10 TECHS CHANGING THE WAY WE ADVERTISE JOBS

INNOVATION LOOKBOOK SERIES

RESOURCESOLUTIONS

INTRODUCTION

Creating job ads that engage with candidates is still a big challenge for organisations.

From visual attention-grabbing posts to branded paid ads that can be instantly shared, social media is one of the avenues that organisations can use to boost engagement beyond their immediate followers.

Existing tools can help improve written content by helping to flag gender bias in ads and enhance the readability of ads. They can report on word count, complexity, and even the recommended amount of bulleted content!

The development of search engine machine learning is helping candidates discover new jobs. There are systems and interfaces that can improve job searches and the jobseeker experience.

This Innovation Lookbook showcases a few examples of the power of advertising in recruitment.

At Resource Solutions, the Innovation team keeps our clients informed with detailed analysis and practical application of all the latest developments in job advertising technology.

OUR INNOVATION COMMITMENT TO YOU

Our Innovation team is dedicated to researching new ideas to enhance our service to our clients. We track consumer trends and identify early changes in the recruitment market as the impact hits. We are always happy to book in a time to present one of our workshops which identify "The Top Recruitment Trends Now!" and facilitate discussion around priorities for your organisation, before formulating your own innovation roadmap.

IF YOU WOULD LIKE TO KNOW MORE, PLEASE FEEL FREE TO CONTACT US

Faye Walshe, Global Director of Innovation

Tom Lakin, Innovation Manager

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Facebook Jobs

FREE $ $ $ $

- In Feb 2017, Facebook made its first move into recruitment. Facebook Jobs is now live in the US, Canada and Mexico. In March 2018, Facebook expanded Jobs to Brazil, the UK, France, Germany, Italy and Spain.

- Businesses (with a site admin in these regions) can post jobs on their company page and pay to 'boost' the readership of the ads to demographics beyond their followers

- Candidates can see job postings in their newsfeeds or browse the 'Marketplace' and search for nearby jobs

- Their product developers are currently working on APIs with key ATSs to enable frictionless job posting experiences for recruiters. Facebook hasn't announced when this will roll out to Asia, but we're in contact with them for updates
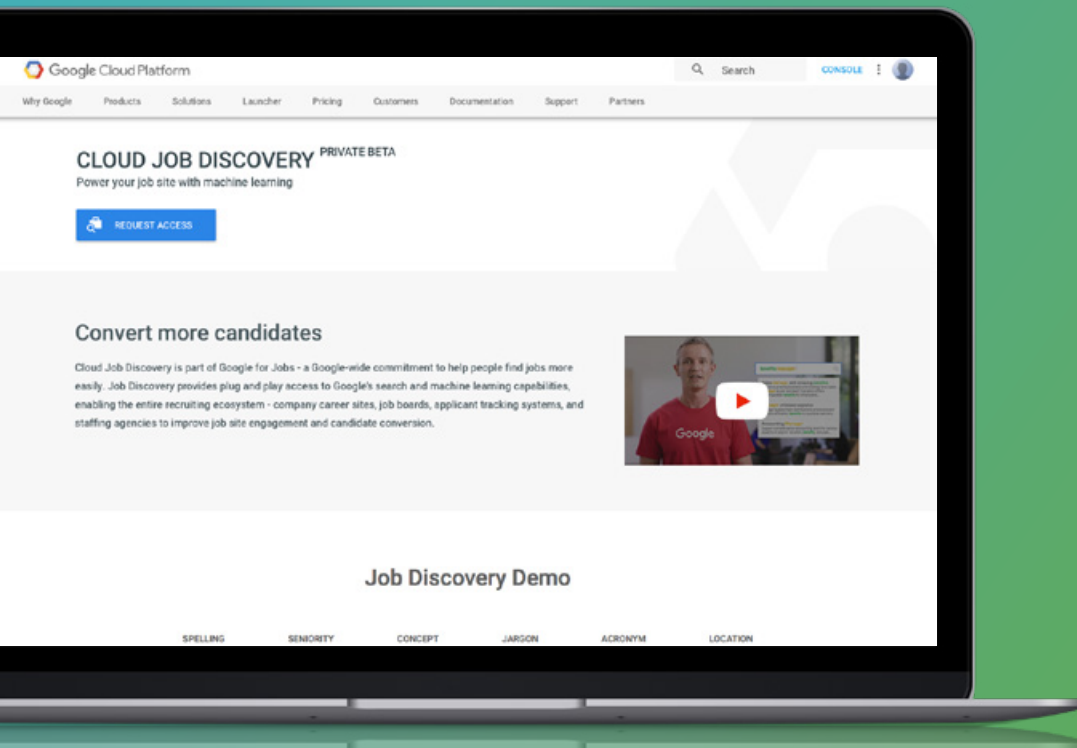
For more info:

https://www.facebook.com/marketing/videos/10155176843661337/

☑ NEW MARKET ENTRANT

☑ MARKET PLAYER

☑ ESTABLISHED

ADVERTISING

Google Cloud Job Discovery API

FREE $ $ $ $

- With Google for Jobs aimed at creating better matching experiences for job seekers, Google is powering the other side of recruitment with Google Cloud Job Discovery API

- The API provides access to Google's machine learning capabilities to power smarter job search and recommendations within career sites, jobs boards, and other job matching sites and apps

- Watch this video to find out more about Google Cloud Job Discovery https://youtu.be/FvWyXQ9eg6o

"We are talking to Google's team of product developers to see how their API can power our ATS, **talent**source, and also improve job searches for our candidates who visit robertwalters.com. We look forward to sharing results when they become available as we continue our drive to improve job seeking experiences for candidates."
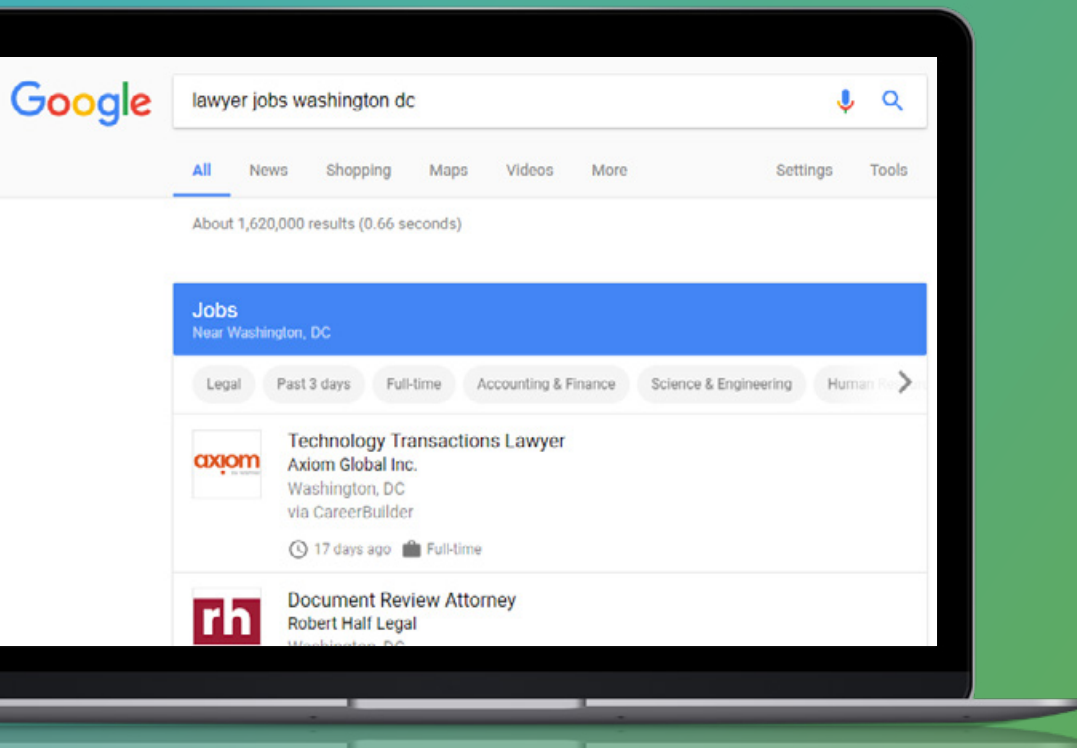
Tom Lakin, Innovation Manager

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ADVERTISING   SEARCH
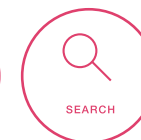
Google for Jobs

FREE $ $ $ $

- Launched in the US in June 2017, Google for Jobs is a candidate-centric experience. It's mobile-friendly and allows users to search for jobs, refine their search, set alerts and apply directly (Watch a preview here)

- Sites like LinkedIn, Monster, CareerBuilder, Glassdoor and Facebook allow their job content to be included in Google's search results. Only Indeed stands apart – jobs posted natively on Indeed are not searchable on Google

- Clients will need to ensure job postings on their company careers sites are discoverable by Google for Jobs. Google has documentation on how to do this.

- Google for Jobs has now rolled it out in markets including the UK, Chile, Mexico, Argentina, Brazil, and Colombia.

*"At Resource Solutions, we power careers sites via our ATS **talent**source, and we have ensured that our sites are optimised for Google for Jobs. The jury is out on whether Google for Jobs is shaking up the market in the way they perhaps expected to – it's interesting to note that competitor Indeed's performance over the past three months has been exceptionally strong, rising 14 places to be the world's 156th most visited site, however we are expecting Google to continuously expand their product's functionality. Watch this space!"*
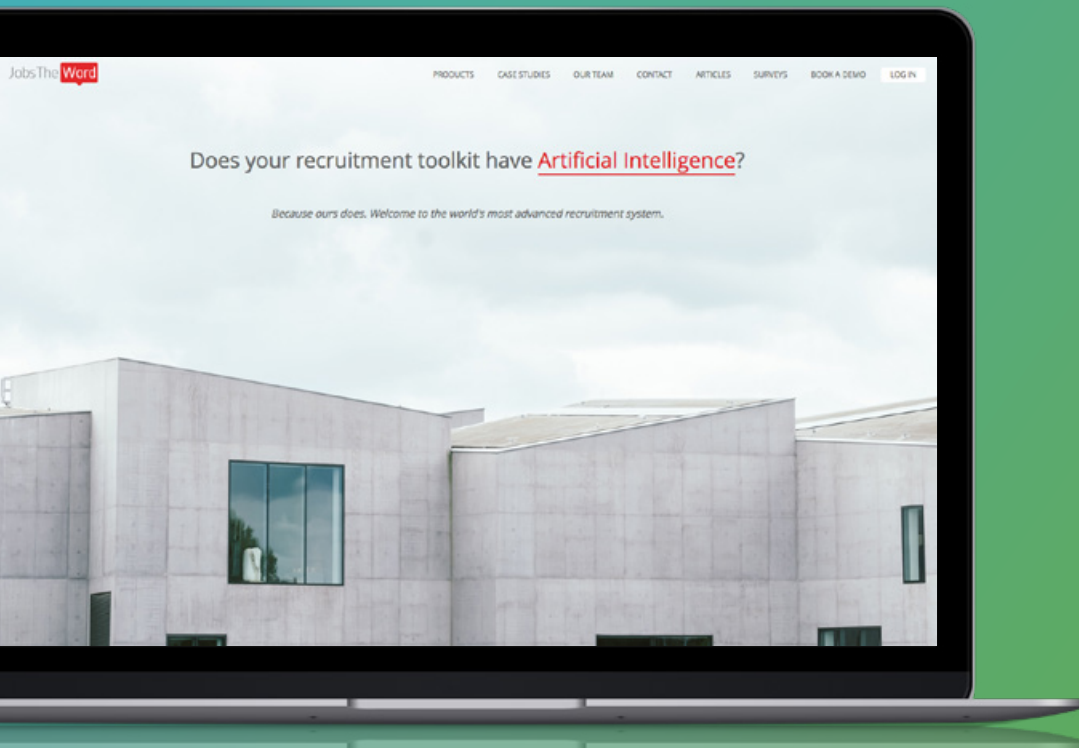
Faye Walshe, Global Head of Innovation

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ADVERTISING   SEARCH
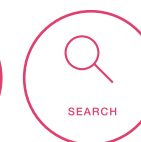
JobsTheWord

FREE $ $ $ $

- UK-based JobsTheWord is a talent data and advertising platform that provides one of the only sources of both talent supply and talent demand data

- JobsTheWord has two main products; one is the data and insights platform and the second is the advertising platform which allows highly targeted email campaigns to be sent

- The platform is positioned to support the increasing focus on talent pooling by engaging with talent based on data (e.g. female Developers near London).

"JobsTheWord has been around for years, but it seems to have found its niche in 2017. JobsTheWord has multiple use cases: location strategy, talent pooling, salary benchmarking, diversity data and location marketing. The product resonated with our clients this year, though we hope to see broader geographic coverage."
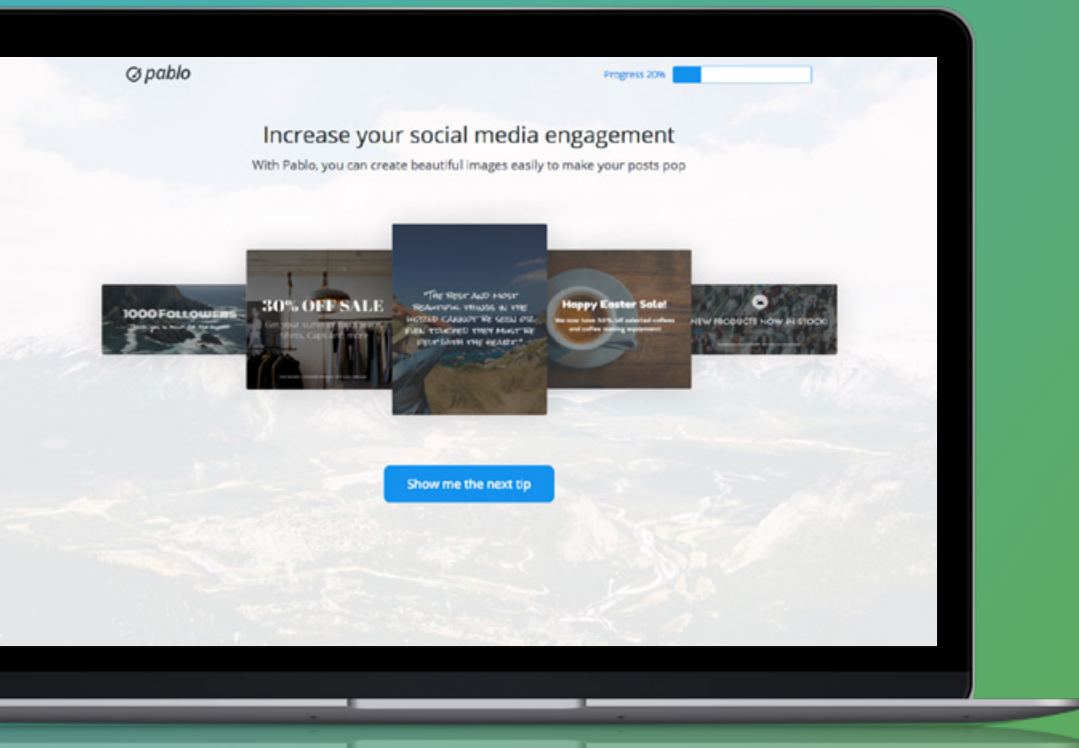
Tom Lakin, Innovation Manager

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SEARCH   ARTIFICIAL INTELLIGENCE   SOCIAL RECRUITING   ADVERTISING   DIVERSITY

Pablo

FREE $ $ $ $

- Pablo is an online tool for recruiters to create beautiful, shareable images in their ideal size for sharing most major social media sites

- Pablo has a range of templates and images to choose from and allows users to upload their own

- Once the image is completed, it can be downloaded and shared instantly onto Twitter, Facebook, Instagram, Pinterest and Buffer

"A quick and easy way to create attention grabbing job ads for social media. We piloted Pablo for one of our international banking clients by tracking technology job adverts to determine whether visual posts versus text posts increase impressions, engagement and candidate responses. We'll publish our findings soon."
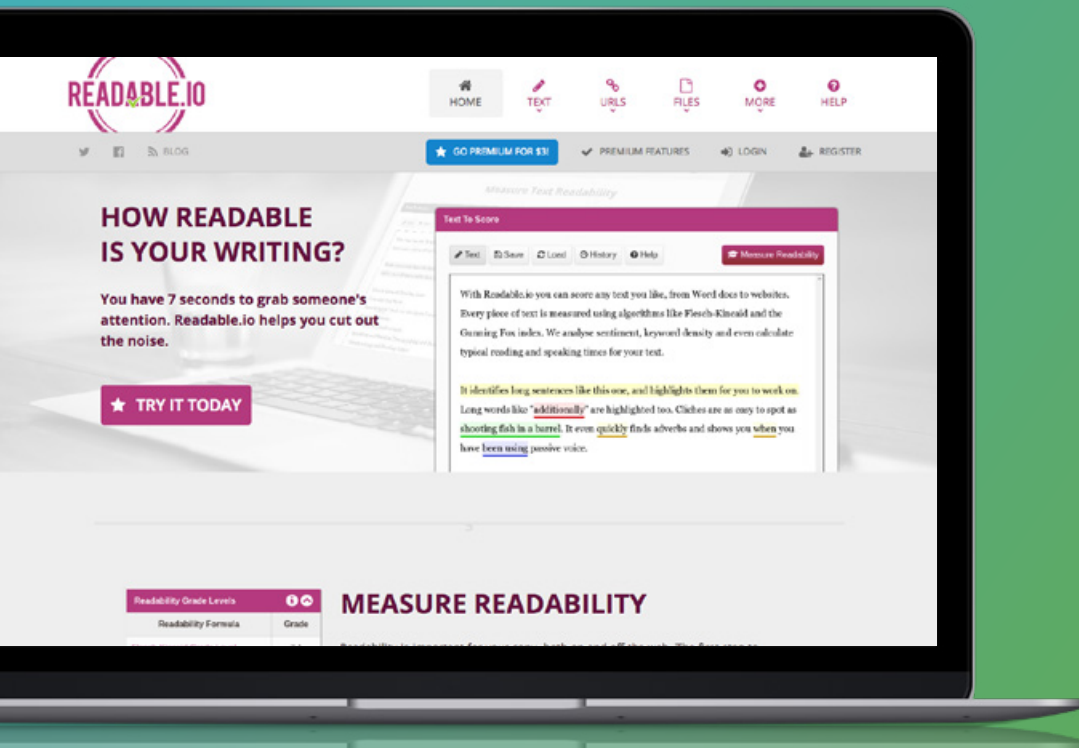
Tom Lakin, Innovation Manager

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ADVERTISING

Readable.io

FREE $ $ $ $

- Clear communication is essential online and this is especially true when it comes to job adverts. We only have seconds to grab the attention of our readers, so measuring and improving the readability of job ads can make all the difference.

- Readable is a combination of readability measurement and writing improvement tools that help us make job ads more appealing

- Readability is measured using readability scores, text analytics, keyword densities, reading time, speaking time, tone and sentiment analysis

- Text is highlighted with colours to suggest a variety of ways to improve it

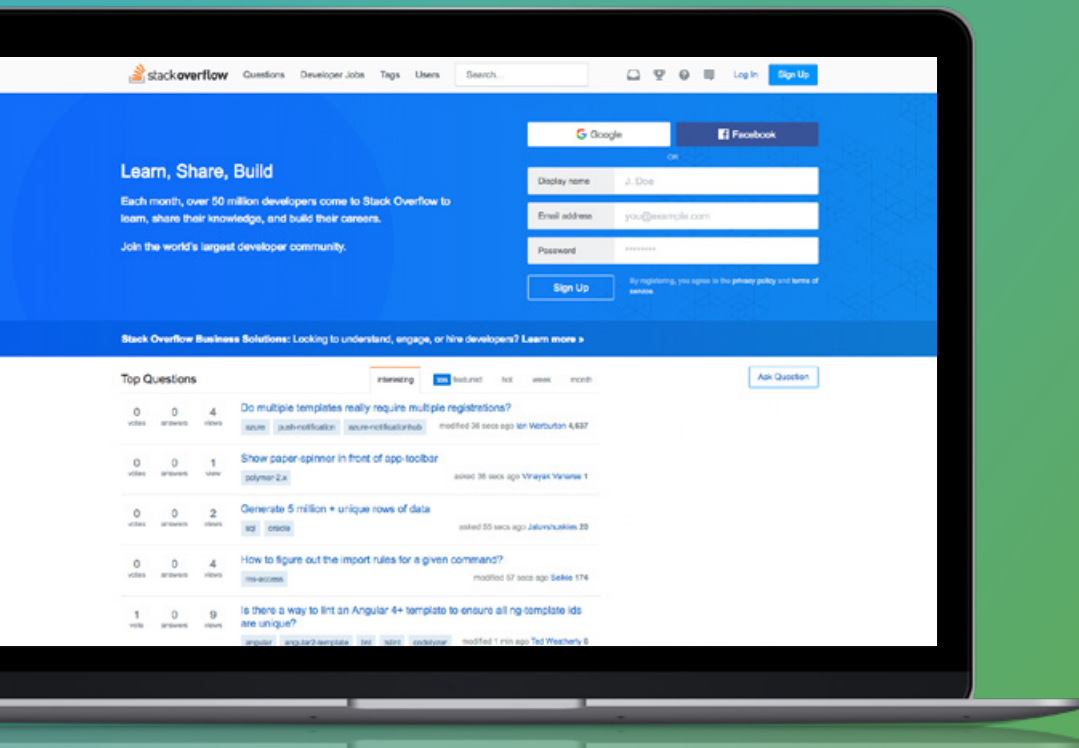**CLICK HERE TO READ FULL CASE STUDY**

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ASSESSMENT   ADVERTISING

Stack Overflow

- Stack Overflow is one of the world's largest communities for developers to learn and share their programming knowledge currently attracting 50M+ developers to visit their site each month

- Employers can access the "quora-style" site for computer programming to gain insight, knowledge and tools to support developer attraction and hiring campaigns

- The jobs section on the site assists developers in finding their next opportunity and it provides a platform for companies to brand their vacancies and source candidates from Stack Overflow's database
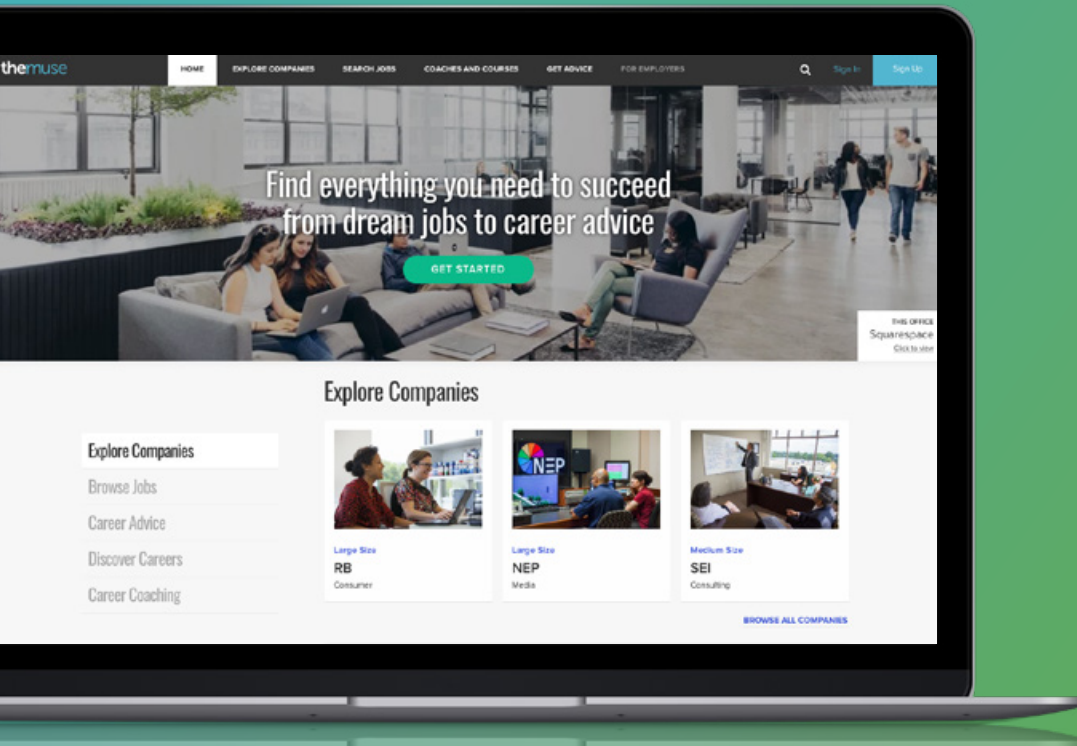
CLICK HERE TO READ FULL CASE STUDY

NEW MARKET ENTRANT

MARKET PLAYER

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SOCIAL RECRUITING   SEARCH   ADVERTISING

The Muse

FREE $ $ $ $

- Popular US careers website featuring transparent 'behind-the-scenes' insight into company culture, office tours, coaching and employee insights for a new generation. Replaces the notion that candidates want to search for job ads alone.

- The Muse aims to "help people find meaningful jobs at the best companies". A lofty aim but the Muse has revolutionised employer branding in the US, with 50M+ visitors per year

- The approach and identity of the Muse resonates with female talent, who make up 65% of the site's visitors

"We love the concept of The Muse! Their fresh approach and user experience borrows from familiar consumer sites like AirBnB rather than traditional corporate career sites. However, for The Muse to be more effective – the images and content must be authentic, and in this respect, The Muse still has some way to go."
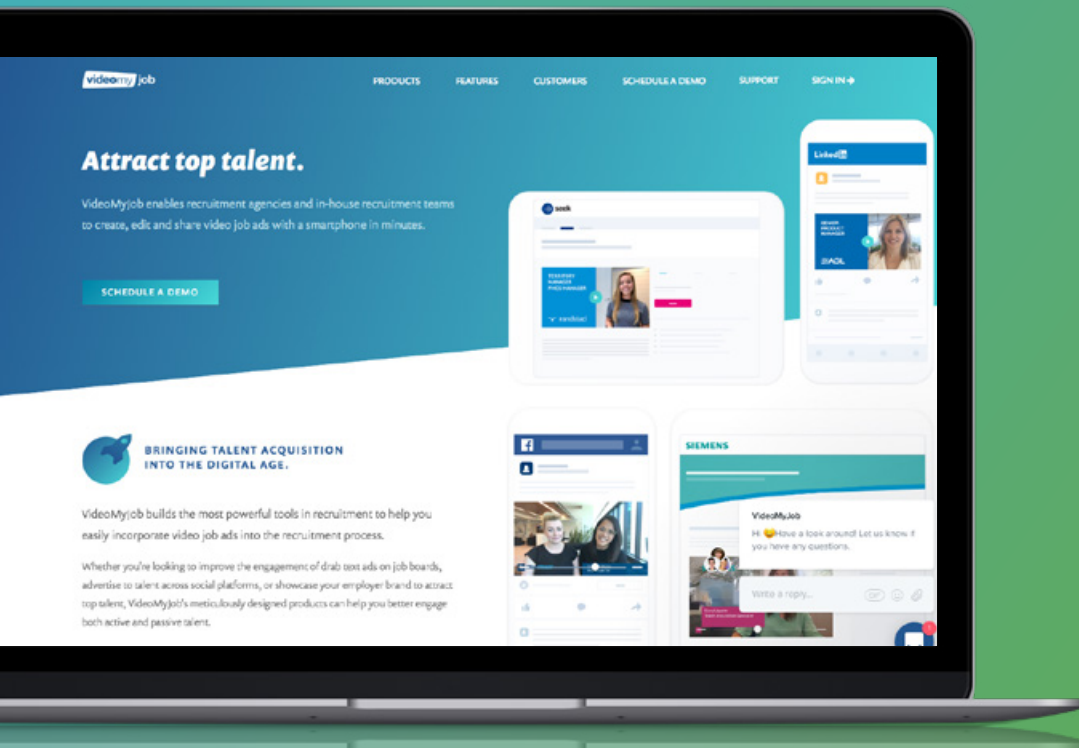
Faye Walshe, Global Head of Innovation

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ADVERTISING   DIVERSITY   WORKPLACE TRANSPARENCY

VideoMyJob

FREE $ $ $ $

- Australia-based VideoMyJob have designed an app that enables employers to bring their jobs to life and challenge assumptions
- Employers write a script, upload it to the app and then record a video of themselves chatting about the role on their mobile phone
- Once recorded, the hiring manager or recruiter can edit, add logos and pop ups of job titles and/or contact details
- These video job ads can be embedded in traditional ads or shared via social channels

"Academics have proven that reading is impaired when on a mobile device, so why copy and paste long job descriptions on them? Video My Job is an affordable and authentic service for even the smallest employers to create branded video job ads. We love the embedded autocue but ongoing bugs can cause the odd headache."
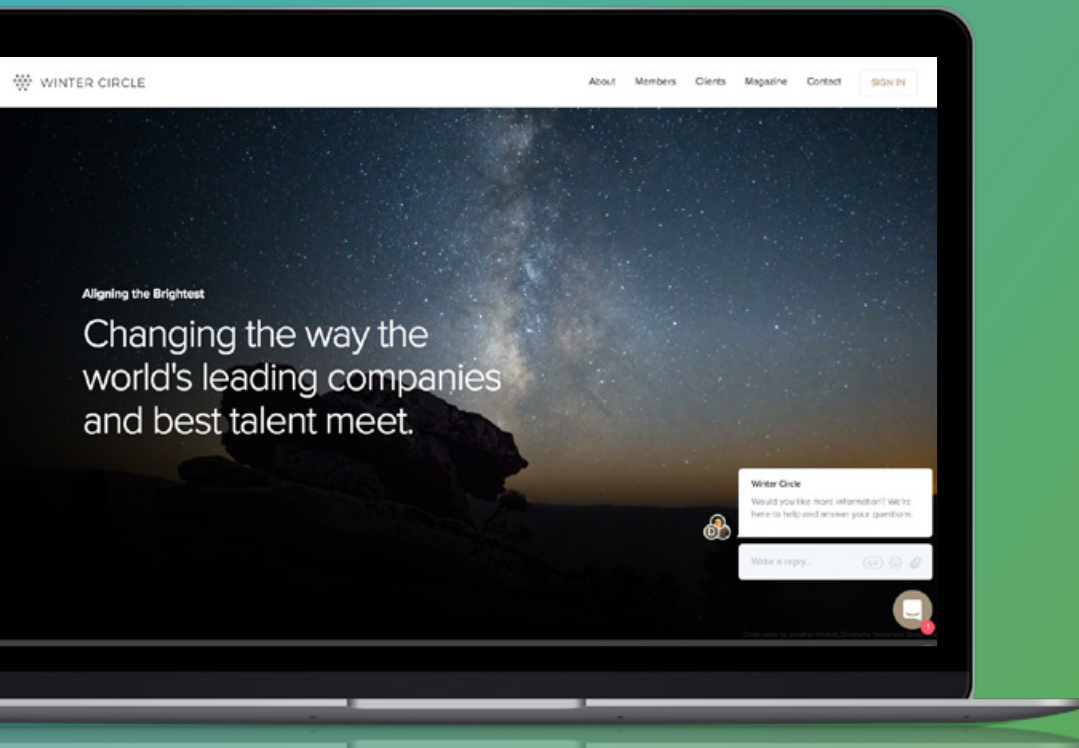
Faye Walshe, Global Head of Innovation

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ADVERTISING   SOCIAL RECRUITING   DIVERSITY   WORKPLACE TRANSPARENCY

Winter Circle

FREE $ $ $ $

- Winter Circle is an invitation only member network for senior IT executives around the world to meet and share ideas

- Currently disrupting the executive search sector, Winter Circle's members can be introduced directly to prestigious global organisations they may aspire to be a part of

"Who doesn't love a cocktail on a roof terrace at a private members club? Winter Circle's exclusivity attracts talented executive minds to join their club. Think LinkedIn blended with Soho House. Whilst exclusive, it is a marketplace, so its success depends on participation from both executives and employers."

Tom Lakin, Innovation Manager

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ADVERTISING   REFERRAL
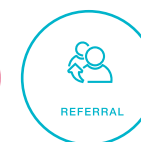
Readable

CASE STUDY

100%

100% of job ads contained masculine gendered wording.

Using Readable.io on three of our clients revealed opportunities to enhance job ads. We found that their ads scored between 10 and 13 on the Flesch Kincaid scale, which meant that their job ads were as complex to read as The New York Times (Grade10) or as hard to decipher as a typical law document (Grade 13).

- All clients and regions were above the recommended word count of 400 to 500 words.
- All clients and regions were above the recommended bulleted content of 33%. Bulleted content appeals to males more than females.

We were able to advise our clients to simplify language, reduce word count and lower the percentage of bulleted content in their ads in order to attract more applicants.
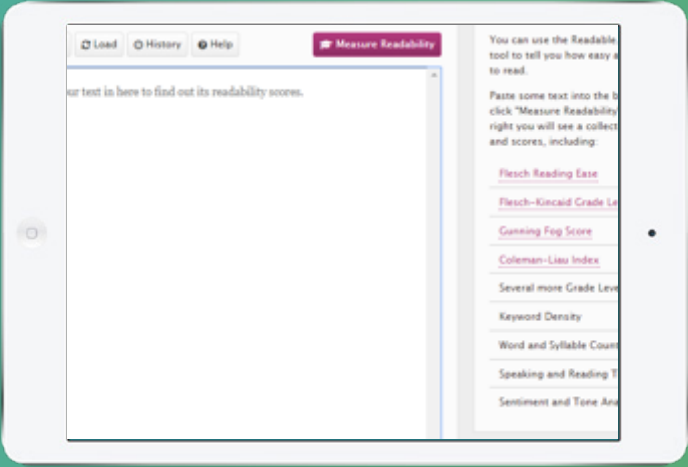
"Our Job Ad Analysis (using Readable and Gender Decoder) helps clients write ads that appeal to the right audience & increases the number of female applicants."

Tom Lakin, Innovation Manager

COMPANY READABILITY RESULTS	FLESCH-KINCAID GRADE	TIME TO READ	WORD COUNT	WORDS PER SENTENCE	% BULLETED (ESTIMATE)
CLIENT 1 REGION 1	13	02:51	646	17	54%
CLIENT 1 REGION 2	12	02:28	558	14	47%
CLIENT 1 REGION 3	12	02:44	618	15	45%
CLIENT 2 REGION 1	13	03:39	824	16	54%
CLIENT 2 REGION 2	12	04:44	1066	13	74%
CLIENT 2 REGION 3	12	03:03	690	13	69%
CLIENT 2 REGION 4	11	02:52	647	13	52%
CLIENT 2 REGION 5	10	07:01	1583	11	77%
CLIENT 3	12	03:00	680	15	62%

Highest Indicator across clients and regions assessed
Lowest Indicator across clients and regions assessed

Stack Overflow

CASE STUDY

When one of our clients needed to attract hard-to-find IT talent in the North West of England and Scotland, we created a branded ad page and purchased 20 job ad slots for 4 months. We observed above average results for a relatively short campaign:

KEY FINDINGS:

95 — Average of **95 views per job posting** (total 2955 views across 31 jobs)

4% — **4% apply click-through rate** (conversion from views to application clicks), compared to **6% from a finance competitor** who committed to a 12-month campaign
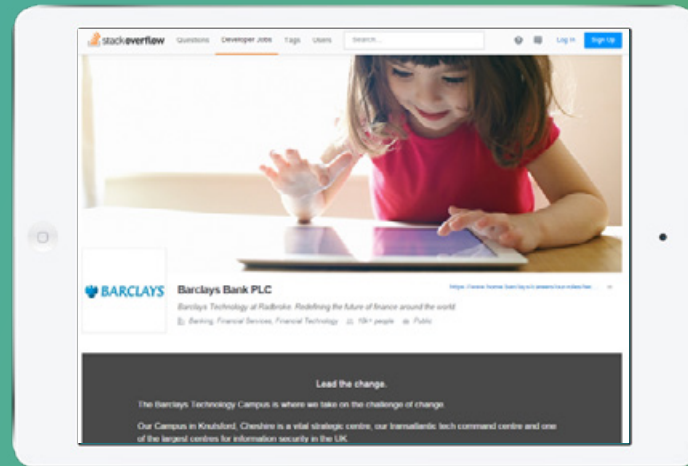
74% — **23/31 (74%)** of job postings received application clicks

116 — **116 applications received,**

38% — **44 (38%)** candidates were shortlisted

Compared with results from client efforts:

656 — Average of **656 views per job posting** (total 1970 views across 3 jobs)

3% — **3% apply click-through rate** across 3 jobs

57 — Of the **57 applications received,** 5 placements made in 2016 (9%)

CONNECT WITH US

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@RSOutsourcing

ResourceSolutionsRPO

Resource Solutions' dedicated Innovation team provides market intelligence, research, insights and trend reporting to all clients globally. For further information, please contact a member of the Innovation team directly:

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Resource Solutions is a provider of Recruitment Process Outsourcing (RPO) and Managed Service Provider (MSP) solutions. We have delivered these solutions to leading organisations since 1997 and manage a recruitment budget of over £2 billion on behalf of our clients. As part of the Robert Walters Group, our business has considerable resources at its disposal. With a truly global footprint across 28 countries, we are able to work in close partnership with organisations and manage everything from global accounts with demanding resourcing strategies to single sites with lower recruitment volumes.