

The Impact of Social Media on Recruitment

Social media can be fast, efficient and cost effective when used as a recruitment tool. It does, however, have its limitations. In our latest publication available for download, we discuss issues concerning:

Diversity and adoption trends of social media – Although candidates can be sourced effectively via social networking sites, the risk is, if this strategy is not complimented with other traditional search methods, then talent will be missed.

Transparency – Online profiles do not necessarily paint an accurate picture of the individual.

Discrimination hiring – Assessing someone's potential employability based solely on an online profile leaves the door wide open for unethical practices.

Self promotion and the wider issue of confidentiality –

If your employees are online, are they vulnerable to poaching? What company information are you happy for them to share?

Employer branding – Getting the message right online is crucial as candidates have become more conscious about making the right move every time they put themselves in the job market.

Overall, social media has improved the recruitment process by making it more open and democratic. Using this method alone however, takes the personal touch out of relationship building and candidate identification. It is therefore unlikely to completely replace the traditional recruitment methods in the near future.

You can read the full report here:

www.nigelwright.com/socialmedia

Amsterdam office expansion



The turn of the year saw Nigel Wright Consultancy B.V. move to larger premises at the World Trade Centre, Amsterdam Zuid.

Speaking recently, Andrew Mears, Senior Manager Benelux & Iberia said *"the move to larger premises was inevitable as the business unit continues to develop and thrive. This property offers us a prime location and the necessary infrastructure we need today, but most importantly the opportunity to further expand in preparation for tomorrow as our business continues to grow."*

It is no coincidence that the larger office comes at the same time as 5 new additions to the Nigel Wright Benelux team. *"I am delighted with the additions"* says Mears who has seen the team grow to 10 people over the last 4 years. *"They will supplement the existing team really well and further strengthen our market offering in commercial, operations and corporate functions recruitment across the Benelux, as well as further a field."*

Joining the team is Stephan Renken, who comes with over 15 years experience in international recruitment gained in the Netherlands, Germany, Eastern Europe and the Nordics. Stephan joins in a dual role, supporting the Dutch operations while leading the Nigel Wright Group's business operations in Germany. Also joining are Jeroen Vijver and Shiraz

Mahawat Khan, both of whom have more than 10 years recruitment experience in operations and commercial disciplines respectively. Working across the Dutch market, Jeroen and Shiraz will play key roles in the continued development of Nigel Wright's footprint in their functional areas of expertise.

In addition to these hires, the Benelux team welcomes Christine Dotremont as a Consultant operating in the BeLux marketplace. A Belgian national, Christine's previous experience is in international consumer and B2B sales. Finally, Catherine Peart has joined the team in a Business Support & Research role, working across the Benelux group providing invaluable resource and research support.

Speaking about the new people and offices, Andrew Mears says *"The investments in people, resources, offices and technology, are all part of our long term growth strategy for the Benelux region and our commitment to ensure we achieve our business objectives. Taking these steps is a really positive move for us and testament to our existing people, who have worked hard to lay the foundations for success."*