

# onrec

The **global** online  
recruitment magazine

ISSUE 135 | OCTOBER 2012  
[www.onrec.com](http://www.onrec.com)

**PLUS>**

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

ISSUE 135

The Most effective use of

## TALENT MANAGEMENT SYSTEMS

**24/7 for  
industry news**

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





Christmas has come early. **50% off for all Eploy customers!**

Don't you just love it when your loyalty to a brand is rewarded with a higher bill than that for a new customer?

Well, at Eploy, we think differently. We're offering **ALL** our customers **50% off mobile recruitment** and **multi-lingual options** when ordering a new recruitment website, until April 2013.

**2.8 million job seekers access job listings from a mobile device every month\***. With 41% of Eploy customers already enjoying the entire Eploy system via a mobile device, AND 70% of those having candidates accessing their Eploy powered career portal in the same way, the Eploy community is already benefitting from a truly mobile enhanced service and superb user experience. **Isn't it time you joined Eploy?**



**eemploy@**  
the **future** of recruitment

[www.eemploy.co.uk](http://www.eemploy.co.uk) | [info@eemploy.co.uk](mailto:info@eemploy.co.uk) | 0800 073 42 43

\* Source: ComScore

# FROM THE EDITOR PREFACE

**W**elcome to the Nov / Dec edition of the Onrec Magazine

Social media has dominated many recruitment discussions in 2012 and next year probably won't be any different.

Part of the reason for it being top topic of conversation is perhaps that it is perceived as a free method of publishing jobs to candidates. Our economic cycle of slow painful growth supports any ideas that have no or little cost.

At the Onrec October conference Evenbase had some interesting statistics from a recent report that found employers thought more about using social media for recruiting than candidates do for finding jobs.

Candidates don't care where they click for jobs and given that many have little knowledge of how the UK recruitment industry works (the most complex in the world in my opinion) most will look for a job via Google. A sensible way to start. What will

they find with that first search for "job"?

Job boards because they are good at SEO and know where to place their advertising budgets to get candidates.

Don't write off job boards, recruiting via social media may work for some, but nothing is ever free and there is a cost to using it as a recruitment channel. Whatever the economy does recruiting the right people is crucial for your business and finding the right ones quickly could well be through job boards, because that's where people actively looking for work will be expecting to find your vacancy.

***Merry Christmas and  
good luck for 2013***



**David Hurst, 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](mailto:info@onrec.com)

**Web:** [www.onrec.com](http://www.onrec.com)

### Editorial

**David Hurst** CEO

[david@onrec.com](mailto:david@onrec.com)

**Stuart Gentle** Publisher

[stuart@onrec.com](mailto:stuart@onrec.com) / +44 (0) 208 846 2756

**Rebecca Waite** Subscriptions Administrator

[rwait@tarsus.co.uk](mailto:rwait@tarsus.co.uk) / +44 (0) 208 845 2700

**Lauren Mackelden** Features Editor

[lauren@onrec.com](mailto:lauren@onrec.com)

### Design

**James Wenman** Print Manager

[jwenman@tarsus.co.uk](mailto:jwenman@tarsus.co.uk) / +44 (0) 208 846 2841

**Stuart Gentle** Designer

[stuart@onrec.com](mailto:stuart@onrec.com) / +44 (0) 208 846 2756

### Sales & Marketing

**Stuart Gentle** Publisher

[stuart@onrec.com](mailto:stuart@onrec.com) / +44 (0) 208 846 2756

### Subscriptions

**Rebecca Waite** Subscriptions Administrator

[rwait@tarsus.co.uk](mailto:rwait@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



**GET IN A SPIN  
ABOUT STUDENT  
AND GRADUATE  
RECRUITMENT**

**OR GO TO  
MILKROUND**

From online to print, emails to events  
and mobile to social, promote your brand  
with 'the UK's most widely used graduate  
recruitment website'\* [milkroundonline.com](http://milkroundonline.com)  
[sales@milkround.com](mailto:sales@milkround.com) | 020 3003 4000

\*as voted by High Fliers Research for the past four years

**milkround**



# CONTENTS

06



12



## Features

### 11 Big Debate

Is Social Media really changing recruitment?

### 12 Online Recruitment Icons

Darren Brown speaks to Onrec about the past, present and future plans

### 22 Talent Management Systems

The most effective use

### 26 Social Media Surgery Q&A

## Regular

### 03 Preface

### 06 News

### 10 Partnerships

### 18 Launches

# NEWS

## PROGRESSION OVER SALARY



## Job seekers: career progression more important than salary

**38% of job seekers consider career progression the primary motivator when looking for a new opportunity, a recent survey by webrecruit has revealed**

38% of job seekers consider career progression the primary motivator when looking for a new opportunity, a recent survey by webrecruit has revealed.

Understanding how candidates search for jobs, a survey carried out by online recruiter, webrecruit – showed 38% of candidates consider career progression to be the most important factor when applying for a position. 23% said role responsibilities matter to them most.

In contrast, only 11% are attracted most by the salary of a position, 10% said they look for training opportunities, 9% look at the company's brand, 6% want support towards qualifications and 3% are attracted by a position's benefits package.

Ken Burt, Managing Director of webrecruit said 'Contrary to common belief, money is not always the deciding

factor when looking for a job and it's important for companies looking to fill a role to take this into consideration.

'These results reinforce the importance of companies offering high quality job opportunities and genuine prospects if they want to attract the best talent'.

The survey taken part by 987 candidates, looked into a number of areas including their preferred method for finding jobs and how they leverage LinkedIn, as well as salary trends.

Daniel Kilshaw, Candidate Services Team Manager of webrecruit adds: 'I increasingly speak to more and more candidates who are looking for a position which interests them, with more responsibility and the chance to grow, rather than just an attractive salary'.

## KELLY SERVICES EXPANDS

## Kelly Services London Office

*Kelly Services, a leading workforce solutions provider, has today announced the opening of a new office in Cannon Street, strategically located in the heart of the City*

The new, modern office will operate as a larger, multi-specialism hub, enabling the company to expand its expert offering across science, engineering, and office recruitment – as well as other niche sectors such as sales and marketing and hospitality.

The relocation is part of Kelly's strategy in the UK to reduce its geographic footprint, whilst continuing to service client and candidate needs from consolidated offices that allow for greater sharing of industry knowledge. Regarded as the original recruitment company established in 1946, Kelly Services now offers a total talent approach from sourcing professionals on a permanent, temporary or permanent basis through to managed services and innovative outsourced solutions.

Speaking at the opening of the Cannon Street office, Chief Operating Officer George Corona said:

"We're on a journey to move beyond traditional staffing, to provide our clients with the support that they need. Whether it's providing on-site resourcing expertise for retail businesses or recruiting qualified scientists for multinational pharmaceutical companies, we are able to offer solutions to meet any client's workforce needs."

Gary Jones, UK Managing Director added:

"We are moving above the high street away from the shop front businesses that we used to operate from. Our new London hub will enable us to grow our specialisms, ensuring we have the resources available to meet growing demand from our clients."



## NOT RETIRING

## Not retiring could make you healthy

*People approaching retirement should consider staying in employment longer to age more healthily according to Cognitive Neuroscientist and Business Improvement Strategist, Dr Lynda Shaw*

People approaching retirement should consider staying in employment longer to age more healthily according to Cognitive Neuroscientist and Business Improvement Strategist, Dr Lynda Shaw.

With much talk in the media about an ageing population, the effect on pensions and a strain on the economy, Shaw says staying in work making you healthier because it instils self-worth and value, versus possible depression and a sedentary lifestyle that can be associated with retirement.

Dr Lynda Shaw says: "Depression is enormously on the increase and so is stress and anxiety coming from loneliness, isolation and lack of self-worth post leaving employment. Many retirees I have talked with have said they don't know how to fill their day and feel older since quitting work.

"You can actually age more healthily by staying in work as long as your work is fulfilling and not drudgery. We know staying sharp on the job can help you stay mentally fit and healthy. Those who retire earlier often become sedentary sooner and develop health issues. Physical work though of course is another matter altogether.

"Furthermore we all know that job loss for any age group can have a detrimental effect on physical, mental and emotional health. This not only includes the health of the individual, but also affects the wellbeing of their families and loved ones. DeFrank and Ivancevich; and McLoyd have carried out some interesting research to support these findings."

Whilst it is true the recession has forced many to put off retirement out of financial need and because these days they have more considerable family and other obligations, many workers past retirement age enjoy all the flexibility they need as they can quit it if they're not happy meaning workers in their 60s+ can feel less trapped than their young counterparts. [www.drlyndashaw.com](http://www.drlyndashaw.com)

## PENNA PARTNERSHIP



## Penna announces partnership with Remploy

*Penna partners with Remploy to deliver tailored outplacement, supporting people with barriers to work*

Penna, the number one outplacement firm in the UK, today announces a new partnership with Remploy, disability employment experts, to deliver tailored outplacement support for disabled people facing redundancy.

The new partnership will ensure that disabled people receive robust outplacement support to help them secure their next career move.

The existing Penna outplacement service will be provided with specialist support from Remploy, one of the UK's leading providers of specialist employment support for disabled and disadvantaged people. The outplacement support will be delivered by experienced vocational rehabilitation consultants who are all members of the Vocational Rehabilitation Association, operating within the Rehabilitation Code of Best Practice.

Some of the services the partnership will see provided include:

- Helping individuals identify suitable working environments and prepare for the workplace

- Providing guidance on job search activities and access to vacancies with employers who understand disability

- Interactive online support 24/7, including e-learning modules, use of a CV builder tool and access to live vacancies

- Providing ongoing support once in work to ensure sustainability, including

help with reasonable adjustments if needed

Commenting on the partnership Owen Morgan, Commercial and Operations Director of Penna said: "Coverage of the Paralympics has further challenged how society views both disability and disabled people and at Penna we're keen to ensure that our tailored outplacement services address the needs of all in society.

"Remploy's specific understanding and expertise in supporting those with a range of disabilities make them ideal partners for our organisation. With as many as one in five individuals of working age in the UK having some form of disability, it's important that support is available when required. As an organisation that prides itself on delivering first class support to individuals facing career change, being able to call upon the expertise of Remploy will add real value to the service".

Matt Reed, Director of Employer Services for Remploy said: "We are delighted to be partnering with Penna – our relationship recognises the strong fit that exists between our organisations. We understand the challenges in employment which disabled people face and our expertise in supporting disabled people in the workplace will enable us to provide individuals with tailored advice, guidance and tools to help them through such an important career transition."

# NEWS

## WCN EXPANDS

### Welsh Local Authority Chooses WCN

*Rhondda Cynon Taf Council (RCT) has chosen WCN to provide its e-recruitment services. The Welsh Council, which serves a population of approximately 234,000 residents and handles over 7,000 job applications per year*

Rhondda Cynon Taf Council (RCT) has chosen WCN to provide its e-recruitment services. The Welsh Council, which serves a population of approximately 234,000 residents and handles over 7,000 job applications per year.

WCN has developed an e-recruitment system tailored to the needs of public sector recruiters like RCT. Its functionality includes vacancy authorisation processes, online selection panels, anonymous candidate lists, guaranteed interview scheme management, integrated online referencing and calendar integration. Furthermore it offers a detailed suite of reporting options.

RCT was also attracted by WCN's considerable public sector experience. WCN is author of the Government's Guide to Best Practice e-Recruitment. Its clients already include HM Revenue & Customs, DWP, Hampshire County Council, DFID (Department for International Development), and the Welsh Government plus many universities, police forces and fire and rescue services.

Charles Hipps, Managing Director of WCN Plc says: "I'm so pleased to welcome RCT as a client. It's a great endorsement for both our system and our team to have yet another prestigious public sector organisation working with us."

**Have you got news to share?**

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

## JOHN LEWIS APPRENTICESHIP PROGRAMME

### John Lewis launches its first ever apprenticeship programme

*John Lewis today announced it is taking on 80 apprentices in 2012 marking the creation of a long-term sustainable route for young people to secure employment with the retailer*

John Lewis announced it is taking on 80 apprentices in 2012 marking the creation of a long-term sustainable route for young people to secure employment with the retailer. As a key point of difference, the programme, which focuses on young people, has guaranteed that all secure employment when their training is complete.

The ambition of the programme is for John Lewis to provide a market-leading offer that creates new jobs for young people, which ultimately provide sustainable career paths and a genuine alternative to university.

The programme features two levels; the Modern Apprenticeship Scheme, for those who have left school at the age of 16, and the Advanced Apprenticeship Scheme for young people who have already completed their A-Levels. Both are one year programmes and if completed successfully, apprentices on the Modern scheme will be rewarded the equivalent of five GCSEs and those on the Advanced scheme, the equivalent of two additional A-levels. The rollout of the apprenticeship programme follows a successful pilot across five John Lewis shops in 2011.

Today's news further builds on John Lewis's existing vocational qualification offer which each year awards over 2,500 Partners (staff) at John Lewis with qualifications that will help them progress in their career. These cover areas from retail and warehousing to leadership and barista skills.

Andy Street, Managing Director, John Lewis, said: Although the jobs market is slowly getting better,

we recognise that young people are some of the most affected by unemployment. At John Lewis, we have always employed a large number of young people, but our apprenticeships scheme really formalises this attitude.

"We see this as a primary source of recruitment for future talent and have already been blown away by how savvy the young people from our first intake are."

Laura Whyte, Personnel Director, John Lewis, commented: "This apprenticeship programme has long been an aspiration for us. We see it as a route to give young people a genuine alternative to further education as well as begin long-term careers at John Lewis. It was important for us to develop, own and manage our own dedicated programme, one that fits with our co-ownership model, and our values as well as aligns with our long term growth strategy. We hope to extend its scope by at least 25% in 2013, and offer tailored programmes in retail and IT."

The one year curriculum will set apprentices on a career development programme to give them the skills required to progress to John Lewis's more senior management roles. Successful apprentices will be constantly challenged by working in a variety of positions and given significant responsibility early on.

All apprentices will automatically become Partners and have access to all benefits and reward programmes.



recruitment  
**genius**

**5 9 7 0 4**

**jobs filled**

**“all for £199 or less”**



visit [www.recruitmentgenius.com](http://www.recruitmentgenius.com)

# NEWS & PARTNERSHIPS

## Oil and Gas to open rich seam of business potential in new sector

*The leading jobsite for the oil and gas industry worldwide is opening up its formidable online community-building power into a new sector with the launch of [miningjobsearch.com](http://miningjobsearch.com)*

The leading jobsite for the oil and gas industry worldwide is opening up its formidable online community-building power into a new sector with the launch of [miningjobsearch.com](http://miningjobsearch.com).

The established site, [oilandgasjobsearch.com](http://oilandgasjobsearch.com), features over 460,000 CVs, 500,000 visits, four million job views and over 12,000 jobs posted monthly by 1,200 active international clients, making it one of the most popular industry job sites in the world.

It uses phenomenally clever, quick, and easy to use software and the latest hardware, which has enabled it to establish an advantage in the market. Now the team behind the site are taking this model, combined with 10 years of experience, to launch an offensive into the much larger worldwide mining industry.

Free registration in just 20 seconds, and simple resume upload for candidates, plus mobile access and extensive job posts from major industry recruiters and direct clients, have made it the jobsite of choice for thousands of oil and gas professionals.

The quality and breadth of professionals engaged in the site has endeared it to the industry and built a rock solid platform for growth. Recruiters receive CV alerts as they upload, outstanding pre-filtering and highly relevant targeting of candidates via email campaigns.

Oil and Gas Job Search Managing Director Duncan Freer said the move into mining was a natural one for

the business.

Our investment in software development has created one of the best user experiences around for job searchers and recruiters, so it makes sense now to explore what the model can do in new, larger sectors.

"Mining is a good fit for us as it mirrors a lot of the job search and placement behaviours of the oil and gas sector, for example, it has plenty of international contract work and is vast in scope and potential," he said.

"It also helps when your clients ask you to look at it as well," he added. Clients with interests in both sectors are already posting jobs on the new site.

Simon Winfield, Senior Regional Director, Hays Mining, in Australia, welcomed the move.

"We have always been pleased with the results we have received from Oil & Gas Job Search so are excited to see them develop a solution for the mining sector."

The worldwide mining industry has global stock values of some 50 trillion dollars.

Traditional heartlands are Perth, Australia where Oil and Gas Job Search already have an office the US, Canada and South Africa. There is also plenty of opportunity in China, India, South East Asia, Africa and Latin America.

Duncan Freer again: "This is a worldwide launch. We want to be where the mining communities of the world are, helping candidates and recruiters find what they are looking for."



## Local MP visits HR GO Plc head office

*EMAP, the business-to-business publishing group, today launch a salary tracker service for their engineering job board [NCEjobs.co.uk](http://NCEjobs.co.uk)*

National recruitment and business services group, HR GO plc, was pleased to welcome its local MP, Damian Green, to its Head Office in Ashford Kent on 23rd November.

The Minister for Policing and Criminal Justice, who has also been the MP for Ashford and Tenterden since 1997, was given a tour of the company and introduced to a number of its employees.

Damian was accompanied by Chief Executive of the Kent Invicta Chamber of Commerce, Jo James, and both were intrigued to hear about the accomplishments of HR GO plc group and also its challenges within the current economic climate.

Hugh Billot, HR GO plc Deputy Chairman, guided the visitors for the morning; "Damian's visit provided us with a great opportunity to demonstrate the growth and development within the business as well as advising him of the challenges ahead. Damian was very pleased to learn that a company started in Dartford in Kent 55 years ago is still operating today, has a bright future and is now a national plc."



# BIG DEBATE

**Ben Wright,**  
Hollaroo

"Yes, absolutely. In particular we're seeing that companies using social recruiting networks are fundamentally changing the way they find and hire new talent. Whether it's through employee referral, talent pipelining, graduate engagement or alumni communities, many companies are using social recruiting networks to help them fill the jobs they have open today and to build deep and sustaining relationships throughout their talent communities for the jobs they'll have open in the future. Companies using social recruiting networks are also reporting significant cost savings, better quality matches and a much faster hiring process."

**Jason Leggatt,**  
SW6 Associates

"Social media is not just changing recruitment, it is revolutionising it. Social networking sites have made many once difficult tasks easily completed with the click of a button. While the principle aspects of recruitment have remained constant, the promotion of companies, jobs and the way we access candidates has changed dramatically. Headhunting and networking barriers have been reduced, largely as result of InMail and private messages which eliminate the need for the formality used in emails and the time spent with switch boards when making calls. Recruiters can now use their time more effectively."

## [ BIG DEBATE QUESTION ]

"Social media – is it really changing recruitment?"

**Carolyn Hughes,**  
Simply Hired

"Simply Hired found that 90+ % of job seekers believe employers look at social media accounts before offering an interview or job\*. Clearly, social media is affecting recruiting. We know that social connections can mean getting to recruiters faster, which is why we connect our users with their Facebook and LinkedIn networks directly within our job search results. This makes it easy to find connections at companies of interest, helps to reach hiring professionals faster, and at the same time provides referrals and warm leads to recruiters and hiring departments."

**Vincent Belliveau,**  
Cornerstone OnDemand

"Recruitment is going through a lot of change at the moment and social media is driving a lot of that change, particularly as more organisations adopt a direct model to recruitment. Sites like LinkedIn represent a wealth of talent and therefore organisations that fail to utilise these networks will really miss out. It can be a complex process to manage multiple social networks to search for talent, which is where technology comes in. Technology has begun to simplify the search process, allowing organisations to search multiple networks from a single interface and feed this insight into their recruitment strategy."

**Ralf Baumann,**  
StepStone

"Recent survey results from the independent research firm TNS show that when it comes to candidate delivery, social media is far behind traditional job boards. For example, StepStone.de delivers almost four times more candidates than Xing – the local and much stronger version of LinkedIn. Moreover, the effectiveness in the delivery of candidates by social media such as twitter and Facebook is extremely low."

**RECRUITMENT ICON**  
**DARREN BROWN,**  
**LOGIC MELON**



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

**DB:** I have worked in the multiple job posting and candidate management technology space for the past 14 years so it'd be fair to say that it has taken up much of my work history. However, I've always had a passion for all things technology based and did train as a website developer prior to this.

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

**DB:** I believe it is already starting to recover. I'm speaking with many recruitment company owners that are increasing their head count which surely indicates that corporate business are recruiting again and therefore, growing. I believe investing in new technologies will also play a big part in moving businesses forward.

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

**DB:** Well, I'd like to think I'd be in property development but having trained as a website developer; I think I was always on track to be involved with new technology and innovation in some way.

**Onrec: What is your biggest achievement?**

**DB:** I actually have a few things but here are the top two; firstly the fact that I helped grow a business (Conkers.net) that was then sold to the Jobsite.co.uk group. Secondly, I think owning the second biggest job posting and applicant tracking firm in the UK is quite a big achievement and one that I am very proud of.

**Onrec: What makes LogicMelon different from its competitors?**

**DB:** We have always stood out because of our dedication to customer service assisting and advising our client base really is a priority for us. Before we had clients though, we made sure that we were the only provider that could and would customise our client's accounts to fit in with their workflow and process. We wanted to provide the opportunity to white-label LogicMelon, which then gives them the edge when pitching for business. Plus, management information advances sees LogicMelon offering that little bit more.

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

**DB:** The key to every business in all industries that are either fully established or in the early stages is to always - and I

mean always - even when times are tough and you're fighting against it; 'believe in yourself and never give up!'. There will be hard times, there will be long days and there will be set backs but then there will be good days which make up for the other three!

Also, be sure to find the right people to help you achieve your goals. For example, if you're not a great marketer, invest in someone that is, because the time you spend trying to do that job, it may not pay off, which then becomes wasted time - time you could have been working on your own strengths. Also, know your markets and look for a different angle to your competitors; then target it. There are 2 great phases I live by; "Chance favours the prepared mind" And "If you always do what you've always done you'll always get what you've always got".

**Onrec: Coming up with a business idea and growing it as you have is a long process, what have been the challenges doing this?**

**DB:** As with most ideas and business creations, funding plays a big part at the beginning, as we all have to find some way to pay the bills. However LogicMelon was created with no external finance or loans. With hard work, determination and two completely different skill sets, we created a credible business. However, with this lack of funding at the start our entry in to the market wasn't quite as fast as planned.

**Onrec: What are your future plans for developing LogicMelon?**

**DB:** LogicMelon is always planning and developing! We constantly make sure our product offering is at the highest standard. 360 degree workflow solutions with 3rd party databases and back office solutions is one hot topic at the moment, which we have already started rolling out. Further developments and innovation include allowing our clients to connect with potential candidates via social media platforms. There will also be more advanced candidate functionality being released in the very near future...

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

**DB:** That's a simple answer for me - Richard Branson.

## INTERNATIONAL RECRUITING

## HOW TO KNOW WHICH JOB BOARD IS THE BEST FOR YOU

When it comes to filling vacancies, recruiters are more and more obliged to look abroad for suitable candidates. This is not only due to globalisation and the fact that headquarters recruit staff globally for their international subsidiaries. As a matter of fact, the so called "war for talent", implying that top applicants are hard to find, and the need to find and attract them before competitors do, leads many companies to look beyond their own national borders. From the candidates' point of view, this might be interesting as well, as it offers challenging career options. Also, they become more and more open to working abroad.

Internet usage in Europe is at a high level, and international recruitment campaigns can be implemented quickly and cost-efficiently. To ensure successful campaigns, however, it is important to know the right job boards and the differences between the various recruitment markets.

This is where Aktor's "International Market Report on European Job Boards" comes in. Designed to facilitate the work of staff managers and all those involved in the recruitment process, it provides an in-depth analysis of about 60 major European job sites and is therefore an ideal first point of reference for recruitment campaigns. By comparing the different job board profiles, recruiters can also draw conclusions on major trends in recruitment. The following list shows that job boards across Europe have developed a lot of interesting features to attract recruiters and candidates alike.

### 1. Increased numbers of users across Europe

Compared to 2011, the job boards have registered a greater volume of job

adverts. At the same time, more and more jobseekers look for jobs online, as we can conclude from an increase in the number of monthly visits.

### 2. Mobile apps and websites

Job boards across Europe are gearing up for the war for talent. They want to be attractive for candidates and recruiting companies. The study shows that most of them provide "apps" for iPhone, iPad and Android, enabling candidates to look for jobs whenever they want. Companies have access to tailor-made job markets for smartphones allowing them to stay in close contact with potential candidates.

### 3. Keeping in touch via social networks

Social networks like Facebook become more and more important for recruitment: most of the European job boards try to get in touch with potential candidates by using the same communication channels as the latter do. That's why many of the job sites now have a Facebook profile or a Twitter account. Job offers which are posted on their website are automatically uploaded on their Facebook page, too. As a second option, companies can use a dedicated Facebook app to publish their jobs on their own Facebook profile.

### 4. Relaunch, more content and improved search functions

Competing for higher usability and better search results, job boards have improved the layout and design of their platform and optimised the performance of their search engines. Candidates are supposed to find quickly the job that matches their profile. Useful information about the recruiting process or articles, news and advice

should be easily available to them.

### Structure of the International Job Board study

The study provides analysis on about 60 major European job sites from 29 European countries. For each job boards, information is provided on

- most important media data and prices for job posting
- marketing activities, strategic positioning, latest innovations and commercial partnerships
- profiles and pricing of CV-databases
- Top 10 breakdown of the published job offers according to sectors
- Aktor's qualitative recommendation for each job board
- articles scanning global e-recruitment trends and major developments in the international job board market

For more information and to purchase the report please send a mail to [report@aktor.co.uk](mailto:report@aktor.co.uk) or call us on +33 (0)4 37 60 25 59.

Visit Aktor's website at [www.aktor.co.uk](http://www.aktor.co.uk)

### About Aktor Interactive:

Aktor Interactive is an international recruitment communications agency based in France. Since our foundation in 1999, we advise international organisations every day on the most efficient media strategies to promote their employer brand and recruit the best candidates globally. When it comes to international on-line recruitment tools and media planning, we are the recognised leader, offering our services not only to corporates but as a white label to resellers.



# AKTOR INTERACTIVE'S INTERNATIONAL MARKET REPORT ON EUROPEAN JOB SITES

# 2012/13

8<sup>th</sup> edition

## **covers**

- all of Europe
- 59 major job boards

## **features**

- media rates
- trends
- outlooks
- guest authors



[www.aktor.fr](http://www.aktor.fr)



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

[www.aktor-interactive.de](http://www.aktor-interactive.de)

# Don't get caught out!

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

## Benefits to service providers:

- Gauge exactly how compliant an individual is!
- Collate and manage all documents, forms and literature provided to and by the candidate
- At a glance dashboard reporting tools keep you fully in control
- Reduce your overheads with our automated process management
- Auditable and defensible so you can fully demonstrate your compliance to your clients
- Customise the tone, look and feel, of all portals and communications to your or your clients brand
- Integrate easily via our API into your existing ATS, Front Office, VMS or on-boarding tools
- Cloud based, so no technology to manage, your pre-employment screening is available from anywhere 24/7

## Safe | Screening

Screening for companies of all sizes



DASHBOARD



REPORTING



OPERATOR ADMIN



TASK SCHEDULER

### COMPLIANCE WORK CENTRE AND DASHBOARD



SAFE  
COMPUTING

## 0844 583 2134

Head office: Safe Computing, 20 Freeschool Lane, Leicester, LE1 4FY

[info@safecomputing.co.uk](mailto:info@safecomputing.co.uk) [www.safecomputing.co.uk](http://www.safecomputing.co.uk)



testing and training people

ISV Software is the leading global provider of online testing and training solutions.

Using our candidate assessments during recruitment removes your risk of relying on a CV alone. Choose from hundreds of ready-made skills tests or create your own bespoke assessments.

**Get the right candidates, in the right roles and keep them there.**

**VISIT [WWW.ISVGROUP.COM](http://WWW.ISVGROUP.COM)  
OR CALL 023 8081 6600**



**REDUCE** RECRUITMENT COSTS & TRAINING TIME

**IMPROVE** STAFF RETENTION

**DEVELOP** YOUR TEAM

**INCREASE** EMPLOYEE ENGAGEMENT

**MAKE AN INFORMED  
CHOICE TODAY**



# RECRUITMENT AGENCY EXPO

26-27 FEBRUARY 2013  
OLYMPIA, LONDON



**GAIN FREE ENTRY**  
**TO THE NATIONAL EVENT**  
**FOR RECRUITMENT**  
**INDUSTRY PROFESSIONALS**  
[www.recruitmentagencyexpo.com](http://www.recruitmentagencyexpo.com)

## FREE SEMINARS PRESENTED BY LEADING EXPERTS IN THE RECRUITMENT INDUSTRY

Two theatres hosting seminars covering subjects such as:

- Business, Revenue and Joy: The New Recruiter Proposition
- Growing in this market
- How to ensure training delivers business results
- Building an International web-site strategy
- Maximising ROI from Training and Development
- Harnessing Facebook For Recruitment Marketing
- Tax compliance and your limited company contractors
- AWR - One year on - how was it for you?

### NEW for 2013 The Mobile & Social Recruitment Theatre, covering:

- Cool Recruiting Technology
- Mobile Recruitment - no longer an optional extra
- Social & Mobile recruiting - how to get the best results

### Bite sized, best practice training in the Training Zone, covering:

- Firing Unprofitable Customers
- Increasing Conversion Ratios
- Candidate Sourcing
- Overcoming Candidate Objections

To book & view full programme visit  
[www.recruitmentagencyexpo.com](http://www.recruitmentagencyexpo.com)

- **MEET** over 70 supplier businesses to the recruitment industry
- **FREE** Training workshops
- **LEARN** about the latest developments in the sector
- **ESTABLISH** new contacts and network with industry colleagues
- **PLUS** lots, lots more... packed into 2 days!

To gain **FREE** entry, register now at  
[www.recruitmentagencyexpo.com](http://www.recruitmentagencyexpo.com)

Event supported by



Bronze Sponsor



Media Partners



For exhibiting enquiries contact the sales team on 020 8230 00066 or [sales@recruitmentagencyexpo.com](mailto:sales@recruitmentagencyexpo.com)

# LAUNCHES

## Online exclusive

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

1

### 1> Cezanne announces latest update to Cezanne OnDemand

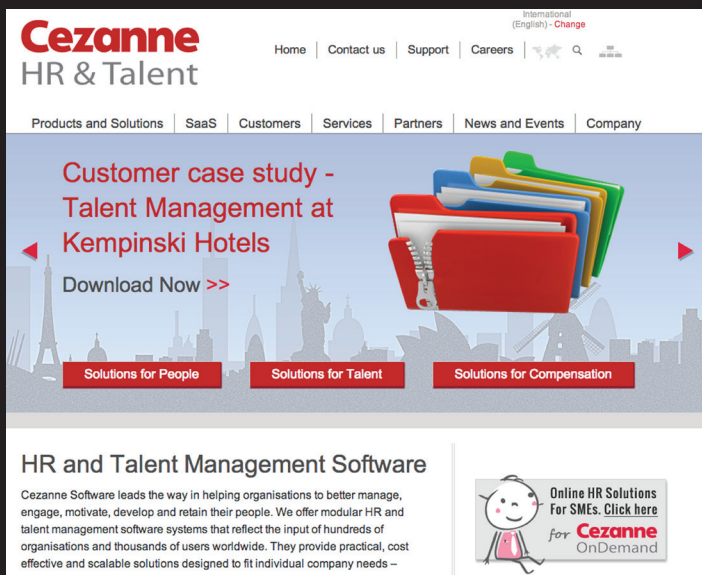
Cezanne Software, the leading European supplier of integrated HR and talent management solutions, today announces the latest update to their online HR software system for small and mid-sized businesses. The update, which will be automatically provided to all Cezanne OnDemand customers on October 27th as part of their subscription service, introduces new social HR features thanks to an innovative HR portal that allows companies to easily share documents and links, post announcements and enable feedback. The new release also sees further improvements to the look and feel of the HR solution, with a smarter design that will provide a smoother user experience.

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

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

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

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



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

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

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

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

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

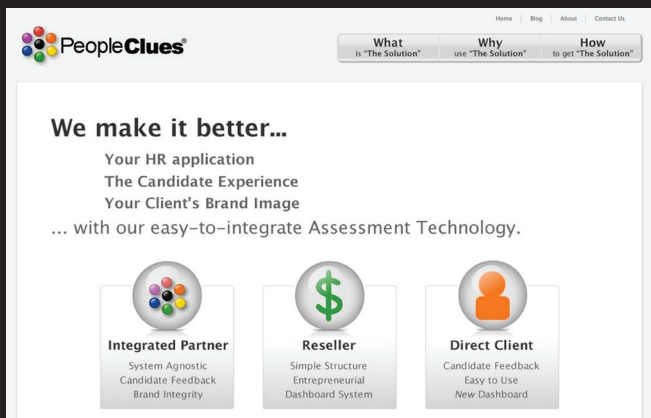
[www.oleum-resourcing.com](http://www.oleum-resourcing.com)



4



3



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

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

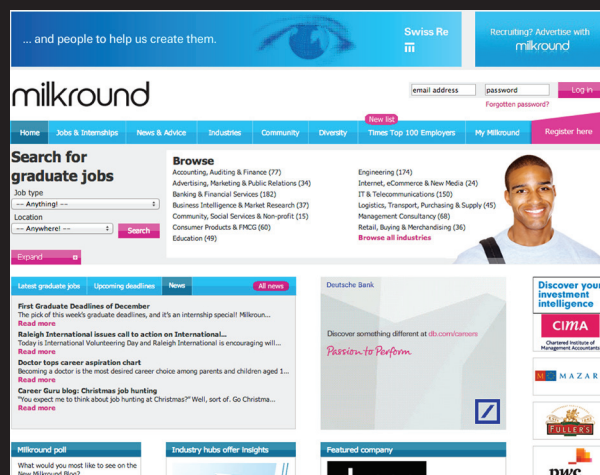
[www.bluepelican.com](http://www.bluepelican.com)  
[www.salesforce.com](http://www.salesforce.com)

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

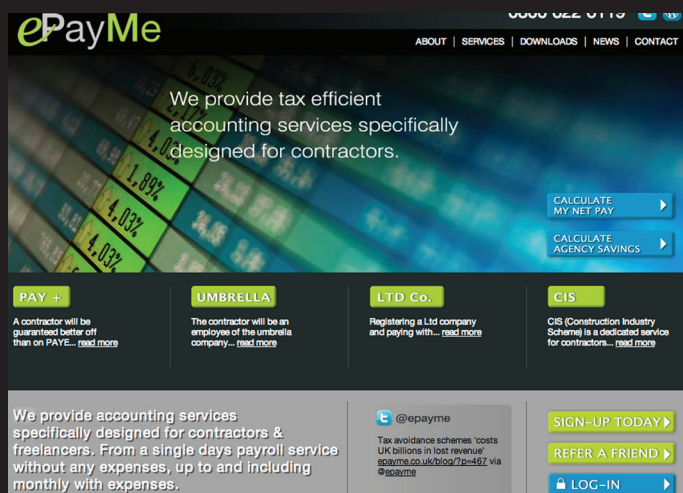
Students will be seen on campus putting their marketing skills into practice as Milkround launches its Brand Ambassadors scheme. Seven students have been recruited by the UK's number one graduate recruitment website to promote the brand on their campus and register their friends and colleagues for its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

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

6



7



## 7> ePayMe unveils new rebrand

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

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

Launched a new e-recruitment site or product?

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

onrec

# 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



first choice software

FIRST CHOICE FOR PERFORMANCE, SERVICE AND SUPPORT

*Seeing is believing*

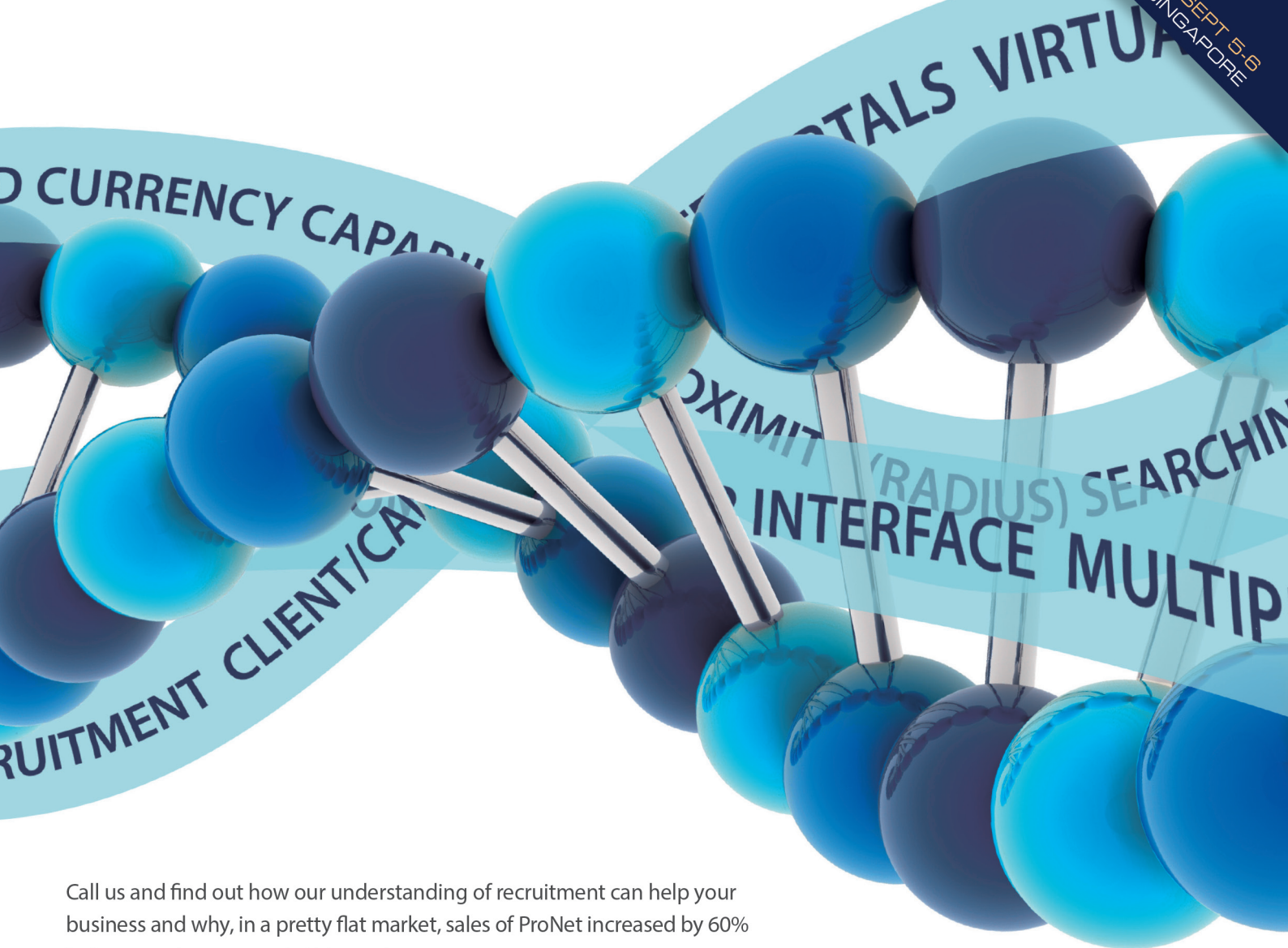
Book a demonstration and see for yourself

**01256 314600 | [www.firstchoice.org.uk](http://www.firstchoice.org.uk)**



# 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](http://www.firstchoice.org.uk/FCS/Opinion)







The Most effective use of

# TALENT MANAGEMENT SYSTEMS

Colette Wade, regional VP of EMEA marketing and business development at Cornerstone OnDemand tells us that organisations today are faced with the challenge of managing talent on a global scale. Wade explains: "In order to remain competitive, employers need to develop talent management strategies to recruit and retain high-performing and high-potential employees, improve employee engagement, increase productivity and drive revenue." Wade believes therefore that adopting a system that takes an integrated approach to talent management is vital, saying: "Traditionally organisations have relied on disparate talent management solutions to suit different functions, however, organisations

cannot realise the benefits of integration if they have disconnected platforms. "She says that by viewing processes (such as recruiting, performance management and succession planning) as a whole, business leaders can easily identify any gaps and make informed decisions to respond quickly to any talent shortages. In her view, an integrated talent management platform delivers a unified view into talent data, workflows and processes that transform the vision of empowerment into reality. In order to make best use of these platforms, organisations need to ensure they align both employee and business objectives, tracking employees progress during every step of the lifecycle. Not only is it easier and less expensive to develop

talent than to hire a new employee, Wade reminds us, but employee retention is likely to be higher if advancement opportunities are apparent."

However, before you even begin thinking about how your talent management system should work, you need to learn about your present business. Nick Roi, managing director of SilkRoad UK, emphasises that talent management systems underpin important human resources processes within an organisation. To make efficient use of these systems, Roi advises that you must first ensure everyone fully understands your internal processes and ways in which talent management technology can improve them. "Undergoing a thorough



consultation period during which your management team should identify its business goals is a vital first step. Before rolling out a new system you should ensure that critical stakeholders have bought into the process, as even the best system will fail if people don't want to, or don't know how to, use it."

Of course different businesses will have different criteria for 'talent' and requirements. Barry Spence, CEO of Cubiks, knows this well: "Defining who you see as a talent and how they are developed is very much dependent on your company's culture, the business environment you operate in and the challenges your people face. All these factors need to be considered and brought together in your talent management activities." Spence says many employers base talent selection decisions almost entirely on performance and therefore do not assess potential through their talent management systems. He believes managing talent should have a strong emphasis on measuring potential; the ability to acquire new skills and competencies such as handling uncertainty and complexity and living the values of the company. Performance and potential are the cornerstones of an effective talent management system, he declares.

Cubiks regularly develops 'Talent Indexes' for clients. These bespoke online questionnaires measure an individual against core dimensions and behavioural traits considered critical for determining high performance and potential within an organisational context. Data is collected specifically for each organisation so that benchmarks can be established and individuals can be given a Talent Index score for each dimension. This score and the report from the assessment can be discussed in review meetings and used to inform personal development plans.

Saying all of this, Spence admits talent management is not entirely about definitions, measurement and applying tools. "None of these things will work effectively if you don't communicate about them, implement training and follow up and monitor all of these activities. Talent management is an integrative process with a continuous cycle of steps. Supporting employees and managers

to understand the process and in delivering it, is absolutely crucial to its success. It is also important that after implementing a talent management programme, the system is regularly reviewed to make sure it grows with the company and evolves with its people."

A recent survey by Cubiks showed that 93% of workers will stay longer with an employer that invests in their development. Spence points out people obtain fulfilment from knowing their employer is investing in their future; offering a development opportunity makes them feel valued. "Retaining these experienced workers ensures better productivity and of course helps to reduce recruitment costs. The so called 'war for talent' is on-going, and as the economic downturn comes to its inevitable end, organisations who haven't invested in their people will suffer. Managing talents throughout their careers will help ensure they remain loyal and are in a position to play a significant part in the future success of the business."

#### **New features to incorporate**

There are many new possibilities on the horizon which could be incorporated into a talent management system. Nick Stephens, CEO of RSA, suggests a facility to describe how the talent have developed through different jobs, to where they would be useful. For example this may be by learning and applying that knowledge to new situations. He suggests this could be updated dynamically – for example with courses attended, key projects completed etc. Stephens also can see the value in a facility for people to upload their CV and areas of interest – possibly in some form of an in-house Linked-in.

Nick Roi from Silkroad reports that increasingly talent management solutions are incorporating social media functionality, though warns: "It should be noted that no one is absolutely certain yet whether or not social integration can have a tangible impact. For now, technology providers are dictating where their customers' needs lie. However in a few years' time, when the market understands its needs better, we expect this relationship will reverse and customers will relay their

## **Case study provided by Nick Roi, Silkroad UK**

Rustan Coffee Corporation is the sole authorised licensee of Starbucks in the Philippines. In 2010, it started an ambitious expansion plan with the aim of opening more than ten new stores per year. Finding applicants to fill the resulting jobs was not the issue as hundreds of applications were coming in daily. Rustan employed SilkRoad's OpenHire software to identify the best applicants more efficiently, and to improve candidate experience across the board. OpenHire created a single online portal through which applicants could apply after finding out more about the company, its culture and the jobs on offer. A social media campaign directed more applicants to this portal, then ranking and assessment tools identified the top candidates quickly, before its mass email functionality informed the unsuccessful applicants. This freed up more time for Rustan to screen the best candidates before interview, resulting in a 57 per cent increase in interviews leading to successful hires. During this expansion period, Rustan screened an average of 94 applicants resulting in three new hires per day.

requirements to the vendors."

We all know this can be a way of finding all about your recruit's social life, but there are other reasons to use social media. Nick Roi says social media technology acts as a communications enabler, widening your network for recruitment and reference sourcing, while also reducing advertising costs. Roi recommends: "It can additionally help companies and new recruits during the transition from new hire to fully productive employee (known as onboarding) by providing an excellent overview of a company's processes and hierarchy. The admin traditionally associated with a recruit's orientation is reduced, saving time for everyone and helping HR teams minimise the disruption for existing staff. Social media offers an excellent method of

## Case study provided by **Colette Wade,** **Cornerstone OnDemand**

Virgin Media employs 23000 people. In 2009, it selected Cornerstone Learning Cloud and Performance Cloud in order to acquire a learning and performance management system. "We needed something funky, comprehensive and could cut down our administration time," said James Iles, head of employee learning, Virgin Media. "One centrally managed system for all content would also help us track the career paths of the workforce, which was something we couldn't do with the previous system."

- **Productivity:** The e-learning system has reduced training time by 35% per annum, giving teams more time to focus on day-to-day work
- **Company Profitability:** Improved training co-ordination means that Virgin Media can bring new services to market faster
- **Customer Satisfaction:** A more consistent training experience has led to superior contact centre efficiency
- **Reduced Administration:** The system is more automated, reducing administration time. Approximately 15,000 hours have been saved on the appraisal system alone and paperless reviews have also cut administration time
- **Enablement:** Social learning capabilities allow Virgin Media to make the most of internal knowledge and overcome problems without external advice
- **Cost Savings:** Switching to e-learning and virtual instructor learning has saved Virgin Media money –one example being when Virgin Media used virtual instructor ITIL training and saved approximately £102,000 compared to standard training.



In order to remain competitive, employers need to develop talent management strategies to recruit and retain high-performing and high-potential employees, improve employee engagement, increase productivity and drive revenue.

Colette Wade, Cornerstone OnDemand



identifying the connections that exist within organisations, and the staff skill and expertise that may be going unnoticed and unused. Keeping abreast of this information will help companies maximise the available talent pool and address potential skills gaps."

This is a time when maximising efficiency has never been as important or indeed possible. As Richard Haycock, Oracle HCM sales director for the UK and Ireland remarks, companies are facing the challenge of cutting cost whilst retaining capability, maximising productivity and building a flexible, agile organisation. Haycock expects that technology can and should be a significant aid to solving these challenges. "Modern systems should offer an intuitive user experience, they should embrace the concept of modern collaboration, drive consistent and productive process and most importantly should offer the full spectrum of information support. Companies considering talent systems should consider the

end to end process – managing talent should cover resourcing, performance and goal management, the enablement of talent review, compensation planning and decision support through the process. Only systems that are fully integrated can offer correlated analytics across multiple process and are able to provide predictive modeling for meaningful policy evaluation and workforce planning."

Haycock concludes that the key benefit to organizations that embrace the best technology is the enhanced ability to manage change and enhanced levels of employee engagement. For the individual, he suggests the key benefit is the ability to pro-actively manage their career and to enjoy a modern collaborative experience with peers, mentors and managers.

With such glowing possibilities, what is there not to like? Have you compared the capabilities of your current talent management system with these recently? Maybe you should..





# One man's trash is another man's treasure!

Some candidates just don't fit the bill.

That doesn't make them a bad candidate.

So why do **80%** of them end up in the bin?

**Broadbean search** collects all the candidates that you don't place and makes them accessible to you on your next search, saving you **££££'s!**

Find out more by visiting [www.broadbean.com](http://www.broadbean.com)

Cut out the Chase



# SOCIAL MEDIA SURGERY Q&A

## How can I make sure that we're targeting the right people, at the right time?

Planning is key here. If you think of social media as being similar to a networking event then you won't go too far wrong. Choose the right events to attend, present yourself appropriately and be an interesting conversationalist.

Have you ever been to a networking event and someone tries to convince you to buy something there and then? Annoying isn't it? The best conversationalists are those that listen and show a genuine interest in other people's interests. If you do the same online, by finding relevant communities to engage with and adding value to those communities, through sharing relevant and helpful content, you will increase your chances of successful two-way communication.

There are also tools you can use, such as Social Bro, Hootsuite and Socialyzer, to help you post your content at a time when you'll get the best response. It's definitely worthwhile checking these tools out, but it's equally important to ensure that your content is relevant to the target audience, and of high quality.

## How can I tell if our social media strategy is working?

A lot of people will judge the success of a social media strategy by the number of Twitter followers or Facebook 'likes', for example. While this is of course important, engagement is a key factor when measuring achievement. It's great to be talking to a large number of people, but the real value is in the interaction you have with them, so clever tactics to improve engagement are key.

A good strategy will have smart goals and concrete outputs which directly relate to wider business objectives, such as a reduced number of customer service calls or an increase in opportunities to quote. Continuous measurement against specific goals is the best way to tell if a strategy is working.

## I'm concerned about the risks associated with social media – how can I make sure my employees use it appropriately?

Set up a social media policy, offering guidance on what employees can and cannot talk about, and importantly, how they can and cannot talk about it. There have been a whole host of high profile social media errors made by big businesses over the last 12 months - make sure yours isn't one of them!

I'd highly recommend creating a hard copy policy. This doesn't need to be war and peace but will allow you to provide tangible examples of acceptable content, included tone and style etc, as well as give employees guidance should anything potentially controversial arise.

## And what should we do if people talk negatively about our brand?

The biggest concern for most businesses is people complaining about their service in the social space. Companies should tackle this head on – people will talk about your company online, whether or not you have a presence, so ignoring or avoiding any potential issues is not an option.

There is no need to panic though - look at this an opportunity to turn a positive into negative by showing you are open to feedback and responding to any queries promptly. You will find that most people are receptive to companies who take the time and effort to reply via social media channels. By responding quickly, and in the correct manner, you will have the opportunity to take the complaint offline before it escalates.

## Some of my staff seem reluctant to embrace social media as a business tool – how can I sell it to them and encourage buy-in?

Social media is a new channel for business, so of course people will be cynical and reluctant to its power and importance. Take the time to educate the team on the business value social media will bring to the organisation and emphasise how important their contribution is, as well as how it will make their jobs easier, and you'll soon win them around.

There is a misconception that social media should be handled by one person, but this is one of the biggest mistakes companies make. Some of the most successful, engaging content in social media that we've seen often comes from the members of staff you'd least expect – office juniors, the finance team etc – so it's important to utilise all the skills and expertise within the team. This will also ensure buy-in from all employees, as social media will naturally become part of their role and not be seen as 'just another marketing function'.

## How much time should I be spending on social media?

How long is a piece of string? My best advice would be to make it proportionate to what you want to get out of it. If you see social media as a key part of your strategy and integral to business development and/or customer service, be sure to keep your eyes peeled on your channels at all times. If not, intermittent 'check ins' should be enough, so long as you are responsive and consistent.

## How long will it take before I start seeing results?

This is a difficult question. It's hard to put a time limit on when results will be achieved as all strategies will be different. After a week or so, it's a good idea to check how your campaign is progressing and set markers. Engagement is a good judge of this - how many people are tweeting you? How many comments have you had on your Facebook page? If this number is increasing, you're clearly doing well.

A high level of engagement won't be instant, but if you generate valuable, relevant and interesting content, that's inclusive enough to warrant a conversation among your target audience, then it shouldn't be too long before you start seeing results.

The Social Media Survey was supplied by Ph.Creative.

[www.ph-creative.com](http://www.ph-creative.com)





## attracting the right talent?

**Zrecruiter** gives you a true end-to-end applicant tracking solution, bringing simplicity to life as a HR or recruitment professional.

**Zrecruiter** handles it all from procurement to offboarding, providing you with a fully web based solution bringing together career portals, job boards and social media.

**Zrecruiter** has been specifically designed for recruitment process outsourcing, talent management and corporate recruitment.

*keeping you two steps ahead...*



Follow us on:



# JURYS INN PARTNERS WITH NEW AMRIS ATS

JURYS INN RECRUITMENT TEAM BEDS COMFORTABLY INTO THEIR NEW AMRISTM APPLICANT TRACKING SYSTEM

## Overview

Jurys Inn has 32 hotels in cities throughout the UK, Ireland and also in Prague, Czech Republic. Winner of the Best Independent Hotel Brand in 2012, Jurys Inn always aims to deliver on its customer promise to exceed expectations through exceptional people. Accredited by Investors In People to gold level in 2011, employing the right candidates with the right core values - being positive, willing, consistent, genuine and friendly - is essential to Jurys Inn's continued success.

## Improvements overdue

When the new Group HR Manager Sam Shepherd joined in November 2011, the business was already reviewing its online recruitment system.

Improvements were needed to make the recruitment process better for candidates and easier for HR Managers. The current system had been in place for three years and the contract was due for renewal but there were some key elements that concerned Sam and led to a search for other suppliers.

## Ticking the boxes

The HR team had reviewed the current system and put together a list of requirements. The new system should:

- Be practical and easy to use
- Work with a growing business
- Deliver stats to provide return on investment
- Be flexible to changing needs
- Offer a good candidate journey
- Be easy to train staff and use

## Built for volume

A supplier in Ireland had been sourced and a trial was underway but it was a very new system and as Jurys Inn would have been the supplier's largest client Sam worried that they might not be able to cope with the volume of applicants. Via her HR networks, Sam heard about the

system that Penneys/Primark were using to handle a very high volume of applicants and a rapidly expanding business. It was clear that if this system could cope with Penneys/Primark, it would work for Jurys Inn.

With only two months until the contract with the current vendor expired (they were not prepared to negotiate an extension without a revised contract) the pressure was definitely on - not only to ensure that the right system was chosen but that it could be implemented with the minimum of fuss for in-house users and especially for candidates.

## Solution-focused

HR and the Amris team worked collaboratively from day one to successfully manage the creation of the new system. When a glitch occurred at the 11th hour, Amris was able to prove to Jurys Inn that they are truly solution-focused and that the customer journey is their priority. There was no delay to the launch and this created a great foundation for the future of the relationship. What Sam found most appealing about the Amris team was their positivity and solution-focused approach. "The ethos seems to be, if they haven't thought of it - they should have!"

## The Jury's no longer out!

Jurys Inn has just completed its six month

review of the system and has conducted a survey with both the in-house recruiters and candidates who made applications to understand what each

side thought of the journey, and to make any recommendations for improvements. Overall just a few changes will be made, some in the wording of emails that the candidates receive and some further guidance for HR Managers to make sure that they navigate their way around the system easily.

Overall, Sam and the team at Jurys Inn are delighted with the system and how easily it has integrated into the business. In the first

six months, over 15,000 applications were processed through Amris. The monthly metrics reports are a great way of keeping up to date.

There have been other benefits too. Through Mark, the Amris CEO, Sam has created a link with Cut-e who worked with the HR team to develop a graduate recruitment process. Earlier this year over 80 candidates attended our Talent Centres, competing for 20 graduate roles across the business. This year Jurys Inn intends to invite 100 candidates to compete in the same way - and the application process begins with Amris! From initial brief to launch in just two months was a fantastic achievement. Sam Shepherd points out that Amris's "...flexible, helpful and solution-focused approach" is what made the task so much easier to achieve and Jurys Inn is now very happy with the journey that their candidates make.





testing and training people

**ISV Software is the recruitment industry's preferred choice for candidate testing and training.**

Using our candidate skill assessments means you remove the risk of relying on a CV alone.

Choose from hundreds of ready-made tests and online training that sharpens the competitive edge.



**ADD VALUE** TO YOUR JOB BOARD

**PROVEN INCREASE** IN CANDIDATE PLACEMENTS

**SAVE TIME** WITH FASTER CANDIDATE SCREENING

**UNLOCK POTENTIAL** WITH INTERACTIVE E-LEARNING

**MAKE AN INFORMED CHOICE TODAY**

**VISIT [WWW.ISVGROUP.COM](http://WWW.ISVGROUP.COM) OR CALL 023 8081 6600**

Over 50% of candidates  
want to search for jobs  
and receive job alerts  
on their mobile\*

\*Source: Potentialpark Communications. Trend Studies 2011.

OMG!

Eploy® Delivers

Cloud recruitment software with **100% mobile compatibility.**

Full access to your entire system across **ALL** platforms and devices, with seamless website integration – run your business on the move and give candidates the full mobile experience. **Only Eploy®.**



**eploy@**  
the **future** of recruitment

[www.eploy.co.uk](http://www.eploy.co.uk) | [info@eploy.co.uk](mailto:info@eploy.co.uk) | 0800 073 42 43

