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HR 'changing recruitment strategies'

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Many top HR professionals are seeking to widen their reach, speed up recruitment and cut costs, according to new research

A study by Webster Buchanan Research has indicated that recruitment is shifting from traditional HR discipline to a sales and marketing exercise as web-based activity grows.

The results indicate that HR professionals are adopting new recruitment techniques and various technologies in the battle to attract the best talent.



Published in association with HR software and services specialist Computers In Personnel Ltd, the report revealed that 85 per cent of respondents 'strongly agree' or 'agree' that recruitment should be viewed as a sales and marketing exercise, rather than just an HR administrative task.

Christopher Berry, managing director of Computers In Personnel, commented: "Organisations need to use web-based recruitment to reach the best-quality candidates - but recruitment automation and management software can also help them speed up their internal processes, manage applicants more effectively and cut costs."