

genius NEWS

ISSUE 5: APRIL 2013

Welcome

Well quite a lot has been happening over the last few months – the main event being our move to our new offices. The paint had barely dried in the old church before we decided that we were going to run out of room (forward planning has never been my strength!) which started a debate as to where we would like to be based.

Janice and I looked at numerous offices across the city and saw nothing we really liked, or that gave us the flexibility that we needed. We were getting very despondent when, one evening on the way home from work, I drove through Queen Square and spotted a rather dilapidated building and thought we'll move there then!

More about our new offices later on. Other key things that have happened include the appointment of Deborah McCormick who joined us in September as a Senior Account Manager. She brings with her a fantastic knowledge of all things Digital. September also saw us win our first award at the Recruitment Business Awards in Manchester – there were plenty of photos taken and I understand it was a very lively night with an ample supply of alcohol. Obviously I wanted to include these in the newsletter but unfortunately Janice has only allowed us access to a few of them – I wonder why?!

We also won a sizeable piece of work for a major PLC, helping to recruit 30 graduates globally using purely digital media, so that was a nice start to the year (but hectic as it did involve a terrifying amount of foreign media research for a few weeks). It also gave Katherine a wonderful opportunity

to practice some of her five languages – sadly for her most of our contacts speak perfect English.

News of triple dip recessions aren't very helpful for business, but I have to say from our perspective we haven't encountered a lot of doom and gloom. We appear to be busy right across the board from school leaver campaigns through to very senior level recruitment, which is all very encouraging. We have also noticed that whereas 6 months ago there was a "let's keep costs very low and only advertise on one jobs board" theme, now there appears to be a more "belts and braces" approach. We have seen a resurgence in Recruitment Microsites and Campaign Pages (1 page sites) that we are building which is positive. No surprise but we are now a lot more actively involved in the social media side of things, being asked to manage Facebook, LinkedIn and Twitter accounts on behalf of clients who don't really know what to do but feel they should be doing something!

As well as some general industry news we have written articles on the importance of Employer Branding and the value of Social Media which may be of interest.

Our Genius profile is on Stephen Bampfylde of Saxton Bampfylde so our thanks go to him for agreeing to be interviewed.

I do hope you enjoy the newsletter.

Peter Gibbons



Recruitment Business Awards 2012

We're growing.
Growing through investment.
Growing through expansion
and growing through success.



Partner Designate, Pensions - Bristol

At TLT, we do things differently. From our entrepreneurial culture and outstanding client service to open plan working and transparent remuneration, we're a vibrant, inclusive, innovative and award-winning firm. Our key partners clients include OXS Southern, British Telecom and Barclays, and we're recognised as Tier 1 in the Legal 500. As a Partner Designate in our growing practice team, you'll work on a varied portfolio of clients, advising on all aspects of pension schemes - from the design of a high value buy-in, to technical advice, with good drafting skills and an appetite for business development. If you're interested in this role, please contact our HR team for a confidential discussion, please contact Susanna di Palma with Partner Designate as your contact with details. For confidential discussions, please contact Susanna di Palma at TLT on 0117 933 0956 or email susanna.di.palma@talent.com.

A NEW KIND OF LAW FIRM TLT
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We were absolutely delighted to win the best 'Professional Sector Recruitment Advertisement' at the Recruitment Business Awards (RBA) 2012, held in Manchester on 27th September.

The RBAs, now in their tenth year, recognise creativity and innovation in the recruitment industry, giving both advertising agencies and consultancies the opportunity to celebrate where creativity equals effectiveness.

The ad was praised by the judges for having a powerful proposition that met the brief, stating the strength of the idea behind the ad combined with the brief-hitting approach led to an "extremely successful" result.

As you can see by the photo, a good time was had by all (strangely there only appears to be one photo available). Janice was very pleased she had an opportunity to wear a nice frock!



Sussanna di Palma, Recruitment Manager at TLT, with Janice.

The great Comic Relief bake sale



While listening to Pete tell us about another charitable event he'd arranged/taken part in, we decided it was about time we did something to contribute. "What are we good at?", we thought. If the status of our New Year's resolutions were anything to go by, definitely nothing physical. We did an office survey and, surprisingly, well actually not really surprisingly, it seemed that our mastermind subject was cakes! Well, we thought – we can eat them, why not bake them? Plus, Jenna had previous form having supplied the office with many delicious treats in the past! Being a mum of three with strong organisational skills, Deborah also stepped up to the (cake) plate and offered to contribute some tasty delights and good ideas.

What followed was three days of frantic baking, that was of course after multiple debates over what to make and whether we'd have enough (naturally, we had to factor in the proportion that we would scoff on the day and take back home – it was a win-win situation really!). Jenna's mum wowed us with her amazing chocolate cake. It was very tempting just to eat it all and pretend she had forgotten to bake it, but seeing as we were in a charitable mood, we just couldn't do it.

So far, all very Genius... until we checked the weather forecast and saw the bleak outlook... it turned out our plans weren't so genius after all! You'd think after seeing this we'd have changed the date to Thursday, when the weather was good, but being our usual optimistic selves (and not having baked the planned trillion cakes in time), we decided to stick to the original plan. And guess what? It poured. When did it start raining? Literally the moment we stepped outside to set up.

But did that stop us? No. After all, we're hardy mountain goats used to running round after Pete satisfying his endless requests for cups of coffee! A bit of rain wouldn't stop us. Encouraged by particularly generous donations from Pete, Janice (who also brought cakes) and John, we braved the public. The rain didn't put them off (at least not initially); they were queuing up before we'd even laid out all the cakes.

Two hours later and having met an eclectic bunch of characters, we called it a day. After warming our hands, and snivelling for a bit, we counted the money and found out our bake sale had made a whopping £181.68, not too shabby at all!



A special thanks to Mark who made us some amazing posters, the Genius people who donated so much, the lovely man who gave us £10 for a soggy cupcake, and the chap from the office next door who sent down all his colleagues to help us out when we'd hit a quiet patch.

We really enjoyed the bake sale and might even do another one... but only if the weather forecast is sunny!

Katherine and Jenna

Deborah McCormick joins us



Well we were delighted when Deborah decided to accept a role with us as Senior Account Manager.

Deb has worked in Recruitment Comms for over 15 years (considering that fact she still appears relatively sane).

She brings with her an immensely safe pair of hands, great communication and client handling skills – oh, and she makes a fine cup of tea!

Deb left university with a 2.1 in English and started her career with Barkers in London having been accepted onto the graduate training scheme.

Having 'cut her teeth' on accounts such as BMW, PWC, First National and WHSmith, she progressed swiftly to Executive level. After 5 years she moved to Bernard Hodes as a Client Services Manager where she managed a team of administrators responsible for driving, managing and delivering a wide range of recruitment marketing strategies for the likes of E.On, HBOS and Legal & General.

Six years on and Deb was lured to a leading digital marketing agency working with the likes of Toshiba and AOL. Working on EMEA wide digital marketing strategies – blimey this all sounds very

impressive doesn't it? Deb thankfully understands all things digital whether it be Twitter, Facebook, LinkedIn, or a multi-national Google adwords campaign – she is a bit of a wizard (or should we say Genius) when it comes to such matters.

As well as being very clever, she's always upbeat, very dynamic and has oodles of energy – and don't we know it.

Married to Dave and the proud mum of a girl and two boys; Sorrel (3), Archie (4) and Rufus (6), Deb was a keen traveller (presumably those days have now long gone) and lived in the Caribbean for a while. She also enjoyed exploring Egypt, Finland, Sri Lanka and Costa Rica.

Somehow she manages to be an enthusiastic member of a ladies book club... this possibly should read drinking club.

Genius House, 28 Queen Square



genius
house

On July 20th we completed on 28 Queen Square. The building was one of the original buildings in Queen Square, built in 1699 and finished in 1701. It was the family home of the Fry family, part of Cadbury Fry's chocolate empire.

The cellar was originally the servants' quarters and still has the original stove fire. It now proudly houses our servers and Pete intends to put a pool table and table football table in there. He also mentioned a drinks cabinet which is slightly worrying!

The building was in a fairly sorry state – the wiring was dodgy, the roof leaked, the windows were rotten and the whole building needed complete rewiring and refurbishing. Because the building is a Grade II* building everything we did needed the permission of English Heritage – who, being our immediate neighbours, knew exactly what we were up to.

The other issue was running cabling into the building for our servers as we weren't allowed to drill straight through the floors but instead had to thread the wiring up and around them, which meant 900 metres of additional cable had to be carefully routed throughout the building.

The offices are currently heated by night storage heaters (which is pretty hopeless – thermals are required on cold days). Plans are afoot to install gas central heating, which will involve 25 radiators being installed – as you can imagine we can't wait for that! There is a small enclosed rear garden and there are plans to transform it into a mini wildlife garden.

The decorators spent nearly 30 man days removing the old paint (there were 17 layers of paint including the original lead paint) so it was quite a time assuming affair – we got so used to drilling and banging we quite missed the workmen when they went!

The offices are now 95% complete and they are certainly a great place to be. It is a really bright building with fantastic views over the Square – an added bonus are all the quality bars and restaurants within 2 minutes' walk from the office.

Pete appears to have a second office in the Riverstation – apparently he is the only customer with a loyalty card!

So if you are passing, do pop in and we'd be delighted to show you around.

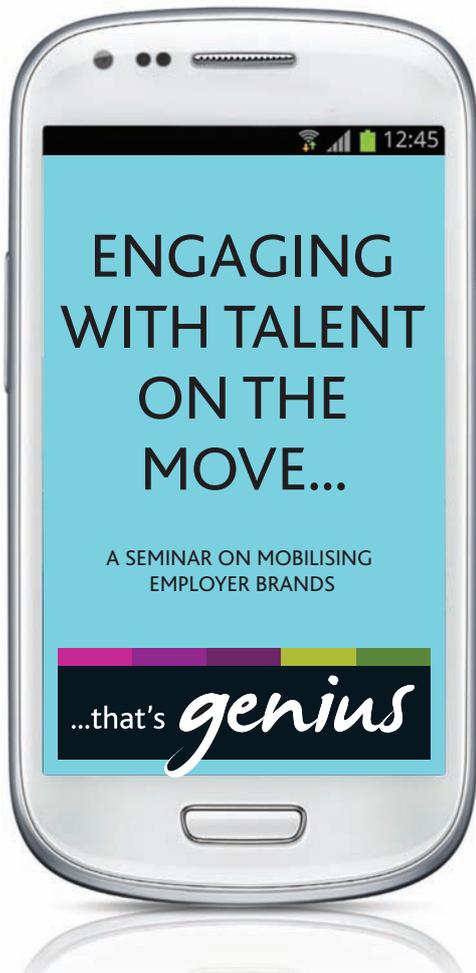
Grade II buildings are particularly important buildings of more than special interest; 5.5% of listed buildings are Grade II**



Mobilising Employer Brands

We're holding a seminar on Friday 26th April to help clients understand more about trends in mobile recruitment. We'll cover the current landscape and look at future predictions around engaging talent with your brand via mobile, from initial connection through to application.

If you're interested in attending, do let us know.



Campaign Pages

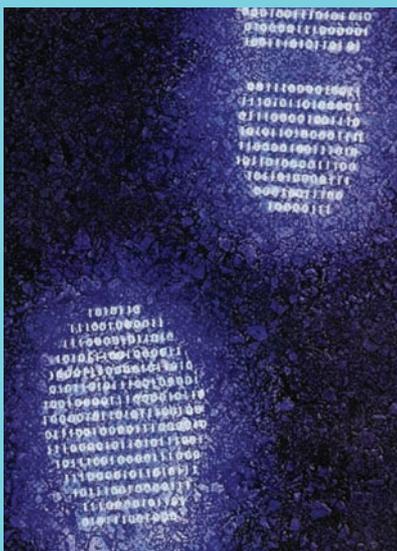
This month we've been talking about Campaign Pages which is the one page version of a microsite which can help to boost the look of your campaign and importantly measures all the analytics around the campaign.

There are many instances when you might wish to share more detail and 'selling points' for your vacancy/opportunity than are possible in a simple online posting. And whilst there is an increasing demand for transparent ROI and analytics for online campaigns, it's often (financially) unrealistic to create an individual microsite for every role you market.

A Campaign Page will do all this using the latest e-commerce best practices, as well as offering a better experience for candidates using their mobile phones to view your job. This is critical – 1 in 3 Google searches are done on a mobile and Morgan Stanley anticipate that mobile web usage will be bigger than desktop internet use by 2015.

Although most of your marketing activity is via online postings, it's worth knowing that a Campaign Page will manage and connect traffic driven from all campaign advertising activity – both online (Job boards, Search Engine Marketing, Social Media, Mobile, Email) and offline (PR, Press, Outdoor, Direct Mail).

Tracking and Reporting



Campaign Management is the end-to-end tagging, trafficking and reporting of online media advertising which gives far greater insight on advertising performance to in turn help improve attraction strategies.

The data provided allows us to analyse monthly campaign and individual job board performance vs media spend, number of clicks/applications, cost per click/application, conversions from click to application, month on month variation and an analysis of how the campaign has performed.

And it makes for very interesting reading! We can track anything and everything from a single role advertised in the UK to volume campaigns running globally. If you are interested in finding out more we'd be delighted to give you the details.

Janice appointed to CIPD judging panel

Janice has been selected to be on the panel of judges at this year's CIPD Recruitment Marketing Awards. The RMAs were set up over 20 years ago for agencies to showcase their best work.

The panel meet on 14th May to judge the entries and are looking for outstanding creativity combined with the right results across 17 categories including creativity, effectiveness and business impact. All are leading individuals from recruitment marketing environments and respective HR Directors.

Janice is well placed to be on the panel with her 26 years of experience within our sector – she started her career with Euro Riley RSCG (now Havas People) in 1987 (blimey that really is a long time ago!). During that time she's had the benefit of working for creative clients such as IBM, Direct Line, Sainsbury's, Santander, Scottish & Newcastle and NYSE as well as other complex national and international accounts.

Janice commented 'I'm delighted and honoured to have been chosen as a judge – this is a great opportunity to mix with some of the key individuals in our industry and to see first hand the quality and variety of work that our industry is producing.'

No doubt Janice sees this as an excellent opportunity to buy another outfit!

Rowan and baby Olive

Here's Rowan looking after beautiful baby Olive. Born in August 2012 and sister to Isla, Olive is super cute and we're all in love with her and her amazing hair!



Why a strong Employer Brand is so important



I think it's fair to say that most of us understand the concept of branding. It is one of the most important aspects of any business – large or small, B2C or B2B. Your brand is your promise or assurance to your customer. It encompasses everything that you pledge to them in terms of both products and services. It differentiates you from your competitors. In other words, it is what you are, what you want to be and (probably most importantly) what others perceive you to be.

But what about your internal audience?...not your customers, but your employees? What about your employer brand? Simply put, it is your promise to your employees and workers. It is the deal between the organisation and its employees. It encompasses everything that you promise them in terms of their "work life" – culture, pay, benefits, working conditions, etc. Your employer brand also sets you apart from your competition – those companies who are looking to hire the exact same people.

But how is a strong employer brand profitable?

A well-known corporate brand can be an incentive to potential candidates, and a favourable engagement with it may lead some to

assume your business is also a wonderful place to work. But let's face it... just because someone drinks Coca-Cola or eats at Wagamama doesn't automatically mean they will be attracted to work for them, and all other employers, especially B2B, will need to do much more in order to attract talent.

A strong employer brand should do for your recruiting ability what a strong corporate brand does for your cashflow: improve the quantity and /or quality and build an engagement that goes beyond the immediate – creating a loyal, committed and motivated audience of past, present and future employees. The key to future-proofing any organisation lies in the ability to attract and maintain the cream of the available talent, as well as the could-be or not-yet-available, in order to ensure your business objectives can be delivered.

Who you will attract?

In recent research conducted by LinkedIn, it was found that a strong employer brand is 186% more likely to be linked to job consideration than a strong company brand. This is especially crucial for attracting more Mid/Senior Management – these two groups are "almost three times as likely to consider a job because of a strong employer

brand than those employees at director level and above."

Younger employees – professionals under 40 years old are 61% more likely to consider a job because of a strong employer brand.

Employees are 37% more likely to consider a job when the company has a strong employer brand – not an enormous surprise maybe.

So, if you depend on younger workers for more entry-level/individual positions, investing in your employer brand is absolutely crucial.

Cost savings

In addition, companies with stronger employer brands report real cost savings in their recruitment process. Companies with weaker employer brands report a cost-per-hire that is almost double that of companies with strong employer brands. Furthermore, if a company has a strong employer brand – one that resonates with their current workforce – they will have a 28% lower turnover rate than companies with weak employer brands.

The value of Social Media



It can often be inexplicably easy to get carried away on a wave of 'the next big thing' in marketing. That said, there is simply no questioning the power and ubiquity of social media. It enriches, challenges and connects our world in a way few would have thought possible at the turn of the millennium. Even if, for every Arab Spring there are 400 piano-playing cats, for every "Fentooooon", an insidious cabal of trolls spreading hate and things which should really be left unsaid.

However. And we think it's a big however, how can you determine its real value in employer branding and recruitment marketing terms? We know that social media allows employers and recruiters to engage with a far broader network of candidates than would ever have been previously possible. It enables the creation and sharing of all sorts of exciting and authentic content that really brings your employer brand to life, and when it works, it will be shared and valued by a huge audience. It can be transparently measured: there are great realtime analytics and far-reaching campaign analyses available, you can watch as the tickertape of your likes, tweets and status updates steadily increase, PPC means we only pay when our ad is seen (give or take), and the amazing world of Google Analytics et al assures us that our campaigns are seen by only the absolutely 'right' target audience. And even so, we are routinely asked by clients (if not using these exact terms) – yes, but what is the real value of social recruitment?

And to be honest, we sometimes struggle to answer ourselves. Even with the magnitude of data available, and the many different ways of packaging and promoting the potential of a network, it's a huge question. It requires far more than a simple quantification, the 'one LinkedIn campaign equalled three interviews' calculation. A single transaction/campaign may create impressive numbers of interviews, and it may equally return no applicants at all, but you would be hard pushed to claim either outcome as the final result. The mix of connectivity (the average number of Facebook contacts is 133; and 50% of LinkedIn users have between 0-200 1st degree connections) with the ability to share opinions and experiences can mean your employer brand/annual graduate campaign/single role/application process/manner in which a receptionist dealt with an enquiry is discussed and discovered by a new audience at any time far into the future – for better or worse. Of course, it can also be ignored and disappear into the swirling mass of information available on the web.

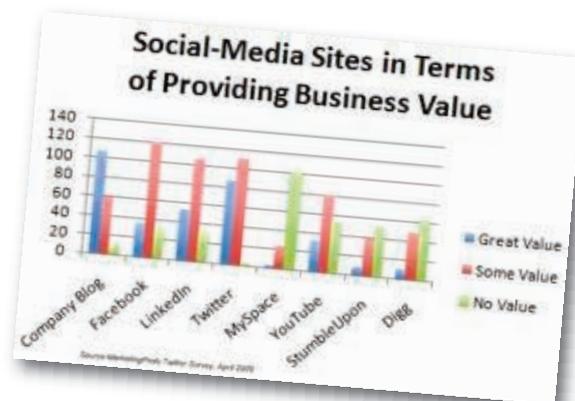
Hubspot, when musing on the value of social media, say "Marketers wouldn't dream of spending budget on banner or PPC ads without a measured and positive return on their investment; but for some reason, many of us still play dumb when it comes to the hard data about the performance of our social media marketing investments. And even if you're not spending budget on Facebook or Twitter, remember: Time is money, and you're probably spending a significant amount of time." They're right, and have even created a ROI calculator (read more about it: <http://blog.hubspot.com/blog/tabid/6307/bid/33871/How-to-Calculate-the-Value-of-Your-Social-Media-Followers-CALCULATOR.aspx#ixzz2KCyYw5jNy>) which is interesting, if inherently flawed.

Deloitte suggest that companies should look wider than the purely transactional and "... strive for relationships with customers that are "R.E.A.L.": Reciprocal, Empathetic, Authentic, and Long-lasting. Relationships based on these intrinsic values, and supported by systems of engagement that provide efficient and consistent communication and collaboration, can provide better opportunities to increase profitability. Beyond this, to

differentiate themselves from competitors, companies should develop genuine relationships that engender deeper loyalty and greater trust.

The transparent world created by social media gives companies opportunities for growth, if they can move beyond mass marketing by building genuine relationships with their customers and reduce the cost of change by becoming more nimble. Now is the time to seize these opportunities, because the switching costs in our connected society are getting exponentially higher." Deloitte Measuring – and Capturing – the Value of Social Media October 25, 2012.

We think a mix of these two approaches is the most valuable: obtain and use the rich data sourced from your social media activity, and ensure you create an authentic voice for your company or client to continue to engage with candidates.



Here is a neat overview of how you might achieve this: "In the human capital side of social, the audience includes current, future, and former employees. You can utilize your organization's social presence to announce current career opportunities. However, if your content is only about jobs, you will quickly lose your audience's interest. Social engagement allows you to assemble a story over time, one post at a time. Engage your current employees by sharing photos of company social events. Show pride in company and individual successes. Allow coworkers to join in the celebration through comments and likes. Be a source of communication for the 'little things' like this week's lunch menu or the 'big things' like providing up-to-the-minute information in case of a weather emergency. The combination of these individual messages creates a picture of life within the company. The business exists and thrives by embracing the social aspect of its employment population." (<http://www.teletech.com/blog/2012/12/the-five-critical-elements-of-asocial-recruitment-strategy/>).

Social media is here, and it is not going to go away. The only question is, will you be a leader or a follower? Both are valid; if you're the latter, these individuals will definitely be worthy of your attention: <http://www.marketingtechnews.net/blog-hub/2012/nov/20/socialrecruitmentleaders-10-towatch/>

The only thing you can't be, is an avoider.

Budget: 'Tax on jobs' out for one in three employers

A third of all employers will no longer pay employers' National Insurance Contributions (NICs) as a result of Chancellor George Osborne's Budget on 20th March which should stimulate employment.

In his fourth Budget, Osborne announced the creation of a new allowance that means that 450,000 of the UK's small businesses will be taken out of paying employer's NICs all together. "I want to support jobs and the small businesses that create them," Osborne told MPs in a boisterous House of Commons. As a result of the new allowance every business will be able to employ one worker on a salary of £22k a year, or four adults on the National Minimum Wage without paying any employer's NICs through the deduction of up to £2,000 a year from their NICs liability.



"For the person who's set up their own business, and is thinking about taking on their first employee – a huge barrier will be removed," Osborne told a packed House of Commons.

Employers' NICs have often been described as a tax on jobs, and the announcement was quickly welcomed by the Federation of Small Business. The announcement was part of a series of measures that Osborne claimed as "a budget for an aspiration nation. Unless we fire up the aspirations of the British people... we are going to be outsmarted, out-competed and outperformed" by other countries, he said.

Other measures key measures included a reduction in Corporation tax and no income tax to be paid on the first £10K of an individuals salary.



Stephen Bampfylde

Stephen is co-founder and Chairman of Saxton Bampfylde. He began his career working for IBM and Whitehall, where he spent nearly ten years before moving into top level executive search. For 25 years, he has been involved in the recruitment of executives to senior positions across all sectors. He helped establish the worldwide professional association AESC in Europe and was its international director for a number of years. Recent assignments have included the Chief Executive of the Royal Opera House, the Director of the Glasgow School of Art, multiple appointments to the Council of the University of Birmingham, Chair of Companies House and three Trustees for Nesta.

Outside executive search, he has been involved with the advisory boards of the Business Schools at Cambridge and City Universities, is a Trustee of the Yvonne Arnaud theatre, and former Chairman of the Guildford Cathedral Council. Stephen read economics at Jesus College, Cambridge and studied corporate finance at London Business School.

Stephen and his wife Rachel have three children, Simon, Ed and Eleanor. They love skiing and cycling holidays and Stephen has a not-at-all secret love of The Hitchhiker's Guide to the Galaxy and Doctor Who.

What are your hobbies?

Skiing, cycling, theatre, church history and theology, architecture, art, movies, detective fiction

What are you currently reading?

The Man Who Was George Smiley (by Michael Jago), Abiding (Paula Gooder), and Dona Leon's Inspector Brunetti

What's on your iPod?

Arvo Part, Stones, Dido, Beethoven

What's your favourite film?

Roxanne

What's your favourite gadget?

iPlayer/ Ski tracks app/ Garmin training watch

If you had a spare £1million to invest in something, what would it be?

Young theatre groups throughout the country to bring drama to inner city children

Name something you spend irresponsibly on?

Wine

Open Road –70 mph – which lane and how fast?

Outside lane, 92mph (of course never in England... that would be naughty...)

As an employer, whose corporate employer brand do you envy?

Innocent Drinks and Unilever

What's the best advice you've ever been given?

Taxes are the price we pay for living in a free society

Who is the business person you most admire and why?

St Benedict – created an on-going institution lasting, so far, 1500 years

If you weren't doing what you are doing, what would you be doing?

When John Arlott was both cricket and wine correspondent for the Guardian, he had the best job ever

If you could abolish one employment law, what would it be?

A single doctor being able to give people a diagnosis of "stress"

Social networking and recruitment – what's your verdict?

Won't affect the top of the market and will be less popular in an upturn

Clayshoot Day



On 28th March Peter and Janice took a handful of clients to Brookbank for an afternoon of clay pigeon shooting.

Run by Alison and Wesley Hann since 1982, it is located in beautiful grounds at the foot of the Mendip Hills and is one of the UK's premier clay shooting grounds .

After a quick coffee upon arrival, Janice and Nicola set off with an instructor for a bit of tuition to brush up their skills. Naturally the boys thought they already knew it all and declined the offer of an instructor. They instead marched straight off and shot random clays flitting from one stand to another before launching into full braggadocio mode with a contest.

For those who don't know Alistair Cook, he is possibly the most competitive person in the world (other than Peter) – so, sensing that he might be beaten by Peter and David Sedgwick, he spent the whole time making irritating comments just as David or Peter were about to shoot. It had the desired effect on David as he started missing all the targets he had previously been hitting 100% perfectly but rather annoyingly it appeared to have the opposite effect on Peter.

Meanwhile the girls were having an altogether more relaxing time and well done to Nicola as apparently she shot very well. Janice, however was seen with an eye patch over her right eye – not sure whether it was some sort of fashion statement but it didn't really appear to help with her shooting.

500 cartridges and several hundred wasted clays later the party departed for an evening of eating and drinking. Rumour has it that Alistair and David were particularly good at this.

Our thanks go to Wesley and Alison Hann for looking after the Genius party.



David Sedgwick, Peter Gibbons, Janice Rae, Alistair Cook, Nicola Andrews

Capital gains as jobs growth powers ahead in England

The number of people employed in the UK surged by 584,000 in the three months to December compared with the previous year, but almost all of the increase was confined to England. London enjoyed the biggest boost, with employment rising by 192,000, followed by the West Midlands, where the number of people in employment jumped by 107,000. London stands out as the biggest gainer with an increase of more than 5%, clearly assisted by the Olympic and Paralympic Games. The recent positive figures have confounded City economists as unemployment usually soars when the economy is in the doldrums.

Run (of a kind)

The last time it happened with any regularity was back in 1982. Even then it was only 400 metres at the most. Nine times out of ten it was 100 metres or less.

There was a brief spurt about five years ago at Bristol Zoo to see how he compared to a cheetah at the "What's your speed limit?" attraction (if you're interested a brief burst of 42mph was recorded at the speed trap).

Anyway, at the beginning of March 2013 it started happening again. Mark (in the studio) has started running again!

Sunday 15 September 2013 will see him running the 25th Anniversary Bristol Half Marathon – we wish him well!



One in seven employers struggle to recruit

One in seven employers are struggling to fill vacancies despite long-term unemployment reaching a record high, new research has found.

Engineering, catering, management and sales roles are among the hardest to fill, a survey of 2,100 employers by Manpower recruitment agency revealed.

Some 15% of companies said they had difficulty filling positions this year, up from 9% in 2010 and the highest number since 2007, the survey found.

A lack of technical skills and too few job applications are the main reasons why companies find it difficult to recruit, Manpower said.

The findings come as the number of people out of work reached 2.46m in the three months to March, the Office for National Statistics said yesterday. This represented a fall compared to the previous quarter, but the number of people out of work for 12 months or more rose by 20,000 to reach 850,000, its highest level since records began, the statistics showed.

However, in a survey seen by The Daily Telegraph, several employers reported a skills shortage in the UK's key industries. According to the survey, engineering jobs are the most difficult to fill so far this year, up from third position in 2010. In the last six years, engineering has consistently been one of the top four most difficult roles to fill.

