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# 5 KEY RECRUITMENT TRENDS TO CAPITALISE ON FOR 2018



## WHO ARE S1 JOBS?

Launched in January 2001

Voted Most Iconic Scottish Brand

Voted best Regional Job Site (National Online Recruitment Awards) A Record Breaking 8 Times

Over One Fifth of the Working Population Visit s1 Jobs Every Month

Recently Launch 11 Additional Regional Sites Across rUK

# 1 PERSONALISATION

- s1 Cardinal Rule – SEEKER first
- Seekers don't want all the jobs, they want the right job
- First Job Board to allow seekers to differentiate between staffing and corporate vacancies
- Defied the established model of 'stack it high sell it cheap'
  - Quality roles
  - Less duplication – delete duplicate jobs!
  - Higher application rates
- Matching – create an individual site experience for your seekers
  - Recommend Jobs – 31% increase in conversion rate
  - Recommendation Engine > Semantic Search
  - What can they do vs what they like to do
  - Recommended Content

## Which job board do you think is the best?

Those engaged with s1:



Other respondents:



All other job boards had less than 10% of respondents rating them as 'best'

Sources: 647 jobseekers registered with s1jobs

1,490 jobseekers not already registered with s1jobs

Note: For full results and quotations please see section 1.2 to 1.4 of the Appendix

## Perceived Relevance & Ease of Use

Those who agree that the following have a relevant selection of jobs for them...



Those who agree the following are easy to use...



## 2 CHATBOTS

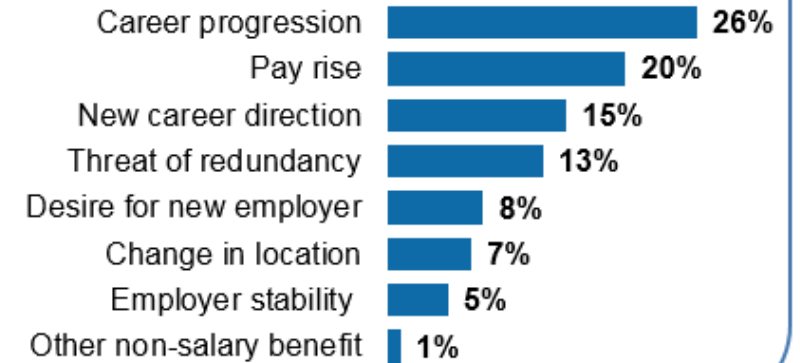
- Garner predicts that by 2020 we will have more conversations with chatbots than our spouse
- Internet has 1.3 billion websites
- How do we distribute all this information?
- 46% of candidates never hear back from a company after application
- 74% of passive candidates would be open to the right opportunity – Trojan horse



# 3 INFORMATION

- Information age will become the inform age
- Maximising the appeal of content
- Know what they want
  - 77% of candidates want more employer information
- How they want to consume content
  - Video, video, video
  - More video is consumed on Facebook than YouTube
  - Generation X are holding back the video job posting

## *Reason for Job Seeking*

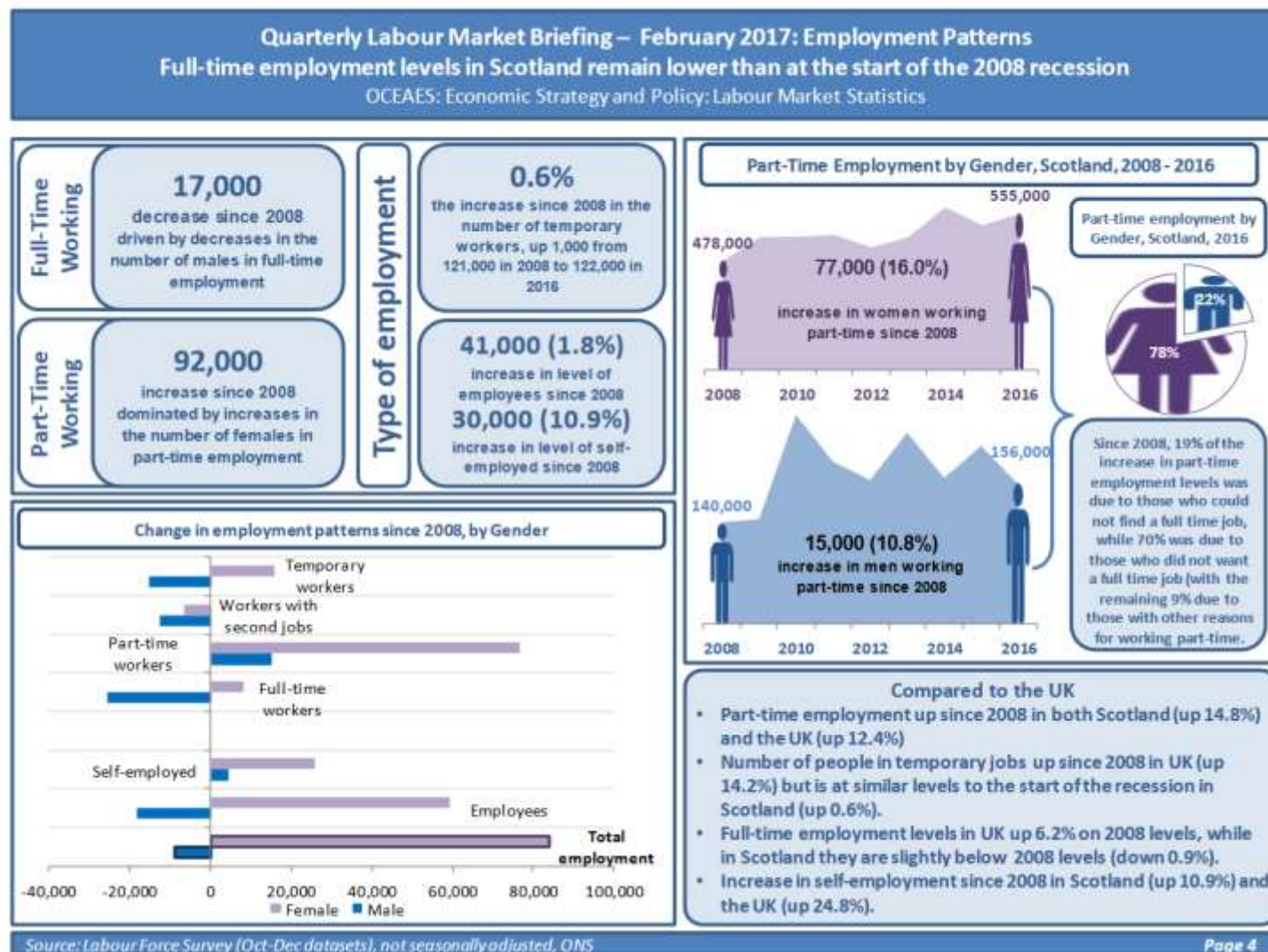


## *Content Preferences*



# 4 PART-TIME

- Who do we think about when we say part-time?
- 27% of the workforce
- Its growing
- 78% are female
- Different reason for being PT
- ONLY 13% are students





An illustration of an iceberg floating in a teal ocean. The tip of the iceberg is above the water line, while the much larger, jagged base is submerged. A shark is visible swimming near the submerged part of the iceberg. The background is a gradient of teal with a few white birds flying in the sky.

**METRICS**  
THAT HELP YOU SEE  
**BEYOND THE APPAREN**

**BECOME A TALENT MANAGEMENT  
SYSTEM**

- How do you measure success as a job board?
- How do your clients measure success?
- Are they measuring success correctly?
- Deeper Metrics the solution?