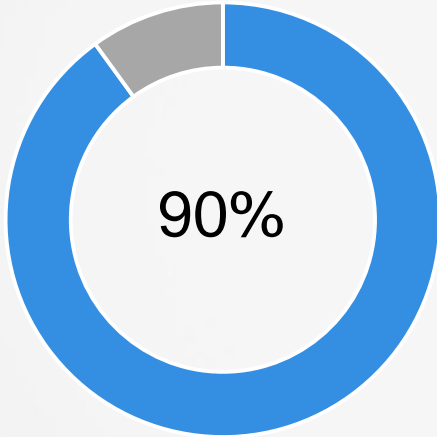


Taking recruiting from reactive to proactive

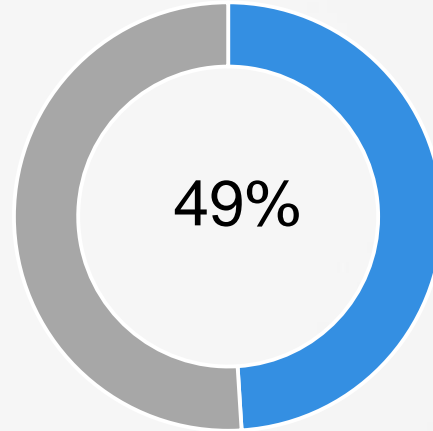


Marko Oltean,
Business Development Manager, TalentLyft

Why this topic?



...HR professionals believe that they should
be more strategic when hiring talent



...of them don't know how to do so

*Is your hiring strategy aligned with
company's growth strategy?*

Why is this **important**?



By 2030, there will be a global human talent shortage of more than

85 million people,

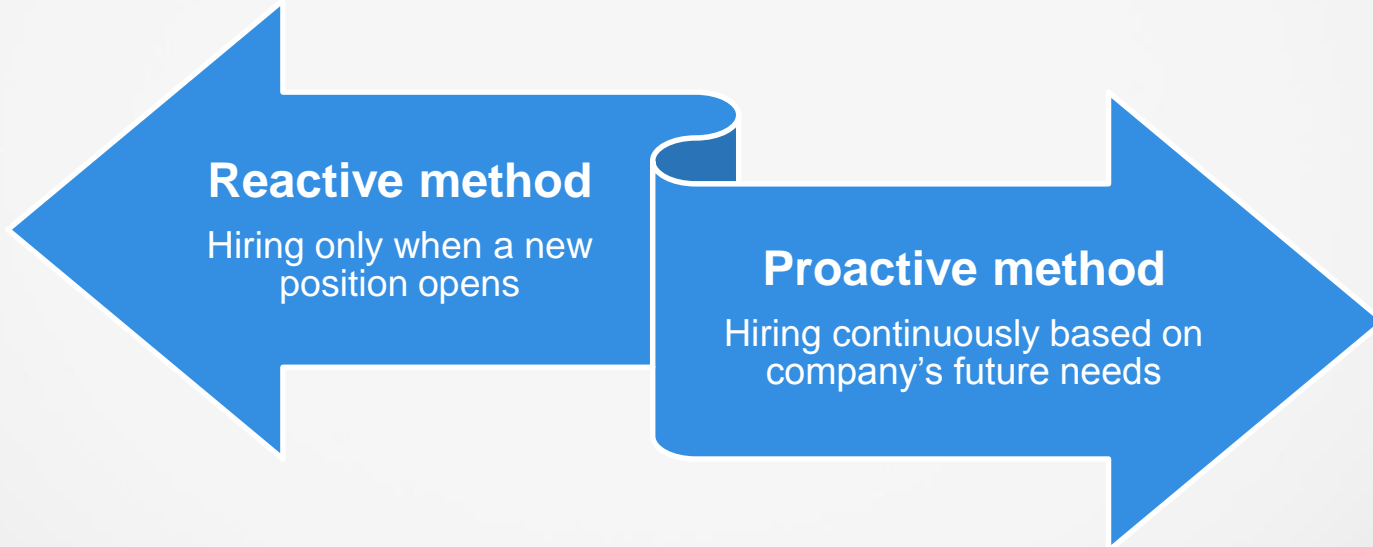
or roughly equivalent to the population of Germany.

Left unchecked, in 2030 that talent shortage could result in about

\$8.5 trillion in unrealized annual revenues.

What is your plan?

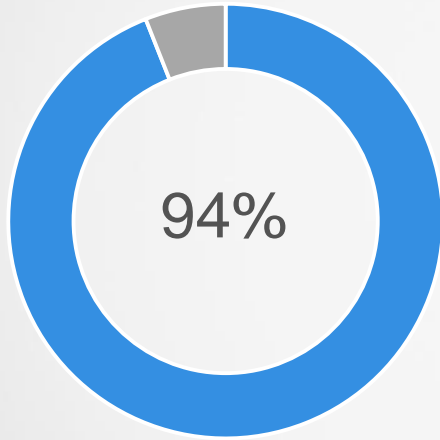
Transformation from **reactive** to **proactive**



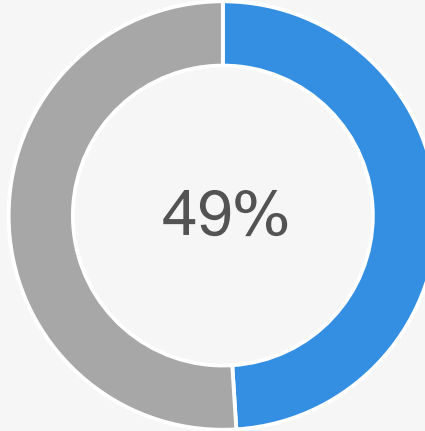
Proactive recruiting methods



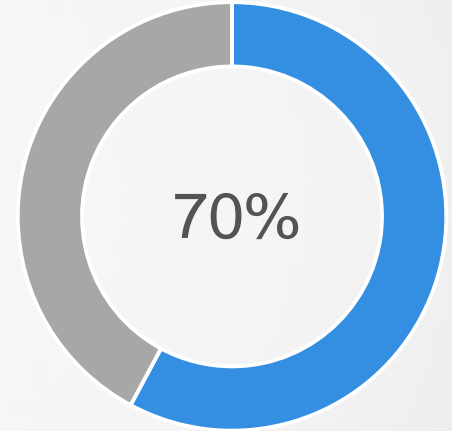
Importance of **Social Recruiting**?



...of recruiters plan to use social media for recruitment



...of employer have noticed that higher quality candidates come from Social Media



...of HR professionals plan to increase their budget for social recruiting

Source: LinkedIn

Social Media Recruiting - case Facebook



Price

- \$100

Reach

- 50.000 - 130.000 people
- Both active and passive candidates

Ads

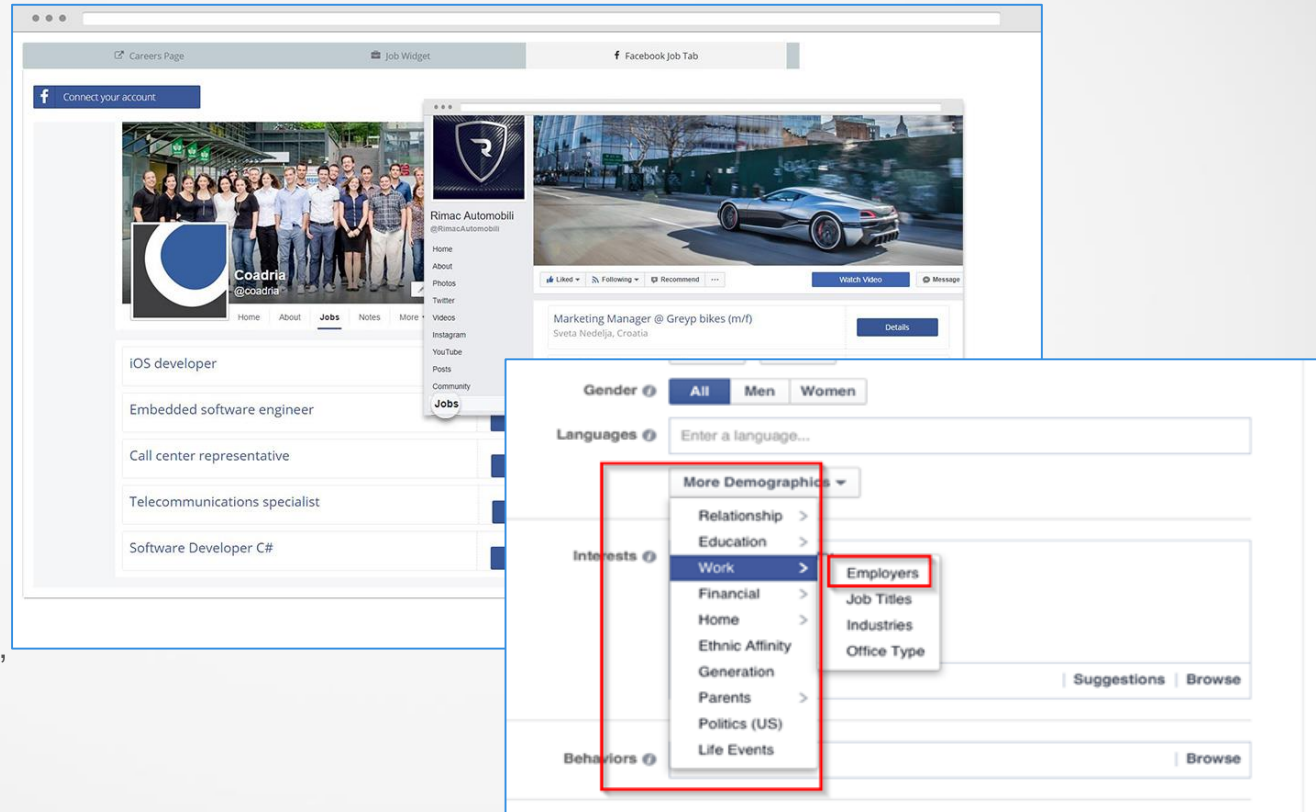
- Personalized
- Employer Branding
- Total control

Competition

- None

Targeting and measuring

- Location, education, job title, employer, interest, ...



Inbound Recruiting- creating recruiting content



Employee interviews



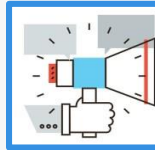
Career development stories



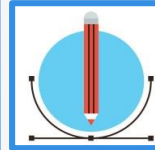
Project and technologies used



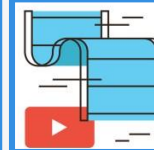
Career guides and advices



Open positions



Online webinars



Employee videos, stories and testimonials



Just for fun- employee photos, office photos, videos...



Infographics: how to apply, who are we looking for

“24% of candidates will pass over a position if they can’t easily find information about the company online”

Hallmark ABOUT US OPENINGS LOCATIONS JOIN OUR TALENT COMMUNITY

f t in ig y

Search Our Open Positions

Search by Keyword Search by Location

Join our Talent Community


Enter your email address and learn more about us. We'll share information that matches your interests.

Enter Email...

SIGN UP NOW

symphony.is
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Mostar, we're coming! Next Saturday at 1 PM our very own Damir will take the stand and talk about Hibernate with a special focus on migrations, deployments, and optimizations. Get all the details below and we'll see you soon!



TECH. MEETUP #7
Backend Edition
10.3.2018 @1PM, SPARK

SPARK. Hera symphony

SPARK Tech Meetup #7 - Backend Edition
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23 Likes

t&e talent & engagement | IBM Talent Acquisition Optimization

Recruitment Careers in IBM Krakow

LIVE WEBINAR

Join us
15th Feb 2018
2pm CET

REGISTER

Services Client work Our stuff People Blog



Infinum Academy

Infinum Academy is a free training course where we teach students the art of screen design and development.



Development

Learn how to develop for modern web and mobile technologies.



Design

Learn how to create immersive digital experiences for mobile and web.

Microsoft Life added an event.
September 13, 2017 ·

Want to learn more about why employees love working at the company? Looking to get a foot in the door? We want to help!

Tune in at 10 am PST on Monday, September 18, for a LIVE interview with several Microsoft recruiters. Listen in as they cover why our changing culture is making it one of the most attractive times to join Microsoft. They'll share tips and tricks on how to connect and how to make the most of a career fair.

We'll be taking questions before the event. Let us know below and we might just answer your question live!

We'll see you then!

A job at Microsoft? **LIVE**

Why now's the time to join
10 a.m. PST, Monday, Sept. 18

SEP 18 **Microsoft Careers LIVE!**
Mon 10 AM PDT - Facebook Live event on Micro...
961 people interested

★ Interested

Like Comment

192



11 Interview Tips from Hootsuite Recruiters

Thinking about applying to Hootsuite or nervously awaiting your scheduled interview? We asked five of our in-house recruiters for their top...

Hootsuite Careers
Feb 7



Hootsuite's approach to wellness: Q&A with Angela Wright, head of total rewards

At Hootsuite, we take a progressive approach to workplace wellness by building programs that aim to support employees both at work and...

Hootsuite Careers
Jan 25



What a hackathon is like when you're not a developer

From where I was standing, hackathons were events dedicated to developing new software technologies — by developers solely. Hootsuite...

Gabriela Deleanu
Dec 21, 2017



5 Minutes With Michaela Hawksley — Customer Success Manager

Michaela has been with Hootsuite for three years. Initially starting in a sales role, she's now a senior customer success manager. I caught...

Hootsuite Careers
Dec 6, 2017



Why Hootsuite Is Building A Learning Community

Hootsuite has experienced tremendous growth over the past five years. When you're in growth mode and scaling globally, it's critical that...

Heidi Rolston
Nov 28, 2017



Inside Hootsuite London

Ever wondered what it's like to work at Hootsuite's London office? Take a step inside our London HQ and find out what it's like to live the...

Hootsuite Careers
Nov 16, 2017



5 Minutes With Tyler Faust—Corporate Account Executive

Tyler moved to the UK from Atlanta, Georgia in the USA. He is a part of the



How Hootsuite enabled me to choose Career AND Family

I am a mom. I am also an HR/recruiting professional. Prior to having my



4 Reasons to Work at Hootsuite

Like other great companies before us, we at Hootsuite discovered that culture



Six months into my new job: What is like to be a Talentlyfter

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Kristina Martić

Digital Marketing ♦ Marketing Strategy ♦ Recruitment M...

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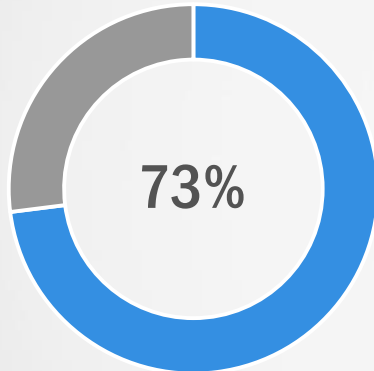
Getting a job at Inchoo – and what are we looking for

By: Dunja Vorkapic, Dec 02, 2016 [Life at Inchoo](#)



One of the famous mysteries that troubles many people is **how to get a job**. There are plenty of articles on how to write a successful CV, cover letter or how to present yourself to employers. But, are these tips always applicable and universal – no matter the job you're applying to? As a part of the human resources team, I am writing about the tips that might be useful when applying for a job at Inchoo.

SEO- can candidates find your Job openings on Google?



...of job searches start on Google

Source: CareerBuilder, 2015

Google search results for "marketing jobs in infinum".

Keyword difficulty: 71.85% (for google.com database) — View full report for this keyword

SEOquake: About 46,700 results (0.36 seconds)

1. Careers | Infinum
<https://infinum.co/careers>
If you want to have access to the latest technologies and work on a range of breakthrough products in the IoT field, this is the job for you. Apply for this position ...
Missing: marketing | Must include: marketing

DS: 34 TS: 32
L: 19 LD: 30.9K I: 3.08K Rank: n/a Age: 2013/02/11 whois </> source Rank: 377K
Adv Disp Ads: 0 Pub Disp Ads: 0

2. Hiring: JavaScript Engineer, Productive | Infinum
<https://infinum.co/careers/javascript-engineer-productive-838094>
If you would like to work on all-in-one SaaS solution, as well as further ... This includes our main web app, marketing website, mobile & desktop apps and few ...

DS: 34 TS: 32
L: 0 LD: 30.9K I: 3.08K Rank: n/a Age: 2013/02/11 whois </> source Rank: 377K
Adv Disp Ads: 0 Pub Disp Ads: 0

3. Infinum | LinkedIn
<https://www.linkedin.com/company/infinum>
See who you know at Infinum, leverage your professional network, and get hired ... See more information about Infinum, find and apply to jobs that match your ...

DS: 87 TS: 90
L: 1.16K LD: 2.64K I: 42.2M Rank: n/a Age: 2003/02/16 whois </> source Rank: 40
Adv Disp Ads: 21.6K Pub Disp Ads: 30

4. Infinum Salaries in Zagreb, Croatia | Glassdoor
<https://www.glassdoor.com/Salaries/Infinum-Salaries-Zagreb>
Feb 28, 2017 - Infinum Salaries trends. 2 salaries for 1 jobs at Infinum in Zagreb. Salaries posted anonymously by Infinum employees in Zagreb.

DS: 55 TS: 62
L: 0 LD: 18.2M I: 10.5M Rank: n/a Age: 2002/06/02 whois </> source Rank: 78
Adv Disp Ads: 4.74K Pub Disp Ads: 0

5. Infinum Reviews | Glassdoor
<https://www.glassdoor.com/Reviews/Infinum-Reviews-E691421.htm>
★★★★★ Rating: 4 - 13 reviews
Sep 14, 2018 - It's a pleasure to work with so many smart and capable people ... Try to match the working conditions you advertise through marketing with the ...

DS: 55 TS: 62
L: 7 LD: 18.2M I: 10.5M Rank: n/a Age: 2002/06/02 whois </> source Rank: 78
Adv Disp Ads: 4.74K Pub Disp Ads: 0

Google search results for "software developer jobs in samsung".

Keyword difficulty: 87.66% (for google.com database) — View full report for this keyword

SEOquake: About 19,000,000 results (0.77 seconds)

1. Samsung Electronics Software Developer Jobs | Glassdoor
https://www.glassdoor.com/Jobs/Samsung-Electronics-Software-Developer-Jobs-El_1...
42 Samsung Electronics Software Developer jobs. Search job openings, see if they fit - company salaries, reviews, and more posted by Samsung Electronics ...

DS: 55 TS: 62
L: 0 LD: 18.2M I: 10.5M Rank: n/a Age: 2002/06/02 whois </> source Rank: 78
Adv Disp Ads: 4.74K Pub Disp Ads: 0

2. Samsung Electronics Protocols software engineer Jobs | Glassdoor
<https://www.glassdoor.com/Jobs/Samsung-Electronics-protocols-software-engineer-Jo...>
25 Samsung Electronics Protocols software engineer jobs. Search job openings, see if they fit - company salaries, reviews, and more posted by Samsung ...

DS: 55 TS: 62
L: 0 LD: 18.2M I: 10.5M Rank: n/a Age: 2002/06/02 whois </> source Rank: 78
Adv Disp Ads: 4.74K Pub Disp Ads: 0

3. Samsung Software Jobs, Employment | Indeed.com
<https://www.indeed.com/q-Samsung-Software-jobs.html>
891 Samsung Software jobs available on Indeed.com. Apply to Software Engineer, Customer Service Representative, Senior Software Engineer and more!

DS: 54 TS: 61
L: 0 LD: 302M I: 38.5M Rank: n/a Age: 2004/12/02 whois </> source Rank: 37
Adv Disp Ads: 8.39K Pub Disp Ads: 2.32K

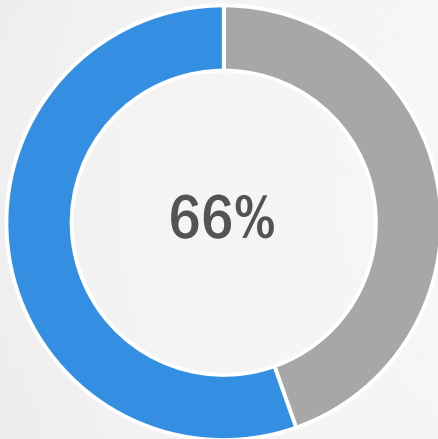
4. Samsung Mobile Application Development Jobs, Employment | Indeed...
<https://www.indeed.com/q-Samsung-Mobile-Application-Development-jobs.html>
229 Samsung Mobile Application Development jobs available on Indeed.com. ... Our software services power billions of mobile devices and systems that are ...

DS: 54 TS: 61
L: 0 LD: 302M I: 38.5M Rank: n/a Age: 2004/12/02 whois </> source Rank: 37
Adv Disp Ads: 8.39K Pub Disp Ads: 2.32K

5. 95 Samsung Electronics Software Engineer Jobs | LinkedIn
<https://www.linkedin.com/jobs/samsung-electronics-software-engineer-jobs>
Today's top 95 Samsung Electronics Software Engineer jobs in United States. Leverage your professional network, and get hired. New Samsung Electronics ...

DS: 87 TS: 90
L: 0 LD: 2.64K I: 42.2M Rank: n/a Age: 2003/02/16 whois </> source Rank: 40
Adv Disp Ads: 21.6K Pub Disp Ads: 30

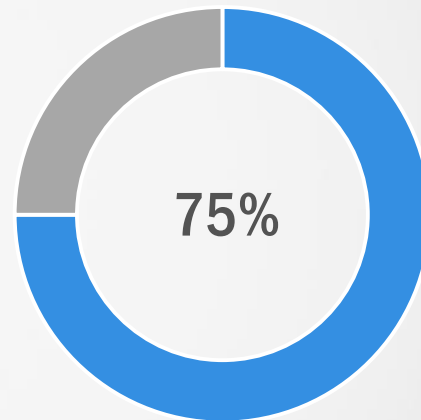
Why Candidate Relationship Management?



of candidates say that they learn the most about employers through communication with them

2X

more candidates respond to recruiters if they have already been in communication with them

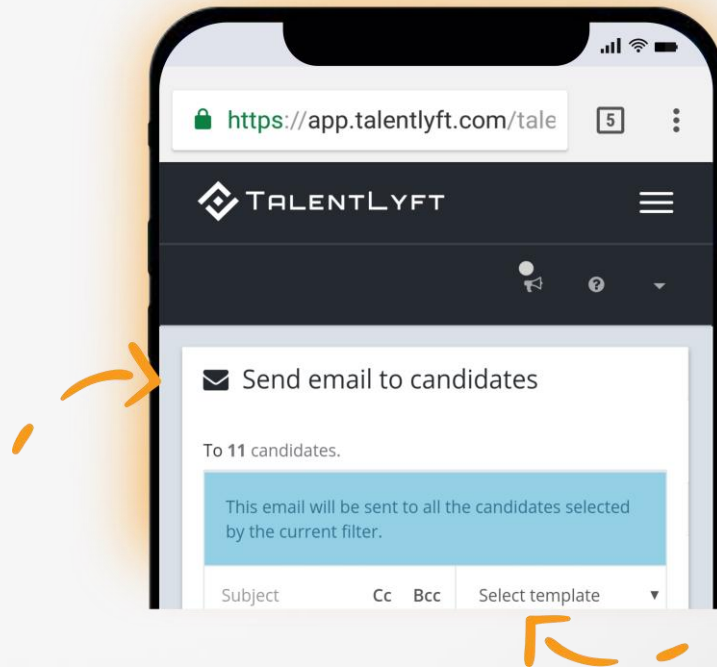


Of candidates are passive job seekers, so it is necessary to engage with them before a position opens

CRM tools for recruiters – right message at the right time

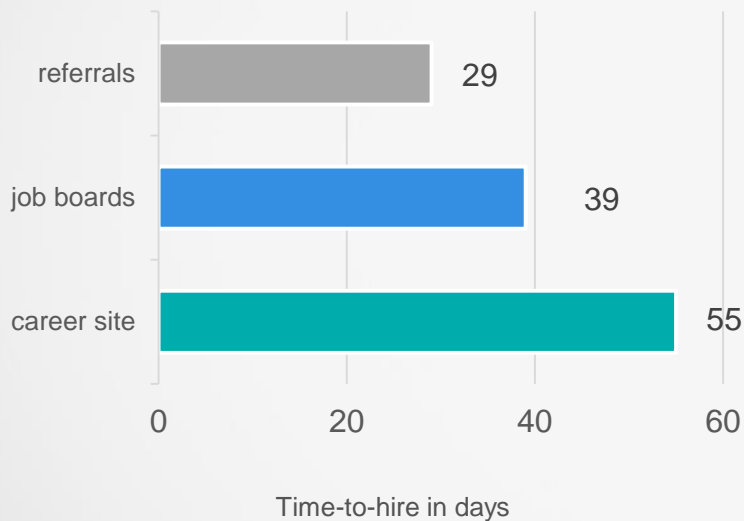


- ✓ Create engaging email templates
- ✓ Use powerful segmentation and make candidate lists based on certain characteristics
- ✓ Automate certain activities and emails
- ✓ Use notifications and reminders
- ✓ Continuously send engaging content to your talent database
- ✓ Analyze and evaluate the communication process



“80% of job seekers say they wouldn’t reapply to a company that didn’t notify them of their application status”

Employee referrals - best sources of new hires



Hey,
a new position just opened up in our company. We are looking for a
Occupational Therapist.
If you know someone who you believe would fit the position, you should refer
them, because we will reward you if your referred candidate is hired!
Send them the link below, share it on social networks or simply reply to this
e-mail with a CV of the candidate you want to refer.

Thanks!

Share this link with your friends:

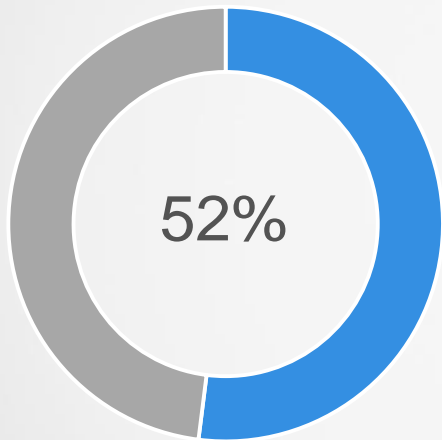
<https://careers.adopto.eu/o/zpagMad0>

Or share it online:

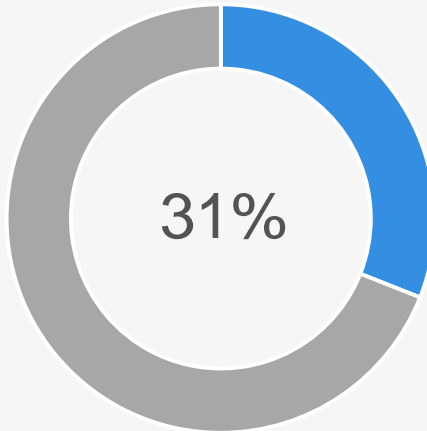
[Twitter](#) [Facebook](#) [LinkedIn](#)

Ivan Cubela

Why **Sourcing** Candidates?



...of people who apply are unqualified

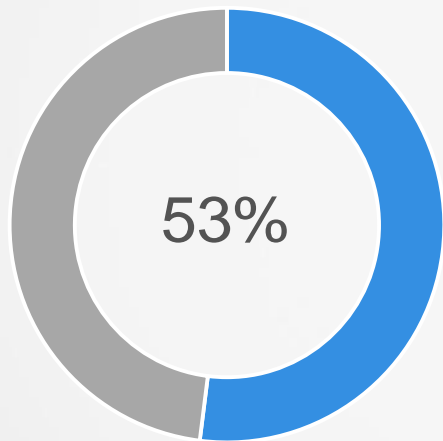


...of all hires are proactively sourced

"1 in every 72 sourced candidates is hired compared to every 1 in 152 candidates who apply to open positions"

*"Sourced candidates are more than **two times as efficient** than candidates who apply."*

Do you **measure the success** of your recruitment efforts?  TALENTLYFT



...of recruiters say budget is their greatest obstacle for HR analytics adoption

...yet

...companies using HR Analytics outperform others across the board in KPIs



TalentLyft Source: Makes finding talent faster and easier

TalentLyft Engage: Improves candidate relationship management and experience

TalentLyft Convert: Showcases your Employer Brand and attracts candidates

TalentLyft Track: Makes recruiting and hiring more streamlined and productive



oradian°



FIVE

degordian



MEGAMIX



FOREO
DISCOVER BRIGHTER BEAUTY



PORTO MONTENEGRO
YACHT CLUB

Addiko Bank

poslovna
inteligencija
Poslovna means Business



Q software

nanobit

KONZUM




RAU
LOGISTIKA

dynniq
energising
mobility



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 www.talentlyft.com