

Recruitment Rat Race over for now

Believe it or not the recruitment industry in NZ has no effective governance; it's been self regulating, albeit poorly. The recession is in itself a welcome regulator to get the Consulting back into recruitment.

There is most certainly a clean out happening in the recruitment sector and a lot less bad business flying around. It's bloody refreshing to put it mildly to be back in a position where we can really add value and show our clients what we do for them.

There is no need to be paying fees to Recruiters who are finding you the same candidates you can find yourself. The message here is not to engage a Recruiter unless you have exhausted your own avenues. Also don't be afraid to disengage those who are not capable of complimenting your own resources. It is good to see employers in the market taking back some control although smart employers look at the value a potential employee adds rather than the cost to hire alone.

We now represent our clients' largely on the challenging, hard to fill vacancies where our fully engaged service relies on a commitment from both parties to get the vacancy filled within time, scope and budget. As opposed to the opportunist recruitment we have all been drawn into over the years. **Recruitment is no longer a lolly scramble!**

We have less clients and better results for them, because we no longer spread ourselves thinly across the market trying to be all things to all companies. **Remember that your contingency recruiters are hedging their bets by promoting the same candidates to your company and your competition.** This can rapidly evolve into an adversarial relationship rather than a loyal Client/Consultant one. Engage with the best Consultants' who have deep networks in your sector and they will compliment your own resources, rather than work against them.

The recruitment trap that New Zealand fell into during boom time, was that companies did not have the systems and processes in place, nor were they up to speed with the technology to capture the candidates before the agencies got hold of them.

The recruitment industry was technology savvy and took full advantage of the employer's lack of preparedness in this area. Now, particularly the larger employers have implemented processes, and employed people from the recruitment sector internally. They now have the intellectual property and the tools to take back some of the control that agencies had over them in the skill short market.

The hard to fill vacancies such as the highly technical or the senior management roles are where a good external recruitment consultants should be engaged on an exclusive basis, once you have exhausted your own resources.

Recruitment has been described as the necessary evil for too long and the current market correction is such, that those Recruiters' who don't have the ability to really consult on the best process to access your talent, are now all but redundant.

It's nice for me not to be racing to send a CV, but working on challenging projects for clients with real recruitment issues. Having the time to spend on the due diligence of search and selection is what consultants charge for.

Paying a Recruitment fee is more of a commercial decision than ever in these times, so as an employer you want to see more than a Recruiter taking a job brief and sending a CV. Full engagement means you get to see what effort has gone into a search process to uncover the key drivers of the talent you really want access to. **“Remember that the best people are not actively looking at job boards or situations vacant.”** Discerning candidates will only talk to Recruiters who have proven to them that they are knowledgeable and have the integrity to manage their career in confidence. They won't go looking for you, so we need to go looking for them on your behalf. The results speak for themselves.

The construction and infrastructure sectors are still competitive in terms of top talent.

With the infrastructure sector gearing up for National's promise of spend in these sectors your client's are tightening their own criteria to ensure that your attributes measure up, so churning your mediocre employees is necessary.

If you have exhausted all other options or you simply want to find the most efficient path to making your next strategic hire then talk to us about the best means of targeting, attracting and hiring.

I've said "no" to several clients lately when they have asked me to source candidates which several other agents are also engaged to do. I've spent my time with client's who have had a real problem and gained satisfaction in working with them in solving it.

Recruitment Marketing and search needs to be innovative and reach it's target audience. My message reached you didn't it? If you've been struggling to fill a vacancy for some time call Nick Smith on 09 523 4 360 or email nick.smith@360search.co.nz