

## ***BRAND RECRUITMENT***

Interactive recruitment – E-recruitment – Web recruitment all is claiming to be the new phenomenon in the recruitment showground. As our telecommunications environment improves in South Africa will we see these new technological buzzwords become a greater force in our industry? Maybe the question we need to ask ourselves, as participants of this booming economy, is how this influences and even maybe improves our businesses acquisition of talent from an every decreasing pool of talent. Have we not forgotten the cornerstone of our marketing strategy – OUR BRAND?

The trend in South Africa has been for companies to outsource the recruitment of talent, on an interactive level, to web based companies that can centralise mass candidates in an outsourced database. Candidates are therefore given licence to search huge amounts of opportunities all centralised in one location.

Every time a business goes to market to attract staff in whatever format, the business sells its brand and corporate identity. For this one reason we should think twice when selecting our methodology regards recruitment. I am sure that every Captain of industry would want to have as a strategic objective that talent recognise its company as the best company to work for in South Africa. How should this then differ when you choose an outsource e-recruitment platform to represent the opportunities within your business. Are you not outsourcing part of your branding strategy when allowing your businesses opportunities to be represented on an outsourced website.

Have we not missed the entire point of recruiting – shouldn't we be making sure we attract the best talent to our brand and therefore our company and shouldn't we be in control of this tool. How many companies today include recruitment into their brand strategy? The same can be said for choosing a recruitment company to screen and find talent. Many companies today distribute vacancy specifications to a huge list of recruiters not even knowing the calibre of who will represent their brand to potential talent. Surly if you want to understand a business then understand the Brand through the leader and team that determines the Brand uniqueness.

What is the answer? Companies need to spend more time strategising on how to attract top talent through leveraging their brands in the best way possible.

Every successful web project manager recognises the fact that most money spent on web based projects will be invested in marketing the website.

Drawing candidates to your own company website not only attracts new customers but also new investors. Establishing your website as a mini-outsourced online recruitment database needs to be a strategic incentive to attract and market your brand to talent. Most South African companies today will go through processes of internal talent identification first. By interfacing with the online web database companies can source available pools of talent in amore effective manner.

Most successful candidate are promoted within a company several times in a career span yet how many recruiters or e-recruitment sites today monitor this important facet. With your own web enabled site these elements of important screening can all be monitored and screened.

Companies need to become more aware of the challenges of attracting the right staff and a growing economy the war on talent is about to become even more serious. Shouldn't we use the strongest tool at our disposal – OUR BRAND?