

Google's latest addition to world domination! – Google Jobs



Our thanks to Recruitment Grapevine

Recruitment Grapevine recently reported on Google's plans to launch a new jobs board, eponymously – and perhaps ominously – named: Google Jobs.

Google boast their new board will utilise machine learning, offering jobseeker's detailed information on commute times and the ability to filter vacancies based on a wide array of needs and wants.

If they enact their plans half as well as they have in their ever-growing dominance of the internet search, advertising and global-mapping markets, surely recruiters will have to be worried.

Not only are job board's fees less than those of traditional recruitment firms, with AI constantly improving, soon these boards will be able to offer services that were once deemed the sole preserve of real-life human recruiters.

Not forgetting: Google are used to dominating whatever marketplace they operate in.

However, on the current jobseeking landscape, recruitment agencies and job boards exist side-by-side – with the occasional overlap. Neither side of the industry is on the edge of collapse.

Although professional network LinkedIn has half a billion signups, with circa 200million active users, the UK recruitment industry is worth a whopping £35.1billion – more than the fashion and arts industry. A sign of rude health for rec firms.

Further, last year's announcement, that Facebook were experimenting with job postings and the ability to receive candidate's applications, didn't spark a recruitment industry meltdown.

In reality, Google's announcement will more likely spark a tussle for the job's boards-aggregator monopoly – between Indeed, Totaljobs, Monster and Reed – rather than spell the end for agencies.

Hiring Managers will most likely continue to use their recruitment agencies as they are used to dealing with recruiters who have found them good candidates again and again. Especially as they do not have the time to deal with the "apply for everything and anything" candidates. They rely on the recruiter sending them a well-qualified short-list, leaving them free to get on with their day job.

As jobs boards don't usually yield a great number of suitable candidates for the roles they advertise - Monster has more than 70 million stored CVs and over one million job postings at any one time - it takes a recruiter to sift through the chaff, to find those all-important, relevant, candidates.

And with serious questions needing to be answered, regarding the skills shortage, labour shortage and what Brexit will mean for the UK's workforce, recruiters still have a vital role to play.

Not only in the fulfilment of their day-to-day roles but as agents of change within the larger, existential issues the entire employment market has to grapple with.

As a result, it doesn't appear that recruiters will be posting their own CVs, en-masse, to jobs boards any time soon.