managers can run the whole recruitment process on any device they choose. The beauty of the eArcu solution is that the approach has been implemented throughout the whole product.

www.earcu.com

2> OPP announces unique online platform to support hiring decisions

Leader in workplace psychology, OPP, has today launched Sirius – a unique competency-based online platform that allows companies to streamline and dramatically improve their selection process. The product helps recruiting managers identify candidates who are the best possible fit for the job, and ensures a fair and objective recruitment decision is made.

www.opp.com

1



Online exclusive

Visit **onrec.com** for the latest information on online recruitment

3> Morson and Concorde join forces for G-cloud framework

Global recruitment company, Morson International, and Concorde IT Group – one of the UK's leading IT support and managed service specialists – have formed a unique partnership to serve customers of the government-funded initiative, the G-cloud IV framework. The combined service offering of Concorde's converged infrastructure and delivery of efficient and robust national cloud solutions, and the significant recruitment capability of Morson ensures that a flexible, comprehensive and effective service is accessible to all G-cloud consumers.

www.morson.com

4> Barclays joins forces with Benefex

Following last year's successful launch of Barclays Beyond Benefits, Barclays has today announced the details of its work with Benefex to deliver a Flexible Benefits solution and its 'Money Works' portal to businesses and their employees. The Flexible Benefits solution, which sits within the innovative Barclays Beyond Benefits online portal, supports the broader strategic consulting service which Barclays provides its clients. It enables employers to offer a greater choice of benefits, streamline administration and ultimately engage and retain talented employees.

www.benefex.co.uk

2

3

5> jobs.ac.uk's first Google+ Hangout for PhDs is a huge success

On Wednesday 22nd January, jobs.ac.uk, the leading global jobs board for academic, research and science careers, successfully hosted its first Google Hangout on Air, a live online Q&A event on the subject of 'How to secure a job after your PhD'. Over 1,700 people registered for the online event which featured a panel of experts, selected by jobs.ac.uk, to discuss career options available after a PhD. The panel included Dr Chris Humphrey, founder of Jobs on Toast, Clare Jones, senior careers advisor from Nottingham University, Dr Ioanna Iordanou, PhD development co-coordinator from Warwick Business School and Dr Nadine Muller, a Lecturer from Liverpool John Moores University. It was chaired by Aimee Bateman, founder of Careercake.com, recognised employment expert who has also appeared as a careers advisor for the BBC.

www.jobs.ac.uk

6

6> "Search, Work, Earn" - The New Way to search for Partime Work

One of the unique features that ParTime Student prides itself on is its location based job searching. We know that it is key to be able to find work located conveniently for students, and ParTime Student has been designed from the ground up to make this as simple and intuitive as possible. Map based searching, and the ability for a student to use their address or postcode to find nearby vacancies, is centre stage on the site and, combined with our great search filtering options, means that we help students find the opportunities that are relevant to them like never before. From searching, through to applying, ParTime Student wants to make sure that students can find the jobs they need, and also ensure that those who are offering work opportunities get the exposure, and in turn, the applicants they require, to recruit for every location and job they post.

www.partimestudent.com

Launched a new
e-recruitment site
or product?

Please let us know by
emailing editor@onrec.com

onrec



HOW TO DESIGN YOUR RECRUITMENT WEBSITE



Assuming candidates have found your website (for more information on how to do this, please refer to article on SEO elsewhere in this issue!), then the next task is to engage them and encourage applications. This is where a really well thought out website design comes in.

As Naveen Narayanan, Global Head of Talent Acquisition at HCL Technologies explains, this is a very important source of candidates. "While social media interactions and job board enabled recruitment keep growing as channels to interact, the career section is a must have sourcing channel for high volume hiring.

Companies hire a large chunk through this channel and should not be ignored." This part of the site may require more time and attention than in the past, but our correspondents believe it is worthwhile. Naveen Narayanan points out that career sections can help to paint a picture of the company's personality, values and position as an industry leader.

"Candidates today desire to be engaged right away in the digital sphere. So, your recruitment section must be captivating from the first click if you hope to employ the best. Make the careers section absorbing by including plenty of information on your company's culture, videos filmed around the office, quality photographs and employee testimonials. RSS feeds are also the in thing."

Naveen Narayanan suggests that good design can help to attract passive candidates – with the boom in number of sourcing channels available like LinkedIn,

Glassdoor, job aggregators and job boards. "Engaging features, such as live chat links are an ideal way to communicate with otherwise passive job seekers who are curious to know more. Another option is to add some colour and fun by ensuring that the careers section is presented through video interviews of line managers describing their ideal candidate in a way that is more appealing and informative than HR-produced text."

Narayanan reminds us that it's worth remembering that a lot of perspective employees will belong to the Gen Y, which means that these features will only make the application process more attractive. "It also makes the company look innovative and gives the applicant a feel for what their prospective employers are like."

Narayanan comments that not having a common platform for jobs is the most common mistake that organisations make. If there is more than one route for candidates to apply for jobs it can confuse applicants. "A general rule of thumb is that if it takes more than one minute to apply, the application process is too long. While you should definitely have a system in place that swiftly processes all-important documents of the candidate, too many screening questions make the process arduous." With personalisation in place via various identification methods such as social media, it'll become easier to target passive job applicants using demandbase tools and social data, says Narayanan. This is going to be increasingly important due to a skills shortage. "According to PwC's global CEO Study, 66% of CEOs say that the absence of necessary skills is their biggest talent challenge. 83% say they're working to change their recruiting strategies to address that fact." Narayanan suggests that the recruitment process has now grown to a point in which it's no longer about chasing candidates, but is instead about attracting the right talent. "With up to a third of candidate applications taking place on websites, it only makes sense to put some thought into how you design this platform."

Invest in sites optimised for mobiles

Many candidates are searching for jobs from a variety of devices comments Liliya Apostolova, Senior High-Tech Product Marketing Leader at Lumesse. The typical candidate journey often starts when potential recruits search for jobs on their mobile devices, either in their spare time, or while travelling. In fact, Apostolova claims that according to a recent survey by Career Network, a recruitment website, 77% of job seekers are using mobile search apps, proving just how important the mobile platform

has become as a component of the recruitment process. Therefore, recruiters and HR leaders need to ensure that their career website is optimised for the mobile platform to ensure maximum engagement. Apostolova recommends that this often this means fewer features rather than more, saying: "Clean and simple features that make it easy to search on mobile will ensure that people can find and read the job postings on their smart phones." Additionally, candidates will often start the search and application process on their smart phone but complete it on a desktop. Therefore, features that enable this easily mean that they are more likely to return to the job opening to apply.

Glassdoor Chief Technology Officer, Ryan Aylward believes that overall, employers are not investing enough in the careers section of their websites, and one of the biggest mistakes is that they are not offering a mobile optimized careers site. According to a recent Glassdoor mobile job search survey, 9 in 10 (89%) job seekers plan to use their mobile devices as part of their job search process in the next 12 months, however, half (49%) of job seekers report that it is difficult to apply to jobs via their mobile device. Aylward believes this illustrates the disconnect between prospective candidates finding jobs and their ability to actually apply to them. "In essence, employers are missing out on top talent because they haven't yet invested in a mobile optimized careers site. Employers who invest in this now will have the clear edge when it comes to winning the war for talent." Aylward considers that a responsive careers site – one that provides a similar user experience across all platforms (desktop, mobile phone and tablet) is critical to attracting top talent these days. In fact, he says that one in four (25%) job seekers report they would be deterred from applying to a job if the company's careers site or job listings were not mobile-optimized. "This signifies to a job seeker that the company is behind the times, so it's the employers' responsibility to commit to providing a user-friendly mobile job search and apply experience."

Maybe it's time you checked out your company's website from a candidate's point of view-is it behind the times?

Recruitment is



Developed by people who know recruitment

RDB ProNet is developed by people with decades of front line recruitment experience who understand what small, medium and large recruitment companies want to achieve and have been helping them to achieve it since 1996. It's because we understand your goals that ProNet has been designed to be a platform on which to build your business with usable workflows, ease of integration, customisation, compliance and security at its heart.

If you're a small business you'll appreciate that ProNet will meet and exceed your needs out of the box and if you're a larger business you'll appreciate the fact that while all the standard workflows are covered – your own particular, perhaps, more complex or compliance needs can be easily catered for.

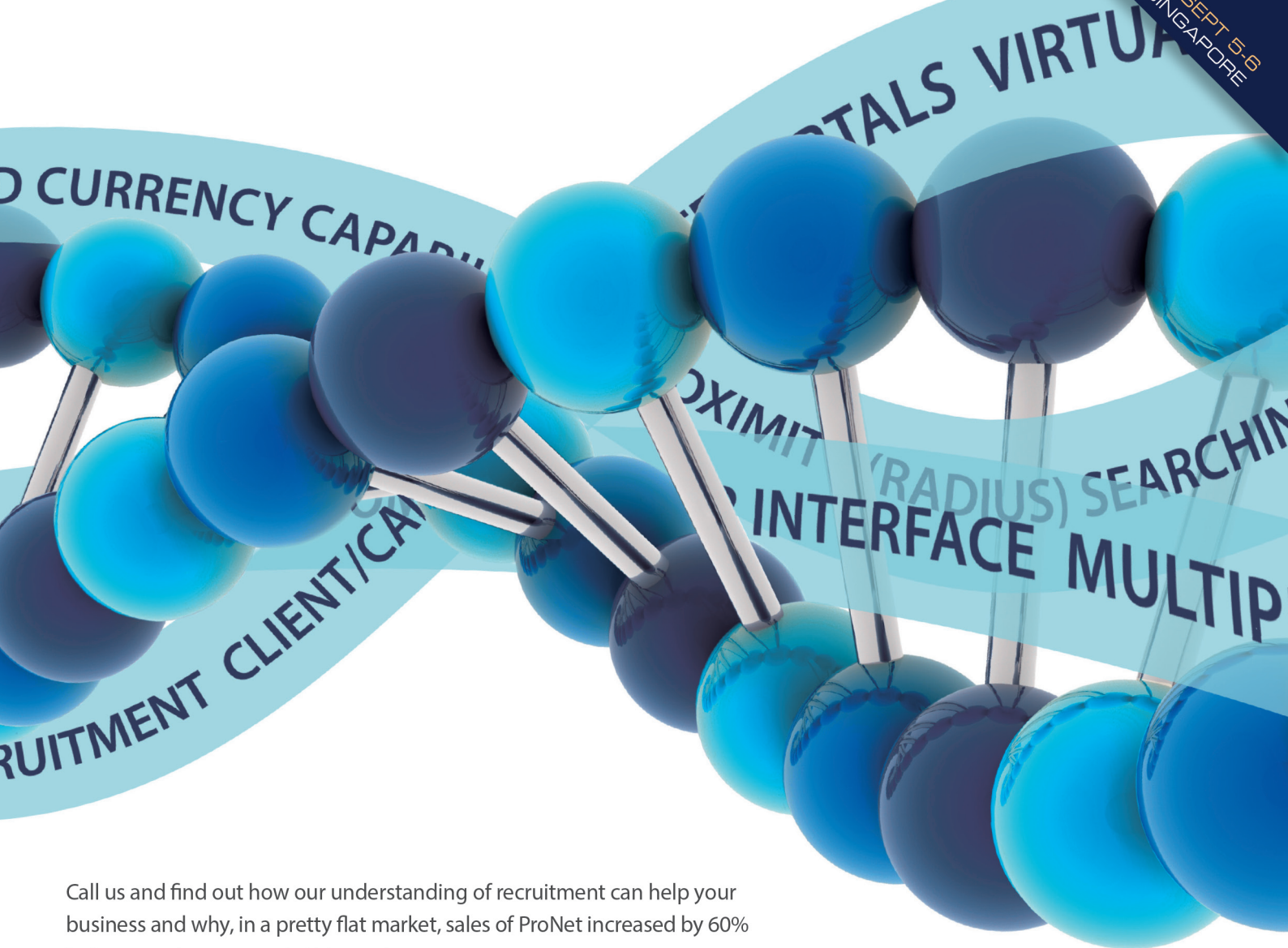
Deeper integration, intuitive operation, exceptional user satisfaction, improved efficiency, reliability, easy customisation and larger profits. These are the benefits enjoyed by recruitment businesses using RDB ProNet.

Recruitment Software

Client/candidate website portals | Vendor management | Job boards | On-line timesheets | Virtual office | Search & Workflow Management

in our DNA

First Choice
Software
going global
at the
RECRUITMENT SUMMIT - SEPT 5-6
MARINA BAY SANDS - SINGAPORE
THE GLOBAL RECRUITER
ASIA PACIFIC



Call us and find out how our understanding of recruitment can help your business and why, in a pretty flat market, sales of ProNet increased by 60% last year and are up again this year!

On-site or in the Cloud the choice is yours and you'll be in great company...

...these are just some of our successful clients.

Practicus
The Outcome Delivery Partner

randstad

resource
group

Chadwick Nott
PROFESSIONALS

amoria bond

Clinical
PROFESSIONALS

rdb

ProNet
people | process | placements

AWR
READY

APSCo



"The best recruitment platform for ease of use, productivity and flexibility."

Don't take our word for it....see for yourself...visit

www.firstchoice.org.uk/FCS/Opinion



Charles Hipps is Chief Executive at WCN. He shares his views on online only recruiters and the way ahead:

In this new era, heads of recruitment and hiring managers will have to focus on building relationships online with pools of talent, using both existing tools and social media to engage with potential talent. Companies wanting to get the most out of recruitment need to 'think mobile'. Almost half of UK Internet users access the web from a mobile, according to the Office for National Statistics in 2013, with the most rapid growth among younger people, where 71% of Internet-connected 16 to 24-year-olds used mobiles. The more mobile-optimised your recruitment process, the better placed you will be to access the best breadth of talent.

Never miss a call



The average company in the UK loses 7 calls every day

- Do you know how many calls your recruitment agency loses?
- Have you thought about how much each call is worth to your agency?
- How many candidates or clients are you losing from missed calls?

All incoming calls are displayed including missed calls and those received when the office is closed. Call reporting arms you with the information to be pro-active and get the competitive advantage.

Our business phone systems include many features as standard:



Call Management
Software



Call Recording



On-Hold
Marketing



Computer Telephony
Integration



UK Support
& Service

**See how a new telephone system can change your business...
Call us today.**

0845 034 4514 | Pioneercomms.co.uk



HR Software as a Service Provider

CIPHR is a leading supplier of HR Software as a Service, Payroll Software and eRecruitment Solutions. We've been supplying best of breed people management solutions for over 30 years and remain one of the most established and trusted providers in the UK.



Every day, some of the UK's largest and most respected organisations, small businesses, charities, and public sector bodies rely on CIPHR to effectively manage their employees.



How can you make your HR processes faster and more effective? What will help you uncover the strategic business insights you need from endless gigabytes of data? To perform at this level you need CIPHR - a unique breed of sophisticated, integrated HR software solutions that can help you achieve your business's goals.

Customer Testimonials

"CIPHR matches our core values of being passionate, collaborative and respectful, customer obsessed and restlessly innovative."



"CIPHR provided me with a whole team of experts who would form an essential source of additional resource and one that I would learn to rely on over the years."

GIVE US A CALL - We'd love to talk to you about how we can help your HR team, just give us a call on: **+44 (0)1628 814 242**
or email us: **info@ciphr.com**



Looking for the right job candidate?

When your company needs to fill an important position, they should look for a qualified candidate. The IEEE Job Site connects you with senior-level managers, top engineers and technology experts in every sector – the leaders shaping innovation and business.

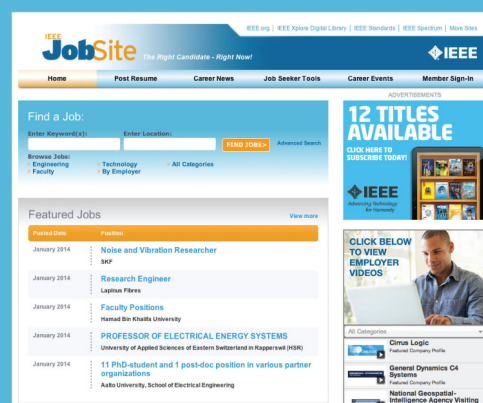


Post Your Open Position on the IEEE Job Site at a 20% Discount!

The IEEE Job Site - Named Top 100 Employment Site by Weddle's!

- Delivers job postings instantly to registered IEEE Members
- Provides resumes/CV matched to your needs quickly and cost-effectively
- Pre-qualifies candidates electronically within minutes
- Offers an anonymous response option to entice coveted passive job seekers

Employers prefer IEEE Members over job candidates on CareerBuilder, Dice and Monster.com.*



* IEEE Job Site User Survey

Visit the IEEE Job Site today at www.ieee.org/jobs/onrec for information on this special offer.



ConnectTM from EPLOY

Everything you ever wanted in a
recruitment platform and more.

Create a community, build a portal
with **Eploy ConnectTM**



Share, Collaborate, Communicate, Automate. Only Eploy®.

- Unrivalled candidate experience
- Mobile and Social recruitment
- Talent communities and enhanced career features
- Industry leading recruitment and talent management package
- Flexible workflow and communication processing
- Proactive recruitment & social research integration
- Automate recruitment tasks, emails and 2 way SMS
- Work from a recruitment enhanced inbox with email, diary and interview synchronisation

eploy@
the future of recruitment

www.eploy.co.uk | info@eploy.co.uk | 0800 073 42 43

