

## Worldwide recruitment networks - help fight the war for talent

Networking is one of the most successful methodologies when trying to attract senior talent. In this article, Online recruitment magazine examines the worldwide recruitment sites market

Recently, The StepStone Total Talent Report 2008 (researched and prepared by the Economist Intelligence Unit) said that "Globally, business leaders unanimously agreed that recruiting and retaining talented employees was getting tougher - 46.5 percent saying it was becoming slightly more difficult and 41 percent believing it was becoming significantly more difficult. Yet only a quarter of organisations surveyed had a formal, company-wide talent management strategy in place and a staggering 16 percent did not have a talent management strategy at all."

StepStone themselves recently announced the expansion of its operations in China by acquiring LEVEL4, to become 'Stepstone China', and they perceive the war for talent will soon be even fiercer in Asia than in Europe and the US. With this in mind, recruiters should evaluate their recruitment decisions. Worldwide recruitment networks could be part of their new strategies.

Torsten Muth, UK Country Manager at Experteer says: "Worldwide recruitment networks can either be an interconnected community of global recruiters/staffing professionals and jobseekers that are located around the world. However, due to the technology provided by the Internet, one could also refer to online services/platforms that offer their job posting and finding services across different regions of the world. He has concentrated on the latter type of worldwide recruitment networks.

He says: "In any case for employers, it's a "one-stop-shop" space where they can publish all their job offers/vacancies reaching to the jobseekers (passive and active) located around the world. For jobseekers, it's also a "one-stop-shop" space to access job offers/vacancies which have been published on a wide range of worldwide job boards (job aggregation).

There are different types of networks based on different types of criteria such as:

- Function (sales, marketing, etc.)
- Specific industries (financial services, consulting, IT, etc.)
- Jobseeker market segment (graduates, middle management, etc.)

Apart from the specialisation on function, level and industry some networks offer additional services such as career advice and consultancy offers while others concentrate predominantly on highly sophisticated matching technique of candidates profiles and the available jobs that are out there."

A successful example of a global recruitment network is 'The Network', founded in 2002 as a partnership between StepStone and totaljobs. Pierre-Emmanuel Derriks, Managing Director of the Network says: "Originally intended to enable global clients to plan their online recruitment centrally and deploy it locally across 18 countries, today The Network has grown to 31 Network Partners offering coverage across 64 countries worldwide." He says the three main benefits of The Network are: "Coverage – more than double the closest competition, quality – Network partners appear on the radar as market leaders locally in their country and convenience – one contract/language/currency/ time-zone. And above all, added value from economies of scale purchasing." The combined statistics for 'The Network' are certainly impressive: 76.5 million Unique Users, 1.1 Billion Page Impressions, 61 million CVs, 105 million Targeted email subscribers and 2 million + jobs.

### Future growth

"From my point of view this is a part of the recruitment industry that will grow over time", says Torsten Muth.

**"Networks seem to be the buzz word at the moment. One hears about "networks" on a daily basis; social networks (Facebook), professionals networks (LinkedIn), etc. However, networking in recruitment is an old and classic method."**

**Torsten Muth**  
Experteer

He says: "Still today most of the recruitment activity is happening mainly on a national level. The more up level the recruitment is looking for, the more international it needs to be. But this trend will also emerge into lower level kinds of jobs as we see on our own platform today already that streams of mid level managers and graduates are looking for jobs in other markets and hence signing up on others than their national network online branches. Italian jobseekers i.e. are at the forefront of searching for jobs in the UK in this respect."

Pierre-Emmanuel Derriks believes there is great potential: "With all the positive feedback that we received last year from our customers we are convinced that more and more companies need to extend their reach to attract top talent into their organization. 'The Network' offers a truly global service for international recruitment. As soon as a company is aware of all the legal issues surrounding international recruitment, there will be no limit for them to recruit through an international recruitment network." This is echoed by Mark Sandmeier, CEO of jobs.ch ag and prominent Network partner said: "A lot of companies invest in Switzerland when recruiting abroad. Also for global companies in Switzerland, The Network helps us to provide a successful and established international recruiting platform. Feedback from Swiss clients tells us that recruitment with a global approach using local and leading jobboards through jobs.ch is good value and very efficient for them."

As Torsten Muth comments: "Networks seem to be the buzz word at the moment. One hears about "networks" on a daily basis; social networks (Facebook), professionals networks (LinkedIn), etc. However, networking in recruitment is an old and classic method. The recruitment

industry is, and will always be, a people-to-people business and networking plays a very important role when searching for the suitable candidates. When talking about executive recruitment, then networking becomes even more important.

Networking is the most successful methodology when approaching senior talent; and for senior talent to be contacted by a headhunter is a self-esteem factor. Who nowadays hasn't received a call from a headhunter? But now the executive recruitment industry has a new channel to network, the Internet. Thus it is much easier to enter a network or to display yourself to the network of recruiters. However, it is very important to find the right network of recruiters as not every recruiter is the right one for the skills one has to offer. Experteer i.e. will qualify every recruiter on its service along the criteria whether he/she really is targeting executive level candidates or has jobs to offer at this level. Successful or not, it will depend on how discreet, trustful and

confidential is the contact/connection between the headhunter and the senior jobseeker."

How will they influence the recruitment industry?

There are several new entries to the market, according to Torsten Muth: "Publishing companies are entering this new industry segment and launching these types of networks (e.g. VNU Business Publication Ltd.), as well as recruitment/HR consultancy companies (e.g. Networks Group Holdings Plc.). The idea of a "one-stop-shop" is highly attractive for recruiters, especially those who search for professionals across several countries (e.g. EMEA Recruiters)." However, he feels the weakness of such networks will be that there are too many online recruitment services available; saturation of service offering. He says: "It is also another method to source professionals, and recruiters will need to be trained to effectively use this source. Finally the good networks will

"With all the positive feedback that we received last year from our customers we are convinced that more and more companies need to extend their reach to attract top talent into their organization."

Pierre Emmanuel Derriks  
The Network

differentiate themselves through the quality of service (jobs, matching technology, quality of headhunters on the service) rather than through quality. On the quantity side of the industry there will be a wave of consolidation as there are too many players out there."

In an ever-changing world, the worldwide recruitment sites market will streamline and mature. For many companies such sites could become very handy weapons in the 'War for talent.'

Lauren Mackelden  
UK Features Editor  
Online recruitment magazine

**THE NETWORK**  
Global leader in online recruitment

The Network is a formal alliance of **31 leading job sites** dedicated to online recruitment in **64 countries**.

- ✔ Single **contract** and **point of billing**.
- ✔ Single **account** manager.
- ✔ Single **point of posting**.
- ✔ **Service, support and expertise** from online recruitment leaders in their respective local markets.

Contact us: [info@The-Network.com](mailto:info@The-Network.com)  
Visit [www.The-Network.com](http://www.The-Network.com)

The Network countries include:  
Argentina, Australia, Austria, Bahrain, Belgium, Bulgaria, Canada, Caribbean Region, China, Croatia, Czech Republic, Denmark, Egypt, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Iraq, Ireland, Israel, Italy, Jordan, Kazakhstan, Saudi Arabia, Kuwait, Latvia, Lebanon, Libya, Lithuania, Luxembourg, Malaysia, Mexico, Montenegro, Netherlands, New Zealand, Norway, Oman, Pakistan, Philippines, Poland, Portugal, Qatar, Romania, Russia, Serbia, Singapore, Slovakia, Slovenia, South Africa, South Korea, Spain, Sweden, Switzerland, Turkey, United Kingdom, Ukraine, United Arab Emirates, USA ..