

True or false? *There is an increasing trend for large corporates to directly undertake all, or the critical components of the recruitment process.*

Insidejob believe the answer is TRUE! If this is correct, what are the relevant drivers for organisations undertaking direct recruitment?

We think they include:

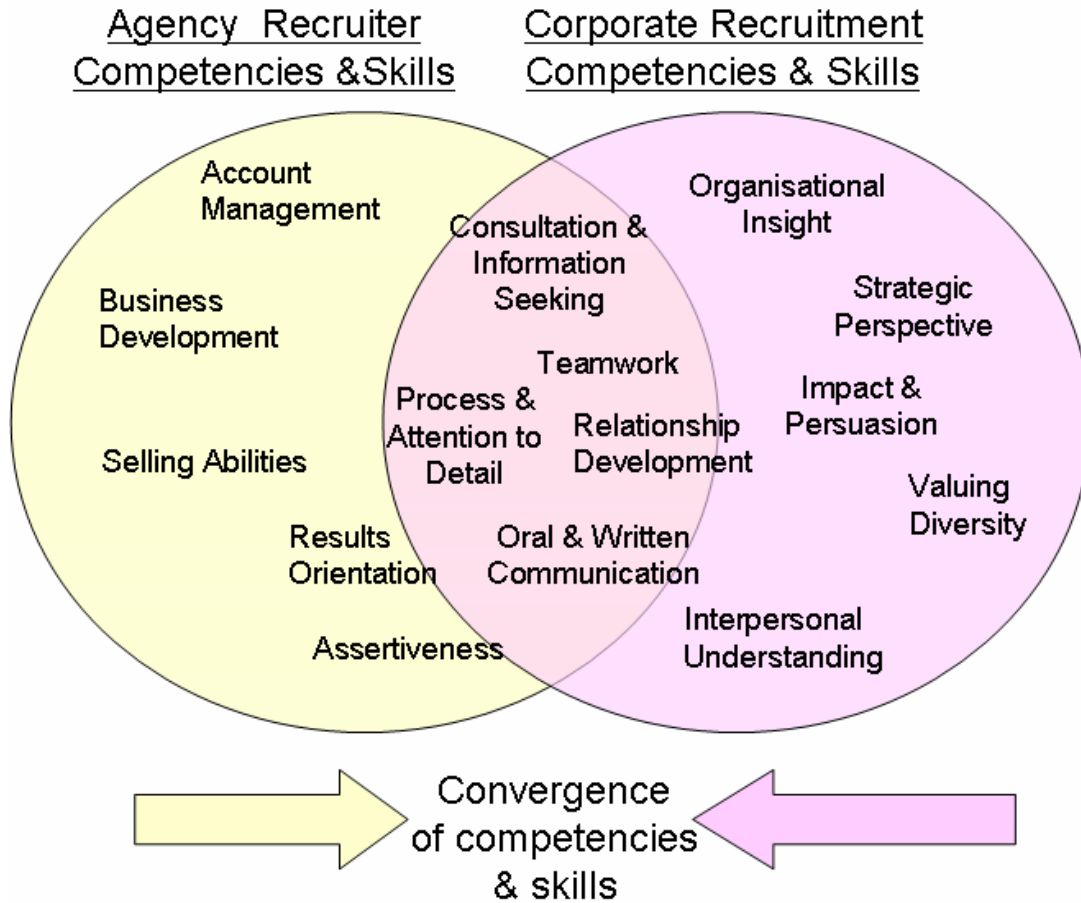
- Reducing costs;
- Taking advantage of the availability of increased corporate recruitment technology capability;
- Striving to create organisational value and gain a competitive advantage;
- Increasing realisation that recruitment of quality staff is strategic;
- Understanding that candidates (especially Gen Y & X) generally prefer to deal directly with employers; and
- Understanding that corporate recruitment brands are more powerful than agency brands.

What will this trend mean to the career as professional recruiter in an agency? *Insidejob believe this trend will reduce the number of Agency Generalist Opportunities (vast majority) and create and foster specialist and unbundled agency positions. It will also open many new Corporate Recruitment opportunities.*

So what are the key distinctions in being an Agency Recruiter to a Corporate Recruiter?

Agency Recruiting Distinctions	Corporate Recruitment Distinctions
Measurements tend to be sales targets and generating revenue and profitability, then based on quantitative metrics	Measurements tend to be quality of hire, retention, hiring manager satisfaction, time to provide a qualified candidate
Remuneration tends to be generally base salary and commission based, (generally higher than equivalent corporate recruiters remuneration)	Base salary and performance bonus based on the organisation and individual performance (generally less than agency)
Deal with transactional recruitment issues rather than business issues	Deal at more of a tactical and strategic way, sharing the business challenges
Career path tends to be vertical in agencies which tend to have a flat organisation structure (sometimes more lucrative to stay a recruiter)	Career path is more diverse with both horizontal and vertical opportunities in relation to a range of HR and business related positions
Work transactionally on open roles that result in revenue in a quarter	Work both transactionally on current requirements while developing an understanding of future business needs (proactive recruitment)
Strong emphasis on sales and consultation and information seeking skills	Strong emphasis is on consultation, influencing persuasion, organisational insight, strategic thinking and interpersonal understanding
Candidate orientation is on networking, winning additional positions to recruit and the potential of placing the candidate in future positions	Candidate orientation is on ensuring a candidate becomes a valued employee stays and refers other quality candidates
Recruiter employee value proposition tends to be financially oriented	Recruiter employee value proposition more opportunity gaining experience and diversify career
Work with different organisations different cultures and drivers	Work with one organisation with different businesses (typically similar drivers and culture)

It is difficult not to generalise when you are distinguishing between two types of positions. The diagram below represents Insidejob's understanding of typical competencies between Corporate and Agency Recruiters.



Insidejob is noticing that a convergence of skills and competencies between the two positions is becoming more apparent as the trend to Corporate Recruitment increases.

In summary, if you value and enjoy selling, business development making placements, a faster working pace and a significant income if you are successful, then perhaps agency opportunity is for you. However, if you are bored of with transactional recruitment, want a long-term focus and yearn to develop your strategic skills, the role of a corporate recruiter could hold some merit.

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