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FROM THE EDITOR PREFACE

Welcome to the November / December edition of the Onrec Magazine

I found myself feeling rather defensive of the job board this week. Thanks to the internet making it possible, the business model is a good one. Candidates want jobs, employers want staff. Match the two together, problem solved and a fee for making it happen. Its lucrative and therefore an appealing market to get a piece of.

The use of mobile devices according to all the statistics are the way we will all soon access the web, posing a problem for job boards to make their products work in a smaller screen with less ability to deal with attaching CVs and completing the job application processes.

Tough times for job boards?
Technology is making it easier for candidates to view jobs but harder to

apply and to top it all LinkedIn et al are after recruitment revenue.

I think job boards have what others don't and that is candidates who want jobs. In the economic downturn their CV databases have been swelling with candidates keen to work.

As the economy continues to improve employers will want staff quickly and job boards will be able to help.

Who knows we might all get mobile devices and then realise that it's the mouse that holds the key.. Because the mouse is the thing that makes moving data around on a screen so much easier.



David Hurst, CEO, Onrec



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onrec

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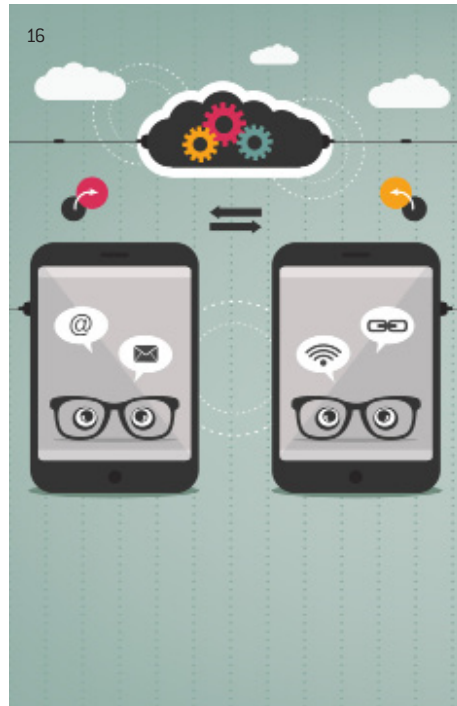


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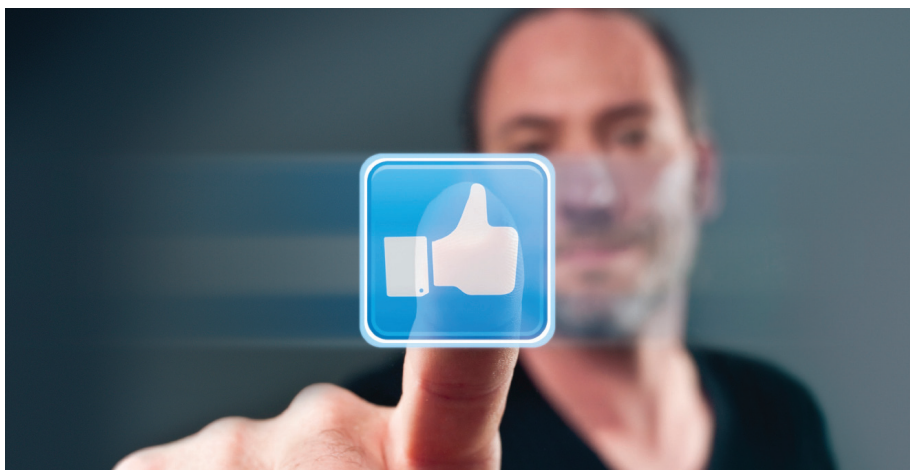
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NEWS

AGEISM AFFECTS OLDER JOBSEEKERS



Over 80% of older jobseekers miss out on jobs due to ageism

83% of jobseekers over the age of 60 believe they have been rejected for a job because of their age, according to new research from totaljobs.com

83% of jobseekers over the age of 60 believe they have been rejected for a job because of their age, according to new research from leading UK jobs website totaljobs.com. Also, nearly three quarters (73%) of those aged 51-60 think they've been knocked back from a job due to their age.

57% of over 60 year olds have been unemployed for more than 6 months, which is nearly twice the number of 25-34 year olds out of work (30%) for this length of time. Of this group, 20% of out of work senior professionals have been unemployed for at least two years.

Nearly half (46%) of senior jobseekers (aged 51 plus) have applied for over 50 jobs in the last six months, with two thirds only receiving 5 or fewer responses from employers. This is despite more than 90% feeling their skill set is relevant for the jobs they are applying for.

Over 80% of jobseekers who are 51 years old and over have kept their date of birth off their CV on purpose, with 90% saying they think their age makes it harder to get a job.

In response to the findings, John Salt,

Director at totaljobs.com, said:

"It's alarming that so many senior jobseekers feel that they are at a disadvantage because of their age. In the UK it's against the law to discriminate against people based on their age. Despite this, many employers don't realise that age discrimination is illegal, just as it is for gender, religion, sexual orientation, disability or race.

Older jobseeker can bring years of experience to the workplace, benefiting UK employers. Many employers have witnessed firsthand just how beneficial it can be to have employees from all different levels of experience – in fact, McDonald's has a 20% higher performance in outlets that employ workers aged over 60 as well as younger workers."

70% of older jobseekers (aged 51 plus) say that the jobs crisis is focussed too much on young jobseekers. Reasons include the common assumption by people that the jobs crisis doesn't affect experienced jobseekers (60%), and the belief that the Government only sets up schemes to support young people (43%).

Q3 SUCCESS FOR BULLHORN

Bullhorn celebrates Q3

Expanding products, soaring bookings and user numbers hail outstanding quarterly performance

Bullhorn, recently announced the completion of the most successful third quarter in company history. A 50 per cent increase in new client bookings compared to Q3 2012, substantial user growth, and the acquisition of time and expense specialist EASY Software Solutions all underscored Bullhorn's continued commitment to customer success.

Bullhorn ended the quarter with 3,500 new seats of its ATS/CRM product line. New customers include STAR Oil, Gas, and Power Projects in the Netherlands, Pro Recruitment Group and Parity Resources in the UK, Lack & Daily, Inc. and J. Morrissey in the U.S., and Aviation Labour in Australia. Also in Australia, Bullhorn expanded its Sydney office with several new sales and account management hires.

Bullhorn started off the third quarter of 2013 by acquiring Marketplace partner EASY Software Solutions, makers of timesheet and expense solution timeshEASY, which has now been fully integrated as Bullhorn Back Office. The 100 per cent cloud-based Bullhorn Back Office product – and its team of back office experts in Virginia, USA led by Director of Back Office Solutions Jeff Jefferson – has been a welcome addition for Bullhorn's customers, who now benefit from having an end-to-end recruiting solution. Twenty per cent more customers have opted to take advantage of the product since the acquisition.

The company also made an important addition to its senior leadership team with the hire of veteran technology executive Mark Hounslow as Senior Vice President of Services and Support.



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NEWS

NES IN CAPE TOWN

NES Global Talent opens office in Cape Town

Help supply oil and gas worker demand across South East Africa

The office will act as NES Global Talent's regional hub for business activity across South East Africa with company registrations in Mozambique and Tanzania set to follow in early 2014.

Kenny Davies, Major Project Sales Director at NES Global Talent, said: "The opportunity in South Africa is very exciting with many new and existing clients having expressed an interest in working with us. Indeed, activity across the whole of South East Africa is ramping up, with sizable liquefied Natural Gas (LNG) discoveries being made in a number of countries including Mozambique and Tanzania. We're looking forward to having a physical presence to keep pace with the region's growing hiring demands."

NES Global Talent's Cape Town office is located in Century Way, Century City. It will be managed locally by Etienne Swanepoel, a South African, who was previously based in NES Global Talent's Perth office. Another recruitment specialist from Cape Town will join the office in December, and NES Global Talent will make further hires during the course of 2014.

Etienne said: "This is a fantastic opportunity but also a great responsibility. I want to ensure NES Global Talent becomes the preferred supplier to many of the key clients in the South African market and in these early stages it's important to build strong and lasting relationships."

Established in 1978, NES Global Talent is an award-winning manpower specialist that has placed over 70 different nationalities into 69 countries across the oil and gas, power and infrastructure sectors worldwide. In addition to Cape Town, NES Global Talent recently opened new offices in Erbil in Iraq, New Orleans in the US, and Stavanger in Norway, bringing its footprint to 40 offices in 24 countries around the world. The business plans to open more than 25 new offices over the next four years.

ONE COIN TWO SIDES



HR Depts and Agencies - one coin, two sides = great value

The impact of the recession and the rise of social media has resulted in some in-house recruiters cutting down – or cutting out completely – their use of recruitment agencies

The impact of the recession and the rise of social media has resulted in some in-house recruiters cutting down – or cutting out completely – their use of recruitment agencies.

However, it has also reinforced the real merit of in-house HR teams working with external recruiters "because we're both sides of the same coin, and together we deliver better results" says Permanent Solutions Direct managing director Lisa Jarvis.

Forging successful relationships with HR specialists has helped Permanent Solutions Direct to its most successful year since the company was founded in 2005.

Lisa, who is a council board director of REC, and on the committees overseeing industry standards, compliance and qualifications, believes there are six key elements to making the HR/agency partnership work to full potential...

Taking the time to form a lasting partnership between HR department and recruitment agency.

Ensuring the recruitment process

adheres to REC and CIPD principles.

Having confidence that the agency is properly representing the client's brand values.

Trusting the agency, if necessary, to talk to the line manager to whom the candidate would ultimately report.

Appreciating that agencies, with their specialist databases of both active and inactive potential candidates and skills in interrogating online sources such as LinkedIn, are almost certainly the best solution for difficult-to-fill vacancies with tight timescales, and

Ensuring the agency has a genuine approach to candidate care – HR departments can easily check this at candidate interview.

Adds Lisa: "In the current market, major companies will typically target their in-house HR people with finding 80 percent of new employees, with 20 percent being sourced by agencies.

"It's therefore imperative that agencies should be hired by HR departments on the basis of their commitment, professionalism and ability to work hand-in-glove together."

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NEWS & PARTNERSHIPS

CareerBuilder and EMSI Release Hot Jobs in the Oil & Gas Industry

Offer job seekers a resource to find them, www.OilandGasJobSearch.com

The UK oil and gas industry supports employment of approximately 450,000 throughout the country, either directly or indirectly, according to government figures, and employment is expected to rise over the next 20 years as the North Sea oil industry is overhauled. Positions expected to arise range from very high skilled, requiring university degrees, to support roles involving on the job training, both with wages that are ranked amongst the highest in the UK.

CareerBuilder.co.uk and Economic Modelling Specialists International (EMSI) have developed a list of Hot Jobs for Oil and Gas based on those occupations within ten industries related to oil and gas which showed the greatest increase between 2010 and 2013. The study uses EMSI's rich labour market database, which draws from a full range of Government sources including the Business Register Employment Survey and the Annual Survey of Hours and Earnings.

"The oil and gas industry has continued to add jobs through multiple recessions, as other industries struggled to keep their businesses open and their staffs intact," said Tony Roy, President of CareerBuilder EMEA. "The good news here is not only will the UK oil and gas industry be adding jobs for many years to come, but the positions can be filled by a wide variety of the workforce -- from the highly skilled to support."

The "hot jobs" for the UK oil and gas industry, including the increase in jobs within the sector between 2010 and 2013, and the median wages for this type of occupation, are:

Physicists, geologists and meteorologists | 25% increase

Median hourly earnings: £20.50

Financial managers and chartered secretaries | 17% increase
Median hourly earnings: £28.90

IT user support technicians | 17% increase
Median hourly earnings: £13.40

Managers in mining and energy | 16% increase
Median hourly earnings: £26.92

Purchasing Managers | 15% increase
Median hourly earnings: £22.71

Managers and proprietors in other services | 12% increase
Median hourly earnings: £15.88

Mechanical Engineers | 6% increase
Median hourly earnings: £20.65

Engineering technicians | 3% increase
Median hourly earnings: £15.64

These jobs and thousands more are available at CareerBuilder's www.OilandGasJobsearch.com, the premier job site dedicated to professionals who work in the oil and gas industry.

"Over the last year, we have seen a significant increase in traffic to our site, by those seeking opportunities in the oil and gas field, a trend that we expect to continue into 2014," said Duncan Freer, OilandGasJobSearch.com, a CareerBuilder Company. "UK job seekers are taking advantage of the many positive aspects of working in the oil and gas industry besides just high wages including flexible work hours, travel, and opportunities for career advancement."

HRsmart partners with Work4

HRsmart recently announced a new partnership agreement with Work4

HRsmart, a leading provider of global unified talent management solutions, today announced a new partnership agreement with Work4, the #1 Facebook Recruiting Solution. The partnership with Work4 enables HRsmart customers to enhance their social recruiting capabilities in new and innovative ways.

Work4's all-in-one Facebook Recruiting Solutions empower thousands of companies, including many of the Fortune 500, to make everyone a recruiter and everyone a candidate on Facebook and across social platforms. Work4 will enable HRsmart clients to reach high-quality candidates where they spend the most time: on Facebook and mobile devices. HRsmart clients will be able to find and engage candidates through a Facebook Career Site and on mobile devices, and will attract and contact the right candidates through highly targeted recruiting ads and innovative search tools. With Work4, HRsmart clients will tap into Facebook's 1.15 billion person database while making their recruiters' processes more productive and cost-efficient.

"The incorporation of a powerful social recruiting system is vital to the future of talent management," said Mark Hamdan, CEO of HRsmart. "HRsmart is excited to partner with Work4, and we look forward to the growth in HR social engagement for our clients."

"As the #1 Facebook Recruiting Solution, we are proud to partner with a best-of-breed talent management company such as HRsmart," said Work4's VP of Partnerships Brian Louie. "We're looking forward to seamlessly integrating smarter, more efficient sourcing and recruiting into HRsmart's customers' global social recruiting strategies going forward."

BIG DEBATE

Ross Whistler,
graduate-jobs.com

"Simply having a mobile or tablet optimised site is no longer enough for job boards, their sites have to be able to take the user through the whole job board experience. This includes not only searching for jobs but also applying for them. 2/3 years ago it was enough to simply have a 'short-list' feature on mobile so users could return to their selected jobs and apply for them later, on a desktop. This is no longer sufficient. Mobile has to work as a stand-alone site, independent from the desktop experience."

Ijad Madisch,
ResearchGate

"We believe that professional networks can be a great source for jobs, because this is where people already connect with each other. On ResearchGate, we present highly specialized researchers with career opportunities that match their skills. They can learn about their prospective employers and connect with them personally via the network. Finding a job becomes not only easier and more personal – but also more successful, because researchers know that they can put their skills into practice in the jobs they find on our network."

[BIG DEBATE QUESTION]

How are jobboards evolving to keep pace with advances in social media and mobile?

Alistair Rennie,
Foosle

"Many job boards are evolving but not at the pace at which candidates have adopted social and video communications. More importantly, there are key pain points that continue to plague employers. According to our recent research, the majority of employers know within 10 minutes of starting an interview whether the candidate is right for the role but still spend more than 10 hours on recruiting for each vacancy. The market is crying out for an end-to-end platform that can be quickly integrated but which also has seamless time-saving tools to find out more about the real person behind the CV."

Sinead Bunting,
Monster UK & Ireland

"Job seekers are increasingly relying on their mobile internet devices and social media networks to stay ahead in the competitive job market. At Monster.co.uk it's crucial for us to keep pace with this trend in order to a) provide employers with the tools needed to reach savvy job seekers and b) give job seekers the necessary tools to identify the best possible job opportunities. We've created a new mobile website which provides the same powerful functionality available on the main Monster.co.uk website to help those looking for a job on the go."

David Rudick,
Indeed.com

"Last year alone Indeed's mobile traffic more than doubled, signifying an important shift in the way people are searching for jobs. However, while job seekers have been quick to adapt, employers have been slower to optimize their websites for mobile searching, and as a result are missing out on key talent. Indeed recognizes that building custom mobile apps is expensive, so as a solution we developed Indeed Apply, a free one-click application feature that helps employers convert applicants and hires from the mobile pool and gives job seekers a seamless mobile job search experience."



Personal fact file

FAVOURITE HOLIDAY DESTINATION: Pollença, Mallorca

FAVOURITE SINGER/BAND: Pretty much anything from the 70s

FAVOURITE MEAL: Roast on a Sunday and Chinese take away every other night (If only...)

RECRUITMENT ICON

JEREMY OVENDEN, HIRESERVE

With over 15 years' experience of providing e-recruitment, our expert, knowledgeable and resourceful technical and project management teams enable us to produce the innovative solutions that we recognise our customers require from an online recruitment system. Both our UK and Dutch teams are experts both in e-recruitment technology and creative, ground breaking recruitment solutions.

Onrec: What were you doing before Hireserve?

JO: Before Hireserve I worked at Oracle Corporation. I spent my early years there working in the HR product development team, which began in 1990 and by the Autumn or 1996, I was involved in managing the development of Oracle's first database driven global careers website. I enjoyed managing this project and knew I liked the technology application and business area; I felt I would like to try this on my own and eventually left Oracle to start Hireserve in 1997.

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

JO: For the remainder of this year we are focussing on delivering release 8.5 of our flagship recruitment product, iCams. This is due for release in November 2013. Other than that we hope to make this year Hireserve's most successful and, personally, I aim to get the Christmas shopping completed in time.

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

JO: As a child I really wanted to be a pilot and think that would have been a great job. But to date, I have only ever managed one flying lesson so I guess I should stay doing the day job!

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

JO: SaaS recruitment technologies – incorporating social and mobile - will continue

to advance and broaden their reach. They will become more accessible to much smaller organisations enabling them to benefit from sophisticated applicant tracking systems and the adoption and management of web based recruitment strategies.

Onrec: What is your biggest achievement?

JO: Probably the guts to resign from a full time job, with a global software company, which provided good career opportunities, a car and a pension... all to give it a go on my own. Also, my family are quite nice.

Onrec: What makes Hireserve different from its competitors?

JO: Hireserve is special because it remains a single product company. Every enhancement and development is made to one product and that is then made available to all of our customers. This means that every customer benefits from every other customers requests. Our dedication to increasing the capability of our technology, to adopt new user interface trends and to exploit all of the integration possibilities that the internet affords, in a quality manner, makes Hireserve stand out.

Onrec: What are your future plans for developing Hireserve?

JO: This is a business with which I have been involved for almost 16 years; I therefore care very deeply about its success and also what it gives to its employees. Through our network of partnerships we anticipate around 30% growth year on year for the next three years. And, ultimately, we want to be at the

forefront of people's minds when they discuss e-recruitment technology or an applicant tracking system.

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

JO: I tend to admire people who go the extra mile for something they believe in. People who achieve their personal goals through their unfailing drive and determination. As a keen motorcyclist, I have always looked up to the early motorcycle pioneers and in particular the New Zealander Burt Munro, who, against the odds, travelled half-way across the world with his reconditioned motorcycle to set an under-1,000 cc world record, at Bonneville, 26 August 1967. Amazingly, with this record still stands today. He had such belief in himself and trust in his motorcycle and together with his skill achieved the unthinkable. It is a simple story of great achievement.

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

JO: I think you learn from every experience and you take the good and the bad with you, helping you to positively move forward.

Onrec: What do you enjoy outside of work?

JO: I enjoy riding my motorbike, going to National Trust houses, walking my mental puppy and spending time with my family. Occasionally, I also clear 18 holes on the golf course in under 130 (not much of an achievement).

GOING GLOBAL

CONSIDERATIONS FOR ESTABLISHING A SUCCESSFUL INTERNATIONAL BUSINESS

The industries that RJobNetwork specialise in; engineering, construction, nuclear and oil & gas, are international markets. Recruiters wanted a job board where they can find candidates for the roles they had across the globe and not be forced to use multiple sites to find people in each country. So, this is what we provided to them. In just over the two years since we launched we've managed to become one of the leading global online recruitment portfolios for technical roles with 450,000 registered candidates, 40,000 live jobs on the site at any given time and almost 350,000 visits to our sites each month. In achieving this we've learnt some key lessons on what it takes to make a business work internationally:

Making yourself available 24/7

Naturally when you're working internationally you're spanning multiple time-zones. Nothing is going to frustrate a client more than having to wait for hours to get a response from you as your working day has ended.

We stagger the team's hours so that there is always someone available. This doesn't have to mean them sitting in the office at 10pm in case someone from Australia wants to get in touch. They all have laptops with Skype installed and so can take calls at home as and when necessary.

We also have an out of office emergency number for if someone needs urgent assistance during the middle of the night UK time. This responsibility is shared amongst the team on a rota system but we've all been lucky in the fact that it's seldom been used!

Finding the right team

Given the point made above about the need to provide 24/7 communication channels, this isn't your average account management role and we make that clear during the recruitment process to ensure



The culture in the US is very different to the Middle East and that is reflected in the way people look for work and how companies recruit.

Craig Bines, Founder & MD of RJobNetwork

that we have the right team in place.

We need people who are able to work in this flexible way and ensure that we provide our clients with the quality service they deserve.

We also look for people who have experience in the technical markets we specialise in as one of our core values is understanding our clients' businesses and the roles they're recruiting for as this enables us to offer them the best advice. Much of the positive feedback we receive from clients is centred around this understanding and the consultative approach it enables us to provide.

Understanding each market

The last point, and perhaps the most fundamental, is being aware of the intricacies of each country you're dealing with as it can radically change how you operate in that country. For example, the culture in the US is very different to the Middle East and that is reflected in the way people look for work and how companies recruit. You need to change your working practices and marketing to achieve success in different regions.

A practical example is being aware of the key search engines in each region. In the UK the majority of our PPC budget goes on Google as that has market dominance but it's a completely different story in Russia or Korea. Working with good local agencies or ones that offer international specialists can help to ensure that you're following the best candidate attraction methods. It's also why tracking becomes more important than ever so that you can measure what's performing most effectively in each country and make sure you're spending your budget in the right areas.

By Craig Bines, Founder & MD of RJobNetwork



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TALENT MANAGEMENT

What's new with Talent Management Systems? Social collaboration? Embedded and Automated Systems?

The goal of a talent management programme is to attract, develop, motivate, integrate and retain the workforce, says Richard Moorer, Solution Architect at SumTotal Systems. Of course even the best systems have to keep up-to-date. Moorer comments: "In order to maintain effective talent management there are new technologies that should be incorporated into the HR system. For example, one way to streamline talent management is using an automated system which seamlessly integrates all information across the talent management spectrum. By automating talent management, businesses are able to better align their employees with organisational objectives, helping to harmonise the focus of the entire company as well as improving senior management's visibility into the talent pipeline."

At Capita they believe that effective talent management comes from an 'embedded approach' which focuses on staff development and succession planning. Linda Turner, Head of Bids & Marketing, Capita Managed Services says "It should be about ensuring that every individual's talent is developed and maximised. There are many good technologies that do this: the key is making sure the technology does not get in the way of true interaction with people. We favour tools that allow you to pull the information into an 'easy to view' format so that you can review all information together." They use a tool called Qlik View which they say consolidates relevant data from multiple sources into a single application so you can look at all your information and trends in one place. Linda Turner continues "Talent management is something a lot of organisations say they do – but the reality is that few really engage in an end-to-end talent management process. Inefficiencies often arise because different parts of the process are managed in a piecemeal fashion which means that it is not possible to take an holistic view of the whole situation. A lot of tools and systems deal with some elements but don't provide a consolidated view. That's why having a system that provides you with the big picture is so useful."

Vincent Belliveau is Senior Vice President & General Manager of EMEA at Cornerstone OnDemand. He believes people are still important: "Sometimes the technology can be seen as a way



Talent management is something a lot of organisations say they do - but the reality is that few really engage in an end-to-end talent management process.

Linda Turner, Head of Bids & Marketing, Capita Managed Services

to make efficiency gains and identify where staff costs can be trimmed; however, in our opinion, this is the wrong approach. People are your USP and therefore you need to attract, develop and retain them so that they are engaged and happy in their job. If you have a system which can do this, you'll have a committed and hard working team. Talent management systems need to cover the complete lifecycle of your people, from graduate recruitment to retirement planning. Learning is proving to be a major focus at the moment, particularly when it comes to businesses being smarter about the knowledge that already exists in their company.

Belliveau reports that social collaboration is the latest innovation that talent management systems are supporting - the ability to share information and learning is becoming increasingly important. "Ventana Research found that almost half of the organisations see knowledge sharing as the top purpose for social collaboration. Virgin Media is a great example of where Ignite - the company's in-house learning and development system – has become the central hub for all its courses, management and progress tracking."

Are you making the most of your functionality?

Nicholas Roi, Managing Director of SilkRoad UK cautions that it is common for companies to ask their new solution provider to simply translate existing processes directly for their new system without considering its full functionality. He says they are then surprised when, months later, they find how many additional functions it can offer; some companies may only be taking advantage of a third of the opportunities provided by their solution. To avoid this, Roi suggests businesses should appoint dedicated project managers that understand both the technology and the requirements of the business – without both of these it will be difficult to properly manage the move to a new system. "Project managers should consult with vendors about the full functionality of solutions on offer, confirming that they know how to make the most of the product. This should continue at regular intervals after the solution has been installed. When drawing up a new talent management plan it is important to bear this information in mind; talent management shouldn't be about fitting a new solution around the old one. My advice is: work towards the vision of your ideal talent management process, and don't restrict yourself to working within an existing framework."

Nick Stephens, Chairman of RSA Most organisations accept that Talent is an important element of success. That is, it is important to recruit the right people for the right roles and the company as a whole; and to manage these people effectively in order to retain talent within the organisation. However, Stephens asserts that despite this, the recent 'Zircon: Future of Talent Management' research identified that as many as 50% of global organisations interviewed did not have a clear definition of talent or a

clear talent strategy for the future. Rather, they have a number of distinct talent projects and programmes which they roll out in a robust and valid way. The research also found that most organisations have a strong and robust, future facing competency or capability model and have robust assessment, development and succession planning tools. They do not however have a talent strategy to bring this all together. Stephens perceives that what organisations would benefit from is a clear line of sight from their talent strategy all the way through to the tools they use for assessment, development, retention, coaching and succession planning.

Additionally, the research found that many organisations' Talent Models are often overly complex and difficult to apply and as a result the users of talent methodologies tend to over simplify it. This leads to a misinterpretation of performance and potential, and as a result a mislabelling of people who are talented. In many industries, the need to keep pace with market changes leads organisations to make talent solutions a lesser priority, when in fact they should do the opposite in order to retain good people through challenging times. Zircon's research found that the elements depicted in the graph below were considered to be important to a successful talent model:



Organisations have a real opportunity to simplify their Talent Management strategies to ensure that leaders understand the "what" and "how" when managing, developing and retaining their talent.

In order for a Talent Management strategy to be effective it should be:

- Fundamental to the delivery of the long-term strategy
- At the heart of Leader's activities
- Futuristic and applied
- Transparent and understood
- Consistent, objective and clearly and openly communicated
- Aligned to all selection and development processes
- Scientifically defined, designed and understood
- Proactively planned and applied
- Evaluated to ensure validity, ROI and create shareholder return

Employer branding

Vicky Weber, Account Director, GTI Recruiting Solutions observes that organisations are increasingly investing in talent management systems in today's competitive market to not only streamline their recruitment process but also improve the candidate experience of their employer brand. Weber also highlights the fact that companies introducing talent

management software for the first time are often astounded by the impact the system has on the day to day management of the recruitment process. Upon implementing a market-leading system, Explore Learning found that: "The time saved has been the single biggest benefit we've experienced since utilising the system. We can effectively track candidates throughout the recruitment process, streamline the communication methods we use, and get job offers to good candidates faster." By moving candidates through the process swiftly, companies decrease the time from application to outcome, a benefit for both the business and the applicant, says Weber. Weber continues: "As administration activity is cut down significantly through the use of an effective system, recruiters and HR professionals are able to maximise time spent on achieving their strategic objectives. A strategic objective at the top of most recruiters' agendas is achieving a reduction in both reliance, and spend, on recruitment agencies. A good talent management system will have the functionality to create a talent pool of high calibre individuals allowing recruiters to search the talent pool against core vacancy requirements as they arise. In no time at all, the business will be able to demonstrate return on investment by utilising this talent pool, rather than recruitment agencies as a first port of call to fill their roles.

Organisations considering a talent management solution will perhaps not need convincing of its benefits and should instead focus on finding the right fit for their business. Often, talent management systems are acquired without the necessary due diligence with all internal stakeholders and where specific functionality is required, such as for example bulk processing ability for graduate programmes or the use of video interviewing technology, organisations may not select the right package for their needs. So be advised, do your homework!"

This feature was written by Lauren Mackelden, Features Editor, Onrec. To get involved and to receive a Features List, email Lauren@onrec.com.



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LAUNCHES

1> Monster launches new site for HR and Recruitment professionals

Monster UK launches its new site for HR and recruitment professionals. The site is a one stop shop dedicated to Monster's cutting edge products and services that help professionals find and retain the best talent. The new site - which is responsively designed to be optimised for mobile and tablet use - provides a clear and simple user interface where professionals can go to find out more about Monster's Consultancy Services, Monster SeeMore and Monster's Talent Management Suite. The site is being promoted via by a highly visible marketing campaign, spearheaded by Monster's new Director of Marketing, Sinead Bunting. The campaign will showcase Monster's B2B offering by tackling the challenges and issues that HR and recruitment professionals face with messaging that features mythical creatures, elephants and quirky one-liners.

www.monsterHRsolutions.co.uk

2> employersjobs.com launches exclusive HR & Recruitment Agency Partner Programme for their 20,000+ registered employers

employersjobs.com, the web's first and largest employers only job portal, have launched a new partner programme where they will be working exclusively with a select number of recruitment agency and HR specialists. Director of Corporate Clients, Liam Kidd, states that they will only be partnering with 2 featured agencies per skill sector. Promotion will be delivered through the website, press releases, e-mailers, media partner publications, featured profiles, blog, social media platforms, events as well as there being direct introductions from the

1

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in-house account managers who have trusted relationships with over 20,000 employers. To be part of the programme, agency and HR specialist will be vetted for their expertise to ensure best results for them as well as the employer members. In addition partners will also be promoted to a unique community of 200,000+ jobseekers whom employersjobs.com have never promoted such agency and HR services to before. If you are niche, a specialist or an authority in your recruitment sector, please contact Liam via liam@employersjobs.com or +44(0) 7920 068 142 to initially discuss options and partner programme openings."

www.employersjobs.com

3> E-Recruitment pioneer unveils new agency

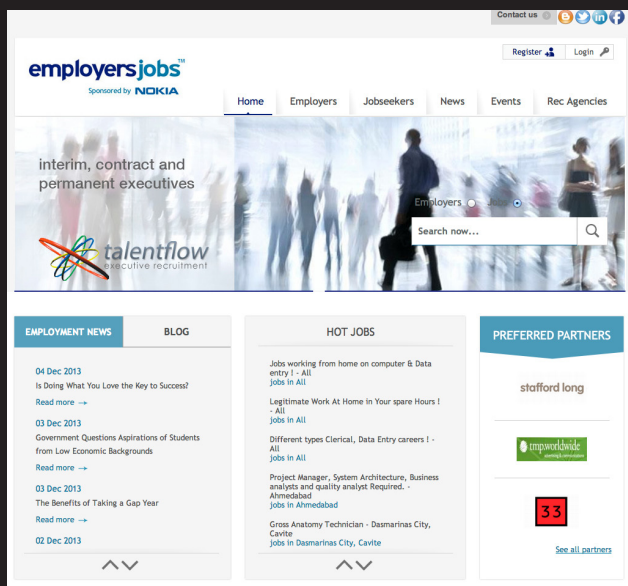
Norrie Johnston, is launching a new kind of senior interim management and executive search business. Norrie Johnston Recruitment (NJR), with offices in London and Winchester, will focus on filling senior interim and permanent £70,000 to £250,000 roles, using a mix of technology plus, importantly, traditional search. Norrie Johnston is not focusing on building a huge candidate database, but instead is hiring best of breed recruiters by offering packages which are much more generous than the industry standard. The packages will also include share options for the most senior, early team joiners.

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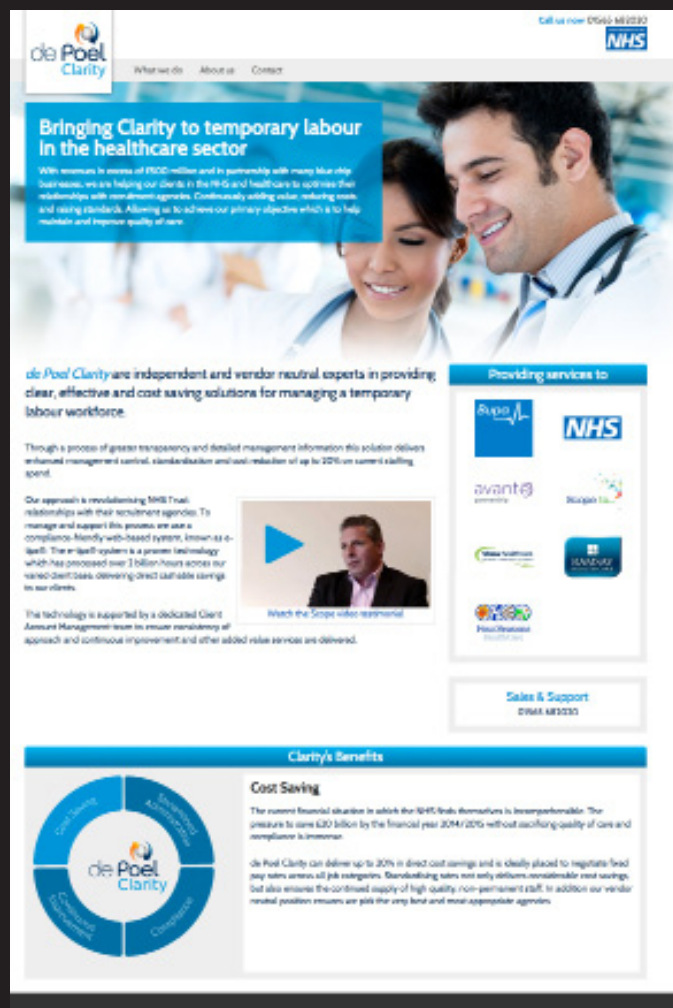
3



4> de Poel launches specialist healthcare division in ambitious NHS drive

de Poel – the global workforce solutions specialist – has launched a standalone division that will focus exclusively on the NHS and private health and care sectors. de Poel Clarity will manage the relationships between Trusts and a select panel of recruitment agencies, by introducing clear, effective and cost-saving solutions. It has been formed on the back of significant success handling the provision of non-permanent staff in the private health and care markets. The division, which as a neutral vendor has no affiliation to any agency, will be headed up by highly-regarded industry specialist, Andrew Preston. Andrew, who has been appointed as Managing Director of de Poel Clarity, has extensive experience in the NHS, private health and care sectors, with more than 18

4



years experience. With a proven track record for successfully growing and developing a wide variety of healthcare businesses – including working for FTSE 100, plc, private equity-backed and private organisations, as well as the NHS. Andrew will be responsible for the roll-out of de Poel services and cutting-edge technology across the NHS. This will be achieved through an ambitious acquisition strategy, targeting complementary non-agency businesses and attracting top industry talent.

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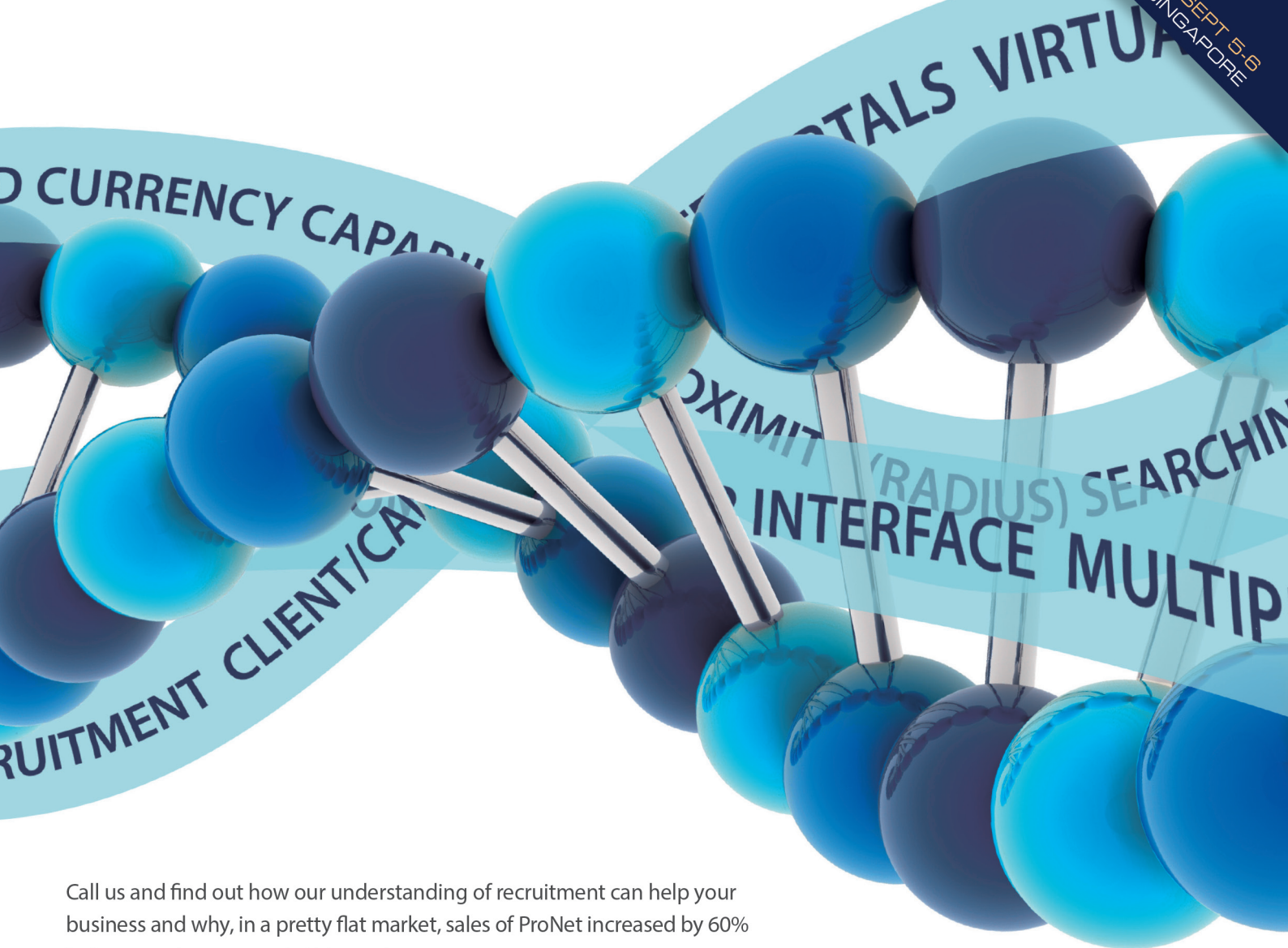
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GLOBAL RECRUITMENT STRATEGIES

Online recruitment is now available across the world, and now there are many ways of finding the best candidates from across the world online too. Onrec looked at some of the most popular strategies and their view of the current market.



Online recruitment is now available across the world, and now there are many ways of finding the best candidates from across the world online too. Onrec looked at some of the most popular strategies and their view of the current market.

One way of recruiting globally is to use talent networks. Scott Helmes, Managing Director at CareerBuilder.co.uk tells Onrec more: "There's no exact figure that shows how many people are using talent networks, however CareerBuilder has over ten million talent network members across 1,400 talent networks and we have seen exponential growth within in a very short amount of time." According to Helmes, the fast growing networks are those where the clients do a good job of ensuring that they link their talent network with current, online sites; add social media links; engage regularly with their talent and give the best mobile experiences.

Due to economic uncertainty and high unemployment levels, CareerBuilder reports a rising number of more engaged candidates and organisations embracing the opportunities to meaningfully interact with their talent pools. Helmes says this has resulted in talent networks that afford the company and job seeker opportunities to interact, engage and participate in two-way conversation, encouraging relationship building. In addition recruiters are able to search the network looking for specific skills, education, and qualifications to engage a job seeker directly. He believes those that will be the most successful will be the ones that use influence and relationships to create customised experiences within the talent network itself: "We have seen many organisations have great success with our platform that allows organisations to create their own personalised talent network. For example we've seen

global organisations; enterprises and small businesses utilise their own talent networks in order to find the right candidates for their roles. We have seen a hospital grow its database to over 10,000 nurses in less than a year, while a retail chain has seen over 60,000 members in five months - a clear demonstration that this works for multiple sectors."

When used correctly, the benefits for both the candidate and the employer are plentiful. Candidates now have the opportunity to enjoy a streamlined process whereby they can "raise their hand" to be considered for multiple job roles, as opposed to applying for just one. For the business, talent networks create awareness of companies and the new positions that are available. SEO, mobile optimisation, social media and recruitment technology integrations are the basis of a site that attracts potential and quality talent. Though Helmes thinks

talent networks are beneficial to both temporary and permanent job roles, he says they have seen that the networks utilised best by employers are those that are looking for higher turnover positions. His company predict that this will stay the same, and the increase in the gap will become larger as organisations and candidates opt for a more flexible recruitment model.

Sourcing candidates has become more complex in a number of ways, states Andy Turnell, Petroplan's Regional Director for Calgary. "From mobile to video recruiting, there are many more channels through which candidates can apply for roles, and equally for how roles are advertised. Due to the distinct lack of mobile signal but a fair amount of Wi-Fi available on most offshore sites, the rise of social media has undoubtedly fuelled recruitment within the oil and gas sector by increasing the visibility of candidates, and increasing candidates' capacity to view and apply for roles. It isn't all about technology; having a good relationship with your candidates remains an integral part of making a hire. But technology - specifically social media - can facilitate this as well. It can be a great way of staying up-to-date with clients and candidates alike, although recruiters should never overlook the value of a phone call or face-to-face conversation. Despite the fact that these traditional methods of communication are often challenged by one's location, the recent trend of video recruiting is overcoming barriers that previously limited global recruitment. It can certainly be said that video recruiting, along with the widespread use of Skype within the interview process, is working to both bridge the gap between a candidate and their written application or CV, and overcome the challenges previously associated with international recruitment."

As important as these changes across technology and social media are, Turnell believes that it's crucial that recruiters work to incorporate these new channels into their traditional search methods in order to gain a clear view of the talent pool. "With social media currently focused on its peer to peer communication function, the rise of big data analysis could, for example enable a candidate's tweet to provide demographic insights, meaning a recruiter could gain a lot more information from a candidate's Twitter profile than they are able to at present. A move in this direction would make what we choose to share online all the more important. This could also have



We have seen a hospital grow its database to over 10,000 nurses in less than a year, while a retail chain has seen over 60,000 members in five months - a clear demonstration that this works for multiple sectors.”

Scott Helmes, CareerBuilder

a knock on effect on job sites. For instance, the take-off of big data has the potential to make the newly available roles which candidates receive in email alerts more personalised than ever before. Mobile and video recruitment will continue to rise, and it's possible that recruitment could become more app driven as the trend for workers to increasingly organise their lives via their smartphones continues."

David Cohen, Senior Director of LinkedIn Talent Solutions, EMEA tells us about his company and how it can be used for recruitment globally. "LinkedIn is a professional network, with more than 259 million members in over 200 countries and territories. Students and recent graduates are our fastest growing demographic, accounting for more than 30 million LinkedIn members. While our members come from a broad range of sectors and positions, all are investing their time on LinkedIn to improve themselves professionally through networking, engaging with relevant industry content as well as looking and applying for jobs."

David Cohen reports that one of the biggest trends they have seen is the increasing appetite for candidates to engage with potential employers and even apply for open positions through their mobiles. In fact, he says nearly 40 per cent of LinkedIn's traffic now comes from mobile devices while more than 30 per cent of LinkedIn job views come from this channel. "We are seeing an increasing number of tools available to help recruiters engage with talent on the go. At LinkedIn, for example, we've recently launched a Mobile Apply button which allows candidates to apply for roles via their smartphones using their LinkedIn profile in place of a CV, as well as launching a mobile version of our flagship Recruiter solution to help recruiters increase their productivity and respond to candidates more quickly."

In the future, Cohen predicts that employment branding will become a key differentiator in the war for talent in 2014. "Passive candidates are in very high demand, and are often spoilt for choice when it comes to roles, terms, and employers. So, to ensure that they are able to staff their most strategic projects with the best talent, employers need to invest in strong talent brands. With this trend continuing to accelerate, we recently released a list of the most in-demand employers on LinkedIn, based on member behaviour, as a guide to best practice."

There are many Brits who are looking at global sites so they can move abroad. Staggeringly, nine in ten professionals in the built environment sector would consider a move abroad, says Rob Searle, Commercial Director at CareerStructure.com. He cites the reason is that the perception is that certain markets, primarily in the Middle East are able to offer better salaries and greater career progression than the UK. High-profile construction projects such as Sky City in China and infrastructure for the Qatar World Cup are also luring British talent. Searle comments that: "Modern technology including job boards has made the global recruitment of quality candidates increasingly easier. Candidates have instant access to vacancies around the world and recruiters are able to tap into the best talent regardless of location."



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EFFECTIVELY USING ONLINE RECRUITMENT

Peter Burgess, Managing Director of Retail Human Resources, looks at how some of the UK's largest retail brands are using software to recruit their workforce

We have seen first-hand how some of the largest brands in retail are embracing software and online recruitment to build their workforce. Figures now show that the jobs market is enjoying robust growth with the number of vacancies at a five-year high along with growth in every region and sector.

In fact according to Reed, 165,000 positions were advertised on its jobs website in October – the highest amount since September 2008 – when of course the global financial crisis sucker punched the UK recruitment sector. In terms of specific appointments in retail, we have also seen first-hand that vacancy levels for store management positions as well as a full raft of head office based positions is now at its highest levels since September 2008. Vacancy numbers have also risen by 196 per cent in September 2013 compared to the same month last year.

As confidence returns, brands know that they cannot afford to perform poorly when it comes to online recruitment.

In-house, we consider the use of a multi-posting solution to be best practice for retail recruitment marketing. Not only do our consultants save a significant amount of time as a result of not having to re-enter the job details across a wide range of job boards, but we are also able to use the effective tracking tools and reports that we are provided with to ensure that we manage our advertising spend in the best way. These tools have also opened up a wide range of free channels for us to advertise on, which has further driven down our cost per hire.

Software such as Broadbean Technology, the market leading business in this area, often displays innovation in new product areas, and it's platforms like this which must be embraced. The jobs market is demonstrating confidence from employers across the UK to hire new staff, grow their business and support a strengthening economy.

Digital age and the "impact" of social media

It is hard to ignore social media's impact on the recruitment sector or in fact any element of the business world. However, most of our own clients, whilst they have embraced these platforms, have been somewhat disappointed when it comes to the recruitment process itself. Job boards are, very clearly, still the most successful medium for recruiting and social media has not as yet, from our perspective, overtaken print.

LinkedIn is a useful tool if used correctly, but it can only take the recruitment process so far. With that said, this platform is mainly used as a shop window of potential candidates, which ultimately lacks the depth required for the process in comparison to job boards. An advert for a role on LinkedIn might seem effective initially and yes, you may get inundated with enquiries. However more often than not, these are unsuitable which means time has to be set aside to manage (and exclude) accordingly.

There is simply not enough depth on social platforms when it comes to recruiting; you can fail to learn what motivates a candidate; what inspires them; and you can end up generally ignoring crucial details about their experiences and key strengths. This is where an expert consultant earns their crust. Organisations may try and recruit using their LinkedIn page; however the chances are they will return having spent too much time and with not much to show for it.

Applicant tracking systems

Applicant tracking systems (ATSs) enable an employer to manage a large volume of applications received online according to their preferences; and they have been making recruiters lives easier since the mid-90s. It allows a recruiter to track candidates through the recruitment process and extract info from CVs and other sources and puts it into a searchable database of available talent. It saves a lot of time.

Early ATSs did little more than track incoming CVs but in recent years they have expanded their functionality into areas such as skills-matching and job posting to multiple channels, including social media.

In fact today's ATSs are better described as integration platforms that connect to other tools and services used in the recruitment process.

ATSs have more often than not appeared as a core technology for HR departments. However the new generation of ATSs can help bring many recruitment functions into a central place hence further streamlining practices. Most, including Broadbean, produce intelligent skills-matching based on semantic technology and provides built-in real-time analytics to evaluate what channels perform best. Recruitment and HR departments need to extract maximum value from their ATSs, not just when looking for talent but to capitalise on the talent that already resides in the system.

Advantages of Online Recruitment

The boom in online recruitment is hardly surprising given the many advantages of finding a job online. There are many benefits of this kind of recruitment and they include:

- Access to a vast number of roles. Going online, quite simply, means searches and applications can be made for a greater number of opportunities than you would be able to offline. Indeed, the internet means you can look for jobs on the other side of the world, thereby significantly improving your chances if you're willing to be flexible.
- The instant impact. Clearly the internet is speedy, information is instantly available and details on job hunting and vacancies are aplenty, allowing people to search, view and apply for jobs and post CVs at the click of a mouse. When used in tandem with more traditional, 'human' offline methods, the web can be extremely useful in helping shape a career – think of behaviour on social platforms.
- Quicker turnaround: As well as making the application process quicker, online recruitment also provides an answer – even if it's a no – faster. Additionally, some of the best online recruiters provide competency questionnaires, ability tests and psychometric exams at the front end of the job application process, meaning applicants who pass these stages are the most suitable and likeliest to be considered.

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TEMPS & CONTRACTORS

Has anyone cracked doing temps online? Maybe they have with mobile ...

Will the mobile recruitment revolution be the solution to cracking temporary contracts online? It's a tricky one, there's legislation issues to be wary of, especially with work overseas, but the outlook is positive.

The temporary market has in the past been slower to adopt new digital opportunities than its permanent counterpart, believes Andrew Pettingill, managing director at Meridian Business.

He says clients requiring high-volume, reactive recruitment have preferred a traditional high street, face-to-face approach to source candidates with suitable skills, experience and who will be a good company fit. "However, as web-based job boards and online CVs have become ubiquitous and digital aptitude tests, social media and video conference interviews have gained popularity, temporary recruiters embraced an online

approach, with great success. In mobile devices, the next iteration of recruitment is exploding onto the scene and this time, temporary recruitment is seeking to lead the way." This isn't surprising, given the data on the widespread use of mobiles now. According to Pettingill, Google has stated that in the UK, one in five recruitment searches come from a mobile device and popular jobs site Gumtree enjoys over 500,000 views every

month. "Overall, 2.8 million jobseekers a month access job listings from a mobile device, with a noticeable upwards trend as younger millennials enter the market searching for first-time jobs."

"It is going to be essential for recruitment agencies to engage with stakeholders on the go, as increasingly this is where job seeking activity is taking place. Meridian recognises this and our mobile site launched in January, says Pettingill. "At the start of the year, our desktop site represented 79 per cent of traffic, but this proportion has decreased significantly in the last six months as we are seeing more visitors opting to use the dedicated mobile site. The number of mobile users has jumped by 40 per cent in the six months since launch, and we expect this trend to continue. The extension of our award-winning online candidate experience to mobiles enables jobseekers to search and apply for roles, use resources and contact us when they're on the go. Pettingill foresees that ultimately the most successful agencies specialising in temps, perms (temporary or permanent staff) or contractors will be those that incorporate websites, social media, mobile browsing and dedicated apps into a seamlessly cohesive service offering across all digital platforms.

Zero hours hits the headlines

Richard Nott, Website Director, CWJobs.co.uk also reports a healthy demand for temporary workers, albeit at the expense of permanent ones. "Despite reports of green shoots of recovery, many businesses are still concerned about the economic climate. As a result, opportunities for contract workers over the last quarter have continued to look healthy, with this option providing a flexible and cost effective solution for staffing short-term projects. Contract vacancies in the IT market have risen by 1.3% in the last quarter alone, following a sustained projectory over the last four years. Whilst contract workers can provide businesses with an opportunity to test the waters of recruitment, there has been growing controversy over some of the methods being used to employ temporary staff. The growing numbers of companies using 'Zero Hours Contracts' for example has sparked debate over how ethical some temporary workers' contracts are, with many businesses unexpectedly thrust into the limelight for their recruitment practices. With this latest raft of media interest in employee welfare, it will be



Talent management is something a lot of organisations say they do - but the reality is that few really engage in an end-to-end talent management process. ”

Linda Turner, Head of Bids & Marketing, Capita Managed Services

interesting to see how this impacts volumes of contract workers in the next quarter.

Contracts abroad and the legislation involved

Phaidon International Contracts experienced robust demand for contract staff even through the eye of the financial storm, says Dawn Campion, their Director. However, they did witness a shift from a domestic bias to a much more internationalised book of business, noting a noticeable increase in their vacancy rate by 22%. Campion points out that recruiting in this sector can cause problems such as the amount of expertise required (especially internationally) as this includes an in-depth knowledge of tax, withholding taxes, visas, insurances and so on. She explains there are also high costs particularly for support and compliance staff. "Contract recruitment is immediate; therefore it is essential to have an exceptional and current candidate pool aligned to your agency. Due to this market being so fast paced it is a necessity to have highly knowledgeable and trained consultants who can advise on solutions within timescales and budgetary constraints. There are clear rewards in contract recruitment, primarily the strong revenue streams for niche skills and locations, it provides a revenue stream that is forecastable, which is promising in this sector. Another key benefit is that offering permanent and contract recruitment is a value add to our clients."

Dawn Campion also observes that the stability of contract roles are improving (they are seeing much longer durations of contracts), so more candidates will convert to being contractors, as a result, clients will have to go to this to pool for the best talent. She comments that the compliance side of being a contractor does not seem to be affecting their desire to be one. For Phaidon, a challenge has been that they have been approached by clients who have not utilised contract workers previously, but wish to do so to manage costs and risk. This has meant that Phaidon has had to educate clients on legislative and compliance criteria to ensure they do not fall foul of industry regulations, such as AWR.

Phaidon International envisages this sector developing in the following ways:

- More globalisation
- More specialisms
- High demand as businesses focus on growth (without wanting to over commit to permanent headcount cost)
- A highly mobile candidate community

Unclouding the truth behind zero hours contracts in the UK

Between a fifth and a quarter of UK employers confirmed that they use zero hour contracts.

Yet, little more than 1,000 job adverts contained the term "zero hours."

There has, however, been a 148% rise in the number of "variable hours" contracts being advertised.

Innovantage uncloud the truth.

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Leading hiring demand analytics company, Innovantage, has recently revealed that while a significant volume of companies in the UK openly admit to using zero hour contracts, few are publicly advertising this when recruiting.

Recent surveys by the Chartered Institute of Personnel Development (CIPD) and the Recruitment and Employment Confederation (REC) revealed that somewhere between a fifth and a quarter of employers confirmed that they use zero hour contracts.

Innovantage data however, found that little more than 1,000 adverts contained the term "zero hours" in the first six months of 2013 indicating a lack of transparency from employers when advertising vacancies.

Innovantage track job postings across 150 job boards and over half a million corporate web sites in the UK - giving them a resulting database of 80 million advertised opportunities, with historical data going back over four years. This gives the company the most comprehensive aggregation of UK hiring demand in existence.

Innovantage offer core products that use this data to provide recruitment companies with "of-the-minute" sales leads from the latest job postings, as well as providing hiring demand analytics for recruitment intermediaries, talent acquisition teams in the private sector, and public sector, that enables businesses to

understand hiring demand trends so that they can make their future business decisions with confidence.

More recently however, Innovantage have turned their data to other uses as well, in order to provide wider trend analysis across the UK's labour market. Data extracted from their database has revealed that while few employers have openly advertised 'zero hour' contracts, there has been a significant rise in the number of employers advertising "variable hours" contracts up 148% from 2011 and 2012, and "flexible hours" contracts, up 141% in the same time period.

Innovantage founder and director, Matthew Dewstowe, said: "The data we have captured regarding zero hours contracts certainly highlights a disconnect between the nature of work companies are advertising in recruitment outlines and what this equates to in actual working practice."

For a full report and analysis visit:
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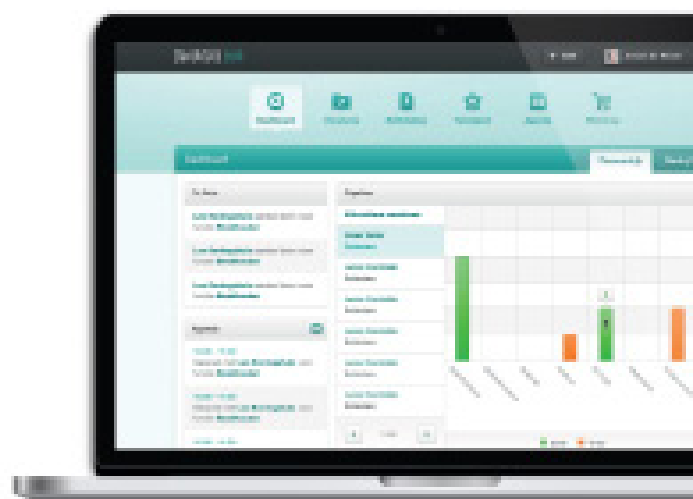
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IT RECRUITMENT

IT recruitment close to pre recessionary levels- and not just in London!

In the last few months IT job vacancies have come close to touching pre-recessionary levels, according to Richard Nott, at CWJobs.co.uk. This is incredible news for an industry that was hit hard, says Nott, their website director. This is also great news as the opportunities are appearing across the UK. Nott says though IT jobs are historically anchored in London, vacancies in the last year have grown by 7.9% in Scotland, by 4.6% in Southern England, and 3.1%

in the West and Wales. Plus, he claims that nowhere near all these jobs are for contractors or temporary positions, with contract roles making up just 29% of all IT roles advertised in the 2nd quarter of 2013. This suggests that the IT market is continuing along the road to recovery, and that business confidence is increasing as greater levels of full time staff are taken on, says Nott, commenting that with permanent vacancies rising, and contract posts falling, the current market

situation is offering professionals greater job security in long-term roles. Richard Nott believes Britain's a great place to be right now if you're a talented tech pro with a business idea, as he thinks we're going to see a lot of exciting new start ups emerging in the UK and disrupting the big employers in the fight for talent.

Carl Nichols sees the recruitment industry as a whole finally getting back to pre-recession levels. As Head of Recruitment at aap3, he sees

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the engineering sector leading the way currently, closely followed by IT recruitment. Nichols is very positive, saying the value of the IT recruitment sector as a whole to the UK economy is almost certainly on the up. He notes that confidence is much higher amongst our customers and suppliers, and budgets are now starting to be released to invest in projects that had originally been put on hold.

Nichols cites a number of exciting things going on in the IT recruitment sector currently: mobile, social, big data and cloud based services, all of which have the ability to transform the marketplace. Nichols says 'Cloud without a doubt is a game changer for organisations to reshape the face of IT; from a cost, productivity and efficiency perspective.' He also notes organisations are also looking to embrace the power of their workforce's knowledge and talent via social tools such as Yammer to answer queries and solve problems instantly. Nichols believes mobile is all about productivity, and how businesses can make their workforce more productive with on demand applications and information. Though big data has been around for some time now, he thinks organisations are now really looking to harness the data they collect for better business intelligence and to deliver competitive advantage.

All the things mentioned above are good discussion points with clients, says Nichols. "Customers want to know that you understand their business and the issues they face. They also want to know you are on top of current IT trends and employment legislation. Our candidates are also our client's candidates and we've seen a huge increase in the number of applicants applying for jobs via their mobile phones and tablet devices. Currently only a select few job boards have set themselves up to maximise this, and recruitment companies are certainly behind the curve."

Future of the IT recruitment sector

Carl Nichols, foresees only one thing for the IT sector: growth. He predicts the IT recruitment sector will certainly continue to grow at an exponential rate, and believes his organisation is well placed to take advantage of that. "Recruitment consultants need to not only understand the technology, they also



Though IT jobs are historically anchored in London, vacancies in the last year have grown by 7.9% in Scotland, by 4.6% in Southern England, and 3.1% in the West and Wales.

Richard Nott, CWJobs.co.uk

need to understand the markets and trends and be able to advise accordingly. There is also more and more demand from our clients for agencies to be able to technically vet candidates before first interview stage."

Looking at the wider recruitment picture, Ralf Baumann, StepStone CEO says for the ICT online recruitment market in 7 European countries, they have seen the demand for ICT skills in the first half of 2013 has slightly decreased compared to 2012. Since July however, StepStone reports that the number of jobs has increased again compared to the same period last year. They have found that open ended contracts account for the vast majority (above 80%) of the IT jobs posted, which is more or less in line with the other categories of white collar jobs.

IT Applications

Ralf Baumann comments that finding the right IT candidate has always been a challenge for recruiters and this is still the case today. "Jobseekers with an IT background remain scarce and we do not expect this to change. When looking at the application rate, we see that on average, irrespective of the channel used, an ICT position receives half the applications of the other categories of jobs. The average for all job boards in the 7 European countries measured is just over 10 applications per ICT job posted. This number is significantly higher than for the other recruitment channels."

Baumann says that finding the right IT profiles is not going to get easier since IT professionals are specialising more and more on a specific sector. "Before, ITs were more generalists possessing a wide variety of skills, nowadays they have become more specialists. Given that specialisation reduces the size of the potential candidates market, it makes it even harder for recruiters to find the perfect fit." Due to this difficulty of finding matching candidates, advertising a job will sometimes not be enough, says Baumann. "Recruiters need to use other ways to attract the right employees for their organisation." He suggests they can find active as well as passive candidates by searching directly themselves in databases like the DirectSearch Database developed by StepStone for example. He also suggests companies also try to become more attractive by enhancing their employer brand or by searching for professionals abroad through organisations such as the Network.

There certainly seems plenty of jobs available for the IT specialist and increasingly they are permanent and nationwide, as well as global. We are well used to the IT sector being a pioneer regarding technology, hopefully they will now be for vacancies too, reflecting more jobs available across the board.

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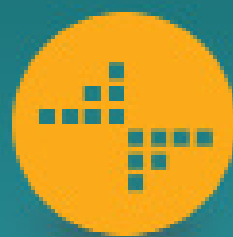
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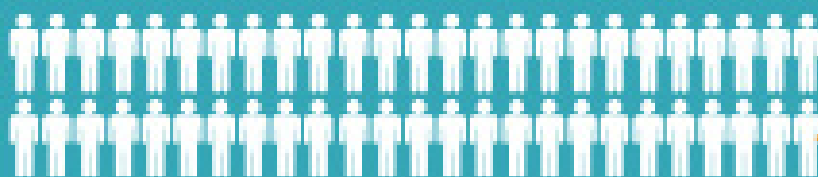
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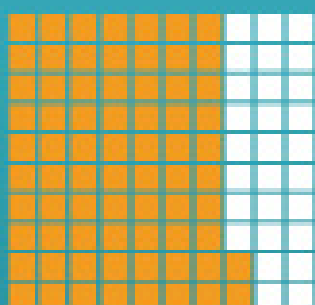
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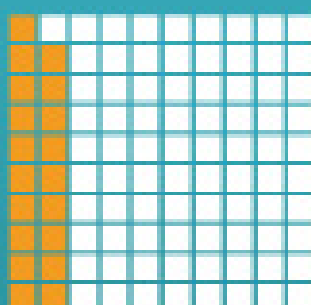


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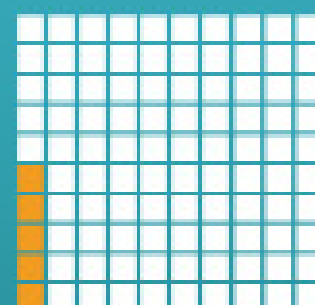
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