

RECRUITMENT

IS

MARKETING

YOUR BUSINESS

RECRUITMENT

Attract
candidates
and
convert to
employees

MARKETING

Attract
clients
and
convert to
customers



RECRUITMENT MARKETING
USING MODERN TOOLS TO ATTRACT & CONVERT

THE RISE OF THE CONSUMER CANDIDATE

Average unique resources used while searching.....

Looking for
insurance **11.7**

Looking for
a bank **10.8**

Looking
into travel **10.2**

Looking for
a new job **14.5**

**Candidates
are
searching
with
consumer
behaviour**



LOOKING FOR JOBS

Majority of candidates come across their new employers in these 3 ways...

78%
of all job searches begin



Google Search

I'm Feeling Lucky

67% Job boards
68% Traditional networking

RESEARCHING EMPLOYERS – where?



85%
SEARCH



83%
**COMPANY
CAREER
SITES**



75%
**TRADITIONAL
NETWORKING**



69%
**JOB
BOARDS**

RESEARCHING EMPLOYERS – when?

84% READ COMPANY WEBSITE

Before applying

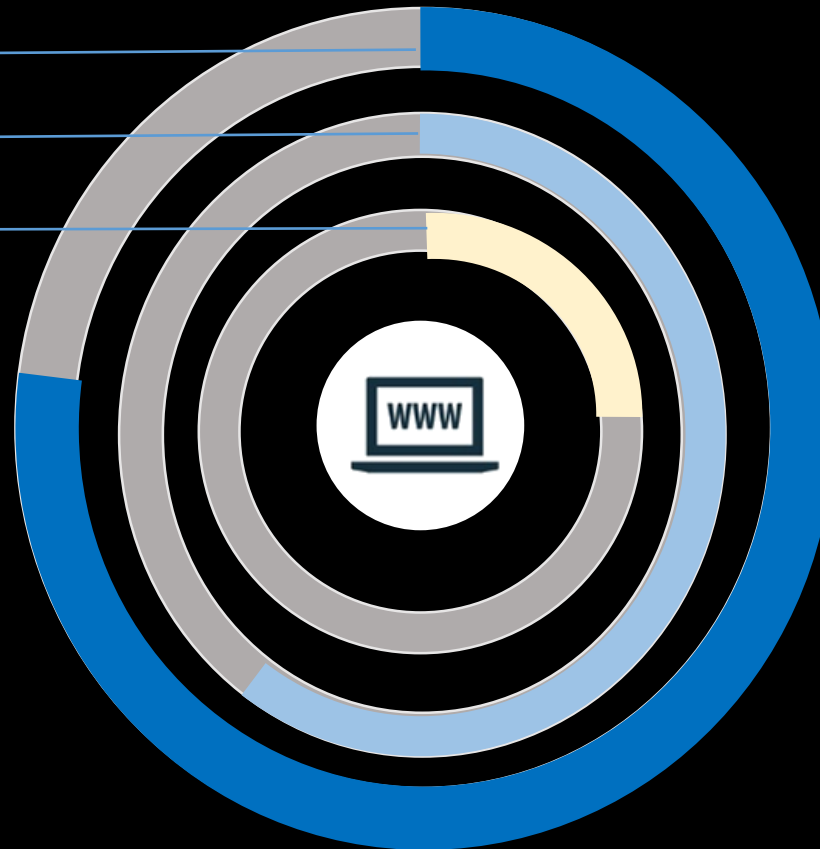
74%

Before interview

56%

Before accepting

34%



EMPLOYER BRAND



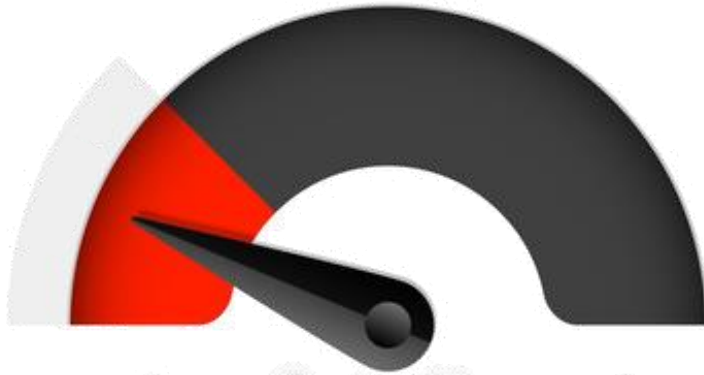
+

REPUTATION



91% of candidates
believe that
employment brand
plays a key role in
their decision whether
or not to apply

EMPLOYER BRAND BENEFITS



Low Brand Awareness

Attrition

Declined Offers

Long time to hire

Higher Cost-per-hire

Poor referral programs



High Brand Awareness

Retention

More job offers accepted

Engaged Applicants

Lower Cost-per-hire

High number of referrals



MILLENNIALS

Current age 18-34 yrs
Average 3 years in a job

72%

USE GOOGLE SEARCH to search

51%

USE A JOB BOARD to search

81%

USE COMPANY CAREER SITE for research

69%

USE SOCIAL MEDIA for research

73%

Will compromise on salary FOR GOOD EXPERIENCE



BABY BOOMERS

Current age 49-65 yrs
Average 11 years in a job

69%

USE GOOGLE SEARCH to search

46%

USE A JOB BOARD to search

85%

USE COMPANY CAREER SITE for research

70%

USE SOCIAL MEDIA for research

80%

Will compromise on salary FOR GOOD EXPERIENCE

WHAT CANDIDATES WANT TO SEE

- Defined company culture
- Reputation for treating employees well
- Thought leaders
- Community minded
- Environmentally minded
- Happy employees



BEST PRACTICE

THEIR jobs on THEIR site


Clear & consistent message on organisation values

Let employees do the talking

Advertising work culture throughout the process

Communicate the message inside and out

Capture interest with simplified process



Extraordinary people transforming the world of health & care

CAREERS

Job Keyword Search

Search for jobs

Finance Analyst


Job ref: 40007

Work type: Permanent

Location: VIC - CBD & Inner Suburbs

Categories: Finance, Bupa Care Services

Apply now



Bupa is a mission-driven, fit-for-world leading health & care group with over 15,000 people in Australia and New Zealand, and our purpose is to help people live longer, healthier and happier lives. While making a difference in health & care through our leading health insurance, our modern Dental Clinics, Bupa Optical stores and our Fit-Bupa GP clinics, with more on the way. As well as personalised care at over 100 Bupa Aged Care Homes.

All Bupa people are transforming and making a difference in the world of health & care.

About the opportunity in Finance Planning & Analysis...

As a member of our Finance Planning & Analysis (FP&A) team, you will be a key support to the Finance Business Partner, providing information and analysis to help guide and influence decision making, manage costs, and drive outstanding financial performance. Critical in this role will be establishing trusted relationships with your stakeholders, understanding your function and the key financial drivers to deliver meaningful reporting, forecasting, and assisting with the preparation and delivery of the annual operating plan.

You will also:

- Manage month and reporting close, delivering true and accurate financial results – includes preparation of month and journals, variance analysis and investigative enquiries to understand underlying cost drivers
- Prepare monthly financial performance reports for your function – key stakeholders include cost centre managers, functional managers, head of department, as well as various steering committees
- Support the delivery of forecast and annual operating plan as part of the 3 year annual planning process – includes leading the collation, analysis and providing information to support throughout preparation process
- Monitor and assist with controls to help manage and govern the integrity of financial information, minimising the risk of regulatory, audit and other compliance issues. This includes monitoring and analysing spend to ensure correct accounting treatment (in particular the identification and capture of capital expenditure), and acting as a key liaison with other parts of finance and the business to deliver an integrated finance offering for stakeholders

Your background

You will be inspired and driven by the opportunity to work with a global leader in health care. The role is suited to someone who is passionate about driving a range of stakeholders to drive success, with excellent communication and interpersonal skills. You are motivated, proactive and driven, and will strive to exceed your stakeholders' expectations.

You will deliver:-

- A Finance & accounting background – preferably in a large or medium sized industry or professional services firm
- Sound fundamental capability in the preparation, review and analysis of P&Ls, financial and/or management reporting information
- Experience in making non-finance staff understand the numbers
- Ability to think analytically and commandingly
- Degree qualified – Finance/Business or similar

Join us

Bupa believes in hiring the best talent in the market. We are known for our vibrant, high performing and proudly award-winning workplace, and we take pride in creating exceptional and meaningful work experiences, encouraging innovation, delivering award-winning benefits to our employees and being involved with our communities.

Bupa has everything – growth, passion, results and a caring & supportive culture that surround a burning ambition and purpose that is the best in the world.

Find the purpose in your career!

Advertised: 10 Jun 2016 12:00 AEST Aus. Eastern Standard Time

Applications close: 19 Jun 2016 11:59 PM AEST Aus. Eastern Standard Time

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Existing Applicant Login

Job Alert

View All Jobs

Work Type

☐ Casual (0)

☐ Fixed Term (1)

☐ Permanent (0)

Categories

☐ Bupa Care Services (0)

☐ Bupa Dental (0)

☐ Bupa Medical GP Clinics (0)

☐ Bupa Medical - Franchise (0)

☐ Bupa Medical - Life Services (0)

☐ Bupa Optical (0)

☐ Bupa Optical - Optical Dispenser (0)

☐ Bupa Optical - Optometrist (0)

☐ Bupa Optical - Retail Manager (0)

☐ Bupa Wellness (0)

☐ Bupa Wellness - Dietitian (1)

☐ Bupa Wellness - Manager (1)

☐ Bupa Wellness - Nurse (1)

☐ Finance (1)

☐ Health Services (1)

☐ Information Services (0)

☐ Information Services - Technical (0)

☐ Marketing (1)

☐ Marketing - Digital (1)

☐ People (0)

☐ Sales - Contact Centre Sales (1)

☐ Sales - Field Sales (0)

☐ Sales - Sales Manager (0)

☐ Strategy & Commercial Development (1)

☐ Transformation (0)

Locations

ACT

☐ ACT - Canberra (0)

☐ ACT - Other (1)

NSW

☐ NSW - Central Coast (0)

☐ NSW - Central West Region (0)

☐ NSW - Far North Coast (0)

☐ NSW - Western Region (0)

☐ NSW - West NSW Coast (0)

☐ NSW - New England Region (0)

☐ NSW - Other (0)

☐ NSW - Parramatta (0)

☐ NSW - Riverina Region (0)

☐ NSW - Sydney Metro (1)

NT

☐ NT - Darwin (0)

☐ NT - Other (1)

QLD

☐ QLD - Brisbane Metro (0)

☐ QLD - Gold Coast (0)

☐ QLD - Other (0)

☐ QLD - Sunshine Coast (0)

☐ QLD Regional North (0)

☐ QLD Regional West (0)

SA

☐ SA - Adelaide Metro (0)

☐ SA - East (0)

☐ SA - North (0)

☐ SA - Other (0)

☐ SA - South (0)

☐ SA - West (0)

TAS

☐ Tasmania North (1)

☐ Tasmania South (1)

VIC

☐ VIC - Bayada & South Eastern Suburbs (0)

☐ VIC - CBD & Inner Suburbs (14)

☐ VIC - Eastern Suburbs (0)

☐ VIC - Northern Suburbs (0)

☐ VIC - Regional (0)

☐ VIC - Western Suburbs (0)

LEAD SOFTWARE DEVELOPER

Australia

ThoughtWorks is hunting for passionate Lead Software Developers who are about software excellence.

Work in a dynamic, collaborative, non-hierarchical environment where your talent is valued over job title or years of experience. We want to develop your career outside the confines of a traditional career path.

As a consultant, our teams work on a huge variety of projects. We could be helping shape the digital strategy of a retail giant, or a new mobile platform for a bank, creating an app to raise awareness campaign for Indigenous Australians or the science community locate meteorites that have fallen to earth. All of this whilst building quadcopters or robotic arms in your spare time.

As a Lead Developer at ThoughtWorks, here's what you can do: Lead teams of software engineers. Act as a mentor and role model to less experienced developers. Play Agile development including task estimation, test automation, deployment automation and Continuous Integration to improve overall execution speed and productivity. Integrate new technologies and help shape new offerings for our clients. Work through hard problems, and work with a team to make them reality.

Work in a dynamic, fast-paced environment.

Develop your career outside the confines of a traditional career path.

What you'll develop

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We could

JOB ADVERTISEMENTS

Catchy Job Title

Be Specific About the Role

Distinguish 'Must Haves' From 'Nice-to-Haves'

Don't Exaggerate

Offer Challenges, Not Rewards

Tell / Show Them About Your Company

Provide a Phone Number for Enquiries

Talk to the Reader



GREAT EXPECTATIONS

Manage candidate expectations throughout process

- Don't start actively recruiting until you are ready to hire
- Give a clear timeline
- Provide regular updates
- Provide good quality feedback

Candidates are future customers



DIY TOP 10

- ⑩ Be prepared for research phase
- ⑨ Story telling imagery
- ⑧ Use social media to inform and influence
- ⑦ Bus stop test
- ⑥ Ditch employer speak
- ⑤ Focus on YOU not WE
- ④ 3 clicks to apply rule
- ③ Be transparent and responsive at every stage
- ② Don't let job boards kill the mood
- ① OWN JOBS ON OWN SITE



