Recruiting in Germany
Some Fact & Figures

Post and Pray Recruiting
Active Sourcing, Xing, Linkedin
Future
Let me introduce myself briefly

Wolfgang Brickwedde
Director at ICR, Institute for Competitive Recruiting
Frankfurt am Main und Umgebung, Deutschland | Personalberatung & Vermittlung
Aktuell: ICR, Institute for Competitive Recruiting
Früher: SAP, Philips
Ausbildung: Universität Hamburg / University of Hamburg

Berufserfahrung

Director
ICR, Institute for Competitive Recruiting
Januar 2010 – Heute (3 Jahre 6 Monate)

Senior Director, Recruitment EMEA
SAP
September 2008 – Dezember 2009 (1 Jahr 4 Monate)

Director Development Recruitment
SAP
September 2007 – September 2008 (1 Jahr 1 Monat)

Manager Recruiting & Employer Branding
Philips
1999 – 2007 (8 Jahre)
Let me introduce myself briefly.
Let me introduce myself briefly
Let me introduce myself briefly

Editor of the
Recruitment Buzz:
The recruitment newsletter
with the largest reach in
Germany - more than 5500 subscribers
Let me introduce myself briefly

Moderator of the Recruiter Community: Group within XING, catering the largest recruiter Community in Germany with 4000+ recruiters
Recruiting in Germany
What would you like to know?

- An overall view of personalmarketing, recruitment and beratungen
- Which market specifics do we have to keep in mind when it comes to data privacy and legal settings?
- Who are the main ATS players in Germany and how to best approach them?
- How to best identify potential target customers beyond the DAX companies?
- Examples of successful foreign companies in Germany and learnings from their goto market strategies?
- Which events, publishers, media and influencers to build relationships with?
What I can talk about in this short presentation

„Some insights into corporate recruitment in Germany“

- Current topics in German Corporate Recruiting
- How is the recruitment in Germany organized?
- What are the Sources of Hires
- How proactive is the recruitment in Germany?
- What Social Media Platforms are used?
- What are the best job portals (employers and candidate view)
What kind of information could be provided afterwards?

Information and detailed data on:

- Labor Market
- Recruiting Landscape
- Systems (e.g. ATS) Usage
- Legal/Commercial Framework
- Collaboration Partners
- Distribution Partners
- Communication/Multiplicators
Spotlight on
Recruiting in Germany
The big picture:

- Comparing unemployment rates in Europe

Source: Eurostat (teilm020), September 2012
Recruiting in Germany

Hot Topics in Recruitment

- Employer Branding
- Recruiting Experienced Professionals
- Professionalization of the Recruitment
- Social Media Recruitment
- Recruitment Metrics
- Talent Relationship Management
- Hiring New Staff
- Relationship to Hiring Managers
- Referral Programs
- ATS
- All other

Source: ICR Study „Quo Vadis Recruitment 2013?“
Recruiting channels:

Where employers communicate their openings?
Where do Employers communicate their openings?

- Online Jobboards: 89.6%
- Company career site: 87.7%
- Social Business Networks: 74.4%
- Federal Agency for Labor: 62.7%
- Fairs (university, trade etc): 61.7%
- Employee Referrals: 55.4%
- Social Private Networks: 51.9%
- Printed media: 47.8%
- Agencies: 43.7%
- External Sourcing Providers: 18.5%
- RPO: 6.0%

Source: ICR Study „Quo Vadis Recruitment 2013?“
Recruiting channels:
Where do hires come from?
Where do hires come from?

Source of Hires

- CV Databases: 34%
- External Sourcing Provider: 11%
- Internal candidates: 10%
- Fairs (university, trade etc): 7%
- Employee Referrals: 6%
- Agencies: 4%
- Social media (Xing, Linkedin): 3%
- Company career site: 5%
- Online Jobboards: 1%

Figures in %

Source: ICR Study „Quo Vadis Recruitment 2013?“
Recruiting Channels

Where do hires come from?

Source of Hires

- Online Jobboards
- Company career site
- Social networks
- Employee Referrals
- Agencies
- Internal candidates
- Printed media
- Federal Agency for Labor
- Fairs (university, trade etc)

Source: ICR Study „Quo Vadis Recruitment 2013?“
Funding of Recruitment

Who is paying the Recruitment Bill?

- **Central Budget**: 37%
  - Central Budget for HR Marketing, Costs for Recruiting
  - Decentral plus additional cost caused by Hiring Managers
- **Fee per Service**: 9%
- **Fee per Hire**: 7%
- **Profit Center**: 6%

% of Statements

Source: ICR Study „Quo Vadis Recruitment 2013?“
How proactive is the recruitment in Germany?
Recruiting in Germany

Level of Pro-Activeness

**Proactivity**

In our company:

- *...we post our jobs (online or print) and wait for responses.*
  - Not at all: 2.9%
  - Small extent: 5.5%
  - Moderate extent: 14.5%
  - High extent: 34.9%
  - Very high extent: 42.2%

- *...in addition to the above, we actively search for candidates within Social Media (Blogs, Twitter, Xing, LinkedIn, Facebook etc.)*
  - Not at all: 8.6%
  - Small extent: 19.0%
  - Moderate extent: 24.1%
  - High extent: 28.6%
  - Very high extent: 19.7%

- *...we search exclusively on a proactive basis*
  - Not at all: 7.9%
  - Small extent: 6.5%
  - Moderate extent: 6.0%

This describes the situation in our company.

Source: ICR Study „Quo Vadis Recruitment 2013?“
The use of social media platforms for recruiting (average)

Social Media platform use

Source: ICR Study „Quo Vadis Recruitment 2013?“
Sourcing in Germany

Reach: Percentage of Professionals reachable via LinkedIn (gives an indication whether a social network is suitable for proactive candidate sourcing in a specific country)

<table>
<thead>
<tr>
<th>Country</th>
<th>Reach: Percentage of Professionals reachable via this network</th>
</tr>
</thead>
<tbody>
<tr>
<td>Germany</td>
<td>12%</td>
</tr>
<tr>
<td>Sweden</td>
<td>6%</td>
</tr>
<tr>
<td>United Kingdom</td>
<td>8%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>12%</td>
</tr>
<tr>
<td>Belgium</td>
<td>7%</td>
</tr>
<tr>
<td>Spain</td>
<td>8%</td>
</tr>
<tr>
<td>Italy</td>
<td>6%</td>
</tr>
<tr>
<td>France</td>
<td>33%</td>
</tr>
<tr>
<td>Hungary</td>
<td>55%</td>
</tr>
<tr>
<td>Czech Republic</td>
<td>58%</td>
</tr>
<tr>
<td>Turkey</td>
<td>28%</td>
</tr>
<tr>
<td>Romania</td>
<td>3%</td>
</tr>
</tbody>
</table>

Source: InternetWorldStats, Eurostats, LinkedIn
The use of XING and Linkedin for Recruiting by Direct Employers

Use of XING and Linkedin

Source: ICR Study „Quo Vadis Recruitment 2013?“
# Recruiting in Germany

## Overview of the Jobportal Market (employers view)

<table>
<thead>
<tr>
<th>Arbeitgeber</th>
<th>Anzahl Bewertungen</th>
<th>% Nutzung</th>
<th>Rang Platz Nutzung</th>
<th>Quantitat der Bewerbungen</th>
<th>Qualitat der Bewerber</th>
<th>Rang nach Qualitat+Quantitat</th>
<th>Weiterempfehlung</th>
<th>Rangplatz Weiterempfehlung</th>
<th>Berechnung Gesamt Ranking Arbeitgeber</th>
<th>Gesamt Ranking Arbeitgeber</th>
<th>Gesamt Ranking Bewerber und Arbeitgeber</th>
<th>Gesamt Ranking Bewerber und Arbeitgeber</th>
</tr>
</thead>
<tbody>
<tr>
<td>StepStone</td>
<td>360</td>
<td>62,4%</td>
<td>1</td>
<td>5,37</td>
<td>5,07</td>
<td>5,16</td>
<td>2</td>
<td>5,82</td>
<td>5</td>
<td>3</td>
<td>1</td>
<td>3,50</td>
</tr>
<tr>
<td>Jobware</td>
<td>125</td>
<td>23,9%</td>
<td>7</td>
<td>5,2</td>
<td>5,39</td>
<td>5,33</td>
<td>1</td>
<td>6,36</td>
<td>3</td>
<td>3,1</td>
<td>2</td>
<td>5,50</td>
</tr>
<tr>
<td>Meinestadt</td>
<td>63</td>
<td>34,6%</td>
<td>5</td>
<td>5,25</td>
<td>4,93</td>
<td>5,03</td>
<td>4</td>
<td>5,98</td>
<td>4</td>
<td>4,35</td>
<td>3</td>
<td>5,50</td>
</tr>
<tr>
<td>Stellenanzeigen.de</td>
<td>120</td>
<td>31,1%</td>
<td>6</td>
<td>5,05</td>
<td>5,02</td>
<td>5,02</td>
<td>6</td>
<td>5,99</td>
<td>3</td>
<td>4,45</td>
<td>4</td>
<td>10,00</td>
</tr>
<tr>
<td>Kalaydo</td>
<td>31</td>
<td>13,8%</td>
<td>9</td>
<td>5,07</td>
<td>5,05</td>
<td>5,05</td>
<td>3</td>
<td>6,06</td>
<td>2</td>
<td>4,65</td>
<td>5</td>
<td>12,00</td>
</tr>
<tr>
<td>Arbeitsagentur</td>
<td>157</td>
<td>60,2%</td>
<td>2</td>
<td>4,92</td>
<td>3,97</td>
<td>3,26</td>
<td>9</td>
<td>4,97</td>
<td>8</td>
<td>6,1</td>
<td>8</td>
<td>16,50</td>
</tr>
<tr>
<td>Xing</td>
<td>118</td>
<td>52,2%</td>
<td>3</td>
<td>4,76</td>
<td>4,99</td>
<td>4,92</td>
<td>6</td>
<td>5,63</td>
<td>6</td>
<td>4,95</td>
<td>6</td>
<td>19,50</td>
</tr>
<tr>
<td>Monster</td>
<td>84</td>
<td>44,4%</td>
<td>4</td>
<td>4,78</td>
<td>4,32</td>
<td>4,67</td>
<td>5</td>
<td>5,05</td>
<td>7</td>
<td>5,95</td>
<td>7</td>
<td>20,50</td>
</tr>
<tr>
<td>Jobscout24</td>
<td>16</td>
<td>19,1%</td>
<td>8</td>
<td>4,40</td>
<td>4,50</td>
<td>4,47</td>
<td>8</td>
<td>4,19</td>
<td>9</td>
<td>8,45</td>
<td>9</td>
<td>28,00</td>
</tr>
</tbody>
</table>
# Recruiting in Germany

## Overview of the Jobportal Market (applicant's view)

### DEUTSCHLANDS BESTE JOBPORTALE 2013

<table>
<thead>
<tr>
<th>Bewerber</th>
<th>Anzahl Bewertungen</th>
<th>Cluster nach Anzahl Bewertungen</th>
<th>Alexa Ranking 1.0 zu Ende August 2013</th>
<th>Bounce Rate</th>
<th>Alexa Ranking korrigiert um Bounce Rate</th>
<th>Jobbörse nantell 10%</th>
<th>Ranking Nutzung Bewerber 35%</th>
<th>Rangplatz Zufriedenheit</th>
<th>Suchqualität</th>
<th>Rangplatz Suchqualität</th>
<th>Berechnung Gesamtranking Bewerber</th>
</tr>
</thead>
<tbody>
<tr>
<td>jobvector</td>
<td>209</td>
<td>6.164</td>
<td>40%</td>
<td>11.430</td>
<td>11430</td>
<td>36</td>
<td>5,37</td>
<td>7</td>
<td>5,38</td>
<td>3</td>
<td>16,35</td>
</tr>
<tr>
<td>Kimeta</td>
<td>1074</td>
<td>1 Top-Cluster</td>
<td>564</td>
<td>666</td>
<td>668</td>
<td>3</td>
<td>5,28</td>
<td>3</td>
<td>5,24</td>
<td>4</td>
<td>17,1</td>
</tr>
<tr>
<td>StepStone</td>
<td>2329</td>
<td>1 Top-Cluster</td>
<td>102</td>
<td>141</td>
<td>141</td>
<td>8</td>
<td>4,88</td>
<td>31</td>
<td>4,92</td>
<td>17</td>
<td>18,4</td>
</tr>
<tr>
<td>iCjobs</td>
<td>440</td>
<td>1 Top-Cluster</td>
<td>2,239</td>
<td>3,045</td>
<td>3,045</td>
<td>17</td>
<td>6,26</td>
<td>10</td>
<td>4,25</td>
<td>48</td>
<td>20,05</td>
</tr>
<tr>
<td>Meinestadt</td>
<td>2229</td>
<td>1 Top-Cluster</td>
<td>82</td>
<td>112</td>
<td>112</td>
<td>2</td>
<td>4,72</td>
<td>41</td>
<td>5,18</td>
<td>6</td>
<td>20,35</td>
</tr>
<tr>
<td>Jobware</td>
<td>433</td>
<td>2 Middle-Cluster</td>
<td>1,381</td>
<td>2,182</td>
<td>2,182</td>
<td>16</td>
<td>6,92</td>
<td>27</td>
<td>5,01</td>
<td>14</td>
<td>20,55</td>
</tr>
<tr>
<td>Hotelcareer</td>
<td>278</td>
<td></td>
<td>4,103</td>
<td>6,072</td>
<td>6,072</td>
<td>27</td>
<td>6,46</td>
<td>3</td>
<td>3,97</td>
<td>55</td>
<td>21,8</td>
</tr>
<tr>
<td>T5 JobBörse</td>
<td>163</td>
<td></td>
<td>21,785</td>
<td>29,410</td>
<td>29,410</td>
<td>46</td>
<td>5,50</td>
<td>2</td>
<td>4,69</td>
<td>25</td>
<td>22,2</td>
</tr>
<tr>
<td>Stellenanzeigen.de</td>
<td>633</td>
<td>1 Top-Cluster</td>
<td>731</td>
<td>1,053</td>
<td>1,053</td>
<td>10</td>
<td>4,86</td>
<td>34</td>
<td>4,82</td>
<td>20</td>
<td>22,8</td>
</tr>
<tr>
<td>Absolventa</td>
<td>489</td>
<td></td>
<td>2,190</td>
<td>3,526</td>
<td>3,526</td>
<td>20</td>
<td>4,87</td>
<td>32</td>
<td>5,11</td>
<td>8</td>
<td>23</td>
</tr>
<tr>
<td>Kalayo</td>
<td>348</td>
<td>2 Middle-Cluster</td>
<td>319</td>
<td>424</td>
<td>424</td>
<td>15</td>
<td>5,03</td>
<td>20</td>
<td>4,28</td>
<td>45</td>
<td>23,25</td>
</tr>
</tbody>
</table>
Recruiting in Germany

Be successful in Germany’s recruitment market with the Institute for Competitive Recruiting, Heidelberg
Consulting on the German speaking labor and recruitment market:

- Facts & Figures on the Recruitment landscape in Germany, Austria & Switzerland
  Empirical studies (market intelligence) on the recruitment markets, job board quality, recruiting, channels, source of hire etc.

- Strategy consulting
What kind of information the ICR could provide to you?

Information and detailed data on:

- Labor Market
- Recruiting Landscape
- Systems (e.g. ATS) Usage
- Legal/Commercial Framework
- Collaboration Partners
- Distribution Partners
- Communication/Multiplicators
What kind of information the ICR could provide to you?

Information and detailed data on:

<table>
<thead>
<tr>
<th>Could be jointly used</th>
<th>customized Info</th>
</tr>
</thead>
<tbody>
<tr>
<td>Labor Market</td>
<td>x</td>
</tr>
<tr>
<td>Recruiting Landscape</td>
<td>x</td>
</tr>
<tr>
<td>Systems (e.g. ATS) Usage</td>
<td>x</td>
</tr>
<tr>
<td>Legal/Commercial Framework</td>
<td>x</td>
</tr>
<tr>
<td>Collaboration Partners</td>
<td>x</td>
</tr>
<tr>
<td>Distribution Partners</td>
<td>x</td>
</tr>
<tr>
<td>Communication/Multiplicators</td>
<td>x</td>
</tr>
</tbody>
</table>
What kind of information the ICR could provide to you?

Example content information and detailed data on:

- Communication/Engagement/Multiplicators
  - What are the important events within the HR/recruitment area?
  - What are the (online) networks or groups within the HR/recruitment area?
  - Who are the recruitment (opinion) leaders worth to connect with?
  - Who are the solution specific (opinion) leaders worth to connect with?
  - What are significant (online) media, publishers, blogs, networks within the HR/recruitment area?
Your special chance into Switzerland

April 8th, 2014
at Messe Zürich – Zurich, Switzerland

integrated in the 13th Personal Swiss, largest Exhibition for Human Resource Management in Switzerland
Your Chance into Switzerland

### Advertising

| Logo placement in RIDE Invitation brochures | ✓ | ✓ | ✓ |
| Logo hyperlink from RIDE website homepage | ✓ | ✓ | ✓ |
| Banner on the Personal Swiss website (2 weeks) | ✓ | ✓ | ✓ |
| Company profile on official Personal Swiss website | ✓ | ✓ | ✓ |
| Marketing visibility through selected media partners reports | ✓ | ✓ | ✓ |
| Logo hyperlink in e-marketing campaigns | ✓ | ✓ | ✓ |
| Logo on event registration page (Web & Print) | ✓ | ✓ | ✓ |

### Opportunities

<table>
<thead>
<tr>
<th>Conference Pass</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Client tickets (Non-transferable for Staff or Partners)</td>
<td>10</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>Discount for additional clients, partners &amp; employees</td>
<td>25%</td>
<td>20%</td>
<td>10%</td>
</tr>
</tbody>
</table>

### Onsite Branding

| Logo on all event promotional materials (Exhibition newspaper: 120,000; Flyer: 35,000...) | ✓ | ✓ | ✓ |
| Logo projections during breaks | ✓ | ✓ | ✓ |
| Colour advert in exhibition catalogue (about 3,500) | ✓ | ✓ | ✓ |
| Client interview in event program (subject to availability) | ✓ | ✓ | ✓ |

### Additional Benefits

| Access to Survey Results | ✓ | ✓ | ✓ |
| Article on Recruitment Buzz (5,000 subscribers) | ✓ | ✓ | ✓ |
| Flash Banner – Event Website (2 weeks) | ✓ | ✓ | ✓ |

### Package Price

<table>
<thead>
<tr>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,500.00 €</td>
<td>3,500.00 €</td>
<td>2,000.00 €</td>
</tr>
</tbody>
</table>

Incl. Sponsoring Pre-event Meet & Greet Dinner: 6,000.00 €
Recruiting in Germany

Your Chance to more awareness in the heart of the recruiter community

Advertisements in the Recruitment Buzz (5500 Subscribers from the recruitment area, monthly):

Schöne Grüße

Wolfgang Brickwedde

Anzeige

JOB-RECRUITING NEU ERFUNDEN
Mit der Personal-Toolbox an der Hand, stellen Sie nur noch die besten Mitarbeiter ein!

Ob Ihr Unternehmen morgen pleite oder Marktführer ist, entscheidet Ihr heutiges Recruiting
Recruiting in Germany

Your Chance to more awareness in the heart of the recruiter community

Sponsoring of the ICR Recruiting Reports
Your Chance to more awareness in the heart of the recruiter community

Features on your products on www.competitiverecruiting.de

Green & Smart Recruiting mit zeitversetzten Video-Interviews im Auswahlprozess?


Ein Weg, diese Ziele in Einklang zu bringen, kann die Nutzung von zeitversetzten Videos im Auswahlprozess sein. Die Anbieter
Recruiting in Germany

Your Chance to more awareness in the heart of the recruiter community

Webinars for your solutions
What would you like to know about recruiting in Germany?

Wolfgang Brickwedde
Director
Institute for Competitive Recruiting

Tel. +49 (0) 6221 7194007
Tel. +49 (0) 160 7852859

email: wb@competitiverrecruiting.de
The Institute for Competitive Recruiting (ICR) consults companies on recruitment performance management. The ICR is acting as a platform for improving the recruitment function in Germany. This is achieved by facilitating the development of commonly used standards and benchmarks for recruitment processes. In addition, the ICR is exploring improvement areas and consulting in the steps of sourcing, selecting and hiring of new employees.