

RECRUITING IN CHANGING TIMES - THE IMPACT ON THE AGENCY ROLE

Presented by: Actionline Research

Objectives

The role of recruitment advertising agencies - now and in the future

- Understand current role & services being used
- Expectations & satisfaction with the agencies
- Likely future outlook

“How do organisations like ours ensure we are relevant for the future? What are you looking for in your partners to help you deliver on your objectives?..”

Methodology

- Research carried out April/May 2011
- Tele-depth interview with 50+ employers
- Recruiting from 10 a year to 100 a year to over 1000 a year
- Including County Councils & Universities as well as private sector employers
- Including clients of:



Some of the clients interviewed:



Overview

- Not dissatisfied with the traditional element
- But now expect more in the way of initiative & support
- Need help with :
 - Employer Branding
 - Social media
 - Direct recruitment
- Cannot generalise- need to segment the market
- Share experience & learning from others
- Expectation that the agency is the expert

Emerging from recession

- Lower Volume



- More use of ATS



- Focus on digital



- More DIY



- Aim to use Recruitment Consultants less



Employers want to be ready

“...we have a general catch up, but it would be good to know what are the big things we should be looking. Whilst we are not recruiting now, what should be on our radar, say 12 to 18 months time, rather than a reactive approach in 12 to 18 months time...”



Pressure on budgets all round

“...we are looking to do is, to look at the budget spend and say: “OK – how can we best deploy that spend, in terms of what you have to offer us”.

“...we are looking to be much more targeted...lean and mean...”

“We are asking them to do more with less year on year basically...In terms of what they do it’s much the same...”

Still need basic media buying

Use of Recruitment Advertising Agencies is justified via

- Cost saving – number 1 is media buying:



- Time saving



“We use them to help us decide which media to advertise in and get better terms for us. ..”

Lots of positive feedback

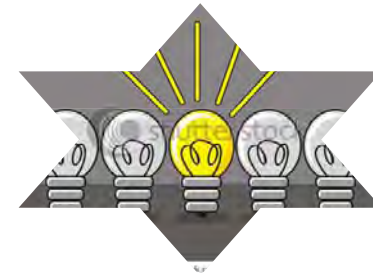
- Generally high satisfaction
- but expressed a strong wish for more pro-active support, advice



Not just a transactional relationship

Key criteria in selection are:

- Understanding
 - Proactive
 - Creative
 - Innovative
-
- And also 'Price' – although assumed to be competitive



A Need for Support

Customer Service doesn't have to mean big investment



<http://www.slideshare.net/andyhanselman/how-to-create-devoted-customers>



Pro Active

- Main area for improvement

“...if I don’t contact them to place an advert, then I don’t hear from them...”

“I would also suggest that they need to start to get meetings...I am amazed at how very few have actually tried to meet with me, which is quite interesting...”

“Be more proactive-come to us with new ideas of what we could or should be doing, even if we cant take this up because there is a restriction on the brand. Tell us what competitors are doing/what has worked for them, so do ongoing research..”

Take the initiative

- Clients want direction, they want to be managed



“We always are pushing them to manage us, rather than us always driving the campaign to completion, we need them to drive deadlines and see everything can happen to schedule”

Clients want feedback

“data insight information For example ... here is a review of all of the candidates from the graduates campaign ... and they were short of that: here is everything that happened...”

- *“Probably more feedback once we place the ads: what has been successful and what hasn’t.”*

“every 6 months or so I wouldn’t mind someone calling to let me know what is going on...”





Advice

“...having a knowledge of the audience we are targeting, being able to give us that advice as to where we should be, as advertising is expensive, so it’s important we are put in the right place. So any advice they can give would contribute a lot to the service...”

Employer branding becomes more important

- But importance not always understood
- Still early days for some

“we are behind the times in that respect. From my point of view I see it as being relatively important...”



- Now falling into Marketing domain

“we also have our internal PR and Communications team and they obviously get involved in how we are branded...”

Believe ought to use Social Media



twitter

- Thinking about it...

“An interesting area. I think we are probably a bit behind in this area...”

facebook

“We haven’t used much social media, but we may be missing a trick there...”

LinkedIn

- But needs careful consideration

“We are not going to be using social media for social media’s sake.

RBI and Social Media

Year on year growth:

RBI social media audiences have increased by over 77% in 2011



NewScientist Jobs

Highest growth in RBI
in 2011 for Twitter
followers and
Facebook likes



Highest number of
Facebook likes in
RBI portfolio

Expert careers advice:

Specialist pages on Facebook dedicated to career advice within that industry



Aim to do more direct recruiting

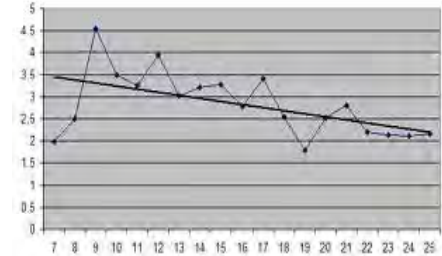
- And so need agency support
- Residual will always remain

“...we are looking to grow that portion that we recruit direct – so the agency share should grow in line with that...”



To justify – need evidence

- But insufficient monitoring by Agency or Employer
- Some of the largest corporates do track



“We track time and cost to hire – and also we monitor where we people fall out from the process...”

How do we move forward?



Future Role of Agency

“We have already done a massive shift from what we were doing and what we do now, and now it’s about securing and making sure everything is steady before we take the next step again...”

“The agency’s challenge is making it cost effective for us to use them, especially when it is so easy to post jobs-they need to be ahead of the game and be cost effective...”

Review the following

- Attention to CRM
- Become more pro active
- Develop partnerships with 'best in class'
- Move on from transactional approach
- Spread within client companies
- Engage with marketing
- More workshops for sharing