



HERE'S WHAT YOU
NEED TO KNOW ABOUT
**CANDIDATE
SOURCING**



An aging population with shrinking birth rates, a rise in early retirees and those self-employed, and a generation who is resigning from the traditional workplace fuelled by a desire for more.

The changing demographics and attitudes of the population have resulted in an increasingly intricate workforce and the biggest talent shortage in 17 years for the UK.

Sourcing talent in a market as complex and uncertain as the one we're in today requires updating and optimising long-established techniques and procedures and thinking beyond the traditional recruitment space for creative solutions.

WHAT IS CANDIDATE SOURCING?

Fundamentally, candidate sourcing is the process of proactively identifying and securing candidates to build a dynamic pool of talent that recruiters tap into to fill current and future vacancies.

Beyond the threats of the talent shortage and excess of roles, there are challenges presented by stiff competition in a saturated market - everyone is fighting for the same candidates.

As a result, developing creative and adaptable strategies is key for SME recruitment agencies to help them remain competitive and nurture sustained growth. This guide gives you valuable insights into tools and techniques you can use to develop effective candidate sourcing strategies that set your recruitment business up for success in the long-term.



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NAVIGATING JOB BOARDS

In a candidate-centric market, understanding the journey the candidate is on is essential to capturing their attention. For savvy recruiters who recognise job boards as a key candidate touchpoint, the job boards present a useful opportunity to connect with top talent in their job-searching journey.

In essence, job boards play two key roles in the recruitment process:

- As a database full of CVs for you to explore
- As a searchable board to post vacancies



WHY USE JOB BOARDS?



BUILD THE PRESENCE OF YOUR BRAND

Most job boards will give you the option to create a company profile. This gives you a valuable space to showcase your agency's story, purpose, values, and service offering to potential candidates, along with a snapshot of the typical roles you have available. The presence of your brand on job boards, particularly specialist job boards, can boost your credibility and expertise in your sector.

Your profile can also host employee reviews, which can be a great way of attracting new talent to your own agency as well as helping candidates get familiar with you prior to engaging with you.

INTEGRATIONS WITH YOUR CRM / ATS

Integrating job boards with your CRM and/or ATS can help you streamline your recruitment process as you can release your ads across multiple job boards quickly, as well as capture and store applications and related documents easily.



A simplified process for you means you can deliver a seamless experience for your candidates.



REACH A WIDER AUDIENCE

Job boards have a significantly larger volume of traffic from job seekers than you may get on your own website, which gives you access to a greater pool of candidates, especially those who may not have known of you before. With your ads being accessible 24/7, you can meet candidates where they are in their job search journey at anytime from anywhere.

SPECIALIST JOB BOARDS

Some of the biggest and most popular UK job boards currently in operation are: Indeed, Reed, Monster, Jobsite and CV Library. Whilst generalist job boards like these can give you access to a wider candidate pool, for niche recruiters, specialist job boards allow you to reach better quality candidates with the appropriate skills, qualifications, and experience.



Additionally, appearing on specialist job boards can help grow your presence in a niche sector and build a trustworthy reputation with both candidates and clients.

CHOOSING THE RIGHT JOB BOARD

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Here are some questions to ask yourself when selecting and analysing the performance of job boards for your recruitment agency?

1. WHO ARE YOU TARGET CANDIDATES?

If you operate in a wide range of fields and have roles available in a variety of industries, then generalist job boards offer more value for your agency by giving you access to a high volume of candidates with a broad spectrum of skills and abilities.

However, if you operate in a niche sector, specialist job boards deliver a targeted pool of quality candidates. Narrowing your search in this way can help you to focus your efforts on building more in-depth relationships with the right candidates from the off.

2. WHAT VALUE ARE YOU GETTING FROM THEM?

If you decide to work with smaller and more niche job boards, then it is important to evaluate the volume of traffic their website receives to weigh up the opportunity cost of being there versus on larger boards.

Although traffic may be less of a concern with more popular job boards, you might find the quality of the applications you receive are less compatible with your requirements. In this case finding the right candidate can consume more time with a larger talent pool. It's more important to have an in-depth understanding of the clients' requirements to ensure you pick the best candidate.

Other considerations are any additional features the job board offers and how they support your processes such as the ease of application through the job board. If it's too long-winded candidates may not apply. Additionally, job boards that integrate with your ATS or CRM system allow for better tracking of the candidate journey.

3. WHAT'S YOUR BUDGET?

Having a clearly defined budget can help you gauge which job boards you can use and if you can use multiple. Over time you can evaluate the cost-effectiveness of each platform and find which ones deliver the best results by measuring the ratio of successful candidate placements to the number of applicants received. You can then make educated purchases with the right platform.

You should also consider the added capabilities such as candidate search and application management, available to you through job boards when evaluating their cost-effectiveness.

YOUR CHECKLIST TO WRITING A GREAT JOB BOARD AD

The performance of any ad you place on a job board will ultimately be a reflection of how well it has been written. You're trying to do two key things, to get your advert seen by the right kind of candidates and to ensure it is appealing enough to encourage them to apply. Here are some key elements to include:

-  **Job title** – Avoid abbreviations
-  **Salary** – Job vacancies without salary information can lead to 66% less candidate applications
-  **Location** – Exact location of office
-  **Flexible working options** - Office, Remote, Hybrid
-  **Clear and succinct job summary**
-  **Concise outline of responsibilities**
-  **Qualifications and experience requirements**
-  **Benefits Package** – Perks and benefits of the role and company
-  **Description of the company**

To further boost the visibility of your post on the website it's posted on and to help those listings get picked up by Google, make sure to include:

-  **Relevant keywords**
-  **Sector-specific information**
-  **Link to the job posting from your own website** – the URL of this link should include the job title and location

LOOKING BEYOND THE TRADITIONAL TOOLS

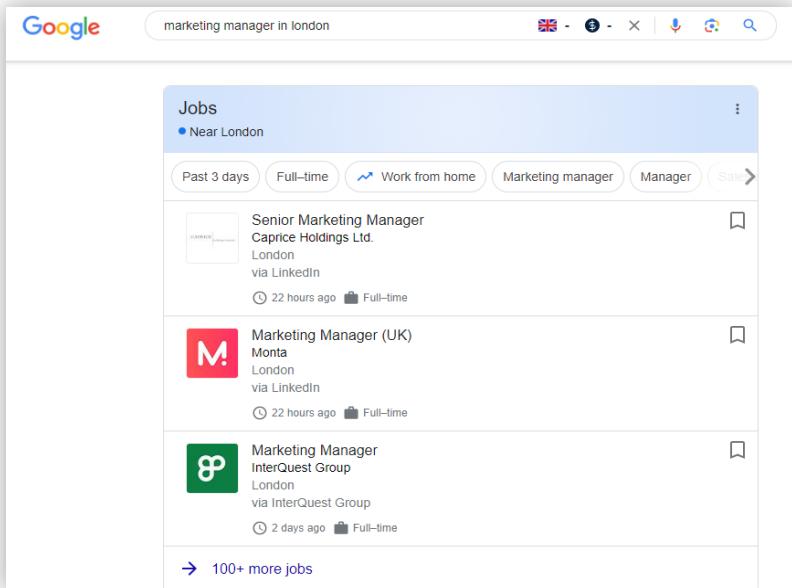
The recruitment industry in recent years has experienced exponential growth, which has resulted in the launch of thousands of new recruitment agencies and has initiated technological advancements in a variety of areas both in and around recruitment.

As such, the market is fiercely competitive and savvy recruiters are identifying candidate sourcing opportunities that are appearing outside of traditional job boards. Here are some platforms that make connecting with candidates easier.

GOOGLE FOR JOBS

Google for Jobs marks the first time Google has decided to officially dip its toes into the recruitment space – and as a platform, it has huge potential to disrupt the market.

At present, Google for Jobs is basically an enhanced search engine feature that aggregates job listings from various sources online in one place.



The screenshot shows a Google search results page for the query "marketing manager in london". The top navigation bar includes the Google logo, a search bar with the query, and standard browser controls. Below the search bar, a "Jobs" section is displayed with the heading "Near London". It shows three job listings:

- Senior Marketing Manager** at Caprice Holdings Ltd. London via LinkedIn. Posted 22 hours ago, Full-time.
- Marketing Manager (UK)** at Monta London via LinkedIn. Posted 22 hours ago, Full-time.
- Marketing Manager** at InterQuest Group London via InterQuest Group. Posted 2 days ago, Full-time.

At the bottom of the list, there is a link to "100+ more jobs".

Although this hasn't revolutionised the recruitment process itself, Google for jobs has created a more intuitive experience for candidates making it easier for them to find their ideal role, so it's important to make your presence known on the platform.

You can't post directly onto Google Jobs, as it only shows listings published elsewhere.

However, here are two ways to get your ads shown:

- Post a job on a third-party job site that Google pulls from (this includes Glassdoor, Monster, LinkedIn and more).
- Integrate your website directly with Google to get jobs posted on your website found by the Google for Jobs algorithm. For this, you need to edit the HTML of your job postings and make a few other amends to help them get found. Here is a technical guide Google has pulled together to support you – [Google for Jobs guide](#).

BENEFITS TO YOU

- Free exposure to a wider audience via Google
- An easy-to-use and well-known platform for candidates
- Meeting candidates even earlier in their online job search journey
- Aggregates all your listings of the same vacancy from across platforms in one place to reduce duplicate applications

THINGS TO CONSIDER

- Needs Search Engine Optimisation (SEO) work to organically rank your posts higher – keyword research, structured data within the job post
- Requires continuous management to ensure you're meeting Google's standards to keep ranking
- Quality of candidates can be lower as it's less targeted and makes it easier to apply

LINKEDIN

Used by millions of professionals worldwide – and therefore potential candidates, LinkedIn is naturally a platform of interest for recruiters looking to attract new talent and candidates.

LinkedIn offers a multifaceted solution for recruiters, with both free and paid features to take advantage of. Here are 4 elements of LinkedIn you can use to find candidates:

LINKEDIN JOBS

LinkedIn's job ads are a great tool for promoting the vacancies you have available. These ads then appear across multiple sections of the platform as well as through emails and push notifications.

The screenshot shows the LinkedIn homepage with the search bar and navigation menu. Below, a sidebar titled 'Jobs based on your Profile' lists three job ads:

- Digital Marketing Executive** at MCI in Petersfield, England (Hybrid). It's a top applicant and was posted 3 weeks ago.
- Marketing Executive** at Consalia in Hampton, England (Hybrid). It's actively recruiting.
- Digital Marketing Specialist** at Kagool in Coventry, England (On-site). It's a top applicant and was posted 3 weeks ago.

On the right, a detailed view of the **Digital Marketing Executive** position is shown:

- Digital Marketing Executive** at MCI in Petersfield, England, United Kingdom (Hybrid) 3 weeks ago · 69 applicants
- Full-time · Mid-Senior level
- 1,001-5,000 employees · Marketing Services
- 6 of 10 skills match your profile - you may be a good fit

Buttons for 'Apply' and 'Save' are visible. Below, the 'About the job' section includes a brief description of the company's mission and core expertise.

BENEFITS TO YOU

- Customisable screening questions to get more suitable candidates applying
- Job ads get picked up by Google for Jobs algorithm, which broadens their visibility
- Attracts the attention of passive candidates as they are shown your ads across the platform
- LinkedIn sends notifications to relevant candidates
- You can be included LinkedIn's job alert emails
- Opportunity to raise brand awareness
- Connect with the candidates to build a more engaging relationship

THINGS TO CONSIDER

- Targets based on skills (limited to LinkedIn's skills list), candidates might not accurately list the appropriate skills they have on their profiles
- High competition from large volume of other job ads from companies posting directly and other recruitment agencies
- Targeting for technical roles is dependent on how detailed the candidate has been when filling their profile
- The ability to look at the candidate's profile can enable discrimination, which is not diversity and inclusion friendly
- Location targeting is not an option

LINKEDIN ADVERTISING

LinkedIn offers a variety of ad types for you to leverage to pay to promote your vacancies. Depending on the type of ad you choose, your ads will appear in varying locations across the platform.

BENEFITS TO YOU

- The level of audience targeting on LinkedIn can get you better quality leads
- Attract passive candidates through your ads being shown across the platform
- Access key performance metrics to identify areas of opportunity

THINGS TO CONSIDER

- Can get expensive due to the high competitiveness and costs can escalate if not monitored thoroughly
- Open to spam clicks, which can be costly

LINKEDIN RECRUITER

LinkedIn Recruiter is a solution created to support recruiters with more in-depth sourcing capabilities to find better candidates quicker. With a range of useful features available, you can narrow down your prospects list and build deeper relationships with key candidates.

BENEFITS TO YOU

- See when candidates are actively job seeking and are open to opportunities
- Inmails stand out from normal messages in inboxes
- Create InMail templates to reach more candidates quicker
- Easily track your communication with candidates easily and share their activity record within your team
- Integrate it with your CRM and/or ATS

THINGS TO CONSIDER

- Can be expensive, especially for small teams, businesses, or individual recruiters
- Candidates can become inundated with InMails, which makes it hard for you to stand out, which reduces responsiveness

LINKEDIN ORGANIC GROWTH

By creating a profile for yourself and a business page for your agency, you can build a network of current and future candidates and clients. Reach a broader audience by posting from the company page and your personal profile.

BENEFITS TO YOU

- Free exposure to a wider audience
- A hub for brand awareness – both for your personal brand and through sharing your company culture, making it easier to get to know you and your agency

THINGS TO CONSIDER

- Requires time spent on building your network and your presence on the feed to get the attention of your ideal candidates

SLACK

Originally designed as a collaboration tool for workers, Slack offers a place for those within a specific organisation to interact.

Since then, employees world-wide have taken advantage of the platforms feature allowing them to create different networking 'channels' where they can converse with other people outside of their organisation.

Through invite-only networking forums, job seekers are seeking out and landing new roles. Companies are taking advantage of this opportunity to find new talent by having employees share vacancies on these channels.

In a candidate driven market, for recruiters it's important to be where the candidates are. As a result, Slack is a worthy option to explore as a different type of networking channel and a potential route to new clients and candidates. But as with any networking, it will call for a light, non-salesy approach.

BENEFITS TO YOU

- You can network with communities of skilled talent and access their existing work (that is publicly accessible) to better understand and assess their level of skill, experience, and fit for a role
- Convenient method of communication for you and the candidate – clear record of communication through direct messaging
- A channel for growing the presence of your brand

THINGS TO CONSIDER

- Requires time spent on actively engaging with the community to build a trustworthy reputation
- You need to be invited into the groups
- You need to understand and follow the rules of the groups you join

For more information on sourcing with Slack, here is a great [guide](#).

Innovation in communication and social technology is continuously providing new and unique opportunities for recruiters to easily build dynamic networks.

The tools and techniques you utilise and platforms you choose to operate on should be selected with your candidates in mind. Being able to meet candidates where they naturally congregate gives you the ability to understand their behaviour, attitudes, and needs to better connect with them.

As you set up your recruitment business, you may have to carefully prioritise the instruments you use to source candidates according to your budget and time restraints, so be sure to utilise a strategic mix of free and paid tools to your advantage.





SCALING IN A COMPETITIVE LANDSCAPE

To maintain competitiveness in the rapidly evolving recruitment sector, recruiters are reimagining their approach to candidate sourcing and looking beyond the bounds of traditional and new candidate sourcing platforms.

Many recruiters are learning new skills and techniques to improve their sourcing tactics, adopting new technology, and are optimising their use of current platforms to stand out from the crowd.

PERSONAL BRANDING

The continuous migration of people to the digital environment means tools for becoming an established recruiter such as their reputation, have taken a digital form. Personal branding is the new instrument used by recruiters to cleverly construct their digital presence.

The on-going process of presenting and promoting yourself to your network by showcasing a mix of your personality, skills and values creates your personal brand. In a market as saturated as recruitment, your uniqueness and authenticity are what appeals to people and helps you stand out from the crowd.

Candidates can foster a familiarity with you despite never having spoken to you, which can increase their openness to you and make it easier for you to communicate with them.

Here are 3 key tips to successfully building your personal brand:

BE HUMAN

Seeing the genuine person behind a carefully curated profile is always appreciated.

Another way to think about it is to consider what would happen at an in-person networking event, if all you ever spoke about was the job roles you have available and never asked questions or showed an interest in others.

BE RELEVANT

Whilst variety is good, ensuring that the content you share is relevant to your candidates is essential.

One way to help guide your content choices is to define three key hashtags. If your post ideas don't fit with those hashtags, ask yourself if they are really relevant. Don't be afraid to use the search function on LinkedIn to look up any hashtags you are considering using, to see what kind of posts and people are using them, i.e., #fintech, #recruitment, #ITrecruiters.

BE CONSISTENT

Keeping to a regular schedule that you can commit to, not only keeps you consistently visible to your network but also favours the requirements of the algorithms of most platforms, i.e. LinkedIn, helping the platform boost your posts.

LinkedIn's algorithm favours 3 posts a week



X-RAY SEARCH

X-ray searching is based on something called Boolean search strings which sound very techy but are in fact pretty straightforward when you get the hang of them. Using a combination of special keywords and symbols to dig deeper into information held on a particular website.

You start your search by navigating to the website you would like to look at and can then use five key elements of Boolean syntax to tell the search engine what you're after.

Here are the 5 key elements of Boolean Syntax and how to effectively use them:

AND

Say you are planning to search on LinkedIn for someone with the words **IT AND Manager** within their profile, this could help you sift out the most relevant people.

OR

This one can help with differences that can happen in semantics. For example, you might use it to search for profiles with **Tech OR Technology** mentioned in their profile

NOT

If you were looking for someone working in a recruitment agency then you might use this one by saying **Recruitment NOT HR**.

()

Brackets can be used to help the search engine to know what you want it to do first, a bit like a maths equation. For example, **(Tech OR Technology) AND Manager**

“ ”

Quotations can help you get even more specific and should also be used where your search terms are longer than one word. So, if you wanted to search for an **IT Manager**, you'd need to use them to mark that as being one single phrase, not two separate words, so it would be **“IT Manager”**

To help you get started, here are our two picks for free x-ray search tools:

Recruitmentgeek.com - Helps you search for candidate profiles based on skills and location. A tool trusted by thousands of recruitment agencies to perform free LinkedIn X-Ray searches that helps your search be more specific and effective.

Recruit'em - Helps you search for LinkedIn profiles based on country, job title, location, education, current employer and many other terms. You can also exclude things from your results. It's useful for LinkedIn but also lots of other sites including Twitter.

OPTIMISING YOUR RECTECH STACK

What is a RecTech stack?

The phrase 'rectech stack' has gained somewhat of a buzz amongst recruiters. Put simply, it refers to how different technologies can be used at each stage of the recruitment process, to help optimise an agency's performance and results.

For example, there are a variety of tools that support you with the candidate 'lead' generation and outreach, storing of candidate data, interviewing and tracking the application process. As well as bringing in candidates, the software can also help you assess their quality and their compatibility for vacancies.

Finding the right balance between using automation and keeping a personal touch is important and can prove to be the secret tool your agency needs to develop a competitive edge. Selecting the optimal rectech stack for your business from a continuously growing list of options can be overwhelming.

When creating your candidate sourcing tech stack, ask yourself:



DOES IT SAVE YOU TIME?

One of the core benefits of these tools is to be time efficient. However, having too many tools in your tech stack can lead to wasted time jumping between processes and cause delays when systems don't work well together. The disorganisation can cause more problems than solutions by creating inefficiency and inflexibility.

IS IT BUDGET FRIENDLY?

It's important to have a clear budget in mind with your tech stack to avoid wasteful spending. It can help you make tactical decisions about tools that are absolutely necessary in comparison to tools that are great to have but not essential. It can also help you assess the return on investment of your tech stack, to ensure you're getting the most out of the tools you're using.

WHAT'S YOUR IDEAL MIX?

As you build your tech stack, it's important to have a keen understanding of where a human connection is needed with candidates over technology, and continuously evaluate if the tools are working well together to deliver a positive candidate experience.

A.I. IN RECRUITMENT

Advancements in machine learning technology have resulted in the growing presence of AI in all aspects of the business environment. For the recruitment sector, AI has been game changing and its use is set to rocket.

It is helping recruiters stay ahead of the curve, accelerating the search for talent, helping overcome core challenges, eliminating repetitive tasks, streamlining systems and processes and helping deliver a seamless candidate experience.

Using AI to automate key administrative tasks can save time, while helping ensure all recruiting and onboarding procedures are consistent and no opportunities are missed. Crucially, it can help recruiters work smarter by allowing you to redirect your time and energy where it's going to be most beneficial.

For instance, some AI tools can quickly search and present you a list of quality candidates whilst others can help you find the best fit for the role from that list by streamlining the assessment process.

A concern some people have with the integration of AI is the lack of ability to make personal connections. However, AI can be used to benefit your relationship building with candidates through the wealth of important information that it can quickly collate about your candidates allowing you to personalise your communications.

Here's 3 companies leading the AI rectech market:



SourceBreaker

Sourcebreaker's award-winning AI-driven search platform helps you be the first to discover top-quality talent through their search builder, smart search and seamless interagration with leading CRM platforms.



Loxo AI prioritises quality over quantity through an automated sourcing assistant that identifies and ranks the best possible candidates for your open role. Loxo AI helps you source through your database and their proprietary database of over 1/2 billion candidates.



JobAdder uses their skill matching algorithm and AI technology to help you identify the best candidates in your database, fast. It helps to increase your quality of hire while making life easier.

Moving forward, for recruiters to maintain their competitiveness and visibility in the market, thinking outside of the recruitment space is crucial.

A thorough awareness of your candidate sourcing processes and tech stack will allow you to better understand the viability and potential added value to your recruitment business of any new opportunities, techniques, and technology as they appear.

You can even take a proactive approach to seeking out new possibilities once you have the experience and hands on knowledge from existing streams of sourcing to find opportunities where others have not. For instance, once you get comfortable building your personal brand on LinkedIn, you might find it easier to explore other platforms such as YouTube and TikTok.

ABOUT 3R

At 3R, our mission is to empower talented recruiters on their journeys' to setting up and growing successful recruitment businesses. We provide a comprehensive start-up package, which not only includes the funding and back-office tech to free you up to focus on recruiting, but also supports you with company formation, contracts & terms of business, company logo, website and domain, Broadbean and job board access as well as a full CRM system.

It's designed to help you hit the ground running and making money quickly!

Our solutions are all delivered with outstanding customer service, by people with over 20 years' recruitment experience.

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