

Ensure job boards thrive in
the sourcing era

Kasia•Tang



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I work with recruiters to help them reach more candidates.



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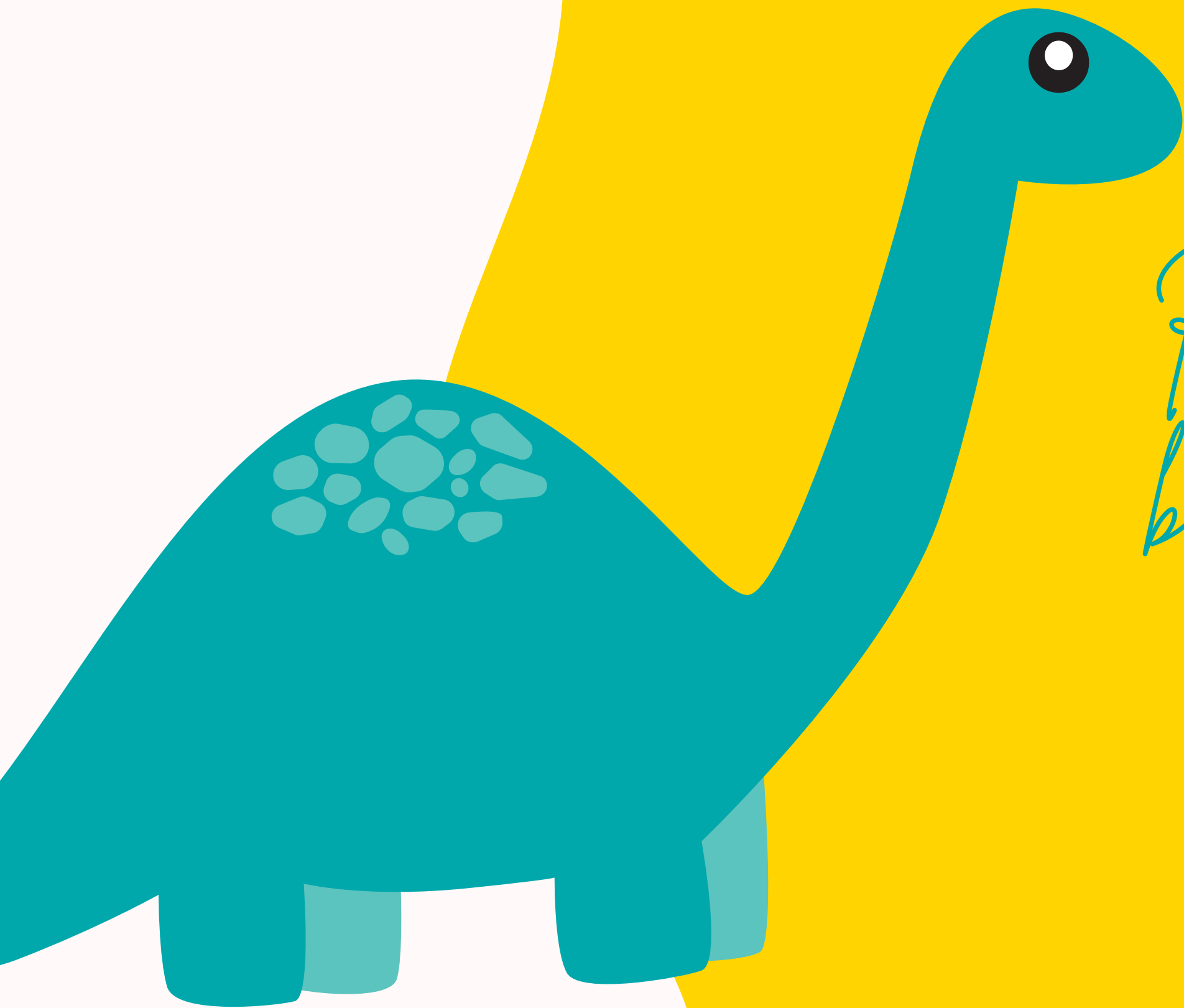


Why am I here?

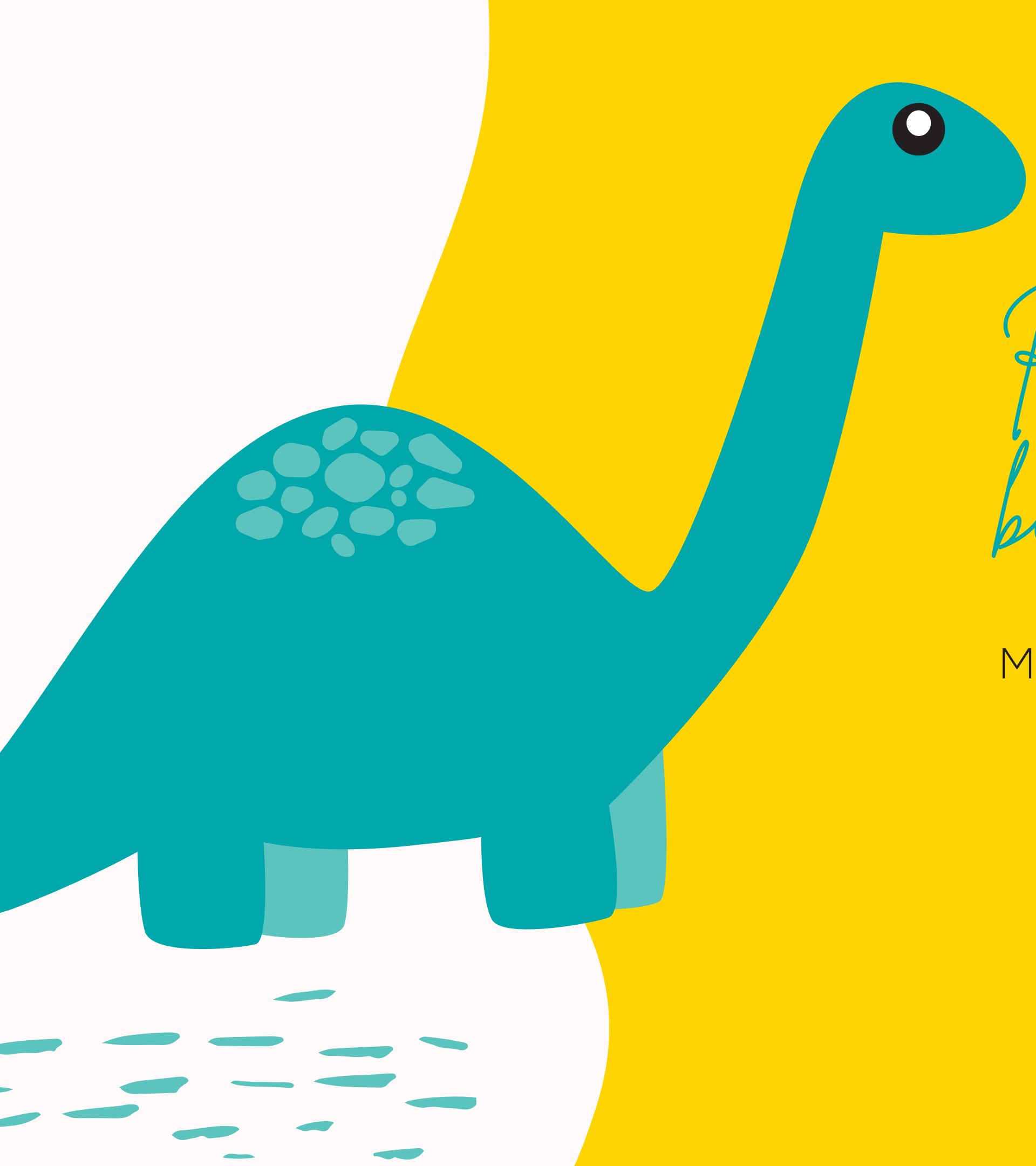
I work with recruiters to help them reach more candidates.

I run the largest community for recruiters in Poland, with almost 4000 members.

I've sourced candidates in different industries across Europe.



Remember the days
before sourcing?



*Remember the days
before sourcing?*

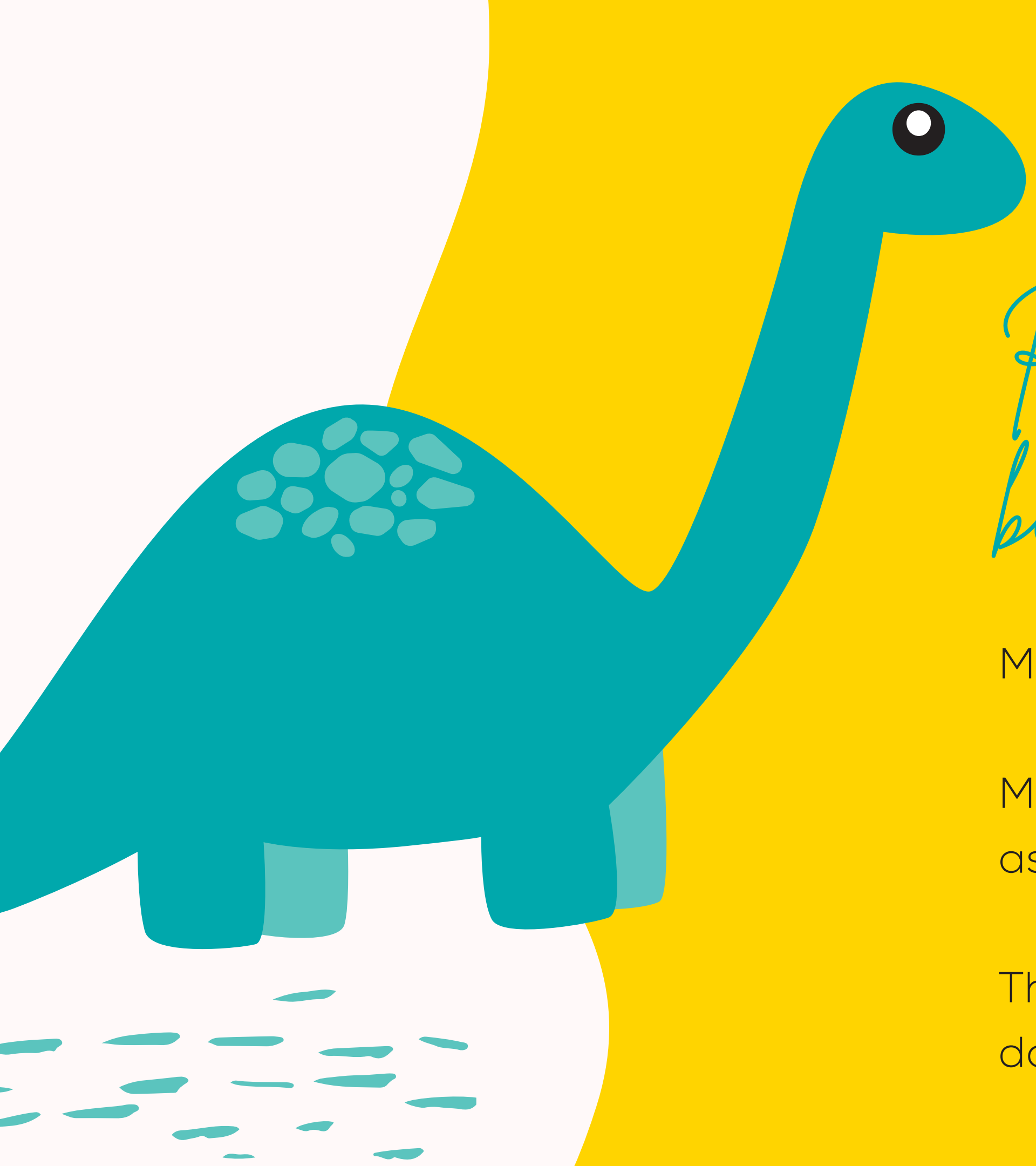
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Most recruiters don't.

Most recruiters will run a search on LinkedIn as the first step in identifying candidates.

That's before they have a look at their own database.

What do recruiters want?

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CANDIDATES!

What do recruiters want?

CANDIDATES!

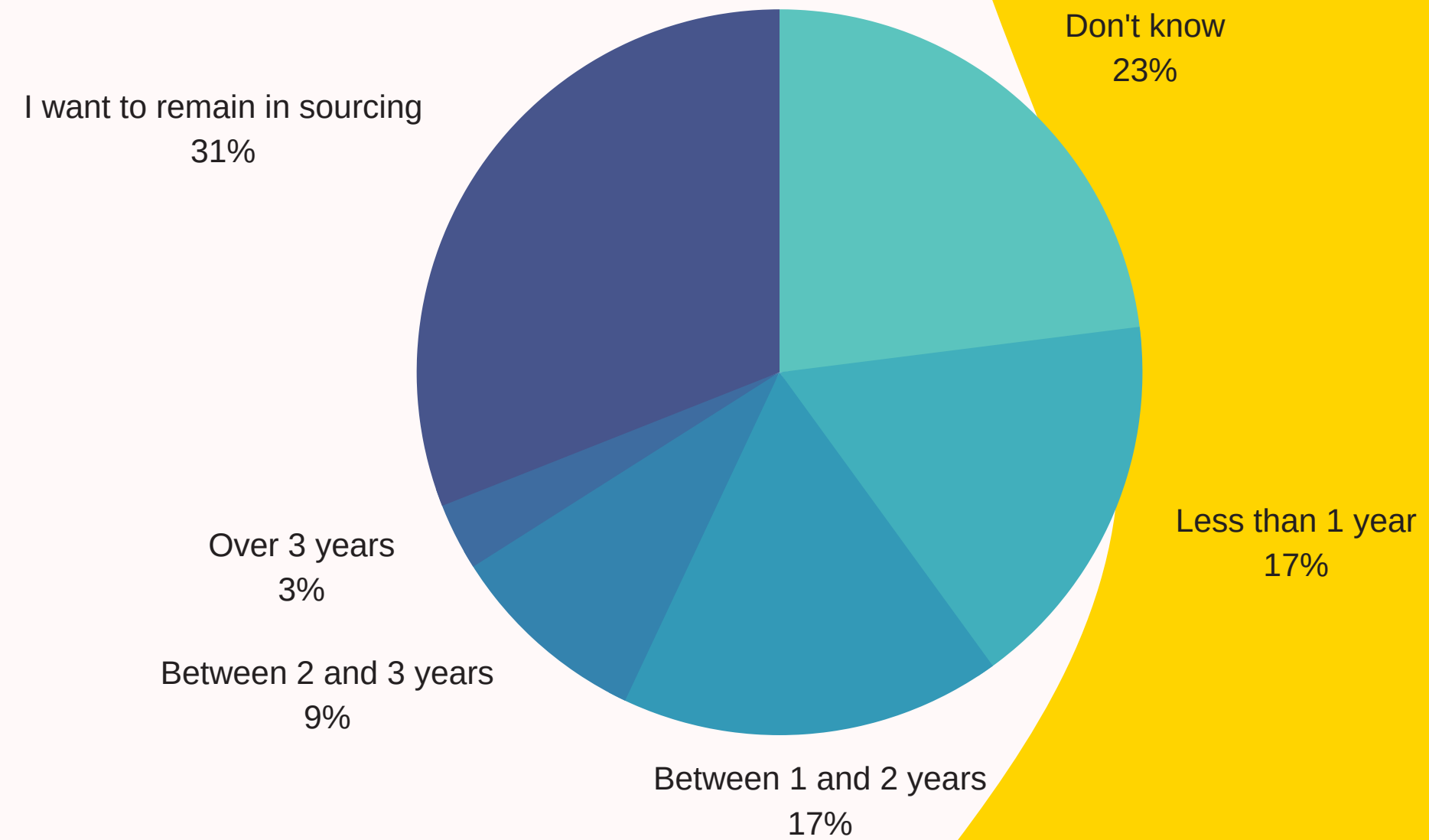
I'll let you in on a little secret...

Sourcing is not their
favourite task...



Sourcing is not their favourite task...

How long do you plan on working in a role involving sourcing?



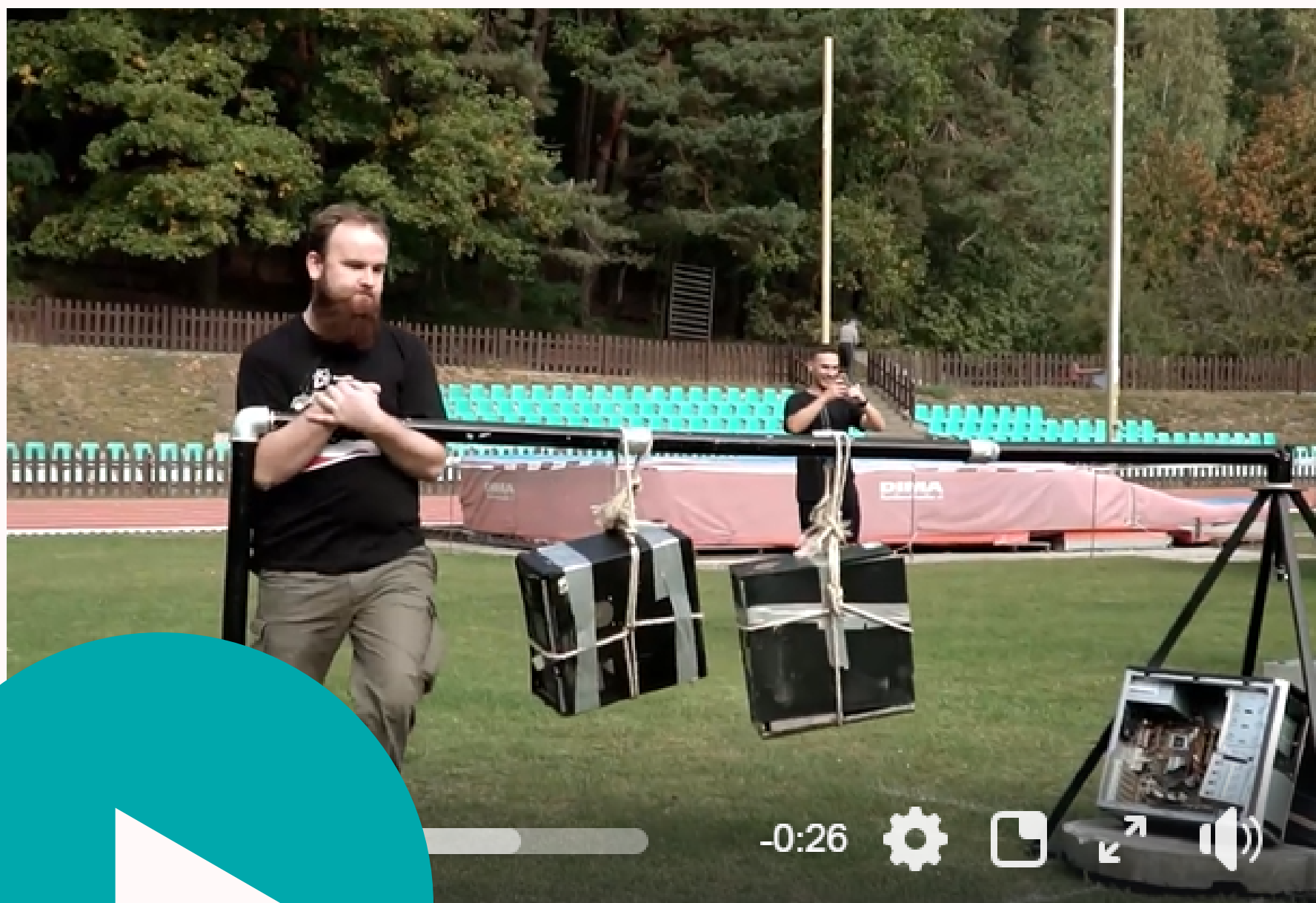


Let's take a hint from
the hospitality industry...



*Let's take a hint from
the hospitality industry...*

Bring in the candidates and recruiters
will follow.

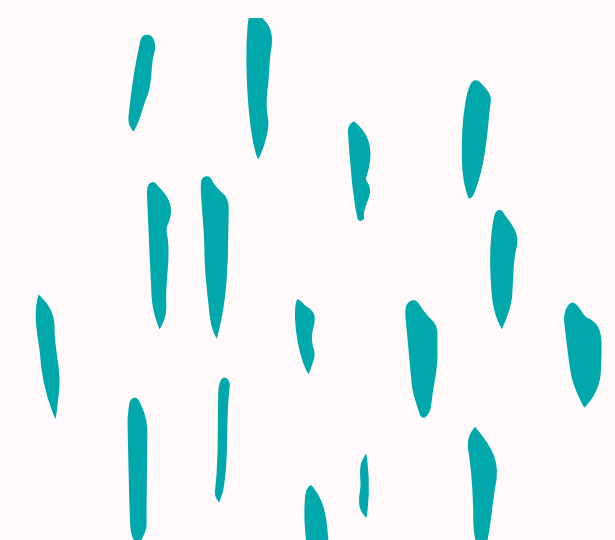


Make friends
with your target
audience

Example:

Just Join IT

Polish job board for developers



Deliver value
every day



Deliver value
every day



INDUSTRY NEWS

Deliver value
every day



INDUSTRY NEWS



NEW SKILLS

Deliver value
every day



INDUSTRY NEWS



NEW SKILLS

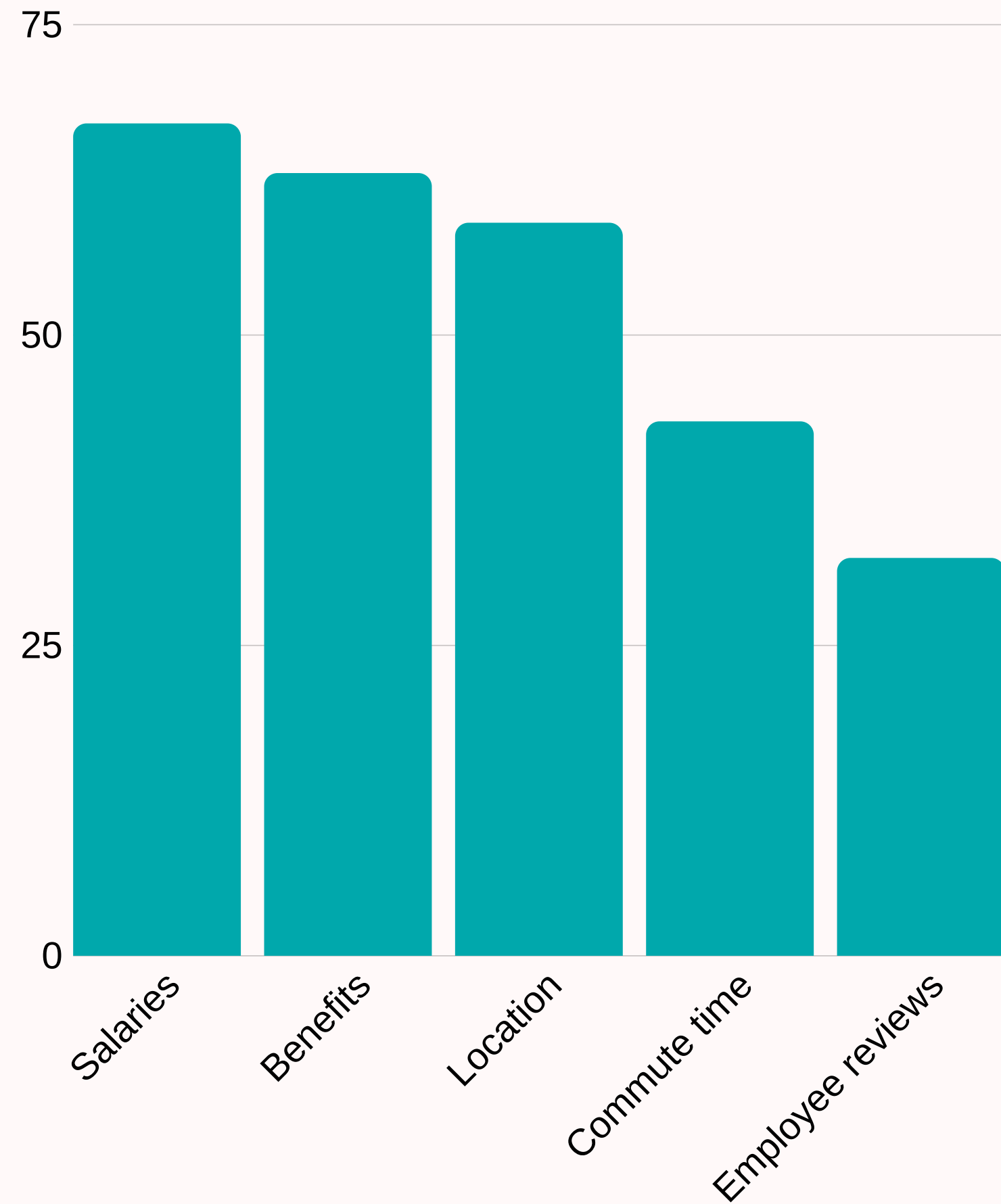


MARKET INSIGHTS

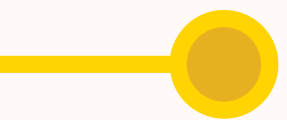
*Communicate with candidates
where they are*



Educate recruiters
about what candidates
want...



Study conducted by The Harris Poll on behalf of Glassdoor, 2019



AUTOMATIC REPLY TO
EVERY SINGLE APPLICANT



*...and help them
deliver!*



AUTOMATIC REPLY TO
EVERY SINGLE APPLICANT



BETTER JOB AD TEMPLATES
COPYWRITING SUPPORT



*...and help them
deliver!*



AUTOMATIC REPLY TO
EVERY SINGLE APPLICANT




BETTER JOB AD TEMPLATES
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INTEGRATION WITH ATS
SYSTEMS



*...and help them
deliver!*



Make recruiters look
good to become their
number 1 choice



Relevant applications

What do
recruiters need?



Relevant applications



Statistics that allow to
optimise efforts and make
better decisions in the future

*What do
recruiters need?*



Relevant applications



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Quick help answering
questions

*What do
recruiters need?*

The background features a large yellow circle on the right side. Teal shapes are present in the top-left and bottom-right corners. There are also patterns of teal and yellow teardrop shapes scattered on the white background.

You can't go wrong

IF YOU KEEP DOING THE BASICS
RIGHT



Thank you for your attention!

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