onrec

ISSUE 153

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+ Online recruitment icons
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AGGREGATORS
ARE THEY AGGRAVATING THE JOBSBOARD MARKET?

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New Technology

Ready for a

Recruitment

Revolution?

FROM THE EDITOR
PREFACE

Welcome to the September / October edition of the Onrec Magazine

The theme for this year's Onrec conference in London on 20th October is How to get the best out of online recruitment.

Recruiting has evolved over the past 20 years since the idea of recruiting online first appeared. It's important for organisations to make sure you are getting the very best from their suppliers and in house recruiters.

As our keynote Chris Bones says "For customer-centric businesses, there is now a real need for 'employment customers' to be handled as well as your business customers. This includes the decisions that employers make about how they automate the early stages of recruitment for employment brand and employment outcomes."

Our conference theme is designed to help you test, challenge and develop your companies online recruitment strategy. We have a diverse line up of speakers who I am sure you will find interesting.

I hope to see you there!

David Hurst, CEO, Onrec

onrec
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- Build and nurture your talent pool.

- Communicate your employer brand.

- Accelerate your time to hire.

- Improve your candidate experience

- Manage your vendors efficiently.

Applicant Tracking & Talent Management Software in the Cloud

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CareerBuilder joins forces with Textkernel

The acquisition further supports CareerBuilder's evolution into an HR software as a service provider and enables Textkernel to accelerate its global growth.

CareerBuilder announced that it has acquired a majority stake in Textkernel, a leading-edge software company providing semantic recruitment technology to the global market. The acquisition further supports CareerBuilder's evolution into an HR software as a service provider and enables Textkernel to accelerate its global growth.

Based in Amsterdam, Textkernel is leading innovation in the field of AI, machine learning and natural language processing in the HR domain. At the core of what Textkernel does is semantic search, which studies the intent and contextual meaning behind words. Employers and job seekers often use different words or phrases to describe the same thing when they type in a search box, write job descriptions or build their CVs. Textkernel's advanced technology takes into account language patterns to pinpoint what the user really means in order to provide the best search results.

Textkernel provides semantic search and matching technology to automatically suggest the most relevant profiles in a client's CV database based on a job description. It also offers highly accurate multi-lingual CV parsing. Combined with Textkernel's candidate routing workflow, it can convert any CV or social media profile into a complete and searchable database record in any system. Textkernel's HR modules are customisable, and can be integrated as building blocks into any process, platform (such as CareerBuilder's pre-hire platform) or HR system.

In addition, Jobfeed, Textkernel's Big Data analytics tool for jobs, will help accelerate the global expansion of CareerBuilder's Supply & Demand portal, which gauges the anticipated difficulty of filling a position in a particular market by measuring the number of job openings for that occupation against the amount of available talent.

"Textkernel is closing the communications divide between recruiters and candidates by helping them speak the same language on the back end," said Matt Ferguson, CEO of CareerBuilder and co-author of The Talent Equation. "We're excited to leverage their technology to enhance our semantic search and data analytics globally, and provide a greater ROI for our clients' most valuable and under-used asset: their internal candidate database. We can facilitate faster, easier and more successful connections between employers and job seekers."

"We understand unstructured text data better than anyone else and use this knowledge to help our clients and software partners increase productivity with a better search and matching experience," said Jakub Zavrel, Founder and CEO of Textkernel. "With an industry leader like CareerBuilder, who has a presence in more than 60 markets, we can quickly scale up our business and bring that knowledge to companies around the world, while remaining an independent brand and company within the group."

www.textkernel.com
www.careerbuilder.com

Talentic attracts investors

Talenetic **has received early stage investment from a consortium of prominent individuals in the recruitment industry**

Talenetic, the latest start-up of Keith, Graham and Eric Potts (the founders of Jobsite.co.uk), has received early stage investment from a consortium of prominent individuals in the recruitment industry. The consortium is headed up by Miles Hunt, a serial Recruitment Entrepreneur, Chairman of APSCo (Association of Professional Staffing Companies) and Chairman of several recruitment companies around the world. It also includes Simon Lawton (Director of Benula Capital), Paul Huntingdon (founder of Serocor) and the Serocor Group.

Keith Potts, CEO of Talenetic, states: "We weren't looking for investment at this stage, as Talenetic was developing according to plan with strong partnerships and client interest, but when Miles and his team came knocking, we didn't have to think twice. Their industry knowledge will make our product suite even stronger and their contacts will speed up Talenetic's growth far beyond our current trajectory. We are absolutely excited to be working together."

Miles Hunt comments: "It is an absolute privilege to be invited by the Potts brothers to invest into their company. As an investor, it is ideal to work with people who are absolute experts in their field and have a proven track record. We are looking forward to help accelerate growth into other areas of the recruitment industry and to support Keith and his team in building a world class talent acquisition platform that really addresses the needs and desires of the recruiters around the world."

www.talenetic.com
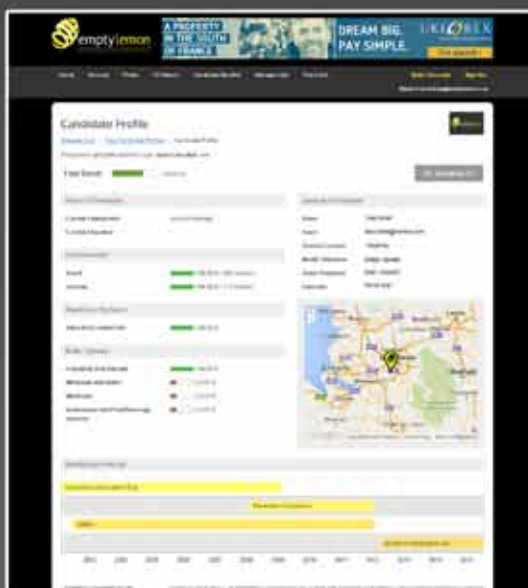
NEWS

NowWeComply secures
$1.2m funding

NowWeComply Ltd has secured $1.2m funding from AngelLab and Boris Johnson's London Co Investment Fund to drive growth

Founded in 2011 by experienced SaaS entrepreneur Ben Stoneham and backed by serial tech angel investor Stephen Bullock, more than $1.75m has already been invested to develop the first dedicated compliance management platform in the cloud.

NowWeComply's diverse client base, from FTSE 100 to SMEs, have benefitted from compliance processes being accelerated by up to 40%. Commercial and regulatory compliance risks are better controlled and audits less distracting as the Directors of NWC clients can rely on the platforms enforcement of governance procedures & inbuilt fraud protection controls. As a result workforce management teams are now redeploying critical staff to more value-added activities, like front line on-boarding, while the NWC platform automates repetitive tasks, controls and safeguards documents and provides a bullet proof audit trail.

Founder and CEO Ben Stoneham commented, "We know improved control of compliance enables growth and cuts costs. Two of our staffing clients, including Capita PLC, have used NWC to implement and control the offshoring of back office operations and expanded their businesses as a result."

A strong part of the vision for the company is placing the NWC platform at the centre of a growing ecosystem via its 'App store' of pluggable 3rd party data services. Clients are already speeding up their processes by using the most popular App store services, such as qualification web checks and right to work checks, thousands of times a day.

Stephen Bullock, Founding Investor and NWC Chairman, added, 'This funding is an endorsement of the exciting opportunity NowWeComply has to impact the GRC market and will support our continued rapid adoption in the Staffing sector as well as accelerate our entry into related workforce and HR compliance markets'

Metropolitan Police urge
jobboards to work with SAFERjobs

The Metropolitan Police are urging job boards to advertise the SAFERjobs free, safer job search service on their job sites to advise job seekers how to get help should they encounter scams through the job search

The Metropolitan Police are urging job boards to advertise the SAFERjobs free, safer job search service on their job sites to advise job seekers how to get help should they encounter scams through the job search. With scams on the rise, the Metropolitan Police are urging job boards to proactively protect the reputation of the sector and show their commitment to job seeker safety.

SAFERjobs, a non-profit joint law enforcement organisation, advise thousands of job seekers a week and now feature on over 10 major UK job boards all demonstrating their commitment to job seeker safety. This includes the DWP's Universal Jobmatch featuring SAFERjobs on the home and search pages bringing over 10,000 job seekers to the SAFERjobs site a week. All job boards who feature the safer job search campaign also appear on the SAFERjobs site.

The volume of job scams continues to rise with recent Action Fraud statistics showing the average job scam costing job seekers £4000, though the most common scam defrauds job seekers of £100.

Job scams are often unintentionally facilitated through job boards and common scams include pay for training, pay for police checks, premium rate phone scams, money laundering, and identity theft. SAFERjobs Chair, Keith Rosser, said

"we aim to reach out to more job seekers so that in future we get more reports of frauds before they happen and therefore prevent job seekers from being scammed. In January and February 2015 alone we saved £26,000 of fraud but unfortunately we still received reports of fraud after money had exchanged hands".

Following last year's BBC Fake Britain coverage of job scams, BBC Rip Off Britain and ITV have confirmed they are making 3 job scam programmes to air later this year as the rise in job scams continues. Rosser continued, "what's important for the industry is to show their willingness to protect their customers and work with other bodies such as law enforcement, to tackle this growing problem and protect their reputation."

The Metropolitan Police and SAFERjobs have a set text for job boards (see below) to use on their sites to raise awareness and show their commitment to protecting their customers.

"To stay safe in your job search we recommend that you visit SAFERjobs, a non-profit, joint industry and law enforcement organisation working to combat job scams. Visit www.safer-jobs.com for information on common scams and to get free, expert advice for a safer job search."
www.safer-jobs.com

PARTNERSHIPS

Choobah is fully integrated with
Broadbean Technology

Choobah has integrated with Broadbean to enable clients to post directly from the world's largest job distribution and applicant tracking platform, to the world's only social media broadcast system with its own social media distribution network

Choobah has integrated with Broadbean to enable clients to post directly from the world's largest job distribution and applicant tracking platform, to the world's only social media broadcast system with its own social media distribution network.

Choobah gives clients the ability to see the social media reach for active jobseekers they could achieve if they posted their jobs via the Choobah network on to social channels such as Facebook, Twitter & Linkedin - based on users interest, location and job category. This means jobs can be socially targeted to additional relevant audiences. With more social media platforms such as Pinterest, Xing, Reddit and Instagram being added to the network soon, Choobah can deliver huge brand exposure over social channels, helping recruiters to increase their applications..

Phase 1 of integration is complete enabling clients to multi-post to Choobah via Broadbean. Phase 2 will include reach results being passed directly back into Broadbean – something that has never been done before.

Director of Choobah Paul Higgins comments, "Integration of this type is a key for clients who manage their job postings in one place and we're honoured to be able to offer this type of service to mutual clients. Our joint vision for innovation within the recruitment industry means this partnership is good news for recruiters who want to stay ahead of the game. Broadbean is the number 1 player in the industry and to work with such a great company means so much to us as an investor-backed start-up"

Clair Bush, EMEA Marketing Director concludes, "The integration with Choobah provides clients with more visibility and reach socially. It's an effective way of ensuring that your recruitment and engagement over social is maximized."
www.choobah.com

4MAT and Fircroft
partnership

4MAT are delighted to announce that following a competitive review involving a number of other agencies, they have been re-appointed by Fircroft to design and build Fircroft's new website.

With operations in over 60 locations across ASIAPAC, EMEA, LATAM and NORAM, Fircroft is one of the world's biggest oil and gas, automotive, mining, power & energy, and engineering recruitment and staffing companies.

Claudia De la Cruz, Digital Marketing Manager at Fircroft explains that "what's changed since we originally appointed 4MAT four years ago to build our existing site is the international network. So whilst we were looking for an agency that can provide best-in-class creative, a fantastic user experience, and the very best functionality in terms of social integration, mobile, and personalisation, we were also looking for an agency that can help us put more focus on our international markets. With increasing skill shortages across engineering, and more stringent legislation in some territories where we operate, it's essential that we attract and engage with more talent locally".

"'Think global, act local' is one of those things that lots of businesses talk about" says Andrew Soane, Director of Client Development at 4MAT, "but it's much harder to bring to life on your website platform when you are trying to deliver economies of scale. Fircroft wanted a platform that would offer a personalised experience to visitors wherever they are in the world, in terms of content and the language they use. It was a complex brief and the team here worked incredibly hard to develop a solution that was right for Fircroft."

The project to design and build the new site has been launched, with the team currently working on the creative discovery and development phase. Site build and development will start in the Autumn.

"I'm delighted that 4MAT is continuing its partnership with Fircroft", concludes James Saunders, Managing Director at 4MAT. "Fircroft have been a key client of ours for four years, and we're extremely proud of what we have achieved with them in that time. We're thrilled that we're going to be working with Fircroft for the next part of their journey".

BIG DEBATE

Richard Shea,
Futurestep

Now, employers are opting for the plethora of new channels available to widen the talent pool. However the growth of these new channels does not necessarily mean the death of the job board. When choosing where to post a job, the most important aspect for recruiter to remember is that they collect and use the data to understand which channels are working hardest and returning the greatest successes. Job boards can deliver this. They have evolved to keep pace and make themselves stand out from competitors – by diversifying their services, branching from desktop to mobile platforms and creating high-quality content.

Joe Weinlick,
Beyond.com

While mobile technology has made it possible to reach job candidates 24/7, an overwhelming number of recruiters tell us that they currently don't have a mobile-friendly job application process in place. With more job candidates using their smartphones or tablets to browse and apply for jobs, many companies are missing out on a huge opportunity to find quality hires. In response, the best job boards have optimized their websites for mobile to achieve "on-the-go" usability. This allows users to begin applying or at least save jobs and job searches for easy access later.

[BIG DEBATE QUESTION]

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

Sean Phelan,
Jobsite

Here at Jobsite we pride ourselves on being the first fully responsive generalist job board and offering a unified mobile experience, regardless of device. We recently redesigned our homepage, allowing us to take our user experience to the next level. Our current focus is on the continual development of our app, through our dedicated in-house app team. Conversion rates through the app are particularly high in comparison to other access mediums, which shows mobile users are very engaged. Through the introduction of notifications (mobile and desktop) as well as personalised jobs, we are making sure candidates never miss out.

Dan Hawes,
GRB

In a saturated market place job boards need to protect their niche by identifying and targeting candidates through channels earlier than ever before to secure talent for their clients. Sourcing high calibre University students means www.grb.uk.com have to embrace social media and invest in web technologies to stay at the leading edge. Keeping two steps ahead of competitors and clients means we secure a strong talent pipeline and a competitive advantage in this competitive niche.

Lauren Riley,
Bubble Jobs

Job boards such as Bubble are making sure that they have a prominent presence on social media across multiple platforms to ensure that they reach relevant candidates. It's no longer enough to simply broadcast your vacancies to your audience, you need to actively target particular demographics through Twitter Chats, LinkedIn Groups, Google+ Communities and much more. Also with Google's Mobile Friendly Update, it's more important now than ever to ensure that a job board is responsive across multiple platforms – not only for good user experience, but also so the board ranks higher in search results.

Q&A RECRUITMENT ICON
MATT ALDER METASHIFT

Onrec: What were you doing before Metashift?

Matt Alder: I spent 10 years building and leading digital teams at a number of Recruitment Marketing Agencies

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

Matt Alder: Lots of travelling for work with France, The US and Australia on the agenda in the next few weeks. I'm also looking forward working with some great new clients and interviewing some very interesting people for my podcast at www.rfpodcast.com

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

Matt Alder: I've been in recruitment so long now it is difficult to imagine not doing it! Whatever it was it would be have to involve marketing, technology, people, writing and probably podcasting.

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

Matt Alder: The growing economic confidence in the market has turned recruitment on its head in my opinion. After years of their being more candidates than jobs a many employers are struggling with the fact that they need to work harder and do things different to persuade people to join their organisations. Recruiting and branding strategies need more thought than ever before and the employers who are investing time and resource into this are getting the best talent.

Onrec: What is your biggest achievement?

Matt Alder: Setting up Metashift and getting to help some of the biggest and most interesting employers in the world as well as some fantastic HR Tech businesses.

Onrec: What makes Metashift different from its competitors?

Matt Alder: Our independence, our global perspective and the experience that comes from being at the cutting edge of the digital recruitment space since it started in the late 1990s

Onrec: What are your future plans for developing Metashift?

Matt Alder: We're producing a major report on recruiting

digital professionals at the moment as well as developing more podcasts. I'm keen to continue to bring insight into our market in increasingly innovative ways and expand the business significantly in 2016

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

Matt Alder: Do your research and be as prepared as possible but also remember that the perfect moment to start will never come, you have to take a leap of faith and just do it.

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

Matt Alder: Richard Branson would be my obvious answer here but as everyone picks him I'll go for Gary Vaynerchuck instead. I love the way he thinks and he is one of the best speakers I've ever seen.

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

Matt Alder: I would have set up my own business earlier than I did

Onrec: What do you enjoy outside work?

Matt Alder: Going to theatre to see new plays and walking on the beach

Personal fact file

FAVOURITE FILM: Star Wars, I'm hoping they don't screw up the new one

RANDOM FACT: I have a professional qualification in stage combat although I think it has probably expired by now

FAVOURITE MEAL: Freshly caught seafood

AGGREGATORS

ARE THEY AGGRAVATING THE JOBSBOARD MARKET?

Written by Lauren Mackelden, Features Editor, Onrec

The success of aggregators seems to be shaking up the industry. Our commentators explain why they are so successful, predict future trends and also suggest how to maintain your market share in the face of such an onslaught.

The aggregator market has evolved a lot over the last few years, comments François De Boutray CEO of Aktor Interactive. "We have witnessed different trends such as an increase in the number of both small and medium range players (we currently gather 61 aggregators in the Europe Middle East and Africa zone on Jobboard Finder and more than 100 on a worldwide scale) while the number of job boards in Europe remained relatively stable." Some players , says De Boutray, have undergone a significant rise, such as Indeed – their features are similar to regular job boards' since recruiters can directly post their job offers and even highlight them (including a fee), while jobseekers have the possibility to upload their resumes. François De Boutray adds that of course the main benefits of aggregators are:

- time saving in the search
- job offers from multiple websites available in one place

On the other hand, De Boutray reports that users typically criticize the duplication and obsolescence of some job ads and the poorly efficient search tools for a few players.

De Boutray explains that the business model of aggregators is more complex than the one of paying job boards. He foresees that we are probably going towards a market concentration with a decreasing number of players involved, saying: "While job boards can become specialists in specific fields or industries and provide original content in thematic areas, aggregators only have one

asset: completeness of data. There is only room for one or two players in such a game. It's the result of Google strategy!"

Kelly Desormes, Digital Project Manager at Jobboard Finder remarks that there are two different kinds of aggregators: the ones like Indeed or SimplyHired that collect and aggregate job offers from multiples sources such as regular job boards (Monster, Careebuilder etc.), association websites, niche job sites and the ones like Linkup that aggregate job listings from company websites only. Like regular job boards, Desormes comments that aggregators tend to be more and more mobile friendly with responsive websites and apps for IOS, Android or Windows.

The trend seems to be that established aggregators are constantly trying to expand their market presence rather than any new players coming in, particularly in the UK, notes Bubble Jobs' MD Adam Butwilowski. "I think aggregators are looking at what additional features they can offer their B2C (job seeker) audience, for example Adzuna who have recently attracted a £2m+ crowdfunding investment to fund their growth and expansion." Butilowski says Adzuna has their Jobsworth salary predictor which seems to be a nice feature for job seekers to aggregate salary data from similar jobs advertised to provide an indication of the salary they can expect.

However, Butilowski perceives Indeed to still be the dominant player and the one everyone is chasing and he thinks they are also looking to continue to grow their B2C audience attraction efforts. Butilowski

> ## The onus now is on both the aggregation community and the more established players in the world of recruitment to continue to work positively together to shape the new face of job search

Andrew Hunter, co-founder of job search engine Adzuna

suggests that all aggregators are continuing to chase new customers with a particular focus on direct employers and recruiters (offering hosted job solutions) and says he's not sure what that means for job boards which have been their staple for many years: "I think we're possibly seeing a new layer of aggregators coming in which are essentially aggregating jobs from the aggregators which is possibly introducing some more competition for everyone."

How will these changes affect recruiters and/or candidates?
More aggregators (particularly the newer breed) should mean more search options for candidates, according to Butilowski. However, he says the drawback is that it can be quite confusing to establish exactly where a job originates from and, from a user journey perspective, a job seeker may be re-directed via a number of sites before actually arriving at the job they're trying to apply for.

From a recruiter's perspective, any increase in competition can mean a wider choice of where to advertise, increased visibility of vacancies and possibly lower costs of advertising, believes Butilowski. Although for more competitive jobs / job titles the reverse can also happen- meaning higher competition for job visibility and therefore higher CPCs (Cost Per Clicks). Also, with a wider choice, he says it could mean that

to remain competitive, recruiters may have to spend more to advertise on more platforms. "Pressure to push jobs out through aggregators could eventually undermine their own company's efforts to get visibility in major search engines, so ironically in some cases a recruiter can be paying to help another company rank better than themselves."

Andrew Hunter, co-founder of job search engine Adzuna, which they claim is the fastest-growing job aggregator in Europe, commented: "The role of aggregators, in essence is a simple one: that of unifying a fragmented and complex marketplace, allowing job hunters to search all the ads in one place - a one-stop shop, if you will. As job seekers increasingly turn to online job search, with a recent survey highlighting over 85% of us using online search or mobile devices as a main way of finding a new role, a natural increase in the number of job vacancies online calls for ever more user-friendly approach. And that's where aggregators truly come into their own: by connecting the needs of the jobseeker and those of the recruiter with smart search and effective matching, making it easier than ever for job hunters to find a job that suits their skills, experience and requirements, and fulfilling core employer needs at the same time."

A relatively new component of the recruitment process, aggregators have attracted equal parts enthusiasm and concern over the past few years, acknowledges Hunter, saying: "That's only natural for a disruptive and innovative force in the recruitment process, particularly at a time where digital diversity, smart search and big data are making big strides towards a new recruitment market landscape." Hunter believes that the scope for positive impact from the rising force of aggregators is considerable, with huge potential for product innovation, smart use of data and a fresh set of eyes on digital matching technology. "The onus now is on both the aggregation community and the more established players in the world of recruitment to continue to work positively together to shape the new face of job search - and I, for one, can't wait to see what the future holds."

According to Warren Davidson, Head of Marketing Services at 4MAT, the impact and influence of job aggregators upon in-house recruitment companies, recruitment agencies, job seekers and

> **While job boards can become specialists in specific fields or industries and provide original content in thematic areas, aggregators only have one asset: completeness of data. There is only room for one or two players in such a game. It's the result of Google strategy!**

François De Boutray CEO of Aktor Interactive

internal recruitment procedures has been profound. "We can't fully ignore the power that aggregators wield, due to their algorithm, but they are quickly becoming the Litmus Test of the recruitment world. The reason behind their rapid growth and success is because of their ability to have a wide range of jobs, from different industries, all in one place that are easy to access and apply for." Davidson notes that websites such as Indeed were also early adopters to the mobile experience and allowed job seekers very early on to instantly apply for roles from their phones and tablets.

Davidson continues: "It is easy for many to dismiss job aggregators as not important, but it is crucial to note that more and more aggregators are popping up all the time. Many of them are rapidly taking advantage of smart phone technology and implementing strategies to reach potential candidates for roles by unifying their social media channels to advertise jobs to them. It makes sense for recruiters to, not only follow suit, but to ensure that they have a fully functioning website and active, nuanced presence across social media channels as well."

For example, Davidson suggests a job aggregator to keep an eye on is Facebook's Social Job Partnership, which currently targets active job seekers in the USA: "It may only be a matter of time before it could come to Europe and it is vital that recruitment companies have strategies in place that will help them compete effectively if that does happen."

However, all is not lost for those that are not aggregators.Davidson believes that while we cannot completely ignore aggregators like Indeed, Career Jet, Simply Hired and more, one of the most effective ways that to survive and thrive against their rise is by upping your game. This will involve driving stronger content and digital marketing campaigns, maintaining solid social media channels to support content marketing, posting regular high quality content to boost your website's ranking as well as having a tailored SEO management strategy in place to further complement any content marketing. And of course he also recommends that it is also wise to ensure that your websites are user friendly and are compatible on a variety of devices.

LAUNCHES

2

1> Finally, a solution to end the 'mummy track' launches

Part-time and flexible working is on the increase with over a quarter of the UK's total labour force and 42% of female workers now employed part-time.1 However, despite the overall increase, a recent study by IPPR argues that the UK economy has a particular problem with a lack of highly qualified part-time job opportunities, meaning that many talented mothers are excluded from work or left on a "mummy track", working part-time in jobs that are well below their skill level. The result is a loss of talent both for employers and the economy. 2to3days. com has been launched today to put an end to this problem, providing an online members' community that helps the many employers and entrepreneurs who are proactively looking for new pools of talent to find and connect with professional, experienced and highly capable mothers who are looking for part-time or flexible work. Over 3000 mothers and over 100 employers have already registered, including Lloyds Banking Group, Sweaty Betty and Elizabeth Arden.

www.2to3days.com

2> Chequed.com Launches Industry-First HR Tool to Measure Success of New Hires

Chequed.com, the leading provider of cloud-based Predictive Talent Selection™ technology, today announced the launch of ChequedImpact™, a patent-pending, industry-first HR technology tool that provides employers with critical early-stage feedback on the effectiveness of new hires. Using ChequedImpact™, employers will, for the first time, be able

to gather real-time data soon after a new employee starts work. Through a simple automated process activated at a time selected by the employer, feedback is gathered from the new employee, the hiring manager and other key stakeholders. The resulting information helps to quantify how well the new employee is adapting to the job requirements and company culture, while also assessing the company's return on investment through the hiring process.

www.chequed.com/chequedimpact

3> Flexible design for Stafflex's new site

HotLizard are excited to announce the launch of our Huddersfield client Stafflex new recruiter site. Their new recruitment website, provided by HotLizard's www. recruitersites.co.uk solution has been branded and customised to meet their specific needs and these include: RSS

BBC News Feed on the homepage, exciting local interior photo strip across the site, Bespoke Meet the Team page including photo and video biographies of the staff, Instant chat. Although recruiter sites is an off the shelf solution that can be set up in 5 minutes, it is great to see what a client can achieve when they allow the time to push the boundaries of the platform for their creative advantage.

www.stafflex.co.uk

4> Kinetics.io launches a new App to bridge the gap between inbound Marketing and HR Hiring campaigns

Kinetics.io is a human resources and marketing tool that can convert interested readers into job applicants at the click of
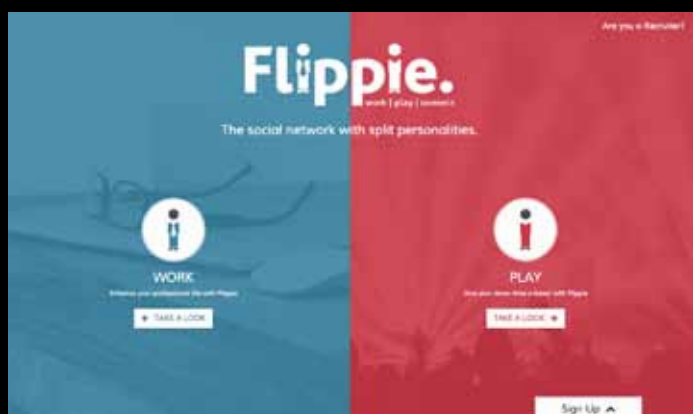
a button. The platform makes the job hunting process much more efficient, giving potential job candidates the opportunity to see all the available positions and company information in one place, and also reduces recruiters' time spent posting to jobs boards and headhunting. The startup was founded after CEO of Kinetics. io Vikas Arya spoke to startup founders and was surprised to see a common problem. Although these startups often received hundreds of thousands of hits on their blogs, product and funding announcements, they received only handful of job applications through these channels.

https://kinetics.io

5> Talent spotting website set to ease the burden of recruitment

A NEW social media network is set to rival business platform LinkedIn and revolutionise the UK job market. Flippie, the brainchild of entrepreneur Kieran Roper, will hold a vast number of CVs, have search mechanisms for fast job matching and a section for real-time freelancer job posting. In addition the site, set to launch in September after securing significant investment, will also allow recruitment agency staff to meet and greet applicants using a video conference facility. This will make the process of finding the best person for the job smoother, faster and more effective.

www.flippie.com
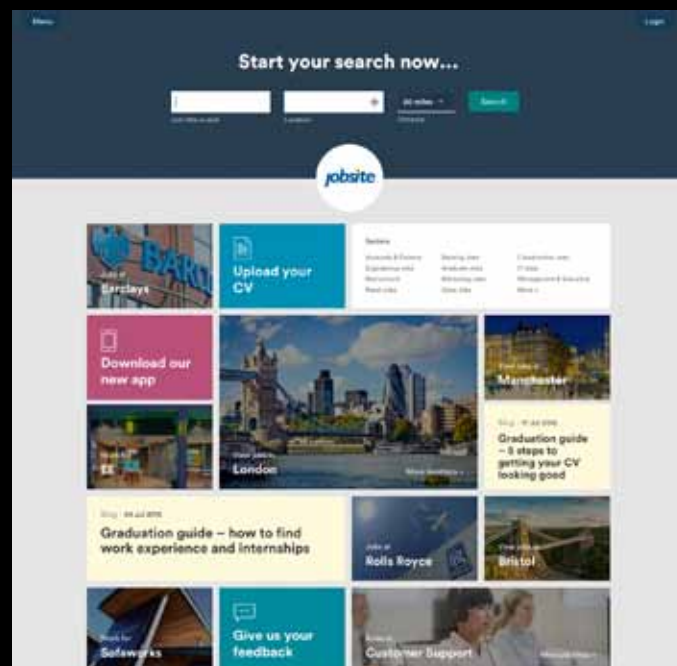
6> Jobsite Launches Revolutionary Redesign of Candidate Homepage

Continuing to pave the way as innovators in their field, Jobsite's redesign aims to deliver candidates the very first intelligent personalised job search experience. The new homepage's tiled interface will build a rapport with candidates with every interaction, allowing Jobsite to present them with the most relevant jobs based on their searches and journey throughout the website. This new development shows a move away from the traditional search led job board homepage, in time candidates will never see the same homepage twice. The roll out process will come in several stages to allow Jobsite to continually measure, optimise and improve. The first step of the refresh will see a new layout before the introduction of personalisation through targeted suggested jobs, searches and blog features, offering candidates a unique, dynamic experience. Neil McIlroy, Candidate Product Managerat Jobsite said, "Not only will the redesign enhance the candidate journey it will also offer recruiters increased applicant quality as well as more valuable, tailored branding opportunities."

www.jobsite.co.uk

Launched a new e-recruitment site or product?
Please let us know by emailing editor@onrec.com

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TALENT MANAGEMENT SYSTEMS

Written by Lauren Mackelden, Features Editor, Onrec

The latest systems have everything you need to integrate all areas of recruitment and also analyse their data to help plan the business. Experts in this field tell Onrec more:

"Traditionally, the recruitment process has been heavily reliant on human judgement, but we are now in an age where the amount of information we can capture is rising exponentially", comments Guillaume Noirtin, Principal Consultant, Talent Acquisition Advisory at Futurestep. He regards the most forward-thinking HR departments as the ones that are finding ways to harness this data resource, realising the true value from the information available. While the industry is successfully using data analytics tools to monitor those already working within the organisation, Noirtin foresees that the benefits of using 'big data' during the recruitment process is yet to be fully realized: "Through carrying out the right assessments of the employee during the recruitment stage and benchmarking potential candidates against top performers, organisations can identify quality, best-fit applicants and recruit faster – whilst slashing employee turnover."

According to Amris, companies are now well aware that hiring and retaining top talent is key to running a successful business, and it's nigh on impossible to identify and manage incoming talent without a good ATS (Applicant Tracking System) with functional talent management capability in place. With the ability to potentially automate and streamline the entire recruitment process, it's crucial for organizations to have the right technology and process to effectively manage talent. A well-configured system will help to streamline the recruiting process, improving candidate experience and making sure that the best talent is quickly identified.

According to Amris, the latest must haves include a well developed API (Application Program Interface) with proven ability to integrate with '3rd party' tools. This is considered essential because integration with the growing number of video interview providers, psychometric and online competency testing (from companies such as Cut-e or CEB SHL) will make a huge difference. Amris believe that it's important that you select an ATS / talent management system that can integrate with a range of vendors, ensuring you are not tied to one source. The ability to automatically sift is getting more and more important, as getting volumes of applications is not an issue, getting the right talent is.

 Another key must-have for a talent management system is the automation of employee referral programs. "The latest generation integrate with social media, contain leader boards and other ways of boosting employee engagement." Amris recommends that this maybe a built in component or again, a fully integrated best of breed 3rd party solution such as Zao.com. A good referral process can bring you the best and the right talent combined with low cost of hire.

Irrespective of new developments in technology, one of the most important features is a user-friendly and intuitive interface. Amris advises that you keep in mind that a system must be easy for both recruitment/HR team and for line managers to use, warning: "If a system requires much training then this is not a good sign."

However, when talking specifically about talent acquisition technology, the latest 'must-haves' are not necessarily the most recent to market, suggests Laurie Padua - Head of Technology & Intelligence Consulting at Alexander Mann Solutions. This is because in terms of innovation, often large corporations are slower to adopt as it can take huge amounts of time, money and resource to manage tech change, and this means that it can take months or even years for new technology to penetrate the market.

Padua believes digital interviewing technology is on the 'to-do' list of many

global organisations. "The benefits are huge in terms of time efficiencies, scheduling, candidate experience and access to global talent. Interviewers and interviewees can read non-verbal cues in a way that is impossible via phone, but with the convenience of using mobile, interviews can be recorded and reviewed at a later date." Despite this, Padua reports that not many big corporations in Europe have systems in place to manage video interviewing.

Also, although most corporations recognise talent pooling technology is a 'must have', Padua believes many are just scratching the surface of the functionality of their systems. "Anyone can build a list of potential candidates – the digital landscape means that data isn't as tricky to find as it was 10 years ago – the key is in using tech to aid the foundational layer of engagement you have with a prospect." Padua continues: "Talent pooling - or pipelining – technology is increasingly becoming more segmented and personalised. Predictive analytics mean that communications can be timely and targeted. However, get the message wrong and it could have a disastrous impact on candidate experience. Used correctly, talent acquisition software is part of a long-term strategy which determines not only the quality of a candidate, but also if they are interested and available." Such systems are often installed without due consideration and users haven't been engaged or consulted. Padua declares that bespoke training is key: "The critical phase in any change management of technology is the first three to six months and systems need to land efficiently from day one. It's difficult to backtrack once staff is accustomed to using technology in different ways – and inconsistencies in internal engagement have a detrimental effect on efficiencies."

Do you really need a new talent management system?
Before making the decision to overhaul

talent management systems, clients should consider if they can maximise the system they already have in place says Padua. 'Find and replace' is expensive, time-consuming and not always worth it - many systems essentially have the same process so take a second look at what you already use. Padua advises that it also depends where a company is in its lifecycle as to whether it needs to invest in a new talent management system. "For example, if a firm is expanding globally it is a must. Likewise, if a growing company is moving from pen and paper to online-based, they will reap the benefits."

However, Padua suggests that if the love has just been lost internally, small tweaks and re-education of internal stakeholders can achieve the same goal as a new system – at a fraction of the cost. Padua comments that there is much debate surrounding whether investing in a suite of products, or mixing 'best-in-class' software platforms is the best way forward. She emphasizes that it is key that decision makers undertake due diligence of what their company is trying to achieve – "match technology to your needs and you will see the ROI."

To manage talent effectively, it isn't enough for the business to gain insight into their workforce's skills, knowledge and experience through technology alone, believes Karen Minicozzi, Vice President of Human Capital Management product strategy at Workday. " As business models change, the pressure grows to utilise the true value of human capital and better understand talent." Minicozzi adds that talent analytics with the added benefit of machine learning and data science are two of the latest technology advances that can help achieve this.

Minicozzi explains that by using machine learning, an HR system with integral talent management should be able to both surface insights and make recommendations related to that talent based on the rich history of HR, compensation and talent related

transactions. She says this can help the business optimise everyone in the organisation, not just the few high potential employees.

Being able to check in and manage talent on the move is another trend empowering HR professionals today, comments Minicozzi. "All talent management systems should have strong mobile capabilities as standard. Having insight at their fingertips enables them to make quicker, more accurate, decisions."

Common inefficiencies
Basic reporting has been a challenge for HR departments for some time, largely due to an inability to bring together all relevant information in one place according to Minicozzi. "This has led to problems establishing the credibility of HR data with business managers, who saw little value in these reports. However, advances in technology, particularly cloud computing, can arm HR with the tools they need to properly report back to the business, meaning the department is no longer mired in the basics."

Minicozzi reports that they are already seeing businesses shift from bolt-on, stand-alone talent systems that automate processes, to having a unified Human Capital Management solution, which is recognition that talent needs to be more than simply automating and connecting processes.

However, she says analytics also play a vital role in retaining top talent. "Businesses need to be aware of critical vulnerabilities within the organisation, such as junctures in an employee's career. Analytics, and modern talent management systems, give insights into these vulnerabilities, indicating when to promote an employee, for example. This is a strong argument for investment in a new talent management system that is a unified part of the larger HR system."

TEMPS & CONTRACTORS

HAS ANYONE CRACKED DOING TEMPS ONLINE?

Written by Lauren Mackelden, Features Editor, Onrec

"It's a pretty good time to be a contractor in the UK at the moment" claims Chris Chandler, Director at hubbul. "Numbers are growing, confidence sits at record levels and there's plenty of work going round. Statistics from just last month reveal that four out of five contractors reported back as 'in-contract' as they busy themselves plugging the gaps in the UK's ongoing skills shortage. To put a stop to the rumours, contracting isn't just a long-lasting hangover from the recession either. And it's definitely not a short-term cycle, or a way of working that will forever flit in and out fashion. The 2million UK contractors and 120,000 people heading into this way of working each year would have something to say about that."

"Put simply, people love this way of working," states Chandler, explaining that contractors themselves love the freedom, choice, and earning potential, while employers reap the benefits of a flexible and motivated workforce and an expert for every project. Chandler believes that the worn-out, narrow-minded perceptions about contracting have long gone, saying that 92% of UK business leaders agree that contractors add to the value of their company is strong enough evidence anyway. "Contracting is an arrangement where everyone wins, which is why recruiting in the sector can be so rewarding."Apparently, the rise of the contingent worker shows no sign of stopping either. "Fast forward ten years and this way of working is expected to account for 38% of the UK workforce. Not bad for a group of individuals, who in the past have been labelled vulnerable by politicians and prospered despite being held back by red-tape."

How contractors and employers come together has changed too. No prizes for guessing that technology has been the catalyst, says Chandler. "Borne out of the digital revolution, the on-demand economy has sped up the recruitment process to no end. Today, in the same way that Uber, Airbnb and JustEat allow us to book taxis, rent apartments and order takeaways online and in single tap, from anywhere in the world, contractors and employers are doing exactly the same thing. Hiring is now quicker, more convenient and of better quality for everyone involved."

Certainly, the numbers now working this way are significant. According to the latest figures from the Office for National Statistics

(ONS) on self-employment, 4.5 million people have made the break from traditional PAYE contracts and are now working as contractors. Specialist contractor accountancy firm Nixon Williams, reports that the IT sector is a major part of the driving force behind the contractor revolution. Half of the 1,000 people questioned in Nixon Williams' Contractor Survey 2015 work in IT, with roles including programmer, developer, security consultant, project manager, business analyst, software test analyst, network designer and content designer. Commenting on the latest ONS figures, Nixon Williams CEO Simon Curry, said: "The latest figures demonstrate the importance of the self-employment sector to the UK economy. Using contractors allows businesses to maximise opportunities, become more innovative and expand their skillset. For contractors, the rewards are higher rates of pay, more flexibility and a better work-life balance. It's a situation where potentially everyone wins."

The latest ONS figures reveal construction is the still the largest sector for contractors, however, the statistics suggest 83,000 contractors work directly in the IT sector, with many tens of thousands more operating in other areas in an IT role. Other sectors supporting significant contractor populations include retail, legal and accounting services, management, education, and health.

Simon Curry added: "Advances in cloud computing, contactless payment systems and cyber security mean growth for the UK's technology sector is set to continue, and that means opportunities for self-employed IT professionals."

No doubt bearing in mind that construction is the most popular with contractors, a new concept has been launched called SelfRecruitment, where for less than 50p per week construction workers can now connect directly with Contractors looking to hire. They can create a profile, upload CVs and store important documentation such as CSCS cards, Health & Safety certificates, timesheets and invoices for end of year accounts. An online calendar enables job tracking and shows availability for work providing a one-stop shop for self-employed tradespeople with everything they need at their fingertips. SelfRecruitment says it's win win, as contractors can hire as many staff as they like for a membership fee of only

Contracting is an arrangement where everyone wins, which is why recruiting in the sector can be so rewarding

Chris Chandler, Director at hubbul

£49.99 per month. Being able to contact trades people directly saves time and saves thousands of pounds on traditional agency fees. SelfRecruitment also declares that it can give members lots of added benefits including discounts on mobile phone insurance, travel and tools.

Emma Swinson, Marketing Coordinator at Employ tells Onrec how recruiting contractors has been made easier by using online methods. As Swinson explains, demand for HGV drivers has never been higher. According to a report by the FTA (Freight Transport Association) the industry is suffering from a 60,000 driver talent shortfall – leaving some agencies failing to meet contracts.

Swinson reports that drivers are consistently hopping from one agency to another, trying to find the best pay package for them – and Employ's line of attack to attract and also retain drivers is to build loyalty and trust. To do this, they've embarked on a new digital marketing strategy which includes free downloadable content for prospective HGV drivers to read. A mixture of blogs and eBooks allows their brand to show that Employ understands all their problems and that joining Employ can be their all-in-one solution – offering better pay and better conditions.

Together with this content, Swinson says they've also done significant work to get in front of prospective drivers earlier. As well as working on their website's SEO (search engine optimisation) to ensure they're ranked high for certain industry search terms, they've also implemented an engaging social media strategy.

Swinson comments that due to the severe shortage of drivers in the industry, it is fair to say that no one will ever "crack" the problem until the workforce pipeline is somehow increased. However they do feel their digital marketing strategy has enabled them to reaffirm their positioning in the industry and hopefully make them the number 1 destination for HGV drivers looking for a temp job in the Midlands.

Jan Mueller, Managing Director, EMEA Solutions, Futurestep acknowledges that as the workforce demographics are continuing to shift, roles are evolving, employment longevity is changing and the flexible workforce is growing in importance, there is a bigger percentage of temporary employees involved in high-impact, business-critical roles. Mueller agrees that having a pool of workers who can be immediately leveraged to fill critical skills gap when and where required, and can hit the ground running, is invaluable to a business. However, Mueller adds that not every company has the capacity to implement such a process. "Time and cost restraints can hinder the processing of temporary employees and often companies might jump-the-gun, resulting in hiring less than satisfactory talent. The strategic integration of highly skilled flexible workers into the overall talent strategy is becoming more prevalent and companies need to be ready for it". Mueller recommends in-depth knowledge of markets and specific fields of expertise saying: "Utilising outsourced recruiting means established relationships and networks can be exploited to source the very best talent suited for the available roles, and fast."

SOCIALRECRUITING

FROM PIECEMEAL TO DATA DRIVEN

Written by Stephan Schmitt, Chief Marketing Officer, Lumesse

Despite the rise in popularity of social media for recruitment, many global companies are still working from a blank canvas when it comes to devising a social recruitment strategy. Social channels, which are diversifying and adding constant new features can make starting a strategy particularly daunting. Siloed processes and diverse candidate application tracking systems, cultural and even language differences also act as a barrier to streamlining social tactics for global execution, leaving many

companies with a piecemeal approach and disjointed brand messages. So where do HR and recruitment leaders start?

Streamlining processes and technology systems in order to implement a global social recruiting strategy that targets specific talent pools is a first priority. To do this, recruitment leaders should borrow social media best practice from marketing teams to identify personas, their preferred social channels, and to create tailored engagement plans. Technology should also be implemented and streamlined to collect,

clean and analyse candidate applications and data, to inform social strategy decisions.

Breaking down the challenges piece by piece

Many companies still take a regional and often piecemeal approach to social recruitment and technology systems, meaning multiple LinkedIn job sites, social recruiting Twitter handles and company profiles on recruitment sites

like Glassdoor. Together these can work at cross purposes, conveying different brand messages about the company. This disjointed tactical approach can give way to immediate results but, in the long-term, candidates will end up confused by the different brand and cultural message about the organisation that they receive.

Ultimately, any good social recruitment strategy must tie back to the aim of raising awareness of the brand as an 'employer of choice' in order to attract the very best of the talent. This means using social media as a channel of influence. Social media is the best way to showcase the personality of an employer and by connecting a high touch high tech and authentic manner it directly impacts how innovative candidates perceive the employer to be.

So, if the benefits are so great, why the piecemeal approach? There are may reasons why this happens. Often this is a result of mergers and acquisitions which have left enterprises with siloed technology systems, HR strategies and new and different regional leaders vying to keep existing or adopt new processes. Alternatively, regional leaders may have turned each operational base into an HR fiefdom; expert at executing locally but unable to streamline applicant tracking, reporting and processes at a global level. For many others yet, social recruitment has simply not been a priority; digitally savvy interns help to run the day-to-day engagement and job posting in each region but have limited experience of connecting tactics to strategy. These scenarios may help to explain why 93% of recruiters use social for hiring, yet only 18% consider themselves to be experts at social recruiting, according to Jobvite's, a recruitment network based on referrals, social recruitment survey 2014.

And, when enterprises post thousands of job vacancies globally every day, filling positions without an overarching social strategy can be costly and ineffective. In a talent seekers market, can enterprises run such a risk?

The mañana mañana approach has no place in a global playing field

Tackling social recruitment at a global

level can take a significant amount of time investment upfront. However, now is the time to do it. According to Oxford Economics, the combination of rapid globalistion and technology advancements have radically changed the way that enterprises operate. To prepare themselves for business transformation HR must deliver more digital, agile thinking, communication and global operational skills to the frontline. Yet, while 40 million workers in the industrialised world are unemployed, according to recent estimates by the International Labor Organisation, McKinsey believes we will still find ourselves in a skills-scarce world by 2020. In fact McKinsey consultants fear a dearth of 45 million workers with secondary education in developing economies. And specifically, the very skills so sought for business transformation as noted by Oxford Economics, will be the skills most lacking in the global talent pool.

Combining marketing best practice and technology for a winning strategy

So, it's a candidates' market. And, with such tough competition for talent HR leaders need to fight for talent and 'sell the company' in the same way that sales teams and marketing brand and sell products. This should start at the global level.

Global HR and recruitment leads should borrow best practice from marketing including how to brand the company, tailor engagement with potential talent targets, build a talent pipeline and all across multiple social channels.

Developing a relationship with the marketing department early on is crucial. Marketing colleagues can help create 'candidate personas' for targets – once HR leaders have this to hand they'll understand which channel will best reach their audience. For example, if a business is specifically targeting generation Y, statistics Facebook or Twitter may be a primary channel for recruitment instead of LinkedIn.

But, the right technology systems should underpin any social recruitment strategy; they are crucial for the collection and use of candidate data. Marketers may choose to use raw data from multiple sources including application tracking systems (ATS), mobile platforms and HR systems – to analyse and track candidate profile and demographics and spot any trends and patterns. In doing so, they will be better equipped to make better resourcing decisions.

One such company doing this is Emerson, a diversified global manufacturing and technology company. Tasked with winning the recruitment battle in a competitive graduate and gen Y talent market, Emerson, devised a new global strategic approach to recruitment that decreased talent acquisition costs and increased performance – relying heavily on engaging talent across social platforms.

With up to 1,500 jobs on offer daily, Emerson wanted a way to analyse and track candidate profiles and demographics that came from social media, such as LinkedIn, to spot trends and patterns and inform strategic recruitment decisions.

By implementing recruitment solutions Emerson was able to streamline its HR and recruitment systems so that it could implement customised global processes, such as reporting and job postings to the right channels, while still being flexible enough to cater for local system needs. In doing so, Emerson could easily compile and analyse the data fed back into the system from these activities needed to inform future strategic business decisions. The system Emerson used – Lumesse Recruiting Solutions - can be accessed in 22 languages and can manage high volumes of job posts so that the company could ultimately bring recruitment in-house and reduce costs in doing so.

According to a recent article 60% of all applications to Emerson jobs are now through social media.

The benefits of working with the marketing department, and using data to create a strategic and relevant social media recruitment plan are plentiful. Recruitment leads are able to credibly advise on the best routes to market, and deliver more effectively from a time and cost perspective. Ultimately, these benefits will help businesses to take an agile approach to making informed decisions, getting to the right talent market faster, with the right content and branding.