



PIRATES & BLACK SLATE TALENT SURVEY REPORT

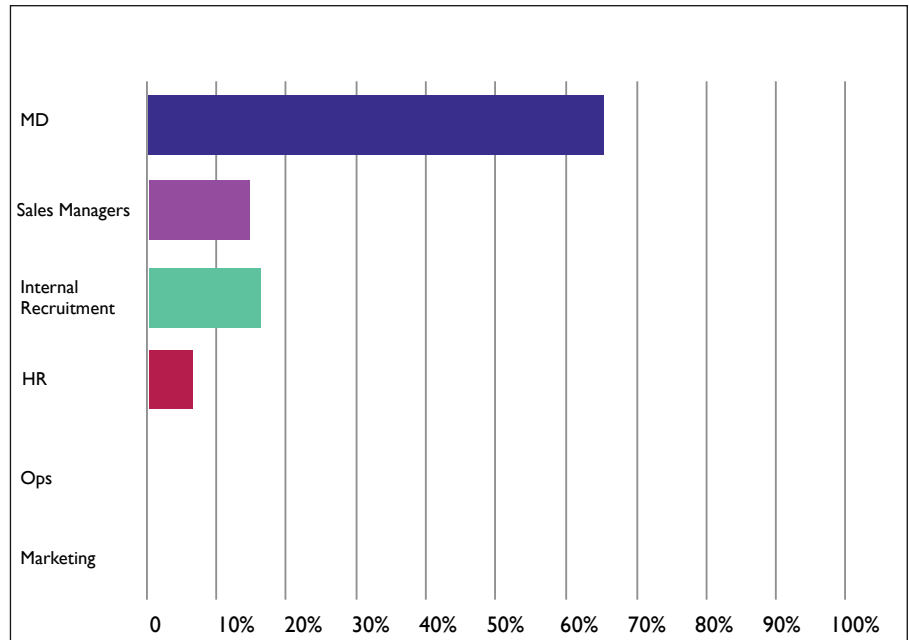
RDLC Pirates survey in collaboration with Black Slate, to uncover latest trends in sourcing recruitment talent. Data is designed to help Directors make informed sourcing decisions and to stimulate further debate.



WHO OWNS TALENT SOURCING ?

STATEMENT

Vast majority of MDs own the talent sourcing in their business.



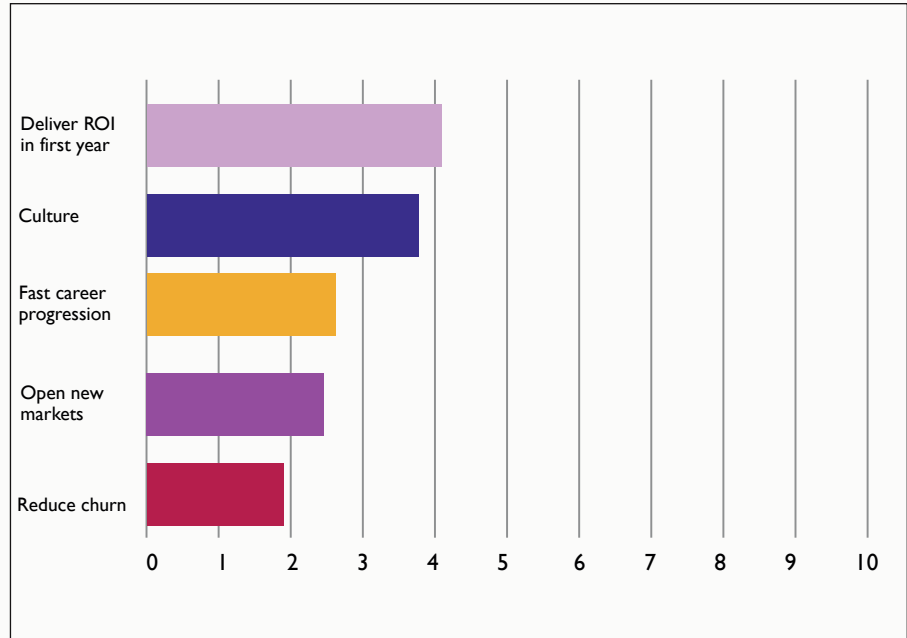
WHAT ARE YOUR PRIORITIES WHEN RECRUITING?

STATEMENT

The main priority when recruiting is to generate a return on investment in the 1st year. Not always easy to calculate, because the cost of recruitment, onboarding and training etc. can be hard to gauge.

Pirates could agree on an average cost to help them calculate ROI.

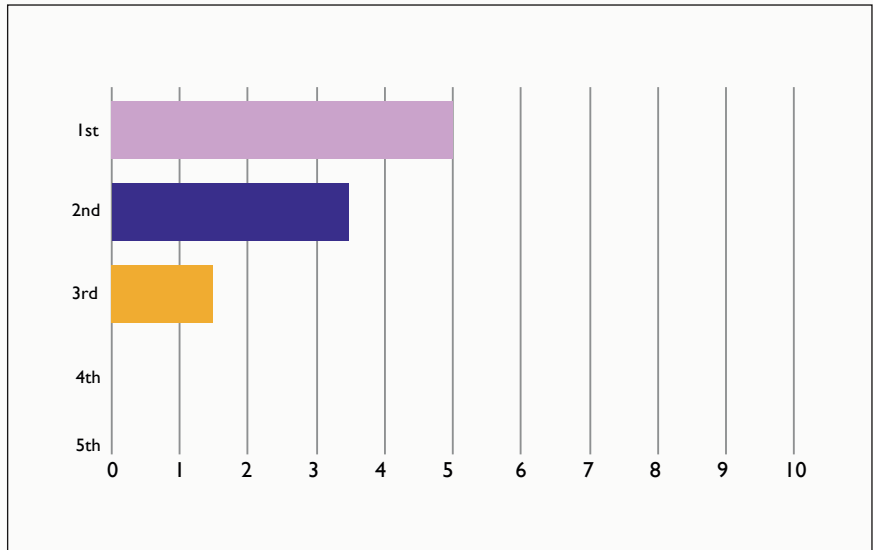
Culture fit was the second most important dimension, and to ensure recruitment achieves this, brands should be clear on their culture and the personalities that damage or reinforce it.



WHAT LEVEL OF STRATEGIC PRIORITY IS SOURCING FRESH TALENT?

STATEMENT

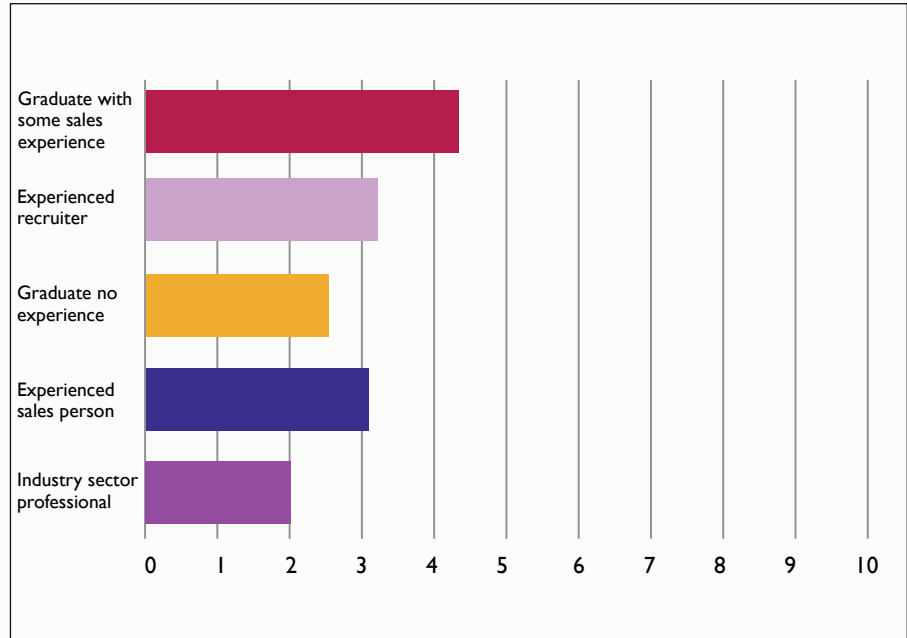
Sourcing talent ranks very highly on strategic priorities



WHAT ARE THE PROFILES OF THE TALENT YOU AIM TO RECRUIT?

STATEMENT

Graduates with sales experience are the number one profile. Further exploration might uncover which universities, which degrees and which types of sales roles provide a solid foundation for a career as a recruitment consultant.

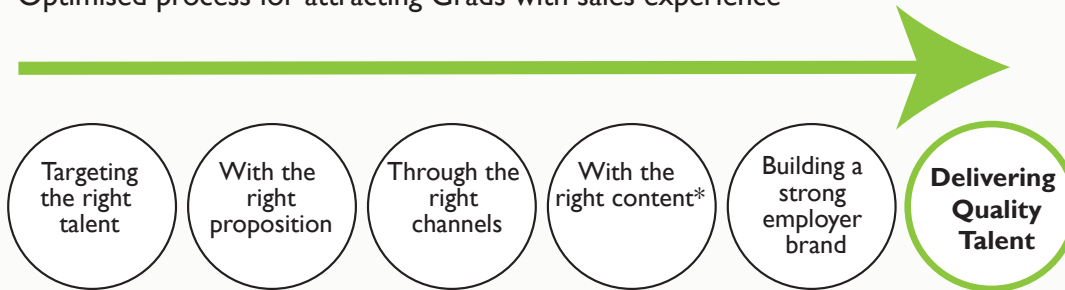


Optimising Talent Pipeline

If grads with sales experience are the number one profile, and recruiting them is the number one strategic priority, then optimising the process of recruiting them should be the number one priority for Pirates. See employer brand process below:



Optimised process for attracting Grads with sales experience



Cost Per Hire
Media cost
Selection cost
Recruitment overheads

EFFICIENCY

Quality of Hire
First year attrition
Leadership satisfaction
First year performance

EFFECTIVENESS

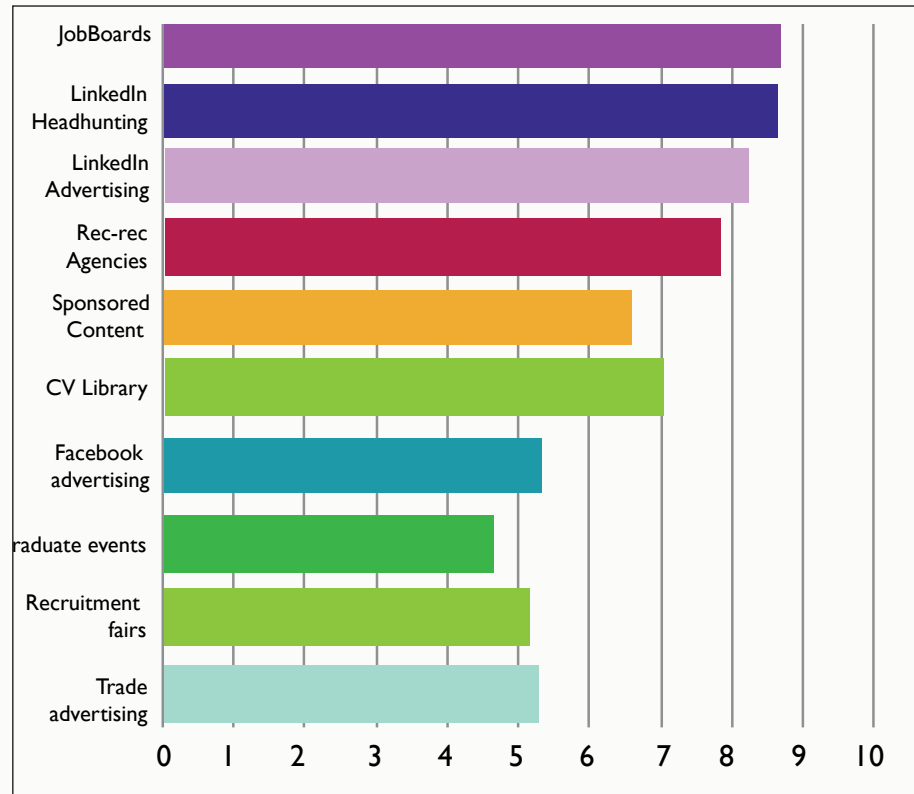
* Content is a blend of Push (advertising) and Pull content (Blogs, Videos, e-books)

MOST EFFECTIVE SOURCES FOR NEW TALENT

STATEMENT

The number of sources used to source talent is broad. Surprisingly, Job Boards are ranked the number one source, but LinkedIn's blend of tools adds up to it being the number one platform.

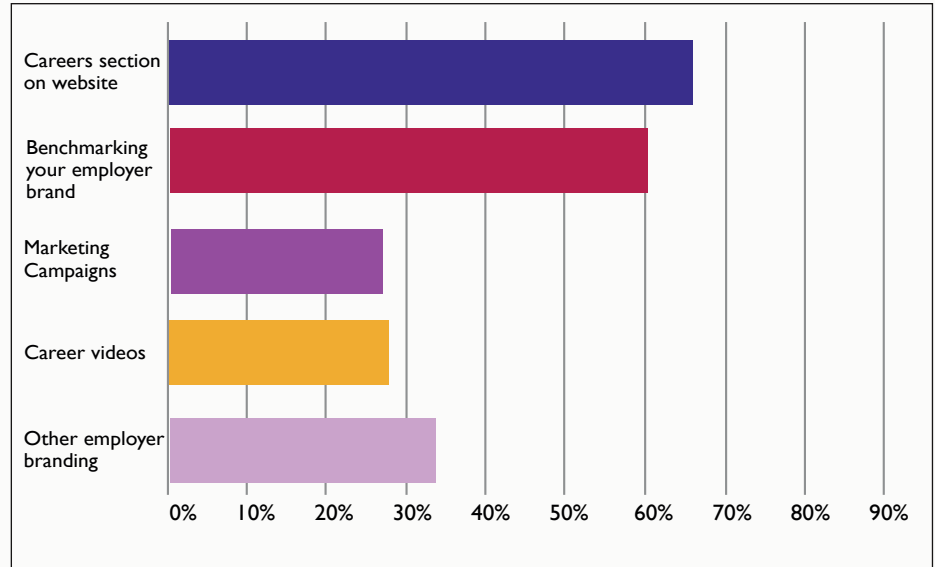
For SME recruiters, maintaining so many sources is quite an overhead, and complicates the calculation of ROI.



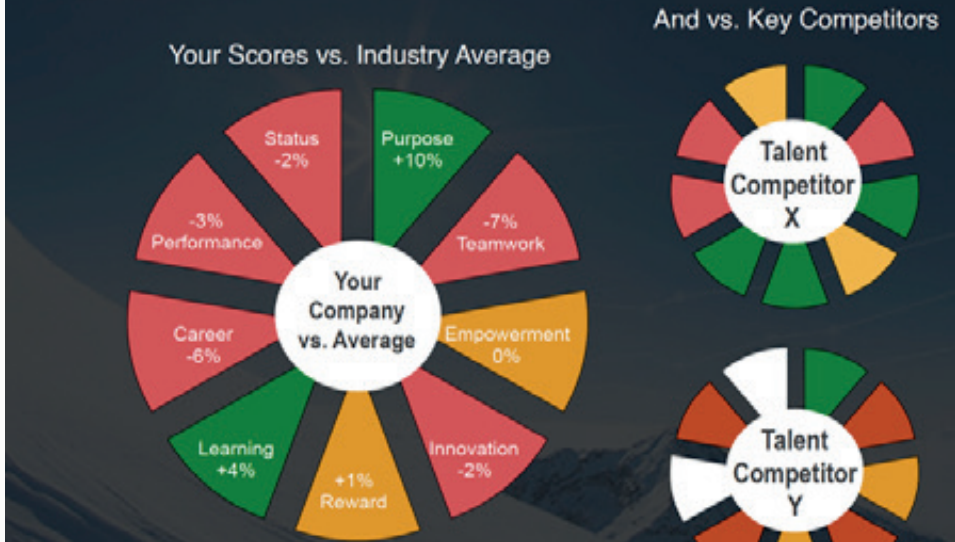
OTHER EFFECTIVE EMPLOYER BRAND INVESTMENTS

STATEMENT

Investment in a brand's career section on their website is the number one choice. Interestingly, the second choice was benchmarking the employer brand, a rather sophisticated activity.



Brand Metrics – Differentiation



Benchmarking dimensions

1. Purpose - what is the purpose of your business
2. Teamwork
3. Empowerment - what level of autonomy is allowed
4. Innovation - how innovative is your business
5. Reward - the overall reward package
6. Learning - quality and quantity of learning across career
7. Career - level of career opportunity, growth and variety
8. Performance - performance of business in sector (share and financial)
9. Status - brand reputation across stakeholders

EMPLOYER BRAND BENCHMARKING

With many Pirates valuing employer brand benchmarking it would be useful for the MDs to agree on a model and system of benchmarking. The model above is used in larger corporations.

It is used to benchmark against brand's competition, and to uncover gaps between internal and external perceptions. So, for example if you find your internal staff score you high for Reward, but the external perception is low, then you know your message and marketing should correct the impression.

Free text comments

"we have our own internal recruiter - recommendations from Grads / trainees"

CRM / Internal Networks

"No one perfect source, you must use as many as possible without duplication to get coverage"

"Majority of our hires have been from friends of friends, recommendations, people we know."

Dislike LinkedIn

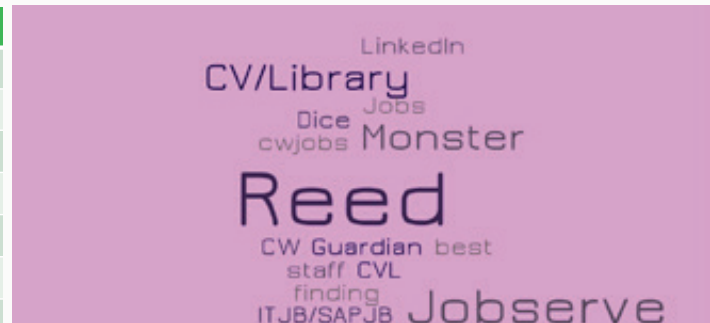
A blended approach of both job boards and Rec to Rec

Internally promoting and incentivising - setting the managers /directors weekly targets to interview

Find Rec to Rec best route to market

We have found a good graduate rec to rec provider that have really helped us

we have found we need a wide spread of sources at this stage



COMMENTS ON SOURCING

Many comments recommended THE referral scheme as a reliable source. This certainly chimes with my own experience of managing the employer brand and the referral scheme at SThree.

A referral that was hired was almost twice as likely to stay and perform.

JOB BOARD COMMENTS

The number one job board is Reed, one obvious suggestion is Pirates arrange a group deal on Reed for advertising.



**NO. 1
PRIORITY**

CONCLUSION AND RECOMMENDATIONS

As JobBoards, still Number One route, Reed in strong position, strong TV advertising
Can Pirates have Reed presence?
Could Pirates stand for standards of employer brand?
Which Rec-to-rec agency has access to best grads with sales experience?

BLACK SLATE

Services to recruitment brands:

Tactical

Copywriting | Graphic Design | Presentations | Events

Strategic

Brand Strategy/Identity | Employer Brand | Digital Marketing
Internal Communications | Embedding Values | Service Design

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