

10 Tips & tricks for mobile recruitment

01 You need to be where your candidates are

Today the candidates you are looking for are using smartphones, iPads and other tablet devices to search for jobs. Whether it is from the comfort of their sofa, on the bus or even on the beach, approximately 2.8 million UK job seekers each month are accessing job listings from mobile devices (Source: comScore).

Mobile is always on and is always accessible and your job vacancies need to be too. So make 2013 the year of finger-tip friendly navigation for your candidates.

02 Website statistics

How many jobseekers are trying to view your careers site from their mobile? What is their current experience if your site is not optimised for mobile? Take a look at your website analytics and see what percentage of visitors are using a mobile device, you might be surprised by the results.

03 Adapt, adapt, adapt!

A mobile job seeker will potentially have limited time, limited bandwidth and a small screen to view content. Your mobile-optimised careers site needs to adapt to the device being used, reaching candidates no matter which mobile device they choose.

“The Sting’s recruitment website completely adapts to the device that is being used, giving the applicant optimal information display and interactive design.”



04 Have you got a job for me?

Online job seekers increasingly expect opportunities to appear that are specific to their search. You can use a candidate's location from their mobile device to highlight opportunities in that area or within a given radius.

05 Simple and easy to use

A candidate is searching your mobile careers site for relevant jobs and expects to see the job listing, description and essential information immediately. Endless searching and scrolling? Within seconds your potential employee has abandoned the site and will be unlikely to return.

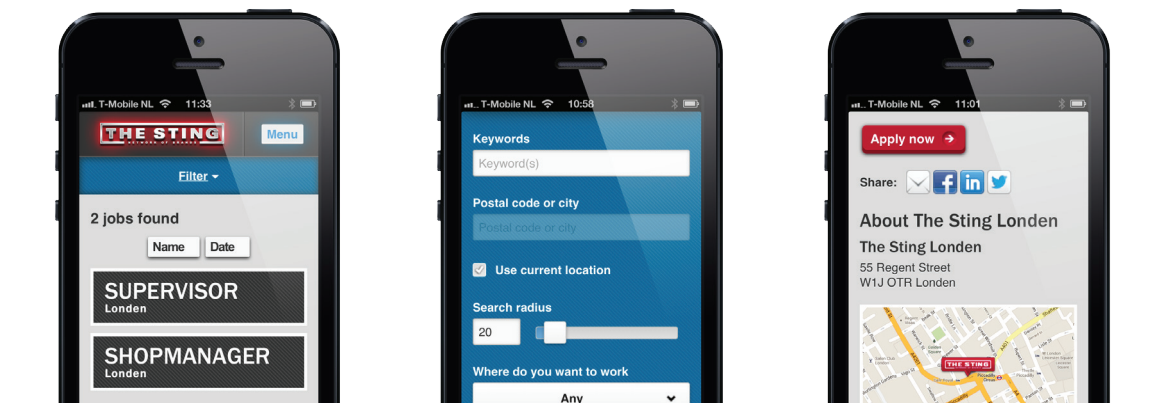
06 To apply...just tap, click and submit

Your job descriptions are easy to view, the job seeker is engaged and now wants to apply. Are they able to apply directly from their mobile device? You can provide a simple application form, an apply with LinkedIn button or ask them to submit an email address and a candidate will be sent a link to upload their CV.

07 Being social

Do you give your candidates the ability to "share" your job listings, send to friend via email or share through social networks?

“A mobile recruitment website lets your candidates easily search, browse and share vacancies and even apply directly from their mobile phone.”



08 Keeping track

Make it easy for a candidate to see how their application is progressing enabling them to track their status from a mobile device.

09 Get in touch

Your contact page should have a direct dial to call the linked recruiter, it is a phone after all!

10 Setting a good impression

Your online and mobile presence can create the first impressions for a prospective candidate. If the recruitment process experience is poor this may impact on their decision to proceed. A mobile-optimised careers site allows candidates to easily navigate and search for jobs and it can also generate more traffic, increase applications and give you an edge over the competition.

There are many tools available to the recruiting manager today and an organisation needs to adapt their current recruitment campaigns to engage with candidates across multiple platforms. An adaptable and intuitive e-recruitment system can help companies to deliver a socially-connected, brand-enhancing and user-friendly mobile recruitment platform.