

SWATI RAI

The recruitment process is no longer what it used to be, what with the booming of tech space, social media reach and mushrooming of start-ups. From a simple classified advertisement and the humble job posting in a daily; to speed hiring and social media referrals - hiring was never this transparent and out there!

A recent survey conducted by Kelly Services claims that 40 per cent of candidates say that their chances of searching for jobs are more via social media than even in recruitment agencies and online portals.

Social Media

One of the methods of attracting new talent is social media and other technology platforms. Zafar Rais, CEO, MindShift Interactive, 'At MindShift Interactive we use the power of social media to lure in new talent and test their ability to fit in to our organisation. Employee-run campaigns, testimonials and advertising on platforms such as Facebook and LinkedIn have proven to be highly effective for recruiting junior and senior level team members.' There are any number of recruiters who also study prospective employees' social media footprint.

Ford India claim, 'with sheer focus on recruiting the right talent, hiring volumes and budgets are likely to rise significantly, both this year and the next. As a trend, the use of social networking sites will see exponential growth, particularly in India. Employees are the real brand ambassadors hence employment branding is being prioritised by companies through Employee Value Proposition to create talent attraction and retention'.

However, a point to be made note of is that background checks become extremely important in these cases as also sifting

HIRING TRENDS

With the advent of social media, enhanced technology and evolving forms of employee engagement - flexi work and work from home – the nature of hiring is undergoing a metamorphosis



New rules of talent hunt

Are you game?

the personal from the social.

Changes in hiring patterns

Another shift in employability patterns has been in that of hiring more and more people who either work from home, are part time staff or on consultation and contractual appointments. Lakshmi Murthy, Director, HR, ITM Group of Institutions adds, 'Employees are totally fine with taking up a flexi jobs/consulting or contractual assignments. The organisation can also manage to get expert people to work for a particular assignment and once it is over, people can just move out of the organisation. This also saves the organisation some amount of employment related compliance

efforts. Hiring contract employees for the project based assignments also helps in managing attrition.'

Hickey adds, 'Additionally, organisations are also shifting from their traditional recruiting model, which involves hiring only when required, to a newer approach of hiring whenever best or top talent applies even if there is no vacancy.'

Murthy also endorses initiating the hiring process even in the absence of a vacancy sometimes when the talent is zeroed in on. 'The organisation initiates a conversation with someone who has done a great job in the previous organisation keeping in mind to convert him to a potential employee for own

company. Even though there is no position open at the time of interaction.'

Among the factors that are considered most important while hiring Adarsh Mishra, Head, HR & GA, Panasonic India, feels employer branding as the most preferred place to work in, is also important to attract talent. He adds, 'The lack of brand awareness or interest in an employer brand is an instant liability in the competitive field of talent acquisition.'

Talking about one of the most important factors in hiring, Murthy says, 'Culture fitment is the most critical aspect of hiring. The value systems of the employee need to match with organisation value systems.'

She hits the nail on the head when she counsels prospective employees and urges them to be ready to get

their hands dirty, learn the ropes first and take pride in doing so. Students/freshers are looking for manager's job should learn from a scratch and learn to fix the problem.

Referrals, word-of-mouth or otherwise, is another preferred mode of hiring but regardless of the nature of the hiring process, the larger focus remains on bringing parity in so far as varied skills sets, diversity and gender and attracting talent are concerned.



Trending now

Wheebox, Confederation of Indian Industry, PeopleStrong and LinkedIn-India Skills Report 2015 provides an insight into the hiring trends of the market while understanding the needs of the job seeker and organisations. On matters of what is considered a priority by majority employers, the report makes a surprising claim that integrity and values, come up tops followed by result orientation, cultural fitment, communication skills and then comes domain expertise etc. Talking about a tectonic shift in hiring trends in the industry, Edward Hickey,

Managing Director, APAC, HireRight observes, 'In the current employment scenario, the emphasis has shifted from employer to candidate. In a candidate-steered marketplace, the recruiters ought to create opportunities to attract the best talent, wherein the term 'best talent', is not defined by the employers but the candidates themselves. A notion that is supported by a recent study, Aon Hewitt Decoding Hiring Trends in India 2015. The study records that the talent challenges in India are unique. 'While we are the second largest and youngest workforce in the world (with a median

age of 25); more talent does not mean employable talent. With 0.01 per cent of the population being skilled and qualifying as employable; there is a visible dearth of requisite talent supply'. This shrinking percentage of talent has, it goes on to say, led to the "need for sourcing and selection mechanisms to be spot-on while addressing existing skill gap". In this hunt for talent, employers are, therefore, moving away from the traditional approach to hiring and retaining it. They now engage in various and varied means of attracting talent from diverse backgrounds.