

A NEW JOB – ONLINE RECRUITER BASED ON EVOLUTION OF E-RECRUITMENT

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Summary: The evolution of e-recruitment in the last 15 years has led to the emergence of new techniques of recruitment for the traditional recruiter. These techniques can change the function of a simple recruiter in an online recruiter. In this paper, we have identified new tasks, skills and qualifications for the online recruiter function. „Recruitment is, in reality, job marketing” (Maurer and Liu, 2007), and this is the reason why online recruiter must constantly emphasize „the creation of a virtual recruiting environment” to attract talented employees which can provide long-term competitive advantage to organization. This virtual recruitment environment includes the company website that can be used in recruitment process, social networks and professional recruitment sites. Another online recruiter task is to create the opportunity and to motivate the colleagues in the organization, to participate in the recruitment process by posting and distributing available jobs in the virtual environment (social networks). The online recruiter must “cultivate a strong employment brand in online environment” (Ollington, Gibb and Harcourt, 2013). All these tasks require new skills and qualifications for recruiter.

The purpose of this paper is to create a job description for online recruiter. This job description suggests new tasks, skills and qualifications for traditional recruiter. It defines the scope of this new job, the duties and the responsibilities. The purpose of all these is the transformation of traditional recruiter in online recruiter.

The article ends with recommendations in terms of improving recruitment techniques and online practices.

Keywords: e-recruitment, job description, online recruiter

1. Introduction

E-recruitment is a subject often discussed in the specialized literature. In the mid of 1990s the Internet appears for the first time as a recruitment tool, giving rise to a phenomenon called in that time recruiting revolution (Boydell, 2002 quoted by Dhamija, 2012). Over the years, several synonymous terms describing the notion of e-recruitment were identified: e-recruitment, web-based recruiting, online recruiting, web recruiting, recruiting online, recruiting on the internet, electronic resume, internet recruiting, etc. (Wolfswinkel, Furtmueller and Wilderom, 2010).

E-recruiting experienced a strong development in a short time. Given the current context, the evolution of technology has made its mark in recruitment due to the large number of companies looking for candidates using the Internet, but the large number of candidates applying to a job using online tools. Finding a talented candidate that fits the job has become more difficult. E-recruitment represents a solution for companies that are trying to find the ideal candidate to generate them competitive advantage, helping also the candidate.

Dhamija (2012) shows that “e-recruiting revolutionized the complete recruiting process” and the Internet is “acting as a link between employers and job seekers”. These major changes in the recruitment filed, besides having greatly improved the work methods, they have created new work tasks for the recruiter.

Until now, many studies were focused on explaining the phenomenon of e-recruitment point of view of job seekers or employers. Over the years the studies regarding e-recruitment were made from several angles of various management-oriented subdisciplines such as information systems, marketing, psychology, and human resources, giving the field of its interdisciplinary slant (Wolfswinkel, Furtmueller and Wilderom, 2010).

The ultimate goal is to propose a new job, moving from the traditional recruiter to online recruiter.

2. E-recruiting evolution and design

Recruitment function occupies an important role in the organization because companies are always looking to attract the most talented employees on a job that can them generate competitive advantage. As the psychologist and physician George Crane said „There is no future in any job. The future lies in the man who holds the job „. Deillon (2014) explain very simple that e-recruitment „is a new technological mean for selecting one of the companies' most crucial resources, i.e. human resource „.

Wolfswinkel et al. (2010) identifies three important directions of e-recruitment: “adding recruiting pages to an existing organization site, using websites specialized in recruiting, and using electronic advertisements on media sites”. They define e-recruiting as “the online attraction and identification of potential employees using corporate or commercial recruiting websites, electronic advertisements on other websites, or an arbitrary combination of these channels including optional methods such as remote interviews and assessments, smart online search agents or interactive communication tools between recruiter and applicant.

For several years, the phenomenon of social networks stands out in the recruitment process. Ollington Nickolas et al. (2013) bring us into account several studies showing that „recruiters and companies are increasingly using online social networking to attract and screen candidates as part of the hiring process. They present a study realized by Careerbuilder.com in which 45% of companies use social recruiting. Another more recent study made by those from Jobovit.com (2014) shows that employers plan to increase their investment in a range of recruiting methods and on top (73%) of these methods is social networks.

These changes in the recruitment procedure lead to the need to manage some specific challenges for the recruiter. Once identified these challenges transform the traditional recruiter in an online recruiter who owns new skills, tasks and responsibilities.

3. The online recruiter – Job Description

With the advent of recruitment has been much talk about reducing costs and time spent in the recruiting stage. As e-recruitment has evolved, a transfer from the traditional recruitment to e-recruitment took place. This new way to attract candidates for a job also brought with it new tasks and responsibilities that change the traditional recruiter’s activity. These tasks and responsibilities require a new set of skills and qualifications that can create a new profession: „online recruiter”.

Companies need an online recruiter to adapt the recruitment process to the information age with the aim of „cultivated a strong employment brand in the online environment” (Ollington, Gibb and Harcourt, 2013). Another purpose for which we need the online recruiter is to attract applicants by building an online social network (Ollington, Gibb and Harcourt, 2013). Another online recruiter task is to create the opportunity and to motivate the colleagues in the organization, to participate in the recruitment process by posting and distributing available jobs in the virtual environment (social networks). Some tasks and responsibilities are similar to those of traditional recruiter.

Another online recruiter's task is to create the opportunity to motivate and the colleagues in the organization, to participate in the recruitment process by posting and distributing available jobs in the virtual environment (social networks).

Maurer and Liu (2007) say that „recruitment is, in reality, job marketing” and this is the reason why online recruiter must constantly emphasize “the creation of a virtual recruiting environment” to attract talented employees which can provide long-term competitive advantage to organization. This virtual recruitment environment includes the company website that can be used in recruitment process, social networks and professional recruitment sites.

We modified traditional recruiter job description only to highlight the duties and responsibilities of an online recruiter. The way these tasks are executed and finalized change the traditional recruiter's work, in fact all the developments of e-recruitment based on „Internet, has completely changed the role of the traditional recruiter „ (Dhamija, 2012).

4. Recommendations for improving online recruitment techniques and practices

Regarding the techniques and methods used in online recruitment, it should be noted that there is no formula for success, they have to be adapted and specifically selected for each recruitment action. All these techniques and methods show both advantages and disadvantages, the online recruiter's role is to select the much more suited methods depending on job and the company he represents.

For example the advantages of an organization career sites are: candidate relationship management, high interest in jobs by job applicants and integration with existing systems. The disadvantages are the needs for IT specialists and high up front development cost (Lee, 2007). The situation of these disadvantages could be changed by creating an online job recruiter that must have the necessary IT skills to maintain the career site, and thus the company will not need an IT specialist for maintenance.

A future research direction would be to measure the level of satisfaction of the online recruiter and applicant, as a result of experiences during the various stages of online recruitment process. An analysis about e-satisfaction can be influenced by the websites and online service quality (Constantin, 2012). This analyze can differentiate in an emerging economy the online recruitment tools that promise lower margins and no higher profits. (Boşcai, 2015).

The above guidance can be used to study the changes that take place when the traditional recruitment process turns into online recruitment, the study of these changes can lead to the improvement of online recruitment tools. The figure below illustrates four elements offered by an online recruitment tool, with examples of procedures. Then it suggests five dimensions about the quality of services that an online recruitment tool provides.

These approaches indicate the necessity of continuous research and improvement of factors to attract future applicants but also to meet the needs of the organization by attracting those candidates that can generate value to the company (Constantin, 2012).

“A recent trend is for employers and recruiters to utilize social networking sites to screen candidates as part of the hiring process” (Vicknair et al., 2010). In this article, Vicknair et al. propose additional studies conducted from the perspective of the employer/ recruiter's attitude to answer questions about how often these tools are used and what would be the industries that use them. In this way, the online recruiter can choose when it is relevant to use tools provided by social recruiting and when is not the case.

Vicknair et al. quotes Jacobs (2009) which defines the term social recruiting as “harnessing Web 2.0 technology developments and social media tools to communicate, employ, inform, and recruit our future talent”The use of such social networking websites allows recruiters to connect to a broad array of talented and capable candidates in niche communities” (Vicknair

et al., 2009). A disadvantage of these social networking websites is that applicants usually controls what they post and they would not post something that the employers would not like to see.

Future candidates must be prepared „for the new era of social recruitment” (Faliagka et al., 2012), they must have a profile on LinkedIn which they must update and invest time to have an extensive list of contacts, also the participation in online discussion in communities or blogs can give them greater visibility and thus can increase job offers.

Parry and Tyson (2008) after an analysis of the use and success of online recruitment identify some steps that employers must take in order to improve their success in using online recruitment methods. They identified four such steps: (1) driving traffic to a corporate website, (2) use of back-office functionality, (3) creation of a talent pool and (4) branding and the provision of information to candidates.

5. Conclusions

The Internet and the development of e-recruitment functions have changed the way the traditional recruiter perform his duties and responsibilities. These changes have led to the shaping of new jobs as „online recruiter,” which besides the fact that he has new tasks and responsibilities, he must possess certain qualifications that traditional recruiter does not have. These qualifications might be for database management, skills and web designer abilities, qualifications and skills to use and select the appropriate software in order to solve specific recruitment problems, etc.

It is necessary to build analytical methods for online recruitment tools, so that online recruiter can choose the tools that attract the most talented people with minimal resources.

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