

THE GREAT TALENT HUNT

PLANNING YOUR NEXT CAREER MOVE OR SEARCHING FOR A NEW HIRE? SANDY OLDHAM OUTLINES THE CHALLENGES AND OPPORTUNITIES THAT COME FROM WORKING WITH RECRUITERS.



The relationship you have with your recruiter, no matter what your goal, is arguably one of the most influential you may ever experience in your career. Nevertheless, in many cases, such relationships begin with little thought.

Candidates want a job and clients want to fill jobs, but it's not that simple. Success doesn't come by chance in any industry so why should recruitment be any different? Finding someone to assist your career or add to your team, takes time, communication and commitment.

Here are some factors for you to consider when dealing with the recruitment industry:

RECRUITERS ARE NOT ALL THE SAME

If there's one thing the recruitment industry can guarantee, it's choice. In fact, the number of niche or specialist recruitment firms in Australia has increased exponentially during the past 10 years.

In an industry with no barriers to entry and relatively low start-up costs it's hardly surprising, but the point is, anyone can have a go.

How well do you know the recruitment firm you're dealing with? Do they know the market? Are they connected? Do they have ethics and integrity? Do they have your interests at heart?

For a recruiter, building a talented bank of candidates or

impressive range of job opportunities requires skill, in-depth industry knowledge and genuine passion for the business. Make your choice a wise one and do your research – it will make all the difference.

ATTRACTING QUALITY TALENT

You've heard it over and over again – we have a talent shortage. The fact is good candidates are always in demand and I've yet to meet a client that didn't want a good candidate.

But working with a recruiter requires a commitment from everyone involved; companies need to consider the competition too. Why should a candidate want to work for you, what long-term career development opportunities exist and what strategy is in place to retain people?

Consider how the job brief sells the firm and be careful not to over-promise – nothing triggers resignations quicker than disappointment.

MUTUAL RESPECT

A smart recruiter will communicate with his or her candidate at every turn. That said, candidates do need to be smart too.

Talking through your wish list, informing your recruiter of other agencies that may be representing you and who to, are just some of the best ways to ensure issues of misrepresentation, inappropriate vacancies and "doubling up" on opportunities are avoided.

If you are working with a recruiter that you trust and who you believe is looking after your



best interests, it shouldn't be necessary to engage the services of another.

QUALITY VS QUANTITY

Engaging a long list of recruiters is a trap many agencies fall prey to, usually due to time or lack of it. The end result is often a stream of recruiters racing against the clock.

The best results for clients and candidates are achieved when a relationship is established with a recruitment partner whose professionalism you respect, who knows your agency and understands your business.

A client will be best served by working with more than one but no more than two respected and reputable recruitment partners on a particular brief. The industry is small, the star candidates few. Let the recruiter service you professionally and efficiently – don't make it a race.

INVEST FOR SUCCESS

Investment in existing and new talent is crucial to the success of any company.

The Advertising Federation of Australia has made huge inroads into encouraging the industry to provide greater training and a number of agencies have responded

positively by implementing comprehensive programs.

However, training and developing talent in order to increase skills and remain competitive will become increasingly crucial to the industry's future.

LOVE YOUR WORK

Whether you're a client, a candidate or a recruiter with a past life in advertising we are incredibly fortunate to work in this wonderful industry. Show your passion.

If you are looking for a new position, take the time to put together a portfolio and a reel. Be prepared to talk about case studies; read the trade press; have an opinion about what's good and what's not in the industry.

As a client in an industry that is experiencing a severe talent shortage, it is essential to give candidates a reason to buy into your proposition, if you're excited – they will be too. <

Sandy Oldham is founder & director of Sandy Oldham Consulting.