

# YOUR NEXT CANDIDATE:

## KNOWING WHERE TO FIND THEM

There is no disputing that advertising is a fundamental component of the recruitment process. But knowing exactly where to advertise and source candidates is imperative to filling placements with the right people, fast. CareerOne, LinkedIn and Seek all provide pools of candidates to sift through, but we are noticing an increase in more niche websites and apps, replacing traditional CVs with online profiles, and the opportunity to apply to jobs at the touch of a button. Crucially, this new genre of job-board also targets specific jobseekers, whether this be by industry (e.g. retail, marketing or advertising) or the type of work sought – full-time/part-time etc.

As examples, SpotJobs now has almost 1-million Australian candidates specifically seeking part-time or casual work. MuMbrella unites professionals in solely in the Marketing and Media industry, whilst The Loop focuses on those in the Creative Industry. Almost all platforms target a definitive portion of the market, and enable recruiters to advertise jobs directly to industry professionals – vastly improving the chance for a successful hire, quickly. With this information we can form a job-search platform ‘matrix’ – utilising certain job-boards that target a specific and relevant talent-pool.

As the market for these websites and apps increase, how do we pick and choose which ones to utilise? We are approached on a weekly basis by sales reps promoting new apps and platforms. We make a conscious effort to trial each one, understand what candidates they attract and how these can help our clients. Whilst not all platforms provide steady candidate flow, we’ve found that some are highly-effective in acting as the gates to new and untapped talent. It is fair to say it’s an exciting time to work in recruitment.

