

Guidebook to successful European E-Recruiting

Aktor Interactive/ Robopost publishes its first international market report on European jobsites

The European communication agency, Aktor Interactive, has edited the first international market report on 35 of the most important European job boards. It thereby provides international recruiters of all kinds of companies with a precious tool for using Internet resources efficiently. The focus is on e-recruiting market leaders in European countries with strong Internet use. As a special feature, Aktor gives its qualitative and objective recommendation for each job board, citing the average level of candidate response per vacancy.

Europe's job board market is as diverse as its different nations with their own cultures and customs. The consolidation of the Internet recruitment sites is proceeding rapidly. In Great Britain, Hotgroup purchased Workthing Ltd in September 2004. In April 2004, the American career site Monster acquired Jobpilot from Adecco Switzerland. In February 2005 Monster continued its buyout on the international market by taking over emailjob.com in France and by getting hold of a 40% stake of ChinaHR.com.

In order to become acquainted with the different European e-recruiting habits, Aktor's report outlines the different national markets and analyses jobsites from countries such as Belgium, Eastern Europe, France, Germany, the Iberian Peninsula, Italy, the Netherlands, Scandinavia and the UK.

Furthermore it presents several international career networks like Monster, Talent4Europe, The Network (with StepStone) and the International Recruitment Alliance in detail.

As to the results of the market report, the following could be stated amongst others: Italy is one of the Western European countries that has experienced a remarkable growth in Internet users during the last two years. Whereas Internet usage in Italy was only 33.3% in 2003, it has now reached almost 50% with more than 28 million web surfers. It has thus outstripped France, who had previously been stronger in Internet use.

However, a study published in December 2004 on Italian recruiting practices reveals that e-recruiting is not (yet) predominant. Only 0.3% of the Italian recruiters indicated the Internet as a means of hiring, while Direct Search is on

the top of the list with 61.9% followed by companies' internal CV databases (28.9%).

Spain and Portugal are among the weakest countries regarding Internet use in Western Europe. Portugal, for example, has seen a constant user growth (2000-2005) of 44% only (Spain: more than 170%; France: 192%).

Prices for job publications are, to a certain extent, low while candidate responses are rather high in both countries. A peculiarity of the market leading Spanish jobsites like infojobs.net and infoempleo.com is that recruiting companies have to retrieve applications manually from the respective job boards instead of receiving them by mail.

Scandinavia's Internet market is well saturated: The use of this means is the highest throughout Europe (with, for example, over 73% of the Swedish population having access to the web). Public list prices for the publication of vacancies are the most expensive in this region (except in Finland) as compared with the rest of Europe. Candidate response is slightly weaker than in Germany. Although these northern countries do not have a high population density (as does Germany, for example), the number of received online applications is nevertheless considerable.

The British job board market turns out to be the most complex in Europe. Internet usage is very widespread in the UK (more than 35 million users) permitting companies and recruitment agencies to search for candidates by these means.

Pointing out a British job board market leader is a very difficult task since there is a high quantity of very well-functioning career sites. Furthermore, it is striking that mainly national and local jobsites such as Fish4jobs, Workthing.com, Jobsite.co.uk and Totaljobs.com tend to be the most important.

One of the remarkable features of the French e-recruiting market is that small, specialised sites attract a great number of applicants and thus turn out to contribute to a very fruitful hiring campaign. For example, the job board fashionjob.com delivered 45 candidates for a vacancy in 2005. One of these applicants was actually employed.

Vacancies that are published on French jobsites can underlie restrictive principles

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with regard to layout and the advertiser's number of characters. Job offers are only rarely published in the company's CI-layout and, depending on the site's policy the insertion of the firm's logo or hyperlink implies extra costs.

Aktor Interactive's market report is available from now. The 35 jobsites are presented on about two pages per job board giving information on the history of the site, media data, intended marketing activities, partnerships, the profile of the CV databases and the fragmentation of job offers into branches and sectors. For further information please do not hesitate to contact us. Please find our contact details below.

Aktor Interactive, widely known for its multi-posting product name ROBOPOST, is the first international communication agency to offer e-recruiting services and candidate management systems. Aktor is based in St. Priest (Lyon), France, and was founded in April 1999 by the French entrepreneur François de Boutray.

For more than six years, Aktor has been in active contact with more than 250 different international job boards building up a solid network to support both medium-sized companies and global players in their e-recruiting processes. As a French agency, Aktor operates in France with other key markets throughout Europe as in Germany, Italy, the Netherlands and Eastern Europe. Today, more than 50% of the agency's business volume is related to the international market.

In addition to its flexible e-recruiting services and Internet solutions, popular with a faithful and ever-expanding clientele, Aktor regularly publishes newsletters, market surveys and information about international jobsites.

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