

Sourcing Success

#SourcingSuccess19



SMART
RECRUITMENT
MARKETING



Agenda

- 1 → A Path to Hiring Success: Sourcing, Recruiting, and the Org Structure that will support both
SmartRecruiters
- 2 → Candidate Sourcing & Engagement: A Key Pillar in Talent Attraction
Recruitics
- 3 → Traditional Industry - Fresh Approach. How the MUFG Bank attracts Talent through Recruitment Marketing
VONQ
- 4 → Data Driven Talent Acquisition and Employer Branding
SmartDreamers
- 5 → The Business Impact of Candidate Experience
The Talent Board
- 6 → On Sourcing: A Strategic Framework for the Talent Acquisition Engine of Tomorrow
Aptitude Research Partner

Your Presenter



SARAH WILSON

Head of People,
SmartRecruiters

“

Why “Sourcing Success”?

”

Hiring Success

| hī(ə)rīng sək'ses | noun

The ability to **attract, select, & hire** the *best talent* for any role *on demand, on budget.*

A Fundamental Shift in Talent Acquisition

Economics 101

JOB OPENINGS AT A
RECORD HIGH ¹

4.8%



HIGH DEMAND FOR
SKILLS

60% of fastest growing occupations typically require postsecondary education.³

UNEMPLOYMENT AT A
RECORD LOW ²

3.8%



LOW SUPPLY OF
CANDIDATES

73% of employers report skills shortages in their industry.⁴

¹ Bureau of Labor Statistics. January 2019

³ Bureau of Labor Statistics. October 2017

² National Conference of State Legislatures. March 2019

⁴ Hays Specialist Recruitment. January 2018



**Traditional
Recruiting Strategies
Now Yield
Unpredictable Results**

Today's Candidate Profile

Independent. Tech-savvy. Relationship-driven



ACCESS TO INFORMATION

Employers are no longer
in control of their story



CANDIDATE JOURNEY = CUSTOMER JOURNEY

Your candidates are your
customers, not just in retail



RELATIONSHIPS MATTER

You can't rely on outbound
recruiting anymore

Traditional Methods are Failing



Requisition-Driven Hiring



Slow process with frequent bottlenecks



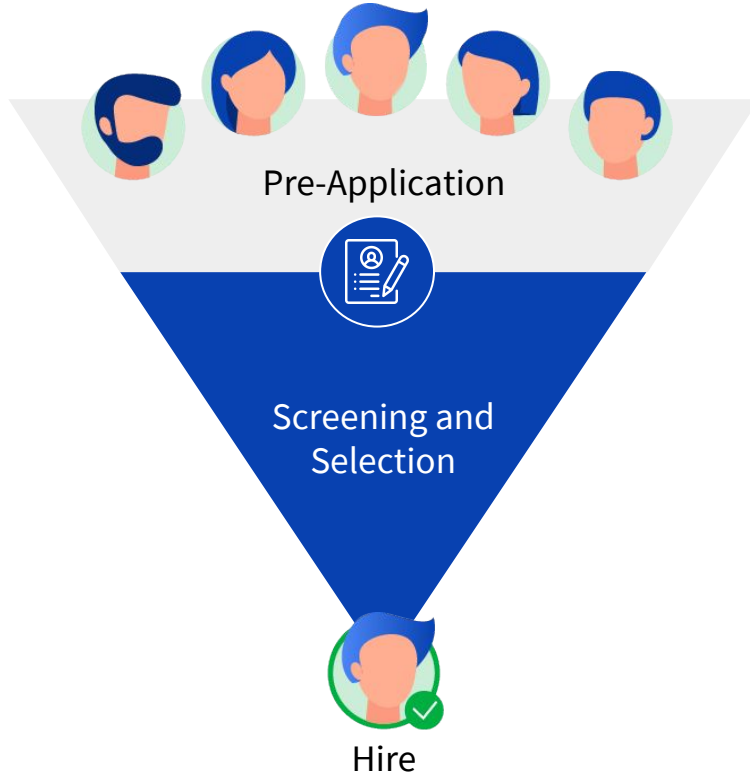
Unpredictable candidate quality



TA is a **huge cost** center

Companies Need to Change Strategy from **Reactive** to **Proactive** Hiring

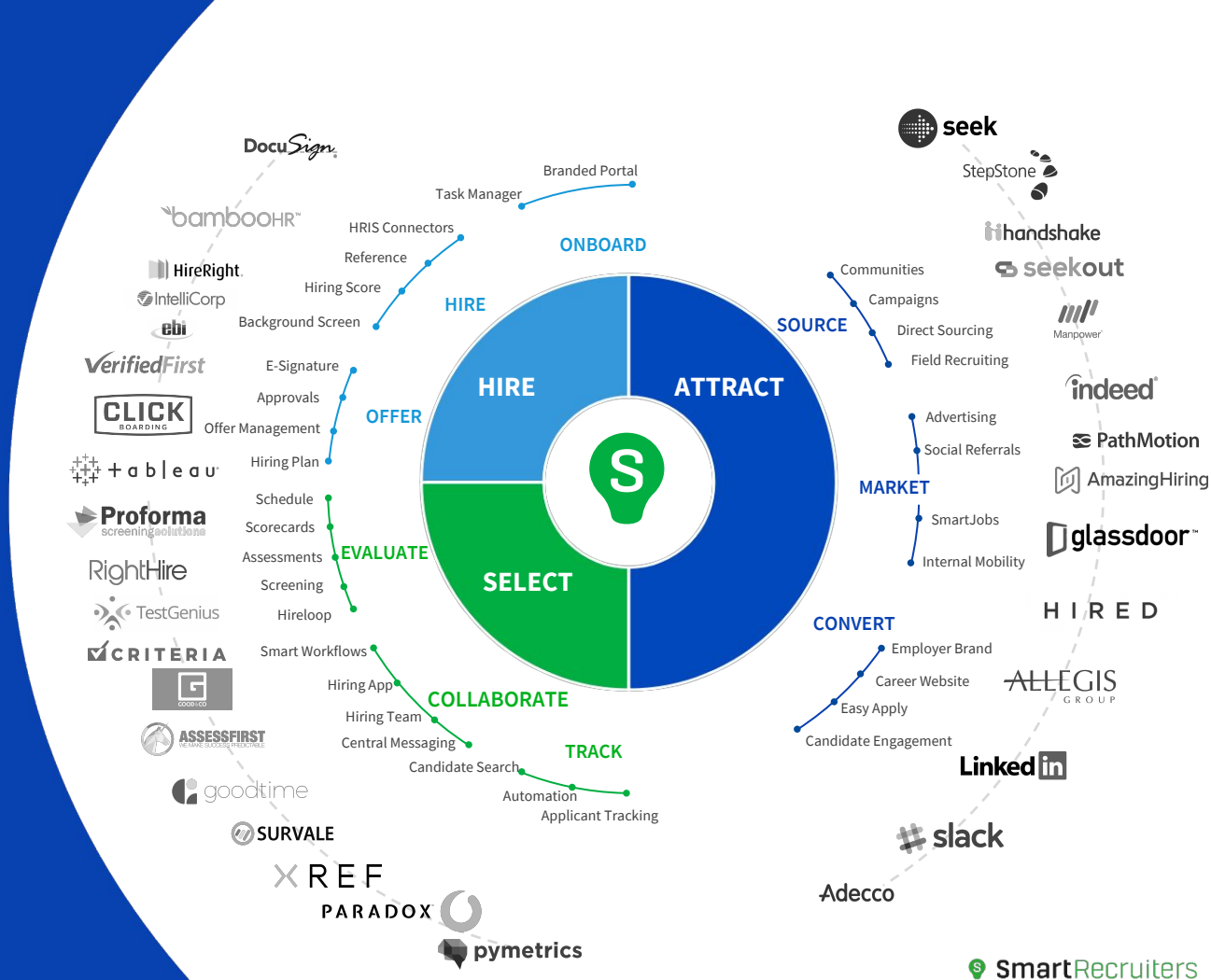
The Traditional Recruiting Funnel



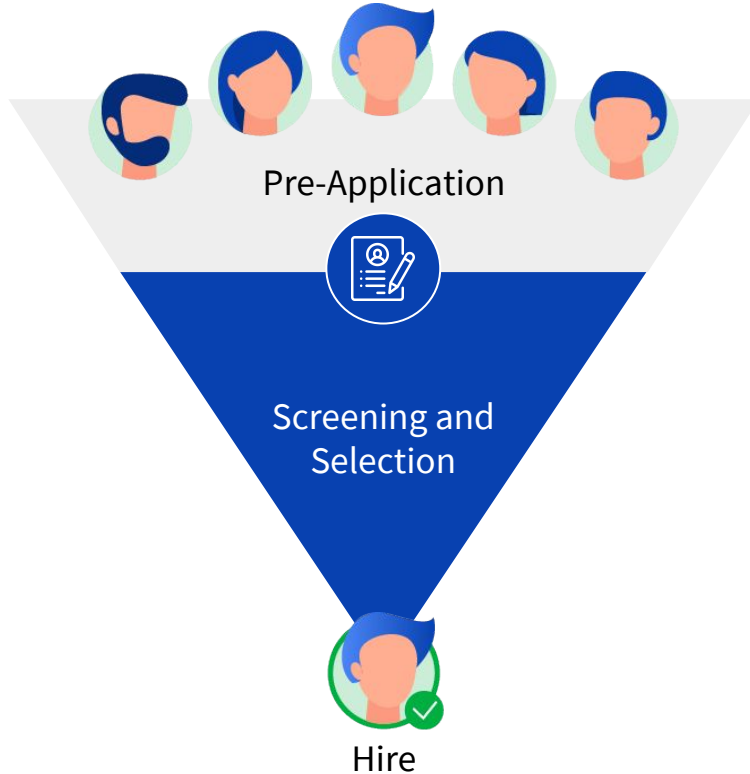
Sourcer

Recruiter

The Robot Recruiter



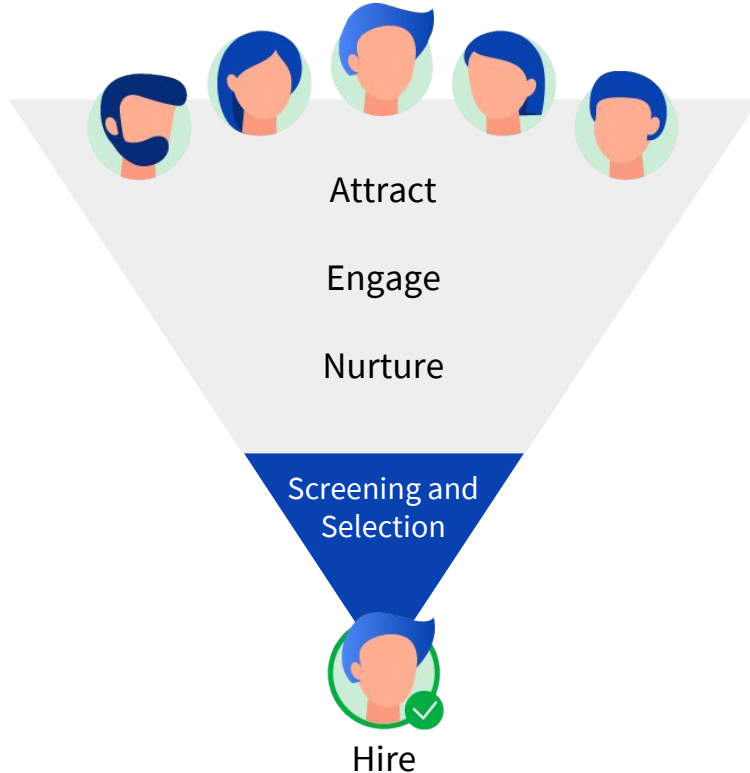
Will This Still Exist?



Sourcer

Recruiter

Yes, but with Greater Candidate Focus



Recruitment Marketer

Talent Agent



The Human Element isn't Going Out of Style...

...But the Recruiter Skill Set is Changing

**From 1:1
Sales**



**To 1:Many
Marketing**



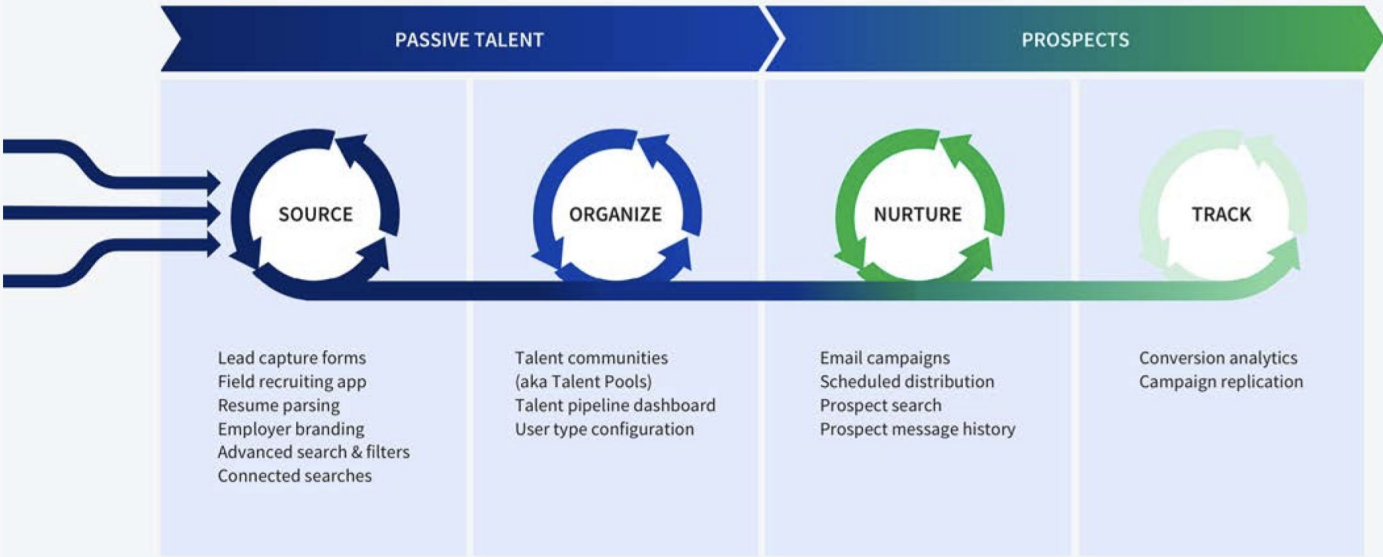
Delivering the Right Message, to the Right People, at the Right Time

Enter CRM Technology

Reactive Recruiting, without CRM



Candidate Relationship Management, Supercharged



Recruitment Marketing Best Practices

It's Not
Rocket Science!



The Possibilities Are Endless





Together Let's Reverse Recruit

#SourcingSuccess19

Audience Q&A



Sarah Wilson

Head of People
SmartRecruiters

Sourcing Success

#SourcingSuccess19



SMART
RECRUITMENT
MARKETING

