

## CAREERS

# INDUSTRY

HR issues

## HOT ISSUES for 2008

WHAT ARE THE TOP TEN TRENDS EXPECTED TO INFLUENCE THE RECRUITMENT MARKET IN THE YEAR AHEAD? SPECIALIST RECRUITER HAYS INSURANCE IDENTIFIES THEM.

**Tug-of-war/** It's not uncommon for candidates in areas where the skills shortage is most acute to receive multiple offers of employment. This means organisations across the country are competing for the same candidates placing pressure on employers to differentiate their offer and stand out early in the recruitment process to avoid this tug-of-war.

**Targeted candidate attraction/** The ability to communicate with a clear message and cut through the clutter with unique and targeted candidate attraction strategies will become fundamental to reach jobseekers. Knowing what's happening in the market and who's reading/clicking on what is critical.

**Retention/** Retention still isn't getting the attention it needs from all organisations. Every manager has a role to play in a retention strategy and a focus on retention will need to become integral to maintain growth long-term.

**Speed it up/** The recruitment process will become faster. Many more candidates are now offered a position at first interview because companies are keen to gain commitment face-to-face. If organisations don't address the speed of their recruitment process they could find themselves missing out on their preferred candidate in 2008's tight candidate market.

**Candidate buy-in/** Candidate buy-in means applicants are interested in both the company and the role at the interview stage and believe both are right for them. Organisations who promote well enough at this point and achieve buy-in from the candidate have much higher chances of successfully employing that candidate.

**Searching the globe/** Increased international mobility opens a global candidate pool for certain roles when the skills required are portable,

such as corporate governance or information technology. Businesses with an overseas office network or who recruit through a recruitment agency with an international network will be at a distinct advantage.

**Contractors fill gaps/** Employing contractors will increase to fill staffing gaps and ensure completed workloads while permanent employees are sourced. Contract workers facilitate work continuity, are enthusiastic and innovative, and also allow businesses to employ specific skills only when required.

**WorkChoices changes/** As the Rudd government determines the changes it is going to make to the WorkChoices legislation, it is important that companies who are hiring don't hold off and wait to see what happens – the impact on productivity could be significant.

**Don't thank me, pay me/** Employee recognition and reward for hard work or successful results plays a significant part in employee engagement – which in turn has repercussions on retention. In addition to non-financial forms of recognition, recent surveys have revealed a large percentage of the working population prefer financial rewards.

**Open talent season/** Business growth and the shortage of skills will see more employers register open requirements with recruitment firms. Employers will interview a suitable candidate who matches their criteria any time they become available, regardless of current vacancies. This enables employers to secure the right staff they need for future growth, and it also allows candidates to access opportunities with the employers most suited to their own unique skills and experience.

## CORPORATE RECRUITERS "can do better"

SOME CORPORATE RECRUITERS ARE MISSING THE OPPORTUNITY TO CREATE A COMPETITIVE ADVANTAGE BY FAILING TO IMPLEMENT BEST PRACTICE, A NEW STUDY SHOWS.

The study found that even though in-house recruitment functions are working effectively there is significant potential for boosting outcomes.

The study by Human Capital Management Solutions (HCMS) ranked 17 major Australian companies in a broad range of industries in meeting the six essentials of the recruitment function: Strategy, attraction, candidate relationship management (CRM), technology, services and processes. Performance was poorest in candidate relationship management – an area which is critical if companies are to beat the tightening labour market, according to Trevor Vas, HCMS MD and founder of the Australasian Talent Conference to be held in Sydney in April.

'Companies that decide to get serious and implement best practice recruitment will create a genuine competitive advantage over other organisations seeking the same talent,' he added.

## NOW YOU see me ...

VIDEOS ARE BECOMING INCREASINGLY EFFECTIVE FOR BOTH EMPLOYERS AND JOBSEEKERS. THIS IS PARTICULARLY TRUE AS EMPLOYERS SEARCH FOR CREATIVE WAYS TO DIFFERENTIATE THEMSELVES AND ENTICE POTENTIAL CANDIDATES AND JOBSEEKERS AVID FOR MORE INFORMATION.

According to online employment website SEEK, using YouTube videos in advertisements and company profiles is providing prospective employers with a new competitive edge.

SEEK stress that the video ads don't need to be polished corporate style and in fact predict that "honest realistic portrayals of the organisation are likely to work better than over produced sales pitches".

