

Managing Change in Recruitment

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November 9, 2012



Wings started here...



There's Always Been Value in Local



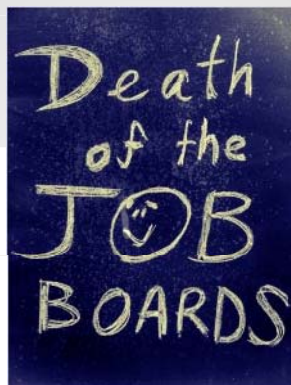
When This Came on the Scene ...



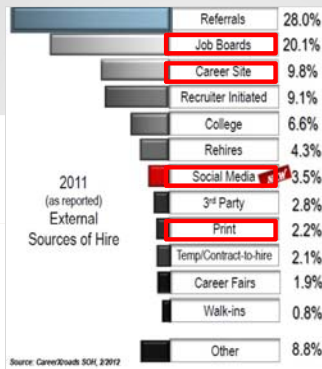
Everyone Predicted This.



Now Everyone's Predicting This...



It's a Little Morbid & It's a Lot Wrong.



While the Recruiting Process Has Changed...

THE GOAL HASN'T.

Advertise a Job → Make a Hire



Recruiters are Still...

*Recruitment Advertising Committee.
NAA's Classified Federation Recruitment
Summit, March 25, 1997.*

- Doing more with less
- Workforce planning
- Jobs being redefined
- Government regulations
- Workforce scheduling flexibility
- Needing to act at a faster rate
- Developing candidate pipelines



So what do you do?

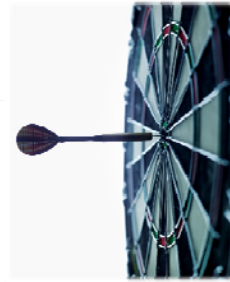


How do you leverage your relevance? Be aware! There isn't 1 answer anymore...

Multi-platform Media Strategy

Targeted Advertising

- Pay-Per-Click (PPC Campaigns)
- Content targeting
- Behavioral targeting
- Geographic targeting
- Day-part targeting
- Demographic targeting
- Video
- Social media



Sourcing

Home Assignments Managers My Account Order Conflicts Reports Add Recruiter

View Profiles for State Manager

Geotag Export List To Excel

Date	Name	Company	State	Response	Activity
01-11-12	Jesse Gibson Rec Manager	Hydrex/Reservoir	LA	INTERESTED On 01-11-12 at 04:47	
01-11-12	Hope Taylor Assistant Manager	Paper's	LA	INTERESTED On 01-11-12 at 03:01	
01-11-12	Katie Taylor Assistant Manager - Store	Southern Foods, Inc.	LA	INTERESTED On 01-11-12 at 03:04	
01-11-12	Edmond Taylor Business Manager Customer Service Representative	Amway Total Independent	LA	INTERESTED On 01-11-12 at 02:44	
01-11-12	Edward Kogut CRM System Manager	WoolMart	LA	INTERESTED On 01-11-12 at 02:01	
01-11-12	Eric Dixon Assistant Manager	Sheepskin & Co.	LA	INTERESTED On 01-11-12 at 01:58	
01-11-12	James Youngblood Assistant Manager	ABC	LA	INTERESTED On 01-11-12 at 01:17	
01-11-12	Chae Johnson Assistant Manager	Major Flight Tools	LA	INTERESTED On 01-11-12 at 01:11	
				INTERESTED	

Career Website Portals



Development, Hosting & Maintenance of a Fully-Branded, Search-Optimized Career Portal

Using Mobile



Social Media



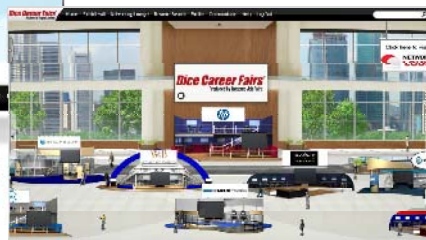
Social Media



Job Fairs



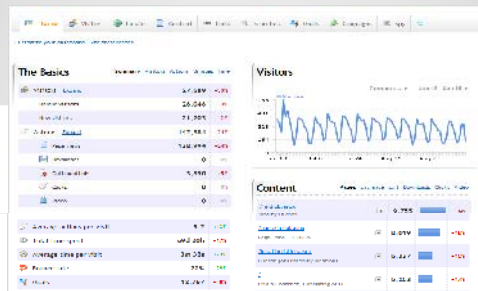
Virtual Career Events



Virtual Career Events



Career Site Analytics



Your Strength is Here:

1. Local Presence
2. Long-Term Relationships

If You Can't Do It Alone, Partner With
Someone Who Can.



