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NEWS

LOGIC MELON NEW AGE

Logic Melon customisation key for 360

The ability to customise Logic Melon to their specific needs was the key reason

The ability to customise Logic Melon to their specific needs was the key reason that 360 Resourcing Solutions selected them over competitive products.

Managing Director Stephen Rundell of 360 Resourcing Solutions explains; "It was very refreshing to find a multi poster who could not only deliver the technical and functional requirements required, but a company who approaches it in such a flexible and adaptable manner to create a bespoke solution for our needs. Logic Melon has afforded our business not only a reliable multi poster but has been able to add value to the application journey for our candidates, thus adding value for our clients."

Logic Melon is the most flexible and customisable product for multiple job posting and application response management in the market today. It has been designed from the ground up to be tailored to client's requirements and can be integrated into clients databases, systems and processes. Darren Brown, Sales Director explains "In the nine years I have been in the multiposting market I have seen the demand change from companies using a stand-alone log-in system such as the original conkers through to companies being ever more sophisticated in needing all of their processes to integrate seamlessly. Logic Melon has been designed to be adaptable to fit into clients processes and can link to Bond Adapt, RDBPro and Daxtra as well as into jobboards and client websites.

Does this customisability create issues and problems for a growing company? Rundell has not experienced any: "We have found the support team to be excellent in all aspects of managing our account as well as genuinely friendly and helpful. I wouldn't hesitate in recommending Logic Melon to recruitment companies in my position."

LINKEDIN UNVEILS RECRUITING SOLUTION

LinkedIn unveils powerful new recruiting solutions

LinkedIn Talent Connect - announced two new products



LinkedIn, the world's largest professional network, today at its first annual recruiting customer conference – LinkedIn Talent Connect - announced two new products designed to improve the way businesses find and recruit high-quality passive candidates.

At the event, David Hahn, vice president of product management at LinkedIn, shared a sneak peek at the upcoming Referral Engine, a solution that will enable companies to generate more high-quality applicants by tapping the thousands or even millions of professionals in their employees' LinkedIn networks.

Employee referral programs are widely regarded as the best source of quality hires, but they often suffer from a problem of awareness and accessibility. "Today, an employee can only make a referral if there's a match between a job she knows about and a professional contact that happens to be top of mind," explains Hahn. "But what about every other open job at her company, and all the talented people she knows - but isn't thinking of? LinkedIn Referral Engine offers the first scalable solution to this problem."

By drawing on LinkedIn's unprecedented wealth of professional information and advanced job matching technology, Referral Engine will recommend the most qualified professionals from within employees' LinkedIn networks for jobs across their

organizations. Email and LinkedIn homepage reminders will suggest the best candidates and allow employees to make referrals in just a few clicks. Referral Engine is expected to go live in the first half of 2011.

In addition to Referral Engine, LinkedIn unveiled Jobs for You Ads, which intelligently distribute job postings to passive and active candidates all across the web. Jobs for You is the first tool that allows companies to pick their audience based on LinkedIn profile data—including function, seniority, industry, and more—and distribute their jobs exclusively to individuals with professional backgrounds that match their hiring needs. This very high relevancy drives click-through rates up to four times the industry standard[1].

"The hiring solutions announced today further the power of LinkedIn's extensive professional network by putting open jobs in front of the right candidates, no matter where they are on the Web," said Hahn. "By using these new, targeted tools and harnessing the networks of their employees, LinkedIn customers will generate more high-quality employment leads and fill their open positions faster, while also increasing quality of hire."

More detail on LinkedIn's talent acquisition solutions can be found on the LinkedIn Recruiting Solutions site: <http://talent.linkedin.com>

[1] This was determined by LinkedIn's testing of click-through rates of Jobs for You in comparison to published industry standards, such as DoubleClick's 2009 Year in Review Benchmark Report.



MULTIPLE JOB POSTING BEING THE BEST IN A COMPETITIVE MARKET

By Lauren Mackelden, UK Features Editor, onrec Magazine

Multiple posting is a technology that enables a job ad to be put online to several places at once, whether to a job board or social media network, thus saving much time, money and effort. With the right analysis, frivolous or wasted spend is eliminated, says Kelly Robinson, Founder of Broadbean Technology. He

asks "Why would you not want your recruiting team to reduce time and money spend?"

Darren Brown, MD of Logic Melon tells Onrec that the most competed markets for multiple posting are the U.S. and Europe, commenting that this normally coincides with a significant and

mature job board market. (It is particularly popular in the UK, which has 2000+ job boards). One provider, Jobmate, tells Onrec that they focus solely on the UK market, whereas others are involved with Europe and may be considering Asia and the Far East in the near future. Joe Sweeney at Vacancy Poster reports that

his company is being approached to integrate with a large number of global job boards, indicating that it will soon be looking for presence in other countries, starting with the USA mid 2011.

The service of multiple posting is always improving. Martin Bramall from idibu declares that the fundamental technology isn't changing, but the applications running over the top are evolving - social networks are becoming more important within his clients, and there's an increase in using direct url applications instead of email. He says "We've added a lot of new functionality that allows clients to customise how they post - by that I mean, do they want to hide some of the fields, do they wish to make others default for example - add an 'application URL' or 'always hide salary'. Plus things like making certain boards default to teams, hiding boards from others, improving how quotas and slots are allocated etc and improving the overall user experience. Different agencies have different workflows and system expectations, and our system adjusts accordingly. You have to be able to offer a broad level of functionality as standard - by that I mean perhaps previously just to get your ad to the boards was acceptable but now customer expectation



Why would you not want your recruiting team to reduce time and money spend?"



Kelly Robinson, Founder of Broadbean Technology

has definitely stepped up a level." Martin Bramall claims idibu's biggest response to market change has been a filter which is allows you to screen applicants across all online candidate sources - job boards, social media and your website. Bramall says this reduces the noise a candidate rich market creates and helps target quality applicants quicker.

New technology makes recruiters not only more efficient but more effective as well with intelligent job posting tools, explains Darren Brown. He says: "Companies want to maximise the performance of their job advertising spend and their staff. Clients no longer

want reams of data; they want a value interpretation based on the quality and cost of candidates on a number of axis including geography and industry. A few of Logic Melon's clients like to review their analytic style reports every quarter at a meeting and drop the two poorest performing job boards and pick up two new ones. They also use this to highlight offices, teams and individuals that are performing well or poorly. On a geographical level they are steering their staff to advertise differently based on how job boards perform in different counties and countries."

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CASE STUDY

Logic Melon & ATA Recruitment

Samantha Powell, Group Marketing Manager at ATA Recruitment (a specialist technical and engineering consultancy) comments:

"Above all Logic Melon has allowed us to become more savvy about which job boards we use, allowing us to truly assess the return on investment across different regions and industries. Contracts with job boards with which we have long founded relationships have not been renewed as a result of the report findings from within Logic Melon, which has allowed us to be truly objective in assessing their performance.

This has meant that we have been able to invest budget previously spent on job boards in new media including social networking recruiter tools, allowing ATA to be available to candidates across an increasing number of platforms."

Social networking

Steve Langton CEO of Googlyfish says they are constantly updating our technologies to keep up with the modern day search patterns of candidates, saying: "A candidate's first point of call is no longer to go to one specific job board; they tend to do an initial search using one of the main search engines and go from there. Using Google for instance a normal candidate will search his specific job title and preferred location and will gather a number of results from various job sites before making his selection." Langton says posting to the vast communities on Facebook, LinkedIn and Twitter can help a socially proactive company increase its candidate referrals, reach out further to passive candidates,

and see improved brand awareness. He cites established names like Ernst and Young that have embraced social networking to great effect; their careers page on Facebook has a community of almost 60 thousand and is visible to almost half a billion users. In Langton's view the role of social networking in recruitment can only become stronger as more and more recruiters realise the power and cost efficiency of using this medium. Joe Sweeney agrees that in an ever expanding job board market, recruitment agencies do appear to be using more 'free boards' alongside their chosen main boards (Reed , Monster etc.) and all seem to be using either Twitter, Facebook or LinkedIn to get their message across. Like other multi-posting providers, Vacancy Poster has ensured that all major social networking mediums are integrated with their offering. Sweeney says: "I believe that with the continued development of smart phones and apps, it will not be long before candidates will 'smart search' their desired vocations in a more timely and efficient manner, presenting the agencies with much faster response times. Currently there are several companies piloting alternative candidate offerings, in order to shorten the recruitment lifecycle."

Pricing is key

Research at Vacancy Poster shows that during the financially tougher times of last year some agencies stopped using multi-posting tools all together in favour of the more traditional manual posting methods. Vacancy Poster understand the sole reason for this was due in main to the fees levied by the multi-posting providers and the perceived poor ROI against these costs. However, Sweeney firmly believes that multi-posting tools, if priced correctly offer a win-win for both agency and software provider alike. He argues that his company is possibly the only multi-posting provider that offers a free4life version of their product that is ideally suited for the smaller recruitment agency or employer that perhaps does not need CRM / Database integration and only wants a simple to use one screen posting tool.

The old saying "you pay for what you get" isn't always true, announces Carla Fern, Online Marketing Manager at JobMate.co.uk. Carla Fern says, "Some multiposting software providers have priced products based on a customer's

price threshold rather than what the software truly costs. This is why you can see such wide discrepancies between what some recruiters are paying for the same thing and why recruiters should always check out alternatives." Jobmate believes the market needs complete price transparency and agrees that multiposting has been perceived as being cost prohibitive in the past. However, Carla Fern claims JobMate have been driving the price of this technology down, saying: "A recruitment agency can now access this technology from JobMate for just £ 365 a year. This means that the technology is now affordable for all agencies and not exclusive to just the larger players with large marketing budgets." However, she cautions that some multi posters are moving more towards becoming main recruitment software providers but could lose their initial identity. Carla Fern says: "A high number of recruitment agencies already have their own recruitment software or in-house database systems established. If a multi poster wants to target recruiters with expensive advanced recruitment systems, they need to ensure they are cutting edge, after all technology is continually evolving and there are many recruitment software providers out there with the next best system."

An alternative point of view would be that value for money is more important than headline price. "With Broadbean's offering clients have access to unrivalled levels of customer support and pace of development. No other provider offers the richness of features that we do at a price that is affordable to all" says Dan Martin Managing Director of Broadbean

Some may prefer the idea of quality not quantity, but Scott Taylor, Recruitment Media Director at recruitersite refutes this: "Although I agree in an ideal world you would post one job to one site and get one perfect response, online media is a beast with hundreds of thousands of jobs online at any point in time. Even the leading job boards will only send you a respectable amount of applications, if you are lucky! By advertising across different channels you improve your chances of the talent online seeing your job vacancy." Taylor concludes: "So, if you want to reduce the time to recruit, attract the best talent and obtain the recruiting advantage, simply write appealing keyword rich job adverts and embrace the power of multiposting!"

WINNER OF TOP EMPLOYER AWARDS

CASE STUDY

Top Employer Award winner Accenture shares what they are doing that makes their policies and practices such a success.

Accent on success

Accenture is having a double celebration, following the Workingmums.co.uk Top Employer Awards. Not only did the global management consulting, technology services and outsourcing company win the Commitment and Development Award, but it scooped the Overall Top Employer prize too.

The awards don't mean it is resting on its laurels, though. The company, which has approximately 205,000 employees serving clients in more than 120 countries, is pushing forward on areas such as harnessing technology for flexible working and extending the support offered to new and expectant parents.

"We were delighted to get the awards," says Fiona O'Hara, the company's Human Capital and Diversity Lead for the UK and Ireland. "We knew the competition we faced was pretty stiff, but we were conscious of the good work we have been doing, and it is great to have external recognition for it."

The judges felt Accenture's work on promoting women, flexible working, women returners and its generous maternity leave and childcare support package were exemplary.

They also praised the company for making a strong business case for offering flexible working on all fronts and at all levels and for the way it measured its impact on company performance and staff commitment.

Technology

O'Hara says Accenture is keen to use the latest in technology to advance its flexible working and adds that this also helps it to reach its targets on reducing its carbon footprint. For example, it uses the latest in video conferencing technology in its

technology suites to reduce the need for international travel. "When you go in to the Telepresence suite, it is as if you are sitting in the same room as the people from other parts of the world who you are video conferencing with," says O'Hara.

Accenture also uses pc-based online conferencing equipment and active speaker detection. "It's the next generation up from instant messaging," says O'Hara. It allows staff to contact colleagues around the world by instant messaging, speak over the phone, see them on video and to share their desktops, all in one tool. "It simulates being in the same room as someone," says O'Hara. Staff can use this equipment from their laptop so they can access colleagues regardless of location. "It enables people working from home not to feel they are just on the end of emails and conference calls. I don't think you can work like that all the time as it is quite isolating. The new technology makes you feel more a part of the team," says O'Hara. "If you are conferencing with someone and they ask you something you don't know, you can 'ping' a colleague who does know and add them into the conversation. It's as if you were in the office and stepped out of a meeting room to pull in a colleague for five minutes. It creates a collaborative office environment."

In addition, Accenture employees use wikis and social networking to feed into the company policies. The company has a number of networks and interest groups such as its women's network, Accent on Women, and these have an online presence. Employees can start up a topic, for instance, on how Accenture should respond to the Equalities Bill. As O'Hara heads the company's work on corporate citizenship and charitable work in UK/I she gets an alert every time someone contributes to a discussion on Accenture's

social networking sites.

Paternity leave

Accenture always wants to be able to offer more than what current legislation dictates. In the UK, it currently offers two weeks' paternity leave on full pay plus extra weeks unpaid [women get the first nine months of their maternity leave on full pay]. The company's policies on flexible working and encouraging women into the workplace is linked to a sound business case, she says. "Women are a big talent pool for us," she says, "so it's a bit of a no-brainer to encourage them back. We've invested in them and we don't want to lose them.." Through its targeted maternity returners programme, the company has increased the number of women coming back after maternity leave from 75% to 90% in the UK in recent years.

O'Hara is also watching with interest to see what will happen if the Government lets women and men share baby leave.

She is very conscious of the need to make male workers and dads aware of their rights and what is available to them through the company. The company's Accent on Maternity network has expanded to include Accent on Paternity, and has been rebranded the Accent on Family group, for instance. Accenture also ensures that flexible working is available to all workers and runs specialist maternity and paternity sessions for prospective parents before their babies are born where they can discuss the issues around being a working parent. It has produced a booklet called Combining Your Career with Parenthood which is aimed at both mothers and fathers.

Flexible working

On flexible working, Accenture tries to keep

ahead of the game, for example employees can apply to vary their start and finish times with a schedule built around core hours, flexible working is open to all employees, not just parents, and many staff work some days from home.

It also encourages job shares. O'Hara has two jobshares in her Human Capital and Diversity team. Each person does three days a week so there is a handover day. It gives the company extra flexibility, she says, plus the skills and knowledge of two different people.

"Sometimes the challenge with people working flexible hours can be with client-facing work," says O'Hara, "as they may expect people on a daily basis and timetabling can be difficult when there are tight deadlines to meet, but a lot of our clients are very supportive of what we are trying to do. It is the next step in collaborative working."

Often clients will contact the company to get advice on flexible working and what works. "We've been in this for quite a long time and our policies and resourcing are pretty mature, although we never stay still," says O'Hara.

The company also takes part in research which fits with its interests, for instance, earlier this year it surveyed over 500 senior executives from medium to large companies in 20 countries, as part of its International Women's Day activities. The survey focused on talent retention and development in difficult economic times and to better understand the steps organisations take to developing women for leadership positions. "It has to be relevant to us," says O'Hara. "Support for women is part of our human capital strategy and governs what we do." Four members of Accenture's UK and Ireland 17-strong leadership team are women, a proportion it is hoping to increase.

Top to bottom

O'Hara is also keen that flexible working is seen to percolate from the top to the bottom and, as a senior executive, she practises what she preaches.

"I think it is really important that senior executives do so. Ultimately, as a woman in this position you are seen as a role model," she says, adding that there is a

strong business case for this. More and more new recruits are asking questions about the kind of lifestyle they can expect when working for companies, she says. "They are looking to the long term," she adds, saying that Accenture can alter job descriptions to fit the different circumstances of staff. For instance, staff can choose to work less hours when their children are young or choose a role with less travel commitments and deepen their knowledge through training courses.

O'Hara has two children aged 6 and 7 and works from home several days of the week. She also takes part in dressage competitions and says she blocks out time for school plays and other family activities. "Accenture is incredibly supportive as it is outcome-based," she says. "As long as you deliver. As much as Accenture gives, though, you have to be prepared to give back and be flexible. It works both ways. If it was one-sided, it would not work."

More on the Top Employers Awards: www.workingmums.co.uk/topemployerawards



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