

# PRESS RELEASE FOR IMMEDIATE RELEASE



Company        **Turnaround Group**  
Telephone     03 9620 7744  
Email          enquiries@turnaround.com  
Web            www.turnaround.com

Date            October 2009

Subject        Advertising, attracting Recruiters?

Not matter how well we say we are connected, or how many candidate referrals we say we get, most of us use advertising in one form or another. But just how good are our ads when we are looking for staff for our own businesses? When recruiters go looking for a new job where are they looking, what do they really want to see and what makes them actually apply? We got talking with our recruiters and had some interesting results.

When looking for a new job search 95% (that's right 95%!) of recruitment consultants surveyed said they would use online job boards in one form or another to get them started. Wether that be to find their ideal role, gauge who's advertising, what sectors seem to be busy or to get the numbers of rec to recs so they could apply as a general candidate. The more senior the recruiter the more they relied on rec to recs, professional contacts and approaching agencies directly rather than applying for ads. 87% recruiters used a combination of sources. (Including the paper, industry magazines, referrals, online ads and rec to recs).

After establishing where recruiters were going it was absolutely no surprise that our >2 year recruiters listed a reputable company, base salary and training offered as their top three most important things to see on an ad. So it doesn't really matter if a company (which is perceived as a non reputable agency) advertised a high base salary and an amazing commission structure, our recruiter wouldn't apply because that wouldn't be enough to "get me to work in a dodgy agency".

However our managers and five year plus recruiters were less concerned about wether the company was reputable and more interested that the role advertised was a "career progression role". Probably because as a manager or senior consultant it's your job to influence change and repair the reputation? In some cases it's beneficial to join a wavering business so the senior recruiter can have the biggest impact possible.

Surprising, location was a big must have on ads for all recruiters. Many complained that ads weren't specific enough citing "Sydney", they wanted to see "Sydney, CBD" or "Melbourne – Southbank". Obviously this could create problems for advertisers (particularly rec to recs) who don't want to give away who the client is!

When asked "what would you like to see more of in recruitment ads", this is where the responses came thick, fast and opinionated! Here is a selection of typical responses.

- Recruiters are clearly sick of reading generic recruitment ads. "There are hundreds advertised daily and a lot of them sound the same, or aren't for a specific role"
- 70% don't even bother applying for roles that don't specify the base salary, (base salary rated more highly than commission structure)
- Other benefits that make recruiters stop, read and apply include paid maternity leave, extra RDOs, study allowance, phones, lap tops and work from home options.
- Recruiters thought that specific company descriptions were lacking in ads (e.g. number of people, location, and culture). "An end to end recruitment role is almost the same everywhere, it's the company that's important to me"
- "Less buzzwords", "less touchy feely stuff", "less ra ra and more actual, informative detail about the role and the companies".

And our favourite recruiter quote about advertising?

*"I'm sure that writing in cliché sales w\*\*k like "Can you sell ice to Eskimos????!!!" appeals to some people, but does it really attract top billers? Why would you want to sell ice to Eskimos anyway? Sell them something they actually need. Something that solves a problem. Isn't that what recruitment is supposed to be about? Adding value to the client? How did the person who sold that ice to those Eskimo's add value? They just left a bunch of pissed off Eskimos in their wake, let me tell you..."*

---

The two main reasons recruiters look to initially move on is because they're dissatisfied with their company culture, direction or lack of it and generally they're bored in their role and seeking progression. Keep this in mind when writing ads to attract top recruiters.

In summary, less fluff and more facts, realistic OTE expectations ("woo hoo earn \$400k + in your first year", turns recruiters off). If you're trying to attract senior recruiters, don't rely on your brand, emphasise the career progression that's expected in the role. Or write in specifically that you'll take someone and train them up. Finally like any candidate who ever applied to an ad, good grammar and a well written advertisement is a basic necessity. No doubt we've all seen the ads that circulate the recruitment inner sanctum at the expense of a poor trainee recruiter seeking a "shit supervisor" instead of a "shift supervisor"! Would you apply to that?!