

How to Succeed

Let's start with the honest truth – not everyone who enters the recruitment industry has a solid foundation of knowledge about the market they serve. If you do, then you have an advantage over others. That does not mean you know everything – we can all improve our market knowledge (especially given how volatile so many markets are right now).

Getting to know your market is an always on, every day activity.

Every person you talk to , every CV you review and every companies website you visit will help you to build your industry knowledge.

To accelerate this further, I recommend you check out the following to give you a better understanding of the space you operate in:



Key activities to complete:

Set up a free account with sparktoro.com to find the right hashtags, influencers and news sites

Industry News – what are the trade publications, journals and industry bodies you need to keep up to date with. Subscribe to their email services and news feeds.

Blogs, Articles and Podcasts – Find out from your candidates what blogs they read and podcasts they listen to. Every market will have specialist sites where you can find what's going on

Events and Networking Opportunities – Face to face is back on the menu and there is a definite demand for networking and exhibitions. What are the trade fairs, exhibitions and networking events you should know about (and even be attending?)

Hashtags – What hashtags do your candidates follow on LinkedIn and use in their updates and tweets? Follow the right hashtags to see relevant content for you

Influencers – Who do your prospective candidates follow? Being present in your market ensures you can talk about the right subjects with authority

Recruitment – Who are your competitors and what are their propositions. When you know who you compete against you can stay sharp and lead as a brand

Personal Development – Keeping your skills sharp as a recruiter is something you are also accountable for. It's not always on your employers shoulders to make sure you're keeping up to date with trends in recruitment.

Read the right content –

Recruiting Brain Food – Hung Lee

Boolean Black Belt – Glenn Cathey

Greg Savage