

What Candidates Want

AND

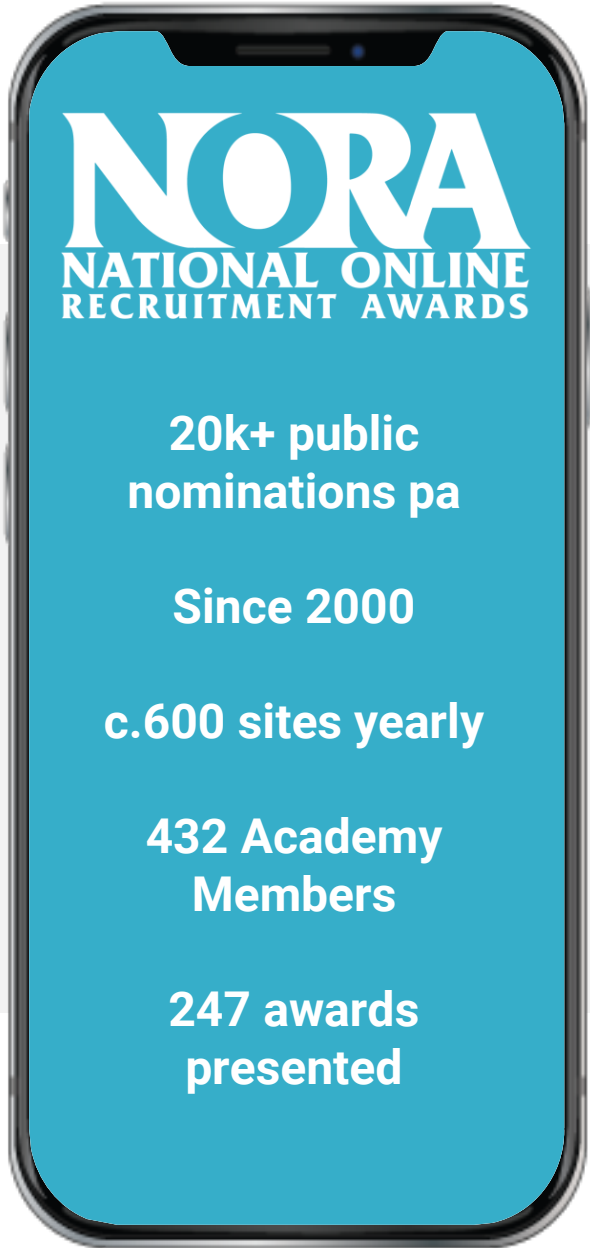
**WHY YOU
SHOULD GIVE IT
TO THEM**



Stephen O'Donnell



BRITAIN'S BUSIEST JOBSEEKER




Candidate is king (& queen)



20 judges
annually



Prioritise
Mobile devices



63% p.a.
New Finalists

Of those who nominate, c.17% give feedback

**IF YOU'RE
NOT PAYING,
YOU ARE THE
PRODUCT**

ACCEPTANCE VERSUS PUSHBACK



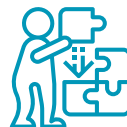
YouTube is a threat



1200%
More shares



Most searches after Google

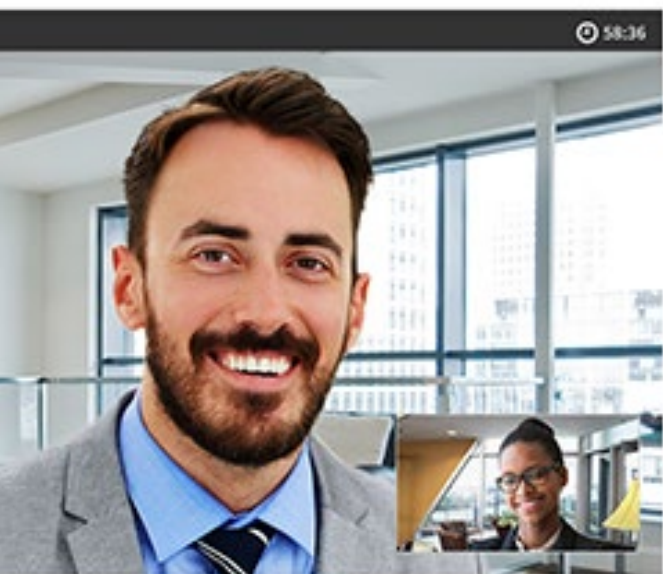


50%
Mobile devices



20%
10 seconds

Corp.



Chat Room

Michael Roberts
Hello!

Sarah Smith
Hi Michael, how are you?

Michael Roberts
I'm well!

Michael Roberts
Are you ready to start the interview?

Sarah Smith
Yes.

Michael Roberts
Great, let's begin.

>

Video Interviews



Candidates know they're being screened



Recorded video interviews are perceived as unfair



Employers must produce authentic video content

CV DATABASES SUCK

who has been peeking at my CV?

GOOGLE'S MOBILE MOMENT

59% of job searches on Google coming from mobile.

8% come from tablets

33% from desktops



JOB

ADVERTS

SUCK - especially on mobile

quality control, anyone?

JOB BOARDS in 2019

HAVE

The technology, data, and opportunity to

**DELIGHT
CANDIDATES**

**SO WHAT
DO CANDIDATES
WANT?**

NO BLACK HOLE

An open and transparent apply process

THE FEEDBACK MYTH

A fast rejection is better than a detailed reason

NOTE OF INTEREST

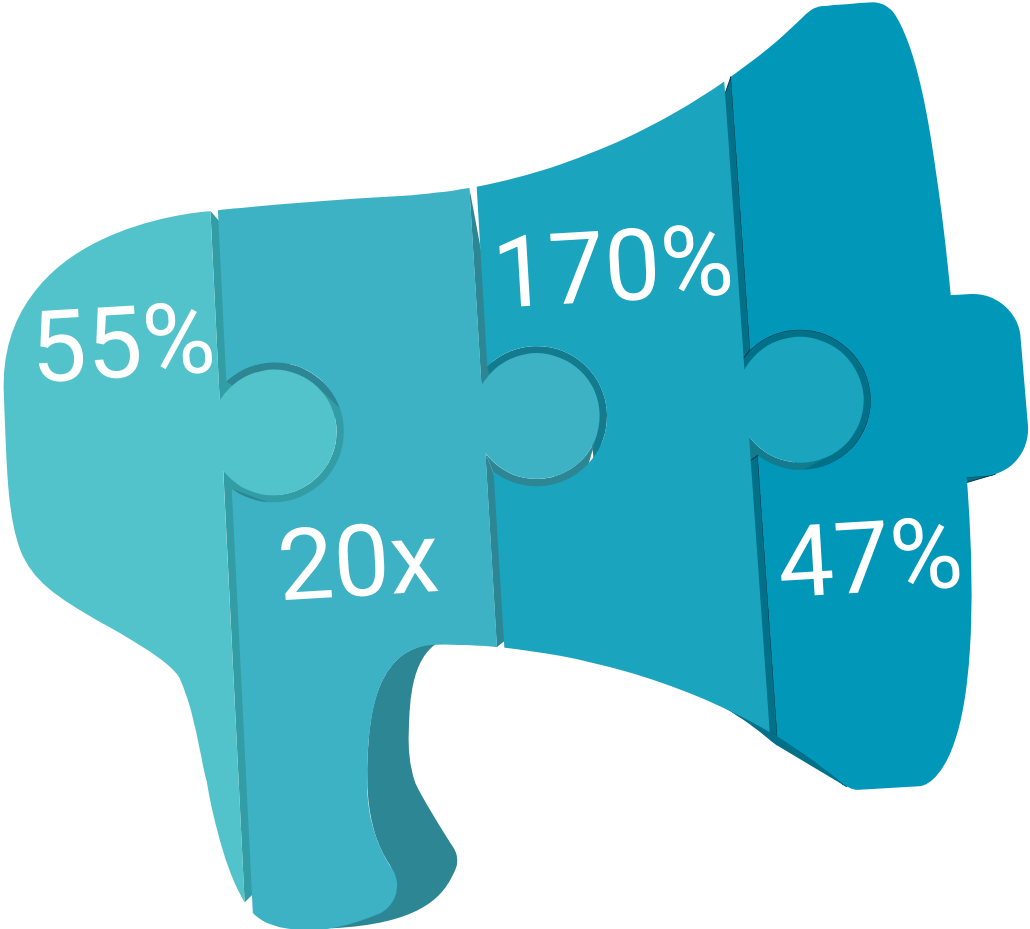
SEND ME MORE INFORMATION BEFORE I APPLY

MORE INSIGHT

1. HOW MANY HAVE ALREADY APPLIED?
2. APPLICANTS FOR THIS JOB ALSO APPLIED TO THIS JOB
3. VIDEO CONTENT

RECRUITMENT VIDEO STATS

outbound video



55%

Of candidates say employee generated video is more trustworthy

5x

Video job ads are shared 5 times more than text ads

170%

Increase in the calibre of applications

47%

Increase in the volume of female applicants



VIDEO IS EVERYWHERE

Social media channels – live streaming and replay catch-up



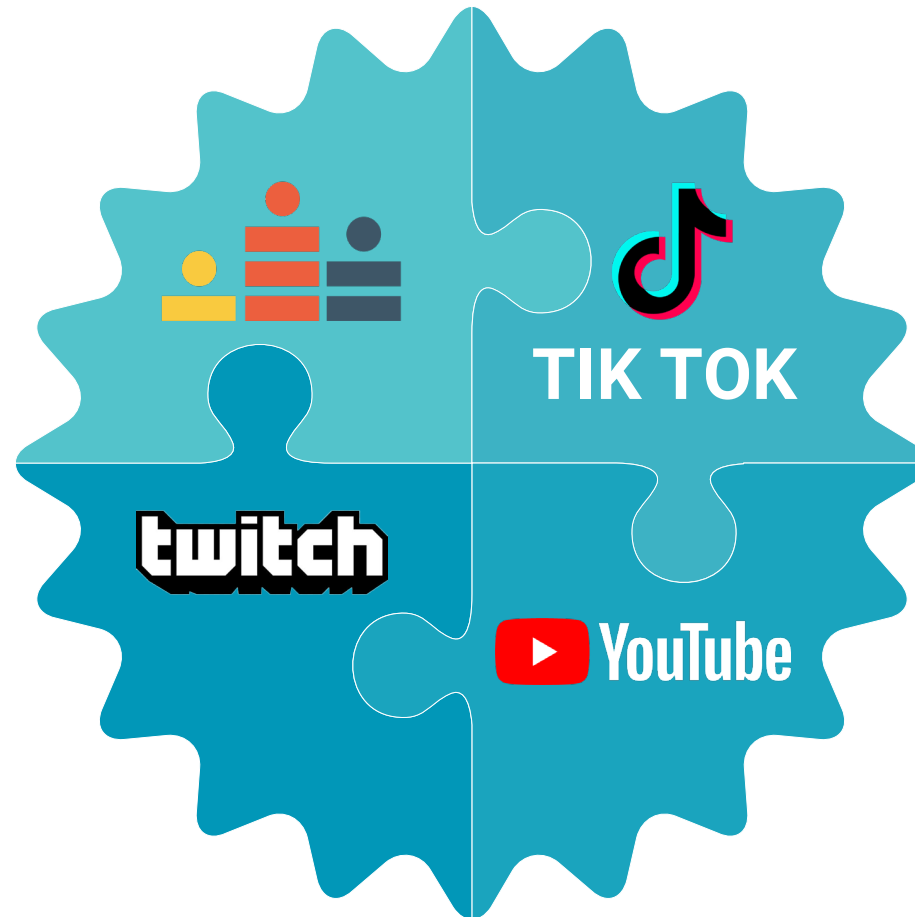
Facebook

People spend 3x as much time watching a Live video than a pre-recorded one.



Instagram

Instagram Live gets you bumped to first place in Stories shown above the feed..



LinkedIn

Live smartphone video prioritised to the top of your followers' feeds .



Twitter via Periscope

Tricky to setup, but fantastic for broadcasting live events.



RECOMMENDATIONS

Enable filtering of employers and agencies

Enable detailed filtering like VERCIDA







RECOMMENDATIONS

Inform candidates precisely who has viewed their CV

Prioritise adverts with rich content for better conversions



IDENTIFY DUPLICATE JOBS – GIVE CANDIDATES THE CHOICE

Sales Executive

 SAVE 



Realise Recruitment
Glasgow (+1 other)

[Apply on S1jobs](#)


[Apply on Smashing Career](#)


[Apply on reed.co.uk](#)

[Apply on British Jobs](#)

[Apply on EmployZone](#)

[Apply on LinkedIn](#)

 3 days ago

 Full-time

Business Development Manager - Print Technology

Up to £35,000 DOE, OTE 50k-70k + car/allowance

We are looking for an experienced Photocopier Field Sales Consultant for a commercial business development role with our Managed Print Services client. For this position we are looking for a sales professional who is proven within the print technology sector, to join a business who are a leading provider of these devices.



RECOMMENDATIONS

Flag when a CV contains details which are a security risk

Use your data to inform candidates with real-time insights



THINK LIKE A CANDIDATE

What would you want?

THANK YOU

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