

Leading the Way in Recruitment Service Provision

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360 Search has recently been awarded Preferred Supplier Status with one of the largest and most discerning employers in New Zealand, namely, Auckland City Council. Congratulations to Auckland City Council for their proactive approach in continuing to develop their strong employee focussed culture and for leading the way in talent identification, acquisition and development.

So, what is a Preferred Supplier Arrangement? – short listing and managing your recruitment providers under an agreed structured framework. The agency is given a commitment and an employer reciprocally benefits from their effort and commitment in return. That's what motivates us to work for you!

The right processes and means of engagement will ensure that you identify and capture the right personnel.

Are you working with the right Consultants to market your vacancies in innovative ways, and allowing them the time to screen the market to a short list of candidates?

Are you going to deal with several agencies or any unqualified person who sends you a remotely relevant CV (not in this market I suspect) or are you going to commit to a partnership situation?

To streamline recruitment processes a company needs to make a choice from:

Either:

Contingent Recruitment = All care, No Responsibility Recruitment. The Consultant knows you have the vacancy with several agencies, so if he/she does not fill the role, it's no skin of their nose. They can fill a role with your competitor instead. Contingent Consultants list a high volume of vacancies to cover their bets.

Or

Preferred Arrangement Consulting: = All Care and Accountability – Commitment, Industry knowledge, consultation and total engagement. Building your talent pipelines and promoting your employment attributes. Total understanding and advocacy of your employer brand. Focussed on service delivery!

What are the key factors required from both parties in a successful Preferred Supplier Agreement?

- Willingness to Engage
- Willingness to give something away
- Willingness to Commit for a given period
- Willingness to be realistic
- Commercially beneficial for both parties.
- Some flexibility

To sum up the above = Good Will

What are the benefits to the employer of utilising a Preferred Service Provider?

- 1) Preferred Rates
- 2) Priority Focus on your vacancies.
- 3) Employment Brand Advocacy, effectively marketing of your organisation the way you want to be marketed.. Enhancing your employer brand and working your strategy in the market place.
- 4) Metrics – You can measure and audit your provider (daily, weekly, monthly yearly depending on your requirements)
- 5) You allow an agency to get to know your business and modus operandi. Vice Versa.
- 6) You have the best of both worlds, market knowledge and committed services.
- 7) Commitment to developing talent pipelines for your company and industry.
- 8) Reduction of Cost per hire and Time to Hire.
- 9) Keep all hands on deck within your core business while experts screen applicants and short list for interview based on clear briefs.

What Criteria should your preferred provider of recruitment services meet?

- Innovation – Are they using their market knowledge, technology and networking in the right sectors to reach your target audience.
- Marketing your roles and your employment brand in inventive ways.
- Service Driven – You are the paying customer, the service is to your company and although we will take the candidates needs into account, it is all about your organisation.
- Accountable for their actions in the market.
- Willing to place a measure of guarantee for their services
- Aligned with your industry, an integral part of the success of the industry served. Working with Educational Institutes, Professional Associations to promote careers in the sector.

- Strong marketing capability, user friendly systems, transparency and measurement capability.

There has to be a high level of trust, and integrity to create a sustainable arrangement that works for the employer, the consultancy and not to forget the prospective employees. Integral to this, is the familiarity with each other's businesses, the culture and the markets operated in.

Metrics which can be provided through Sound Recruitment Systems

A major factor is having a system which can report on the necessary metrics required to give the employer a full understanding and statistical feel for the market.

The result, is that they can make informed hiring decisions regarding the most suitable applicants, rather than waiting for the "ideal" candidate to miraculously appear.

Often I find that the decision making process is too slow, because the employer does not understand what the Consultant understands. Hence, someone has not done there job correctly.

I often here about Property, Construction, Engineering sectors as having streamlined procurement systems. Is your company applying the same logic and methodology to recruitment? If not why not?

If you are utilising several agencies at the same time to fill each role, you will dilute the impact of the campaign and create an un-coordinated mixture of results.

An example of key metrics to understand are:

- 1) The number and type of people spoken to about a job
- 2) Where the vacancy has been advertised and to what audience
- 3) What number of potential candidates were exposed to the vacancy and their reaction.
- 4) What was the feedback
- 5) Why are people interested and why not?

Try doing this with several agencies and several systems. Messy.

Your Recruitment Providers and Advertisers - Are they:

- ? Innovative
- ? Marketing your roles and your employment brand in inventive ways to target the right audiences and spark interest.

- ? Enhancing the perception of your brand?
- ? Service Driven
- ? Are they willing to risk a fee by presenting the facts about particular candidate or will they omit information?
- ? Accountable for their actions in the market.
- ? Willing to place a measure of guarantee for their services

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