

## Feature

## Good Talent is Hard to Find

*So are Good Recruiters*

**T**hat's the message from a number of surveys and studies on vacant positions and salaries in both the Canadian and American labour markets. According to one such study reported in the *Canadian HR Reporter*, the most in-demand HR roles across Canada include HR managers and recruiters. Not only that, but the salaries for recruiters are near the top in the business, just below that of the HR Manager.

This is good news and well-deserved recognition of the role that recruiters play in the increasing challenge of finding and screening the best possible talent for their organizations. It is also recognition of the work that accredited recruiters like the 1,400 members of the Association of Professional Recruiters of Canada (APRC) have done to increase their level of professionalism in the HR field. As the only association of corporate recruiters in the country, we at IPM are pleased that the APRC which has been in operation since 1984 has contributed to that ongoing success.

Demand for in-house recruiters has been growing for the last five years in the United States, but according to ERE Recruiting Intelligence which provides news and insights about the recruiting industry, this is a relatively new phenomenon in Canada. ERE reports that since January 2014, the number of job ads posted online for recruiters across Canada has been steadily increasing. In 2015, the percentage of the total HR jobs advertised for recruiters grew to 15% of all ads in the United States and 12.5% in Canada.

They also note that in 2015, Toronto had the most ads and Edmonton had explosive growth in the number of recruiter jobs posted online. Their numbers increased over 150 percent. In 2016, the market for recruiters also grew in many other areas across the country including Vancouver and Calgary according to the *Canadian HR Reporter*.

Why are corporate or in-house recruiters so hot these days? There are a number of factors, but the bottom line is that they bring a set of skills and expertise to an organization that is becoming essential to their business success. As the job market grows tighter and competition for top talent increases, having that capacity in-house is not just nice to have, it's a necessity.

So what makes a good recruiter? At one point in time, many experts felt that online recruiters and search engines would replace the corporate recruiter. Then it was thought that social media like Facebook and Twitter and especially LinkedIn would be the solution to corporate staffing and recruitment needs. But even as they all use these vehicles as part of the process, most major organizations still rely on their corporate recruiting staff to complete the mission.

The best recruiters are actually a combination of a number of characteristics that you might find in other occupations. Some of these include specialized education, being a good sales person and career counsellor and also a researcher to be able to see inside a candidate's head in a pre-interview or screening process. They are also master builders of networks, connections and interpersonal relationships. Those become crucial elements of finding and securing the best qualified fit for any organization.

According to Recruiter.com there are also a few other pieces that a good corporate recruiter must have today. They are the ability to use technology and the capacity to deliver consistent results. On the technology front, recruiters must be able to comb through the mass of resumes generated by social media and analytics to find not only the needle in the haystack, but the perfect pearl in the oyster bed. They have to stay on top of the latest technological solutions and be able to manipulate the data to get results.

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Results. That's really what it's all about when it comes to recruiting. Finding candidates is easy. Just post a job on the Internet. Finding good candidates is a bit tougher, but good recruiters know how to do that. Getting the right fit of the perfect candidate who will not just come to your organization but stay—that's what great recruiters do. Excellence and consistency are the keys to success for corporate recruiters. Those that have it are in high demand and that's why they are worth so much and so hard to find.

*Members Quarterly Staff Writer*