

# South African Recruitment Survey 2009



A survey was conducted amongst **South African recruitment agencies** as well as corporate **hiring and HR Managers** to review the impact that the recession has on **recruitment in South Africa**, and to understand how recruitment agencies and companies intend to address their **recruitment strategies** under the economical crisis.

## Recruitment Activity

### **On average, how many vacancies are companies filling for per annum?**

- 34% fill below 20 vacancies per annum
- 33% fill between 21 and 50 vacancies per annum
- 15% fill between 51 and 100 vacancies per annum
- 18% fill more than 100 vacancies per annum

### **Before the recession, on average how many vacancies did recruitment agencies work on in a month?**

- 35% worked on below 20 vacancies per month
- 50% worked on between 21 and 50 vacancies per month
- 13% worked on between 51 and 100 vacancies per month
- 2% worked on more than 100 vacancies per month

### **Since the recession, on average how many vacancies are recruitment agencies working on in a month?**

- 71% are working on below 20 vacancies per month
- 26% are working on between 21 and 50 vacancies per month
- 2% are working on between 51 and 100 vacancies per month
- 1% are working on more than 100 vacancies per month



### **Before the recession, on average how many placements were recruitment agencies making in a month?**

- 30% made less than 5 placements per month
- 48% made between 6 and 10 placements per month
- 16% made between 11 and 20 placements per month
- 4% made between 21 and 50 placements per month
- 2% made more than 50 placements per month

### **Since the recession, on average how many placements are recruitment agencies making in a month?**

- 72% are making less than 5 placements per month
- 22% are making between 6 and 10 placements per month
- 6% are making between 11 and 20 placements per month
- 0% are making more than 21 placements per month

### **How has the current economical situation impacted on recruitment activity for both companies and recruitment agencies?**

- 26% commented that most vacancies have been temporarily frozen until further notice
- 4% commented that most vacancies have been put on hold until the new financial year
- 56% are recruiting to fill critical roles only
- 14% commented that the current economical situation has had no impact on their recruitment activity and that it is recruitment as usual.

## Recruitment Strategies

### Are recruiters and companies utilising their own websites to advertise jobs and attract quality talent?

- 74% of recruitment agencies have their own websites of which 30% consistently use it to advertise opportunities, while 27% occasionally advertise jobs on their websites.
- 43% of recruitment agencies who have their own websites do not use it to advertise their job opportunities.
- 46% of companies usually advertise their opportunities on their own websites; while 30% occasional do so. 24% of companies never advertise their opportunities on their own websites.

### Which other tools are most frequently utilised by recruitment agencies to fill vacancies?

- 72% frequently access CV databases to find suitable skills
- 54% frequently advertise their vacancies on job boards
- 52% frequently rely on candidate referrals
- 42% frequently head-hunt for suitable skills
- 24% frequently utilise social networks (such as LinkedIn)
- 14% frequently advertise their vacancies in newspapers



## Which other tools are most frequently utilised by companies to fill vacancies?

- 46% frequently advertise their vacancies on their own website's careers pages
- 45% frequently use recruitment agencies
- 44% frequently advertise their vacancies on job boards
- 41% frequently use their own CV databases to find suitable skills
- 31% frequently rely on internal employee referrals
- 29% frequently access CV databases to find suitable skills
- 22% frequently advertise their vacancies in newspapers
- 12% frequently utilise social networks (such as LinkedIn)

## How important is it to have access to CV databases?

- 98% of recruitment agencies feel that it is important that they access CV databases while 88% currently subscribe to an online CV database.
- 73% of companies are interested in accessing external CV databases while only 29% of companies have access to some form of online CV database.

## Does brand attract talent?

- 53% of companies believe strongly that by advertising their brand on job vacancies they will attract better quality talent, while 24% of companies possibly agree that this is true.
- 34% of recruitment strongly agrees that by advertising a client's brand they will attract better quality talent, while 59% possibly agree with this statement.

## What percentage of recruitment agencies and companies currently advertise on job portals?

- 5% of recruitment agencies use job portals to advertise jobs only, while 84% advertise and search their CV databases.
- 58% of companies advertise vacancies on job portals.

## What recruitment tools are considered the most valuable to recruitment agencies and companies?

- Having access to search through a central CV database is by far the most valuable to recruitment agencies, followed by unlimited job advertising and then the ability to automatically match candidates to their job ads with alert notifications. Automatic applicant and filtering tools were also considered important.
- For companies, automatic applicant screening and filtering tools are by far the most important recruitment feature followed by a strong need to have access to external CV databases and then the ability to advertise unlimited branded job ads on job boards. Having an internal recruitment management system linked to a job board was also considered important.



## Executive Summary

Most companies are now hiring less than 20 employees per annum. Before the recession, Recruitment agencies were working on anywhere between 20-50 vacancies per month however as a result of the recession this number has dropped to less than 20 monthly. Similarly, the number of actual placements being made has dropped significantly with most Recruitment Agencies now making less than 5 placements per month. The current economical situation has forced most Companies to put a freeze on hiring and only critical roles are now being filled.

Both Companies and Recruitment Agencies have recognised a need to become smarter in their recruitment strategies. More Recruitment Agencies are realising the value of having their own websites and often make use of these to advertise opportunities that they are working on. Companies and Recruitment Agencies both feel that having access to a central CV database will provide the most value in regards to filling critical roles quickly at minimal cost, while other key strategies will include unlimited branded job advertising on job boards. Some companies felt that integration of their existing careers websites into job boards would provide further value, as well having access to intelligent screening, filtering and rating tools to assist them in quickly filtering out unsuitable applicants. Word-of-mouth referrals and the use of social networks is also quickly on rise as far as finding quality talent is concerned.

