



## Internet Recruiting - the market and our approach.

### Guidance for clients

#### Channels

Internet recruitment channels are commonly known as "job boards". There are thousands.

#### The major players

There are a few well-known major boards handling most job disciplines. These receive tens of thousands of "visitors" each day. For your interest, the most visited sources of Internet vacancies are:

		Used by us
<a href="http://www.jobcentreplus.gov.uk">www.jobcentreplus.gov.uk</a>	Job centre	
<a href="http://www.totaljobs.com">www.totaljobs.com</a>	Major generalist site	✓
<a href="http://www.jobs.nhs.uk">www.jobs.nhs.uk</a>	Health service	
<a href="http://www.reed.co.uk">www.reed.co.uk</a>	Major generalist site	✓ (Sometimes)
<a href="http://www.monster.co.uk">www.monster.co.uk</a>	Major generalist site	✓
<a href="http://jobs.tes.co.uk">jobs.tes.co.uk</a>	Teaching	
<a href="http://www.jobsite.co.uk">www.jobsite.co.uk</a>	Major generalist site with numerous associated subsidiary sites	✓
<a href="http://www.linkedin.com">www.linkedin.com</a>	Social networking	
<a href="http://www.s1jobs.com">www.s1jobs.com</a>	Scotland	
<a href="http://www.cv-library.co.uk">www.cv-library.co.uk</a>	"CV tank"	

A further major job board is Jobserve - particularly strong for IT and sales.

You should be aware that Reed has been totally free, but we understand that Reed is now limiting the number of free advertisements.

We do not usually use sites specialising solely as CV databases. They are extensively used by recruitment agencies when confronted with a "hard to fill" position - part of the search process. But by definition, most of the records relate to individuals who are primarily taking a view about their career that they can park a CV, sometimes have a call from a recruitment agency, and be "willing to listen". It takes appreciable time, and hence cost, plus an element of frustration, to track down and persuade these individuals. That is fine as part of a full recruitment agency service, but is not really what our service is about. We are looking for active relevant jobseekers, we do not want to charge 20% or more - this is all part of the recruitment strategy model which recommends you escalate vacancies to a full recruitment agency service should the Internet advertising agency service not find the individual you want.

#### Niche players

This is where it gets complicated. In Internet recruitment, biggest is often not best. There are a vast number of specialist sites. The most specialised professional disciplines are still likely to have more than one site solely devoted to this area.

If we are looking for a specialist role, we may be far more likely to attract relevant applicants from a niche site, rather than a major generalist site. The challenge is knowing who and where they are! We have contacts with over 200, but most weeks need to undertake further research. Of course many of them promise the earth - it all needs checking out in terms of audited traffic and candidate classification.

Niche players have two subcategories:

- Job boards set up specifically to service a particular sector.
- Professional publications offering online recruitment advertising. We might cynically think that in some cases they are trying to compensate for the decline in hardcopy advertising, and believe they can charge not dissimilar fees for an online advertisement! Very occasionally we might advise using one of these sources, but it does come at a premium cost, at which point we need to debate with a client the pros and cons of keeping to an advertising route or taking a deep breath and briefing a recruitment agency. Our responsibility is to give best advice to a client - we are supporting you in optimising the return from your recruitment spend.

### **Selecting channels, and the economics of our service**

You will recognise that there are two opposed approaches to an Internet recruitment advertising service:

- Cheap. A vacancy is placed on a free site, &/or there is a "bulk deal" with one of the major job boards. Forward the applicants, possibly with a minimal screening. It can work. It also means that deals such as "refund if no result" can be offered. In truth there has been negligible investment.
- Added value. Work with you to understand the role, refine the advertisement, investigate and select the most relevant/best sites, not the cheapest deal. Make the candidate experience positive - sending information that reinforces the role and your organisation, including supplementary requirements for applicant information if relevant, offering a menu of supplementary professional services should you require them.

Please understand that we are firmly in the second category. We want to offer best value as part of your recruitment strategy. We expect to spend one or two days professional time supporting and managing every advertisement, and to spend an average of 30% of the advertising fee on advertising costs - it will be more where necessary.

### **Internet recruitment - the applicant experience**

When accessing a job board, a jobseeker is likely to have three offerings:

- Searching for relevant current opportunities, and applying for any that appear relevant. This is where "job title" - see The Advertisement below - is critical.
- Registering for "jobs by e-mail" – newly posted vacancies matching the search criteria.
- Submitting CV to a CV database.

The overwhelming majority of applicants to advertised positions on job boards never have a response. This is not good news, particularly if the employer is identified.

We guarantee that every application is acknowledged, even if it is a simple rejection.

### **Legal considerations**

This is primarily about discrimination. Case law is clear. A client can be jointly liable with their agency - whether advertising or employment - for claims of discrimination at any point in the recruitment process. See our information within Recruitment Guide (accessible via client zone).

We will do our best to ensure that no advertisement contravenes discrimination legislation. But ultimately the client approves the advertising text.

If you ask us to conduct telephone screening, we will ensure this is conducted with appropriate concern for statutory obligations.

If you request us to obtain supplementary information from applicants, we will similarly advise you if we have concerns about potential discrimination.

We will keep records of applicants and the reasons for them being referred to a client or rejected. These records will be based on screening criteria you provide, and we have agreed as being reasonable. Records will be kept for six months.

You must specifically note that we are not an employment agency, and therefore will not be validating "right to work" in the UK or verifying qualifications. That becomes responsibility of the client

We are registered under the Data Protection Act – Z1157708

## **Our Process**

Our aim is to keep this as straightforward, transparent and helpful as possible.

A client will normally contact us via the online booking form. But, this is for client convenience. A new client may well prefer to e-mail some background information and request a telephone discussion to develop thoughts.

We will confirm back suggested advertising text. See The Advertisement below. And confirm the media we intend using. Of course we welcome debate about both, but ultimately please take our advice. We can only help clients, and further develop a successful business, if you let us contribute professional input.

The minimum period an advertisement will run is 7 days. We are sensitive to clients wanting quick results. It does not always work that way. We will use their absolute discretion to extend this to 14 days (at no additional cost) if in our opinion the volume of qualified respondents is inadequate. Our test is 4 apparently suitable candidates.

Clients have the option of suitable applications being forwarded immediately. This is advised. If somebody is potentially worth recruiting, they will also be applying to other credible employers; speed is of the essence.

If our client agrees the applicant is relevant, please tell us by return. We will then notify the applicant - it is really helpful and in everybody's interest if there is supplementary information that we can provide to the applicant. We are trying to engage their interest.

You have a choice at this point.

- If at this stage you want us to collect additional information - essentially a job specific supplementary application checklist (ideally in a competency format - a checklist of key "can do" evidence against a maximum of 5 requirements) then this can be delivered as part of the core service. No additional cost. Responses will be forwarded to you.
- Or immediately call the applicant for interview.

## **The Advertisement**

With one exception - advertisement title - Internet recruitment advertising should follow the same principle as any other recruitment advertising. There are three separate objectives:

- Communication. What broadly is the job about - job content, location, package.
- Selling. Why is this job worth applying for.
- Filtering. Key requirements. There is no point in generating unnecessary irrelevant applications. This is not just about the admin. Being turned down is a negative experience, and if the client identity has been disclosed, is an avoidable "bad" association with your brand.
- It is our responsibility, as part of the NetRecruiting service, to draft an appropriate advertisement. But we do need some input from a client. This can be - but up to you - using the online booking form. Alternatively, any notes, job description or telephone conversation is fine.

An Internet recruitment advertisement will end up with a format:

- Job title & key "positives". For some recruitment sites this is what appears as relevant lines from the jobseeker search.
- Role summary.
- Good news about the employer/role.
- Key requirements.

And finish with:

"Please send CV, together with note explaining how you meet the key requirements, to: ..... We commit to carefully consider and acknowledge every application".

This last paragraph may appear slightly unusual.

- Asking applicants to take the time to justify their application - key requirements - will reduce applications by anything up to 75%. We and our clients do not need individuals who think that job search is about hitting a return key. Please take this into account when we report on total response. We are after quality, not quantity.
- A very common experience for most jobseekers using Internet recruitment sites is that they go to the trouble of making an application, and hear no more.
- We are trying to achieve a balance. Crudely, "do not bother to apply if you cannot take the time to explain why you are a relevant candidate. If you do make that effort, you will be treated with respect and courtesy."

### **Advertisement title**

This is so often confused with job title.

Internet recruitment sites work differently in terms of their search processes. Some (example Monster) generate by default just the advertisement title.

- Good example: **Experienced HR Manager £35 to 40k for Dynamic Call Centre \*Awarded Call Centre of The Year\***
- Not so good: **HR Manager.**

Real examples, but not from Monster. Simple test - which advertisement title is making a better job of communicating.

Next challenge ... Internet recruitment sites have search facilities that are good, but not in the Google league of any vaguely intuitive searches. They are very mechanistic. The default search is "sort on relevance". This is critically important.

Let us suppose your sales vacancy is for an Account Manager.

The recruitment job sites work subtly differently:

- On Monster Key Words take priority. If a potential applicant enters Account Manager, then selects Occupations = Sales, anything with Account Manager in the title, preferably at the beginning of the title, will display first.
- Total Jobs takes potential applicants into a Sales Jobs site area, then lets them select job titles. Account Manager is one. But chances are an applicant will also check other titles such as Business Development, Sales Manager or Accounts Executive, depending on the view the applicant has of their "value". They might not check Account Manager at all. A sensible advertisement title to work effectively with Total Jobs might be Account Manager – Business Development – Technology Sales.

The advertisement title needs to be "tuned" to reflect the ways that different recruitment sites work.

- For these reasons your advertisement will not appear the same on each site.
- There are also different constraints in terms of numbers of characters available within each field of an advertisement.

In summary, crafting an advertisement that optimises chances of a relevant applicant finding it, takes a lot of care and adjustment to fit in with the different recruitment sites.