

How to Get the Best out of Your Recruiting Partner This Year

UP ON THE BLOG



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In the IT industry, recruiting the talent you want is becoming increasingly difficult. Ongoing **skill shortages** and **high competition** for professionals mean around according to data collected by the Manpower Group 78% of employers are now struggling to find and attract the right candidates, no matter where you are on the globe.

Professional staffing, search, and recruitment companies can help leaders overcome their recruitment problems by providing access to broader talent pools, industry expertise, innovative talent-sourcing techniques, employer branding, and more.

Unfortunately, many companies remain trapped in outdated "partnership" models with recruiters. They see their staffing experts as "talent suppliers" rather than collaborators. Business leaders need to view them as strategic allies to unlock the full value of a recruitment partner.



They need a strategy for fostering mutual trust and fuelling long-term success. Here's how you can adjust your approach to working with recruiters to achieve a better return on your investment.



Understanding Recruiting Partnerships This Year



The IT company-recruiter relationship has changed significantly in recent years. Recruiters aren't just "transactional suppliers" responsible for filling vacancies as quickly as possible. They're **strategic partners** whose expertise, insights, and skills give organisations a critical edge in a competitive talent market.

In the last few years, talent acquisition has become more complex. Even with cutting-edge tools and software to help them screen candidates, companies struggle to identify people with the right blend of skills, competencies, and traits to deliver in evolving roles.

Skilled recruiters deliver critical support in this era. They give companies access to more advanced technology to help them build a wider talent pool, and recruiters have access to market insights and sourcing strategies that ensure businesses can overcome skill shortages.

They can help business leaders understand the priorities of new candidates - what kind of benefits and company culture they're looking for, what companies can do to elevate their employer value proposition, and how to create more attractive offer packages.



RECRUITERS CAN ALSO HELP BUSINESSES MAKE MORE INTUITIVE HIRING DECISIONS, FOCUSING ON A CANDIDATE'S SKILLS OR ABILITIES AND THEIR ABILITY TO ENHANCE COMPANY CULTURE AND BOOST RESILIENCE.

Setting Your Partnership Up for Success



There's more to making the most of an IT recruitment partner than choosing a company to work with and assigning them a specific "task" (like searching for talent). When organisations and recruiters work together as partners, the outcomes are transformative: faster time-to-hire, improved candidate quality, and stronger retention rates.

Start by choosing a recruitment partner that fits your specific needs. Look for deep industry knowledge, an understanding of cultural fit, and a broad network of candidates. Then, form the foundation of an effective partnership with:

- ➔ Access to Valuable Information
- ➔ Clear Communication Frameworks
- ➔ Transparent Expectations



Setting Your Partnership Up for Success



➔ Access to Valuable Information

As an IT business leader or hiring manager, you need to clearly communicate your company's pain points, challenges, and goals to your staffing company. This means sharing the right information with your recruiter from day one.

Give them insights into your employer's value proposition and what makes your business appealing to talent. For example, you might offer a competitive salary and benefits package with flexible work options and ongoing development or learning opportunities.

Your employees might benefit from an exceptional company culture defined by a strong work-life balance, a commitment to well-being, or a focus on diversity, equity and inclusion.

Next, ensure your IT recruitment team knows the ideal candidates you want to attract. Don't just list the technical skills or credentials you want employees to have. Outline the **ideal values** or **personality traits** of a great staff member.

Setting Your Partnership Up for Success



→ Clear Communication Frameworks

Strong communication is critical to any business partnership. When you partner with an IT recruitment agency the constant back-and-forth is crucial so you can share up-to-date insights with your partner about the recruitment issues you're facing or the trends you're noticing in the talent market. Consistent communication also means your recruiter can share valuable information about changing candidate preferences, market dynamics, or hiring practices.

Agreeing on communication channels, frequency, and key points of contact ensures a seamless flow of information. Make sure you know who to contact if you have an issue and ensure your recruitment team has direct access to company decision-makers.

→ Transparent Expectations

Unrealistic expectations can derail even the most promising partnerships. Start by clearly defining the role's scope, the qualities of the ideal candidate, and any non-negotiables. Discuss potential challenges, such as tight timelines or niche skill requirements, and agree on realistic targets. Remember that your expectations and needs might evolve, so ensure you have a good way to share ongoing feedback with your IT recruitment team.

A recruiter's ability to refine their approach depends on timely, constructive input about candidate quality and fit. Be candid about what worked and what didn't. If adjustments are needed, provide clear guidance to steer the process in the right direction.

Mastering Effective Collaboration



Truly effective IT recruitment relationships depend on constant collaboration. Your recruiter shouldn't just be an "outside party" you turn to for occasional support. They should be integrated into your hiring strategy and equipped to act as an extension of your company. Focus on:

Market Mapping and Talent Pipelining

One of the most significant advantages of a recruitment partner is their ability to map the talent market and build robust pipelines. Your IT recruiter can help you proactively identify potential candidates even before vacancies arise.



With their deep knowledge of your industry and the needs of candidates, your recruiter can even help you plan for evolving hiring needs and expectations. Plus, they can give you insights into competitor hiring strategies so you can find unique ways to differentiate your company from other brands and boost your chances of attracting and retaining the best talent.



Mastering Effective Collaboration



Working with Recruiters on Candidate Experience

Your recruitment partner is vital in shaping the candidate experience, a critical factor in today's talent-driven market. Collaborate on every touchpoint, from **initial outreach** to **final onboarding**, ensuring candidates feel valued and informed.

Provide your recruiter with consistent feedback on candidate interactions and work together to streamline communication. A positive candidate experience will help you attract more talent to your IT company and improve the impact of your employer brand.



Improving your Recruitment Return on Investment



Support from a high-quality recruitment team comes with a price tag - which can be higher than you might expect initially. However, the long-term value of getting support with recruitment often offsets initial expenses.

A poor hiring decision can be more expensive than you think, with costs including recruitment fees, lost productivity, and potential disruption to team dynamics. High-quality recruiters focus on identifying candidates who not only meet immediate needs but also have the potential to grow within the organisation, reducing turnover and future hiring costs.

To ensure you're getting the best return on your investment:

Define Fee Structures in Advance

Understanding the fee structures your IT recruitment partner offers is crucial. Some agencies work on a contingency basis, where fees are only paid upon a successful hire. Others operate on retained agreements, offering a more tailored and dedicated approach.

Retained recruiters often provide deeper market insights and consultative service, making them a better fit for strategic hires. The key is ensuring the fee structure aligns with the value being delivered. Discuss the specific services included - market mapping, psychometric testing, or employer branding support - and assess how they contribute to your hiring goals.



Improving your Recruitment Return on Investment



✓ Take Advantage of All the Benefits Offered

Remember, the focus of an IT recruitment company might be on filling the gaps in your team – but they can offer other benefits, too. Recruiters can give you valuable access to **crucial market intelligence** – helping you with everything from salary benchmarking to understanding candidate needs and priorities.

These insights can help you shape your hiring strategy and remain competitive in a competitive market. A recruitment partner can also help you improve your employer brand. They can offer insights into how to promote the benefits of working with your company across digital and offline channels and write more inclusive, engaging job descriptions.

This can attract more long-term candidates to your company, reducing the time you spend searching for talent and filling future gaps.



✓ Consider Exclusive, Long-Term Partnership

Working exclusively with one IT recruiter can significantly boost ROI. Exclusive agreements foster a deeper partnership, allowing the recruiter to invest more time and resources into understanding your organisation and sourcing the perfect candidates.

This approach can reduce competition between agencies, leading to **higher-quality candidates** and **faster placements**. Additionally, it sends a clear message of trust, motivating your partner to prioritise your hiring needs.

Make the Most of Your IT Recruitment Partner



As talent acquisition and retention in the IT industry become more complex, forging and building on the right recruitment partnership is more valuable than ever. Take a step back and examine your current approach to working with staffing companies.

Do you treat recruiters as true **strategic allies**, communicating and collaborating with them throughout the process? Or are you just using them as "transactional vendors"?

Taking the steps outlined above to form the foundations of a better relationship and fully take advantage of everything your recruiter offers will improve your return on investment and make it easier for you to build and retain the team you need.

**Looking for your dream job or your next star hire?
Look no further than Constant Recruitment!**

As a trusted IT recruitment agency, we are committed to matching skilled and talented candidates with top-tier employers across the industry. We take the time to understand your unique needs and preferences, whether you are a job seeker looking for a new opportunity or an employer seeking the perfect candidate to join your team.

Our extensive network and expertise in the field enable us to connect you with the right people and opportunities to achieve your goals. At Constant Recruitment, we pride ourselves on delivering exceptional service and going above and beyond to exceed your expectations.

So why settle for anything less than the best?

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At Constant Recruitment, we are passionate about connecting talented IT professionals with leading organisations across the UK. The right talent can transform organisations and drive innovation and growth, and we are dedicated to matching the right talent with the right opportunity.

Our founder, **Rachel Constant-Taylor**, started in recruitment in 2006, the same year her youngest daughter was born. With a background in the IT industry since leaving school, moving into **IT recruitment** was a natural fit for her, combining her real-world knowledge of working in Tech companies with her love of people. She saw an opportunity in 2012 to create a unique recruitment agency of her own that delivered exceptional service and expertise.



What makes us unique is our commitment to delivering a personalised recruitment experience for both our clients and candidates. We understand that every individual and business is unique, and we work closely with each of our clients and candidates to understand their distinctive needs and goals. This allows us to provide tailored solutions that meet their specific requirements, helping them to succeed in a competitive market.

We recruit better than our competitors by providing a seamless and effective recruitment process that consistently supports both our candidates and clients. **We value honesty, integrity, and hard work.**

Taking a pride in our ability to connect the right talent with the right opportunity. We are committed to delivering the highest standards of service and expertise.

To our clients we are the trusted partner for all recruitment needs

