

Основные тренды онлайн-рекрутмента в мире

Директор
по электронной коммерции
Облов Андрей
09.2015

hh.ru 3-ий в мире по популярности сайт рабочей тематики по данным международной системы SimilarWeb

Rank	Website	Category
1	 Indeed.com	Career and Education > Jobs and Employment
2	 Pole-Emploi.fr	Career and Education > Jobs and Employment
3	 Hh.ru	Career and Education > Jobs and Employment
4	 Brassring.com	Career and Education > Jobs and Employment
5	 Naukri.com	Career and Education > Jobs and Employment
6	 Glassdoor.com	Career and Education > Jobs and Employment
7	 Upwork.com	Career and Education > Jobs and Employment
8	 Monster.com	Career and Education > Jobs and Employment
9	 Jobrapido.com	Career and Education > Jobs and Employment
10	 Indeed.co.uk	Career and Education > Jobs and Employment
11	 Careerbuilder.com	Career and Education > Jobs and Employment
12	 Superjob.ru	Career and Education > Jobs and Employment
13	 Elance.com	Career and Education > Jobs and Employment
14	 Jobsearch.direct.gov.uk	Career and Education > Jobs and Employment
15	 Arbeitsagentur.de	Career and Education > Jobs and Employment

Основные тенденции

- Повышение доли мобильного JOB траффика
- Социализация
- Глобализация
- JOB агрегаторы
- Автоматизация рекрутмента
- Инфографика и навыки

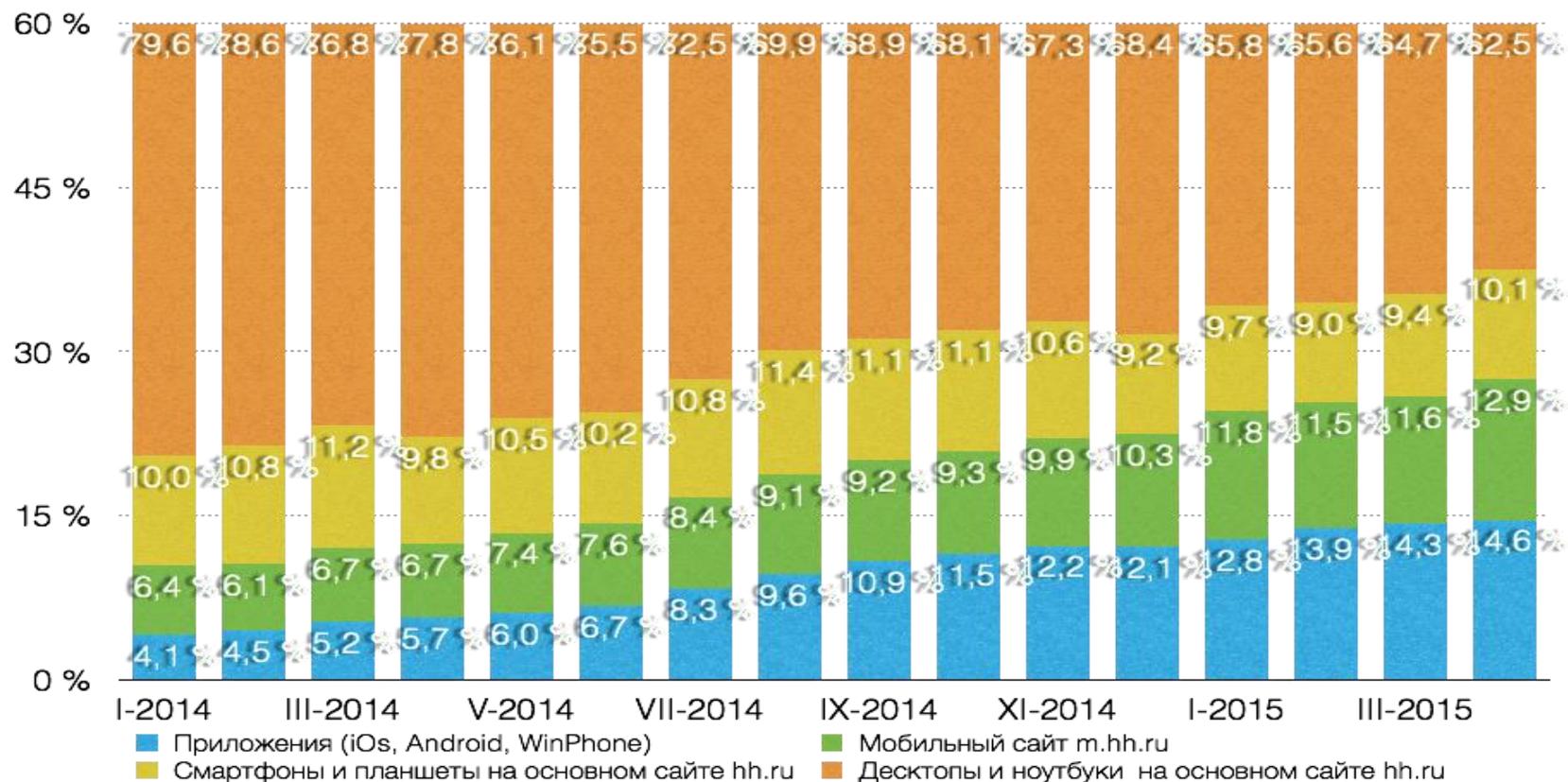
Мобильный траффик

Мобильная версия стала также
важна как и десктопная

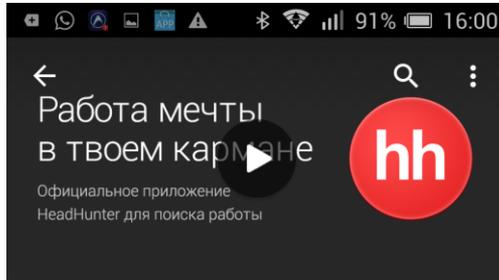
50%

traffic to Glassdoor and
leading Job Boards
comes from mobile
devices

Распределение посещений пользователей по устройствам и интерфейсам hh.ru



Мобильное приложение hh.ru



hh Поиск работы на HeadHunter
HeadHunter
3+

УДАЛИТЬ

ОБНОВИТЬ

1 МИЛЛИОН
Количество скачиваний

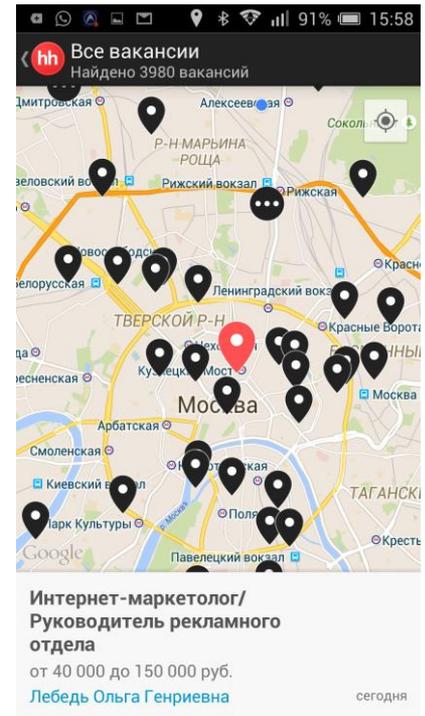
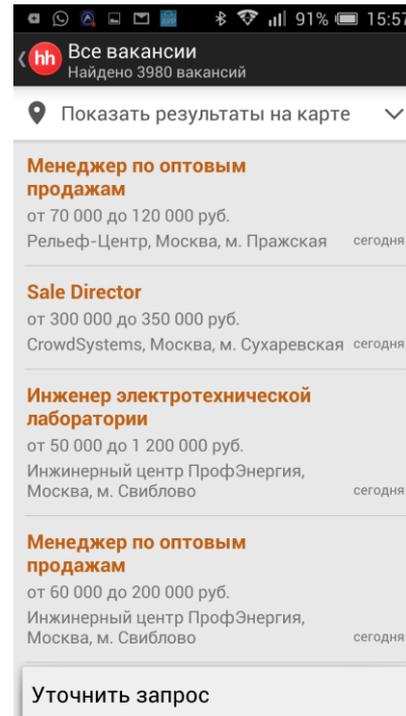
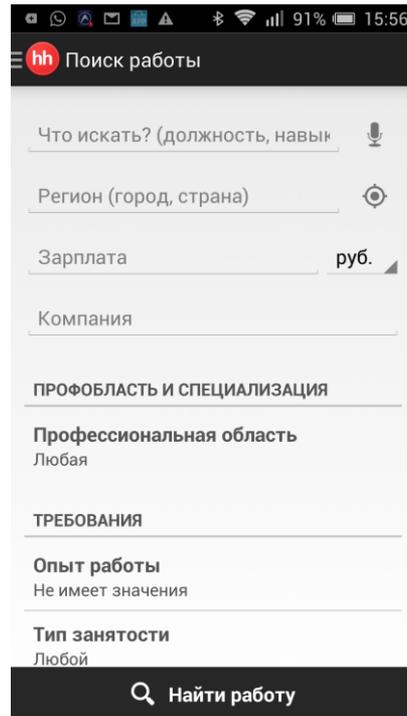
4,5
37 423
★★★★★

Бизнес

Похожие

Работа мечты в твоём кармане!

✻ ЧТО НОВОГО



Адаптивный дизайн

Адаптивный дизайн сайта на примере IRISHJOBS.IE

experience and same site functionality no matter what device is used.



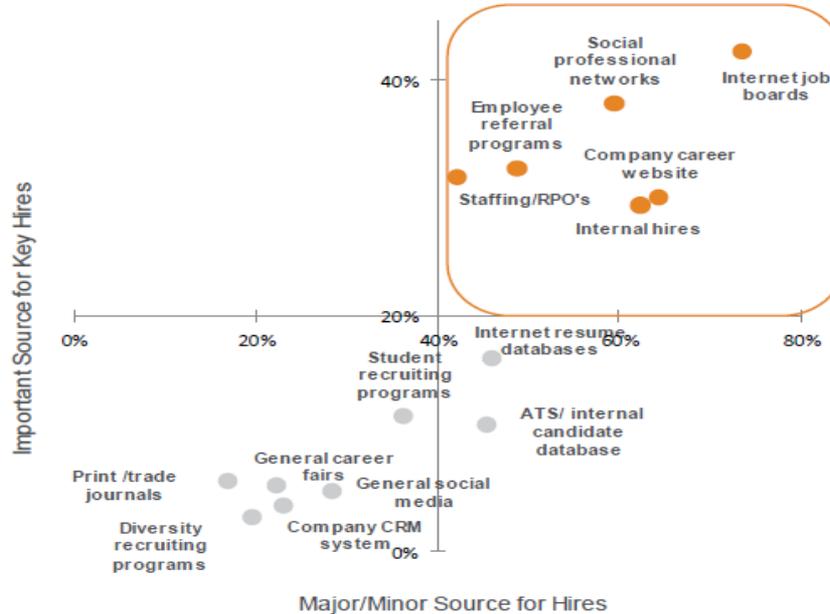
Result: Limited impact on mobile applications but has driven overall engagement. Total applications have increased by 40%

Социальные сети

Job сайты пока на 1ом месте в США!

Sourcing: There are a handful of sources that provide both quality and quantity

5 sources of hire for quality and quantity



"How significant were each of the following as a source of white collar professional hires for your organization in the past 12 months?" (>15% quantity of hires)

"Think about the key quality hires that your organization (placed/made) in the past 12 months. Which of the following were the most important sources for those key positions?"

Профессиональные социальные сети

В России



Профессионалы.ru ок. 6,16 млн. пользователей



Мой Круг ок. 4 млн. пользователей (8 июня перешла от Yandex к Habrhabr и будет узко специализироваться на IT специалистах)



LinkedIn 3,97 млн. пользователей



Хэдхантер – почти 18 млн резюме и более 13 млн. уникальных посетителей в месяц (более 18 млн на сайты группы в т.ч. Rabota.mail.ru и career.ru)

В Мире



LinkedIn 350 млн. пользователей (более 200 стран)



Viadeo 65 млн. пользователей



Xing 17 млн. пользователей (8 млн. в немецкоговорящих странах)



Выручка:

Выручка **LinkedIn.com** в 2014 году **2,218 млрд. USD** (в 2013 году 1,528 млрд. USD, в 2012 972 млн. USD, в **2011 522 млн. USD**)

Выручка **Monster.com** в 2014 **770 млн. USD** (в 2013 году 808 млн. 2013, в 2012 890 млн. USD и в **2011 году 1,04 млрд. USD**)

Капитализация (стоимость компании) на 07.09.2015:

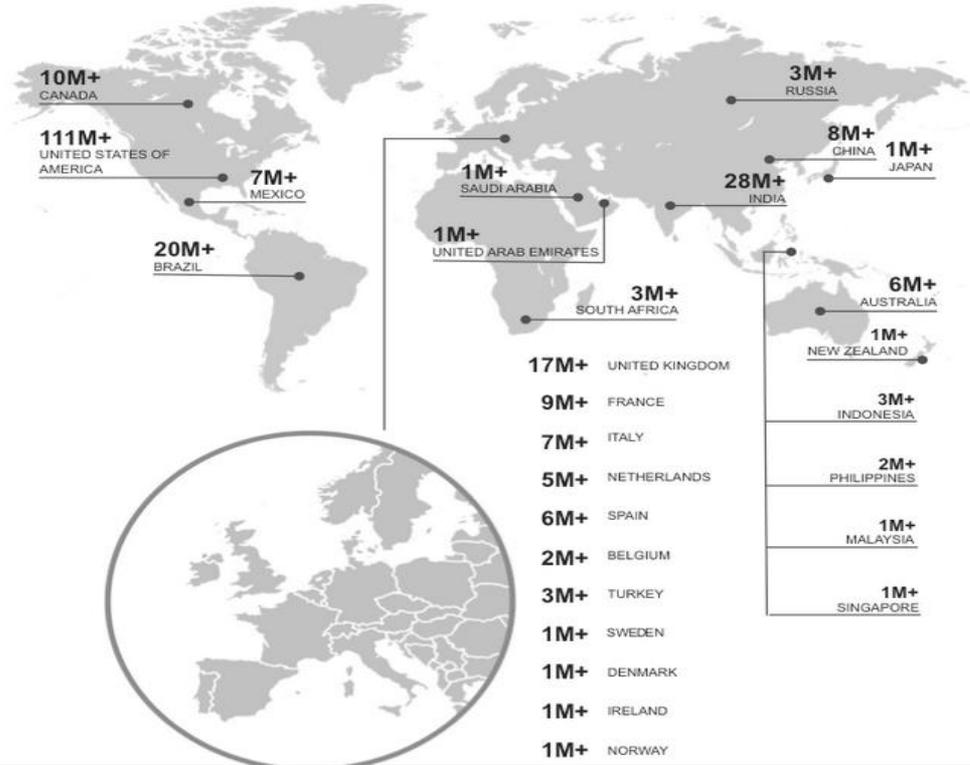
Monster.com – 0,64 млрд. долл. США (1 млрд. долл. США в 2011 году)

LinkedIn.com – около 23,5 млрд. долл. США (11 млрд. долл. США в 2011 году)

LINKEDIN достиг критической массы

347,000,000+

REGISTERED MEMBERS



Regional membership

- 110M+ EMEA
- 84M+ Europe
| 64M+ Asia and the Pacific |
| 12M+ Southeast Asia |
| 6M+ DACH |
| 14M+ MENA |
| 48M+ LATAM |

Social is a necessity not a nice-to-have



Cisco Careers @CiscoCareers · Apr 18
 There was some friendly cooking competition this week in Cisco #SaudiArabia. Join us in #KSA: cs.co/6011fJLI



Virgin Media Careers added a new photo to the album:
 2014 Campaign Highlights.
 December 8, 2014 · Edited · 📷

"Train your employees well enough so they can leave, treat them well enough so they don't want to!" Sir Richard Branson



Recent Updates

[All Updates >](#)



Groupon update

30+ days ago

Groupon is looking for sharp, sales-savvy individuals to join our Product Development Sales team in our brand-new Phoenix, Arizona office. This is a great entry-level opportunity for those with a tenacious spirit with cold calling, a love of local business, and an appreciation of aliteration.



Product Development Sales Representative - Phoenix - Jobs at Groupon

Product Development Sales Representatives highlight the best possible opportunities for our consumers by partnering with in-demand merchants in order to expand and deepen their connection with consumers in their market. By utilizing a variety of Groupon services and products, Sales Representatives help businesses increase and calibrate customer traffic.



Social is a **necessity** not a nice-to-have



Candidate behavior

62 PERCENT CHECK YOU OUT ON SOCIAL MEDIA TO MAKE SURE WHAT YOU'RE 'SELLING THEM' ONLINE IS TRUE.

They have expectations:



Employee behavior

- 88%** use at least one social media site for personal use
- 50%** post messages, pictures or videos in social media about employer often or from time to time
- 39%** have shared praise or positive comments online about employer
- 33%** post about their messages, pictures or videos in social media about employer often or from time-to-time **without any encouragement from employer**

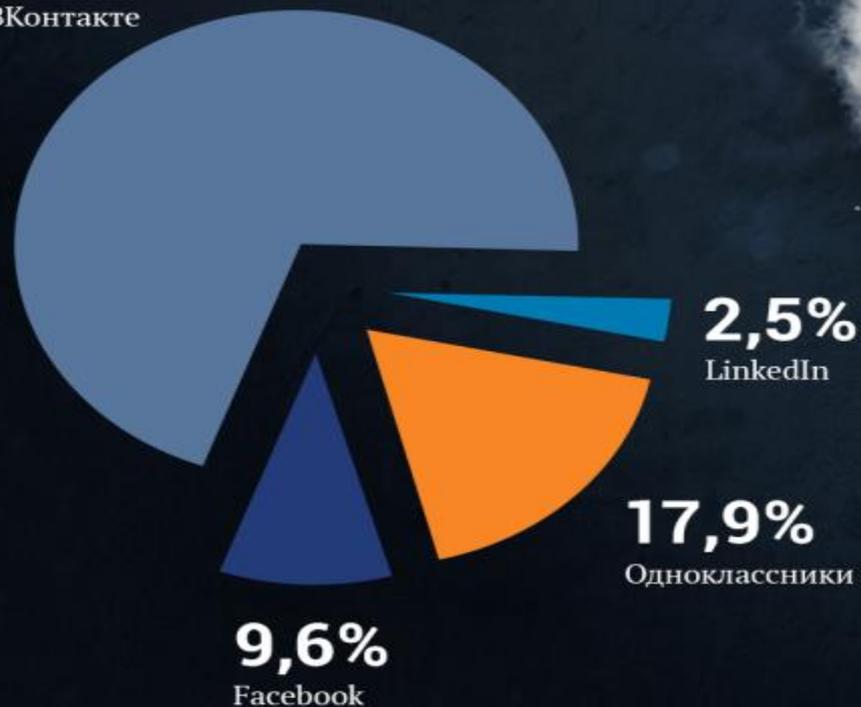
Job seekers use social to form opinions of companies.

ВХОД ЧЕРЕЗ СОЦИАЛЬНЫЕ СЕТИ

Добро пожаловать на HeadHunter с логином и паролем от популярных социальных сетей.

70%

ВКонтакте



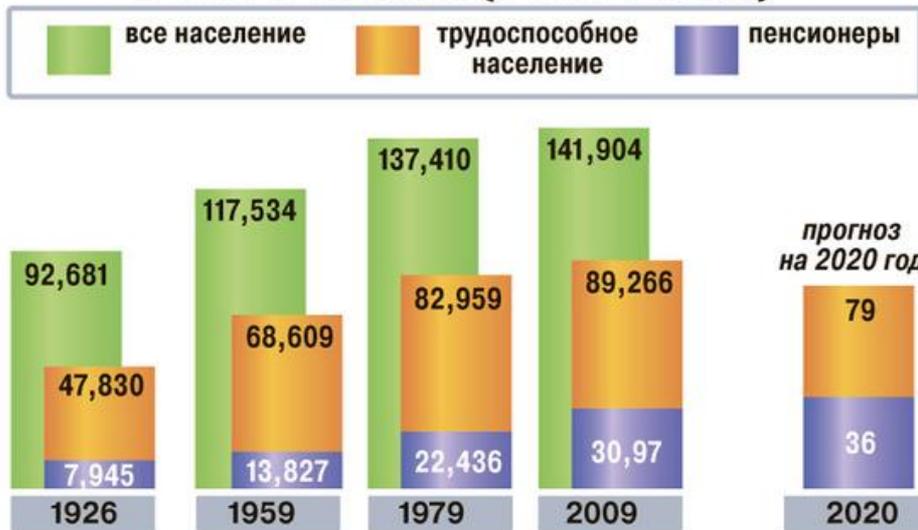
Глобализация рынка труда

Предпосылки для роста подбора сотрудников за рубежом:

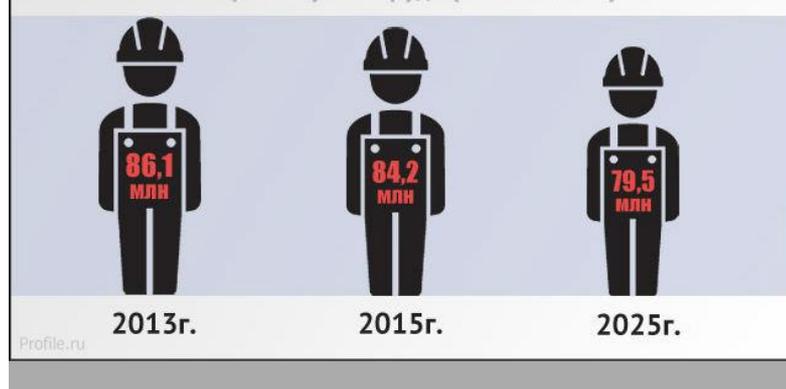
1. Заметное снижение количества трудоспособного населения в России

2. Глобализация экономики

Соотношение количества пенсионеров и трудоспособных граждан в разные годы в СССР и в России (в млн человек)



Население трудоспособного возраста по прогнозу Минтруда (млн человек)



The Network в мире

- 132 страны
- 263,000,000 резюме
- 189,000,000 уник. посет. в мес.



Кто хочет работать России и где хотят работать россияне

Exhibit 2: Who Would Move to Russia and Where Russians Would Go

Countries in which the most people would move to Russia for work

1	Kazakhstan	27%
		<small>willing to move to Russia</small>
2	Belarus	24%
3	Serbia	22%
4	Tunisia	18%
5	Turkey	17%
6	India	16%
7	Estonia	13%
8	Ukraine	13%
9	Algeria	13%
10	Poland	13%

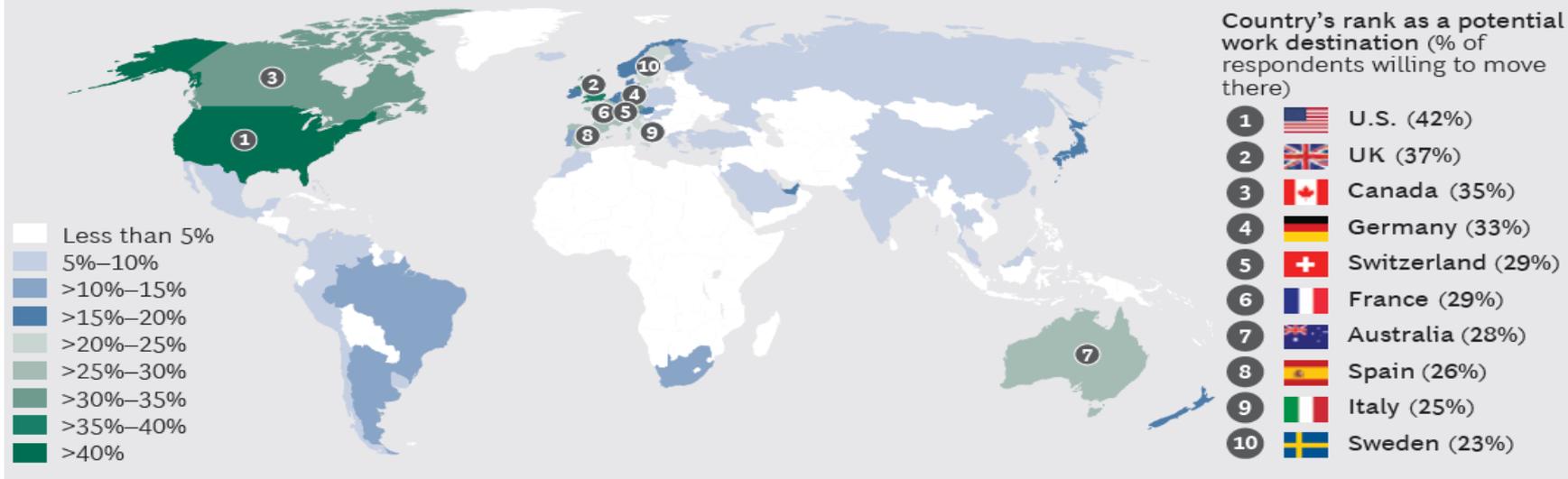


Countries the most Russians would move to for work

1	Germany	40%
		<small>In Russia willing to move here</small>
2	United Kingdom	35%
3	United States	31%
4	Switzerland	30%
5	Canada	29%
6	France	28%
7	Spain	26%
8	Italy	25%
9	Sweden	24%
10	Australia	23%

Куда стремятся соискатели

ЭКСПИЗИТ 5 | Top Ten Countries Where Foreigners Say They Would Work



Кто больше всего хочет работать за рубежом

ЭКСПИТ 3 | Willingness to Work Abroad, by Country

Percentage of participants from each country who are already living abroad or are willing to move to a foreign country for work

Global average = 63.8%

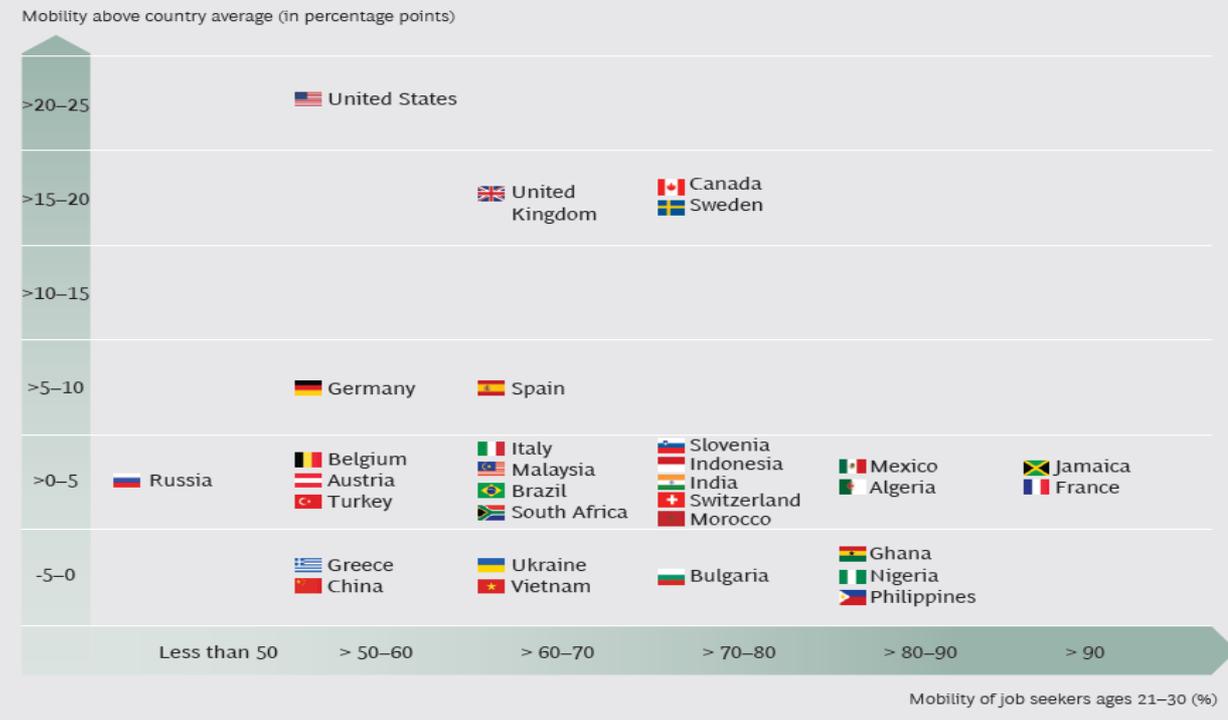


Source: 2014 BCG/The Network proprietary web survey and analysis.

Note: Total sample size was 203,756; listed are the countries from which there were more than 100 responses.

И среди молодёжи (21-30 лет)

ЭКСПИБИТ 4 | Where the Young Are More (and Less) Adventurous



Важнейшие атрибуты и мотивы хорошей работы по странам

EXHIBIT 9 | Most Important Workplace Attributes, by Nationality of Respondents

	Americas					Asia-Pacific					Africa				Europe							Middle East/ North Africa								
	AR	BR	CA	CL	MX	US	VE	CN	IN	ID	MY	PH	TW	NG	ZA	AT	BE	DK	FR	DE	IT	ES	SE	CH	TR	RU	UA	UK	DZ	MA
	AR	BR	CA	CL	MX	US	VE	CN	IN	ID	MY	PH	TW	NG	ZA	AT	BE	DK	FR	DE	IT	ES	SE	CH	TR	RU	UA	UK	DZ	MA
1 Appreciation for your work	2	1	4	5		5	3		5	5	2		1		5	2	2	2	5	2	1	3	5	3	1	5	2	4	4	
2 Good relationships with colleagues		5	3										5	1		1	3	1	3	1	4	4	2	1	4			1	2	3
3 Good work-life balance	3	3	2	2	3	3	5	2	2	1	1	3	2			5	1					2	4	4	3		4	2	5	5
4 Good relationships with superiors		4	1			2					5	2		2	2	3	5	4	1	4	3		3	2				3	3	2
5 Company's financial stability			5	4	4	1	2	3		3	3	5			1											1	1			
6 Learning and career development	1	2		1	1		1	1	4	4			4	4					2		2	1			5	4	5		1	1
7 Job security	5						4		3			1		5	4							5			2			5		
8 Attractive fixed salary	4			3	2					2	4						4		4	3						2	3			
9 Interesting job content																4		3		5	5		1	5		3				
10 Company values						4		4					4	3	3	3														
Number of responses	7,075	11,282	3,595	1,792	14,758	12,050	3,675	3,618	4,947	4,610	4,127	2,587	1,687	2,433	2,047	2,105	1,282	1,658	3,214	16,220	5,546	5,293	3,474	4,414	8,627	5,085	3,641	6,363	2,505	1,886

Attribute's rank in importance: 1 (darkest green), 2 (dark green), 3 (medium green), 4 (light green), 5 (very light green), Not in the top five (grey)

Source: 2014 BCG/The Network proprietary web survey and analysis.

Рынок труда становится глобальным *by Glassdoor



Удалённая работа
увеличилась на

80%

с 2005 по
2012.

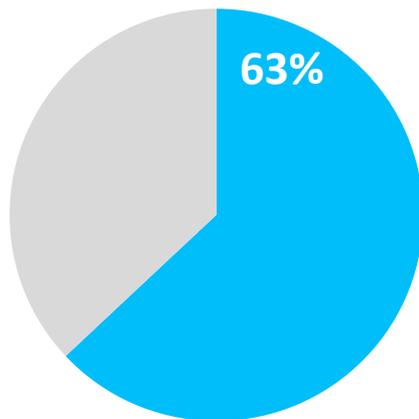
Source: Global Workforce Analytics, Sept 2013

Автоматизация рекрутмента

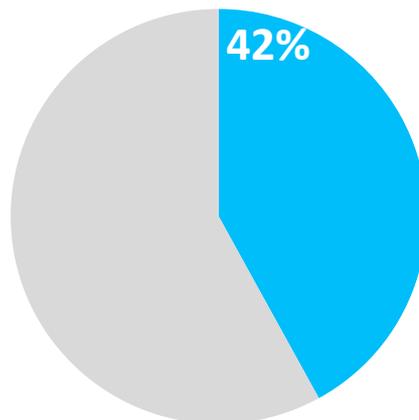
Автоматизация подбора через ATS растет в Европе

ATS share of total applications (by StepStone)

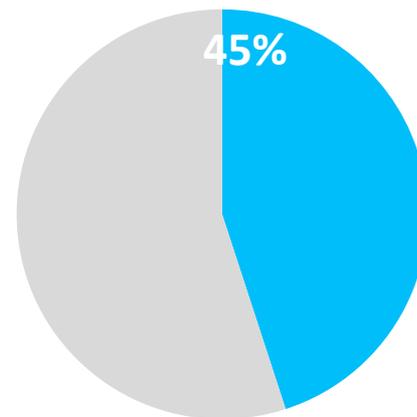
Belgium



Germany



United Kingdom



Автоматизация рекрутмента становится интересной для «Больших игроков» по автоматизации бизнеса

		\$1.9 Billion
	 An SAP Company	\$3.4 Billion
		\$1.3 Billion

Что автоматизируют HRM системы

Рекрутинг – поиск, отбор и найм лучших кандидатов; использование современных технологий социального рекрутинга и SEO

Он-Бординг – направление, ориентация, обучение и развитие новых сотрудников начиная с 'Дня 1' для ускорения их адаптации

Компенсации – снижение рисков, управление бюджетами и удержание лучших работников

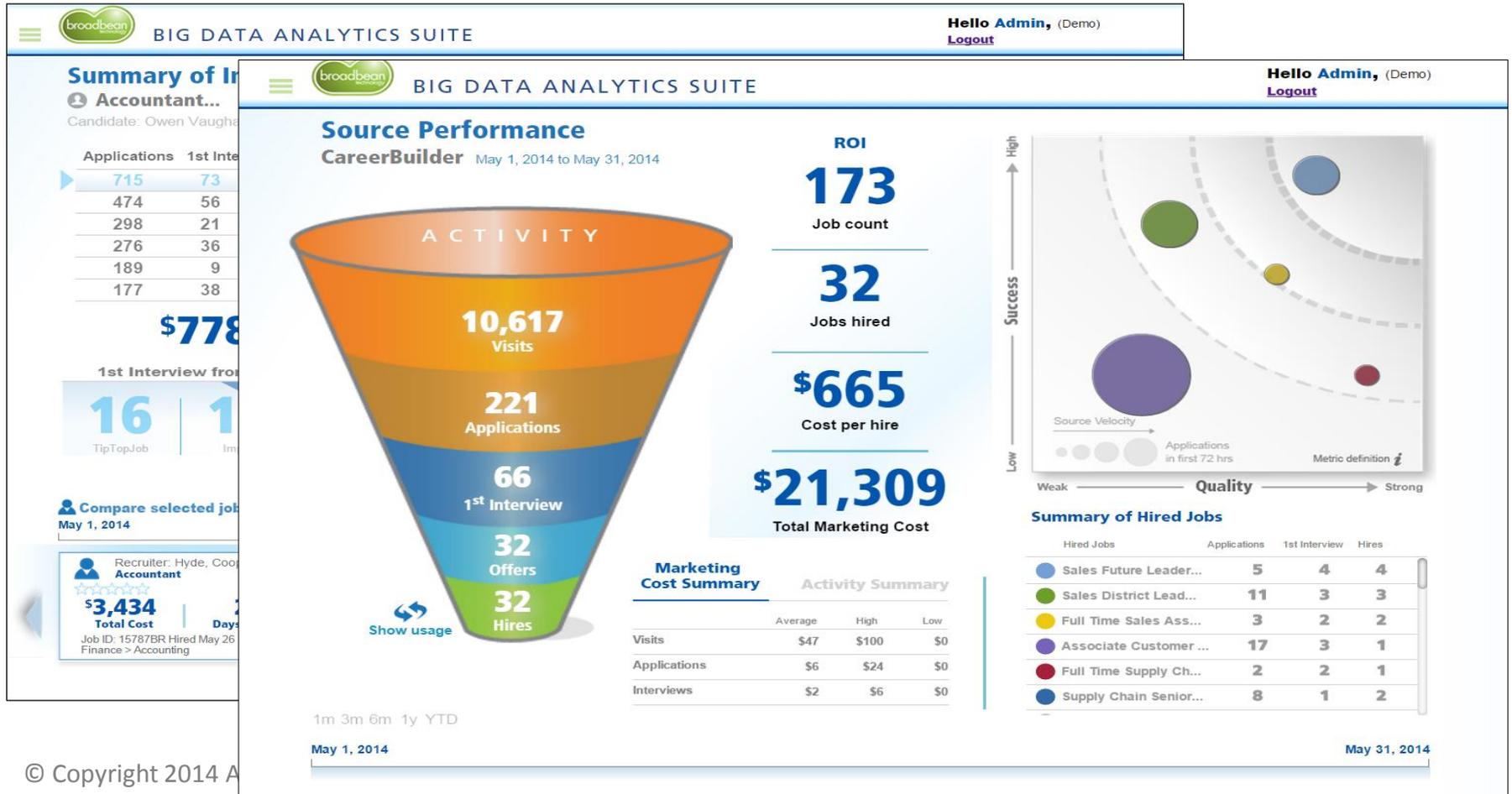


Обучение – решения нового поколения для развития талантов и обучения всех категорий работников, партнеров и контрагентов

Цели и Эффективность – Связь целей организации с целями сотрудников, каскадирование, оценка эффективности

Замещение и Карьерное планирование – создание кадрового резерва, управление рисками, вовлечение и удержание работников

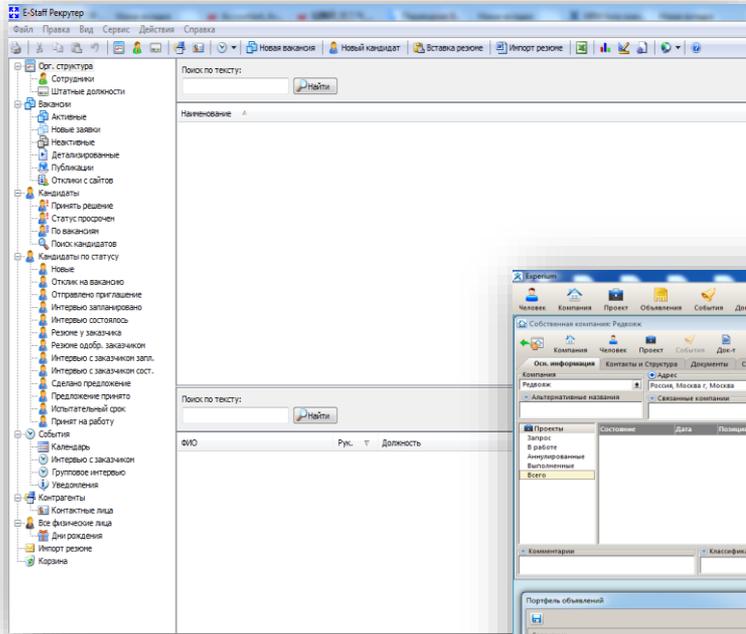
Анализ эффективности рекрутмента



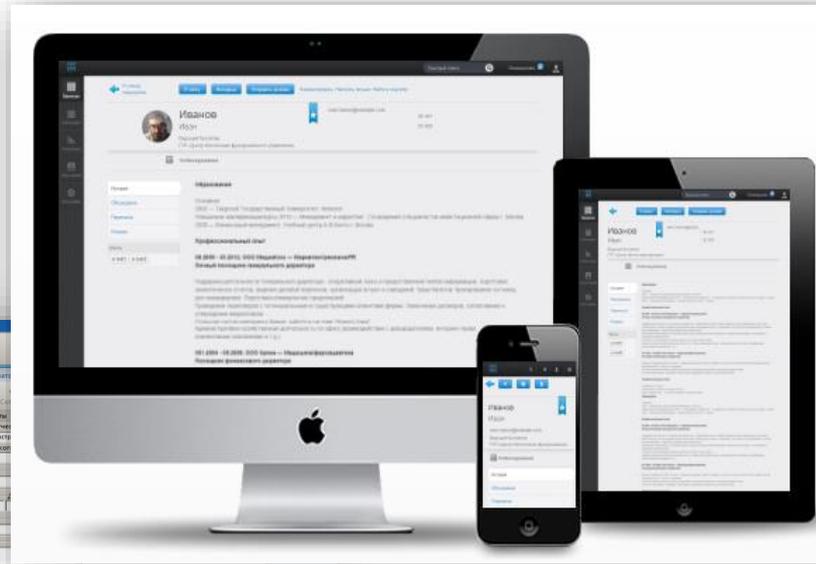
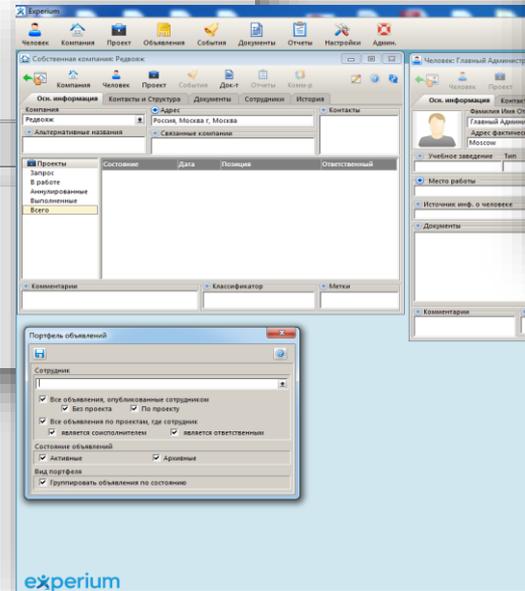
Российские ATS системы

Staffim

eStaff



Experium



Агрегаторы

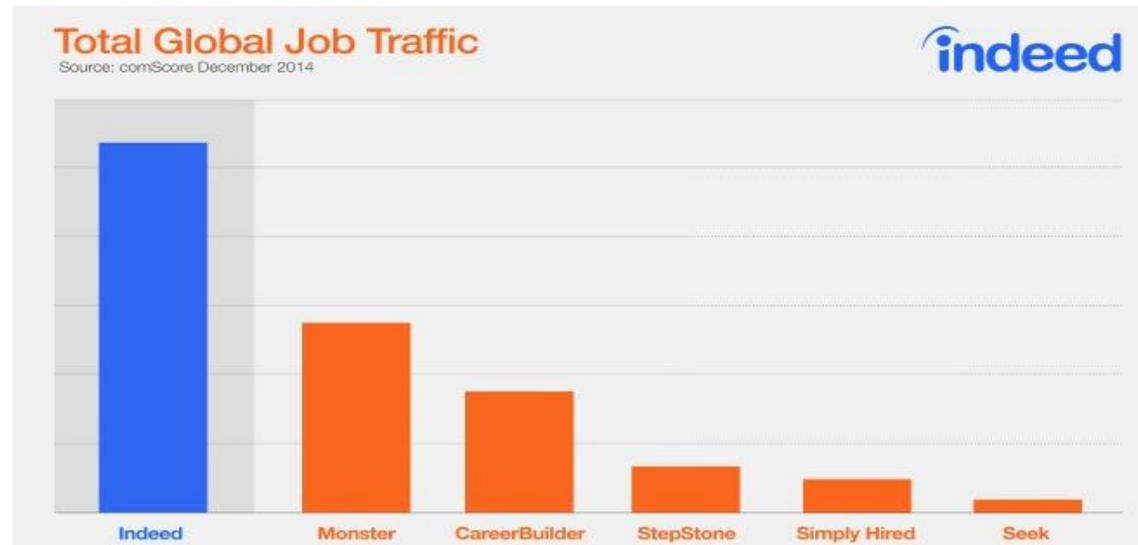
Indeed.com

Rank	Website	Category
1	 Indeed.com	Career and Education > Jobs and Employment
2	 Pole-Emploi.fr	Career and Education > Jobs and Employment
3	 Hh.ru	Career and Education > Jobs and Employment
4	 Brassring.com	Career and Education > Jobs and Employment
5	 Naukri.com	Career and Education > Jobs and Employment
6	 Glassdoor.com	Career and Education > Jobs and Employment
7	 Upwork.com	Career and Education > Jobs and Employment
8	 Monster.com	Career and Education > Jobs and Employment
9	 Jobrapido.com	Career and Education > Jobs and Employment
10	 Indeed.co.uk	Career and Education > Jobs and Employment
11	 Careerbuilder.com	Career and Education > Jobs and Employment
12	 Superjob.ru	Career and Education > Jobs and Employment
13	 Elance.com	Career and Education > Jobs and Employment
14	 Jobsearch.direct.gov.uk	Career and Education > Jobs and Employment
15	 Arbeitsagentur.de	Career and Education > Jobs and Employment

Indeed- агрегатор или JOB сайт?

50 стран, 28 языков, 16 млн вакансий

180 миллионов посетителей ежемесячно



Рейтинг сайтов в США и Мире



1 | Indeed

194 - eBizMBA Rank | **36,000,000** - Estimated Unique Monthly Visitors | 59 - Compete Rank | 334
- Quantcast Rank | 188 - Alexa Rank | Updated: March 7, 2014.
The Most Popular Job Sites | eBizMBA



2 | Monster

351 - eBizMBA Rank | **23,000,000** - Estimated Unique Monthly Visitors | 83 - Compete Rank | NA
- Quantcast Rank | 618 - Alexa Rank | Updated: March 7, 2014.
The Most Popular Job Sites | eBizMBA



3 | CareerBuilder

414 - eBizMBA Rank | **22,400,000** - Estimated Unique Monthly Visitors | 88 - Compete Rank | 306
- Quantcast Rank | 847 - Alexa Rank | Updated: March 7, 2014.
The Most Popular Job Sites | eBizMBA



4 | GlassDoor

589 - eBizMBA Rank | **15,000,000** - Estimated Unique Monthly Visitors | 723 - Compete Rank |
273 - Quantcast Rank | 770 - Alexa Rank | Updated: March 7, 2014.
The Most Popular Job Sites | eBizMBA



5 | SimplyHired

875 - eBizMBA Rank | **11,000,000** - Estimated Unique Monthly Visitors | 556 - Compete Rank |
230 - Quantcast Rank | 1,840 - Alexa Rank | Updated: March 7, 2014.
The Most Popular Job Sites | eBizMBA

В Европе лидер группа



В Азии группа принадлежащая



Инфографика и навыки

Навыки в LinkedIn и в hh.ru

in Поиск людей, вакансий и другой информации... Расширенный поиск

Responsible for Press Relations and Event Communications
IBM France
декабрь 2000 – декабрь 2002 (2 года 1 месяц)

Marketing Assistant
Braun - Gillette Group
сентябрь 2000 – ноябрь 2000 (3 месяца)

Навыки

Лучшие навыки

- 24 Marketing Strategy
- 14 Digital Marketing
- 11 Online Advertising
- 9 B2B
- 9 Marketing
- 4 Management
- 3 Web Marketing
- 3 Digital Strategy
- 2 Direct Marketing
- 2 Mobile Devices

Sophie также владеет...

- 2 Marketing Communications
- 2 Online Marketing
- 1 Product Management
- 1 Innovation
- 1 Advertising
- Digital Media
- Mobile Marketing

hh Ищу работу Ищу сотрудников Помощь Компании Проекты Я ищу... Расширенный

Projects manager
Project **manager** in IT and IT security projects:

- Corporate Certification authority implementation
- Logistics **management** system design
- Analytics and forecasting models development and implementation

July 1996 — February 2003
6 years 8 months

National bank of Uzbekistan
www.nbu.com
Financial Sector ... Показать еще

Head of computer security unit

- Information security **management** system establishing from zero level
- Policies and procedures development and implementation
- Technical tools (antivirus, firewall, DLP, IDS) implementation

Key skills

- Business Continuity
- Data Privacy
- Information risk **management**
- Information Security



The matching technology is based on tag system

développement web ruby-on-rails rails Ruby on Rails ruby-on-rails-3 ruby-on-rails-3.1 rubygems sinatra jruby ruby ruby-on-rails3 rails3 ror ruby-on-rails3beta ruby-on-rails-3-beta haml padrino jruby-rack
webmaster développeur web Developpement web services web et applicatifs web development web application ruby on rails 3 ruby-on-rails4.1 ruby rails backend

This tag system can be duplicate on another international market

- ❖ Technical skills are universal
- ❖ Job skills are enlarged by synonyms in English

Développeur Web Rails Back-end

chez **PRIUM SOLUTIONS**

📍 Paris 📄 Expérimenté € 45k€

ruby-on-rails développement web
web development backend

Développeur C++ / Objective-C p...

chez **MR Search**

📍 Versailles, Yvelines 📄 Expérimenté €

linux macosx scrum objective-c
c++

SWE Python / Systèmes Repartis

chez **POLYCONSEIL**

📍 8e Arrondissement, Paris 📄 Expérim...

debian rabbitmq redis
elasticsearch python

Ingénieur Etudes et Développement...

chez **EFFEKTIV**

📍 Lyon, Rhône 📄 Expérimenté € 35k€

css html5 javascript jsp
angularjs

CAREER PORTFOLIO

Our Career Portfolio provides a visual way to help recruiters assess our members.



The screenshot shows a professional career portfolio for Jill Sample. At the top, there is a navigation bar with 'Home', 'Portfolio', 'Jobs', 'Connections', 'Interests', and 'Career Resources'. A search bar is also present. The main header includes 'View' options (Infographic, Text), 'Download', and social media buttons (Connect, Message, Forward, Print). The profile section features a photo of Jill Sample, her name, title 'Relationship-Focused Director of Sales', location 'King of Prussia, PA 19406', and job function 'Sales & Sales Management'. A 'Career Summary' box describes her as a seasoned director of sales who values relationships and is interested in growth-minded organizations. Below this are social media icons and links for 'About Me' and 'Work Samples'. The 'Timeline' section uses a vertical bar chart to show her career progression from 1996 to 2014, including roles like Director of Sales, Sales Manager, Interactive Account Manager, Sales Associate, and Bachelor's Degree. The 'My Statistics' section highlights key metrics: 16 Years Experience, 42% Average Close Rate, 3X Sales MVP, 2X Annual Sales Volume, Many Happy Clients, and 100% Team Player. The 'Skills' section shows proficiency levels for various skills like CRM Systems, Sales, Salesforce, Business, Microsoft, Relationships, and Contract. The 'Work Experience' section details her roles at Top Tier Interactive Firm, Big New Media Tech, Inc., and Simply Sales, Inc., with bullet points describing her achievements. The 'Awards & Honors' section lists several MVP awards from Big New Media Tech, Inc. and a 'Account Manager of the Year' award. Finally, the 'Keywords' section lists relevant terms like Organizational Leadership, Customer Relations, Email Marketing, Salesforce, CRM Systems, Talent Acquisition, Contract Negotiations, Best Practices, and Benchmarking.



Kartatalanta.ru

CV in .pdf, renewed 13/08/2015

EXPERIENCE SKILL MAP VALUE TYPE PORTFOLIO



38 years
21.07.1977

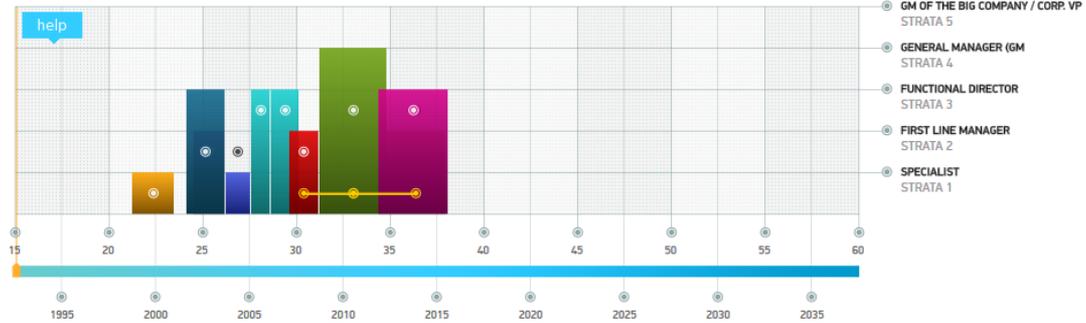
Russian Federation, Moscow
anton.nadey@gmail.com



International recruitment, Sales, HR management, Org. Structure and Org. Development, Personal Development, Visualization of career information, all powered by Internet, have occupied my professional attention for some time and provided most of my practical experience. Having spent last 10+ years working in big corporate environments, I remain an entrepreneur at heart, always looking for new opportunities for development, staying focused on delivering measurable results



Career ladder



BA Education

150 K USD Money

10 people Team

3 brands Brands

4 cities Geography

						MBA
						University
						College
						Additional

Благодарю за внимание!

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