

Mobile job adverts alone are not the answer, according to new insight

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According to global talent acquisition and management firm, Alexander Mann Solutions, businesses are gaining little value from mobile job adverts if they can't support the rest of the hiring process on these devices.

As more candidates seek out new jobs on their mobiles – with Glassdoor (<https://www.glassdoor.com/blog/9-10-job-seekers-search-jobs-mobile-glassdoor-state-mobile-job-search-survey/>) revealing that nine in ten use their mobile in the recruitment process – many are dropping off the radar at the next stage when they are unable to actually follow through and apply without switching devices. Further insight from the firm revealed that businesses investing in mobile adverts without considering the application stage will be inadvertently damaging their employer branding.

Laurie Padua, Director of Technology and Operations Consulting at Alexander Mann Solutions, explains:

“Candidates nowadays want to be able to complete their job hunt from start to end on the go. When we consider that fewer people have their own laptop or desktop computer, yet almost everyone has a mobile, it makes sense that mobile is the best route to actively engaging with applicants. However, forcing them to switch devices once the initial attraction takes place in order to capture their details is illogical.”

“Investing in the development of an effective candidate mobile experience is a great step in a world where everyone is seeking information on the go. But we now need to see more companies dedicating resources to making the application stage mobile friendly, otherwise this initial brand investment could simply amount to nothing.”

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About Alexander Mann Solutions:

We are Alexander Mann Solutions and we're passionate about helping companies and individuals fulfil their potential through talent acquisition and management. Today, over 3,000 of our talent acquisition and management experts are partnering with our blue-chip clients across multiple sectors and in more than 80 countries. Delivering a distinctive blend of outsourcing and consulting services, our unrivalled experience, capability and thought leadership helps our clients attract, engage and retain the talent they need for business success.

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