

What people think of recruiters!



Ask someone on the street what they think of recruitment and they'll probably tell you of a perceived 'work hard, play hard' culture that is exceptionally lad and money-orientated with little regard for the candidate.

That this perception still exists is a blight on the industry, and such examples are rare.

Speaking to Recruitment Grapevine, Sam Sprules, Director at AeroProfessional, revealed the three most common misconceptions about the industry.

1. Recruitment consultancies are all about the quick wins

"One of the biggest misconceptions is that recruitment is all about hitting targets and getting the quick wins. The perception of recruitment as simply finding candidates and matching them to clients, leading to a succession of quick turnovers, couldn't be further from the truth."

Speaking of his own firm, and how that can be applied industry-wide, he advises not to "focus on short return" and "assess the client's problem in depth and present a tailored solution." This results in "a better, more effective, and robust recruitment strategy overall."

2. Recruitment consultancies care more about the client than the candidate?

"Any company will put their client first, this is a fact of business. However, any good recruitment consultancy knows that without great candidates, there wouldn't be any clients. So, it is in our best interests that all candidates receive a great level of service from us on their journey to finding their next role.

"Also, when executed properly, a good campaign will mean that candidates also see recruitment agencies as an extension of the clients themselves. Given the importance of brand identity in today's world, agencies need to ensure that they are representing the client's standards in the best possible way.

"From a candidate's perspective, there is nothing worse than being presented with a promising job opportunity, only to be greeted with a wall of silence after applying."

3. Recruitment consultancies are an unnecessary expense

"A good recruitment consultancy shouldn't be an expense, but rather a worthwhile investment for any company. Many people do hold the misconception that outsourcing recruitment is expensive, but this should deliver savings in terms of time, money, and the ability to focus internal resources on where the client's specialities lie, ensuring the best possible return.

"Many companies don't have a dedicated in-house recruitment function. It's often combined with another role, such as HR. But this inevitably means that the overworked in-house team can't perform either of their functions effectively, and the cost, in terms of human resource, is immeasurable. Whereas with a recruiter, such as AeroProfessional, you only pay when the agency delivers results, so it is more cost-effective in most cases."

So, good recruiters aren't Wall Street Wolf's and we certainly are not sheep in wolves clothing. Good recruiters are consultative and understand the need to be professional with both clients and candidates. The life of a recruitment consultant is all about the right balance of communication, you don't want a call every five minutes, but you do want to be kept informed, as a candidate or as a client.