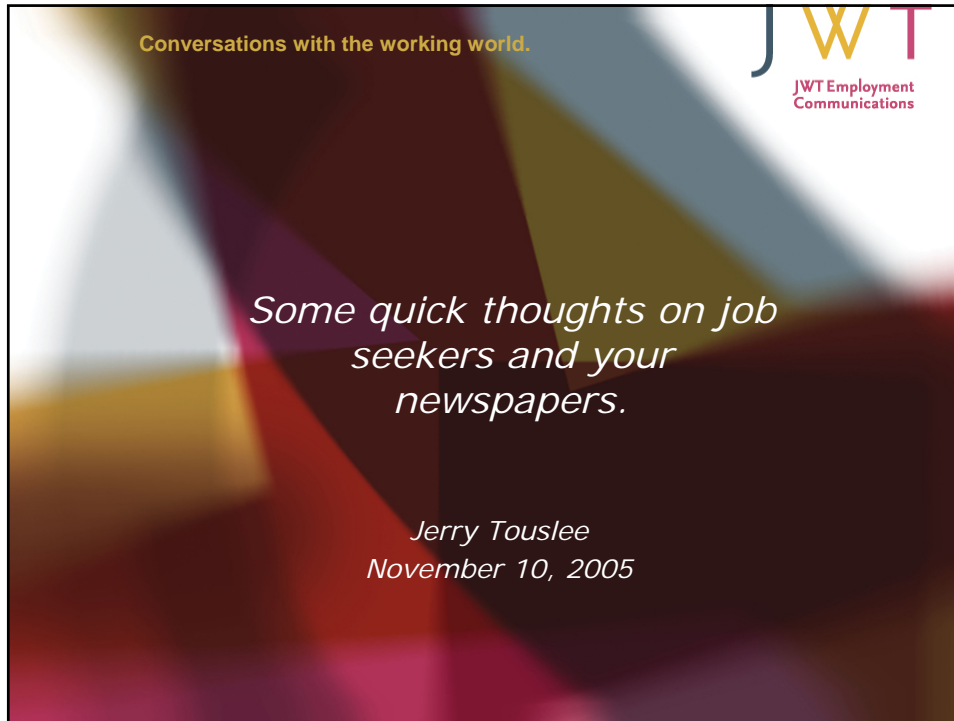



# Recruitment Agency Roundtable

**Where do job candidates come from?**


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attract. recruit. retain.

- 61% of all external hires can be attributed to just two "channels" - Employee Referrals and the Internet
- Hires from the top 3 job boards (Monster, CareerBuilder and HotJobs) account for 22.8% of hires attributed to the Internet
- 57% of hires attributed to the "Company Web site"
  - 16.9% Niche Sites
  - 8.6% Monster.com
  - 8.1% CareerBuilder
  - 6.1% HotJobs

Source: CareerXroads, Annual Report: Sources of Hire 2004

# Recruitment Agency Roundtable



Where is the spending?


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attract. recruit. retain.

*2004 spending:*

- *Newspapers: \$4.6 billion*
- *Online job boards: \$1.3 billion*
- *Company career web sites: \$1.5 billion*

*Source: Borrell's 2005 Outlook*



Why should you care?

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attract. recruit. retain.

~~Age 18-24: 32.6% read classifieds vs 10.3% that looked for a job online~~

~~Age 25-34: 25.1% read classifieds vs 15.1% that looked for a job online~~

~~Age 35-44: 33.0% read classifieds vs 11.0% that looked for a job online~~

*And online advertising isn't going to the house for job ads.*

Age 35-44: 33.0% read classifieds vs 11.0% that looked for a job online

*Source: Mediamark 2005*

# Recruitment Agency Roundtable



Things have changed.

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*Time is the new currency.*

*The jobs need to find the people.*

attract. recruit. retain.



Some suggestions.

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*Diversify your offerings.*

*Make ROP easy and readily available.*

*Segment and target your readers.*

*Partner with other offline media. And each other.*

*Be flexible and add incentives.*

attract. recruit. retain.

## Recruitment Agency Roundtable

**JWT**  
JWT Employment  
Communications

And don't forget...

attract. recruit. retain.

*Customer service definitely matters.*