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ISSUE 148 | DECEMBER 2014
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WORLDWIDE NETWORKS

There are many ways of looking for a job on a global scale; worldwide online networks can mean partnerships between jobboards in different countries, social networks such as LinkedIn as well as general jobboards. Interestingly, some of these are proving more successful in some countries than others, so it is worthwhile researching the subject before choosing which medium may be best for your jobs.

Over 150 million people each month search for jobs, post resumes, and research companies on Indeed, says David Rudick, their Vice President of International Markets. He feels such platforms appeal to jobseekers, as they are able to search millions of opportunities from a full range of industries all from one place. This can be particularly attractive to a job seeker who is unsure where their perfect job lies. The ability to search across sectors and rely on the sophisticated technology of the jobsite to list relevant opportunities simplifies the process for these job hunters. Rudick continues: "The ability to search for global job opportunities from a single platform is also a major draw for job seekers. Indeed's Hiring Lab report uncovered that around one in ten UK citizens are searching for positions outside of the UK, with France, Italy, the US, Canada and South Africa coming out as the top five locations for Brits looking for jobs abroad. Seeking a job in a foreign country can be a challenge when you don't understand the market – or the language for that matter. Enabling jobseekers to search for an international job using the same search

terms as they would for a UK role removes this barrier."

Rudick believes that global networks will be better able to respond to jobseekers wanting to search and apply via mobile, revealing that 50% of worldwide job search now takes place on a mobile device. According to Indeed, dependence on mobile devices for job searches in some countries has overtaken desktop use dramatically, with 83% of job searches taking place on mobiles in Korea. Despite searching for jobs on their mobiles or tablets, Rudick reports that jobseekers are still finding difficulty completing the application process on their smart devices. His advice to employers is to remove the mobile barriers and ensure they have the tools in place to make applying for a job as easy and reliable as possible. "Global networks with access to advanced technology can support this process. This will drive job seekers from mobile job search to mobile application in the future."

Networks succeed in some countries more than others

François de Boutray, CEO of Aktor Interactive has noticed that in the last few years worldwide networks have mostly developed in emerging countries. "They established themselves at a market or continent scale e.g. Bayt in the Middle East, and Bumeran in Latin America. Why? This is first of all linked to a "catch up" phase. Indeed, these parts of the globe were really poor in terms of e-recruitment media until the

late 2000s. Usually the success of a worldwide network requires a certain level of homogeneity, and a limited number of languages available on the website." Boutray explains Bumeran is only available in Spanish while Bayt is available in three languages (English, Arabic and French) but covers 19 countries. He comments "Today, everyone or nearly everyone has access to the Internet. Therefore any member of the middle or upper classes is potentially a user of these new services. This massive use is also linked to the globalization, the economic boost and the mobility within these countries over the last ten years."

According to Boutray, it is more and more difficult to develop and grow worldwide networks within the old industrial countries such as the North America, Europe and Japan. He says there is however an exception with the professional social network LinkedIn, whose positioning is very different from the others. "On the other hand worldwide networks such as Stepstone, Monster or even Careerbuilder are clearly moving on to a phase of consolidation in Europe. On the European market, national job sites only available in one country have succeeded in keeping their leadership in their own country confronted with worldwide networks." Boutray cites Cadremploi in France and Infojobs in Spain as two examples of this success. Boutray believes LinkedIn is a special case, saying the users' motivations are very different than those of regular job sites users and go over the job search. In fact, he says that the social network

is above all a personal branding tool where geographical constraints do not exist anymore. "For example LinkedIn is a medium offering a direct and simple approach between a potential candidate and a recruiter. The other key point is that it is not very expensive, while headhunting was exclusively reserved to recruitment professionals."

As to the future? Well, Boutray feels that the e-recruitment market keeps breaking up every day. He says the new trend is to be more and more multi-channel. "Job offers are not only displayed on the job boards, but also on their partner websites, emailed to potential candidates, posted on social networks, etc." What is also noticeable says Boutray, is the increasing use of aggregators such as Indeed or Jobrapido in the last two years, saying that on such websites, job seekers can hope to have a more exhaustive view of the job market. "As they have already done it with the development of their brand, big companies also wish to develop direct relationships with their candidates. Just like customers, employees and candidates have to be informed, assisted and retained." Boutray suggests that a lot of companies will seek to build a candidate pool based on the communities' models in the next few years and this will make it come alive.

Which networks will survive?

At the risk of surprising some of you, Boutray does not predict radical changes in the years to come. "Recent past has showed

us that regular job boards are strong players. They can adapt to everything, even if they have their own limits. A lot of innovations have appeared in just a few years, and a lot more are to come. Every time a new trend appears, it has to go through a testing phase. The most useful features remain and become standards, the others disappear quickly. However there are only a very few that stay once the fad is over." Nevertheless Boutray predicts that services enabling one-to-one contact between recruiters and candidates will continue to increase. "Professional social networks will keep on developing worldwide. LinkedIn, again, is overtaking other existing social networks in every new country where it settles. Other social networks such as Xing in Germany, strictly limited to their home country, are in danger. In a globalized world, people need to get in touch with their colleagues or business partners at a global scale. In France, the historical network Viadeo resists the competition by developing new emerging markets in Africa, Russia, or China. There is still enough room for other professional social networks, but they will have to specialize if they wish to stand out. ResearchGate for example, has achieved in building a worldwide social network for scientists and researchers."

Boutray is adamant that the sources of applications will be more and more multi-channel. "The talent mobility across the world will keep increasing. Soon enough the job opportunities for candidates will be geographically unlimited, as well as the talent sourcing for companies."

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