

What do Microsoft, Barclays Bank, Morgan Stanley and Ernst & Young have in common?

Article published in Executive Grapevine, October 2006, by Betty Thayer

These and other major companies are active users of online advertising for senior positions. For roles that are not advertised in the broadsheets. Some advertise directly with exec-appointments, others through recruitment firms. Here are some candid reasons why this is happening.

1. Executive candidates are finding jobs through the internet. When they take on hiring responsibility at their new employer they are staggered to see the cost of recruitment – and particularly the cost of recruitment advertising in the broadsheets. They are demanding that recruitment departments and outside firms use the internet to find top quality talent, quickly. Their own successful experiences are driving their behaviour. For example:

"Konetic is a recruitment software provider and they placed an ad on exec-appointments for a new CEO. They received around 25 CVs and arranged interviews. Within a few weeks they had recruited someone from the ad - me! I would recommend exec-appointments to any candidate looking for a senior role, or any company looking to hire an executive."

2. Directors are frustrated because their growth plans are being hindered by the lack of quality candidates making it through the recruitment process. It is not unusual for a senior director, who has used our site, to telephone us to talk about a 'problem'. The internal process is not delivering – could we put an ad on the site and send the applications direct to him/her? This then gives them some excellent candidates to shepherd through the system.

3. PSLs can create behaviours that are counter to the best interests of the company. When cost, rather than service, is the overriding factor the company loses out. One of our recruitment company clients on a PSL for a FTSE 100 company called in a panic. The nature of the PSL (fixed fee plus a meagre margin) meant that they were forced to cut all out-of-pocket costs associated with recruiting (including advertising). He had been unable to find any candidates for a high-priority role through their database. They were still going to be paid but he wanted to fill the role. Could he pay for an ad on his own credit card? The ad ran for one week and he got what he wanted – a successful placement.

4. Increasingly companies are using the internet to channel ALL applications and to improve their response to candidates. Vodafone recruits 90% of its employees through the internet. Accenture has a structured process for new graduates and experienced hires that leverages its website. PricewaterhouseCoopers has won awards for its outstanding candidate web experience. When an ad is placed on exec-appointments.com from these companies the application process happens inside the client's site, providing tracking and ensuring candidates don't 'leak' out of the process.

5. Companies are selectively handling key vacancies themselves. When there is an unusual or difficult requirement it can be useful to test the market first by advertising online. If quality candidates are found through this route then the company has the choice of using an internal team or an outsourced consultant to complete the process. This is clearly an opportunity for recruitment firms – by proactively seeking candidates for known roles at your clients through advertising online you are more likely to keep the relationship. It is a win-win for both sides.

Time, money, results. More jobs than qualified candidates. Excellent online services such as exec-appointments.com, non-execs.com and mba-direct.com. Behaviour is changing, fast. To learn more about how your company can benefit call us on +44 (0)845 458 9850.