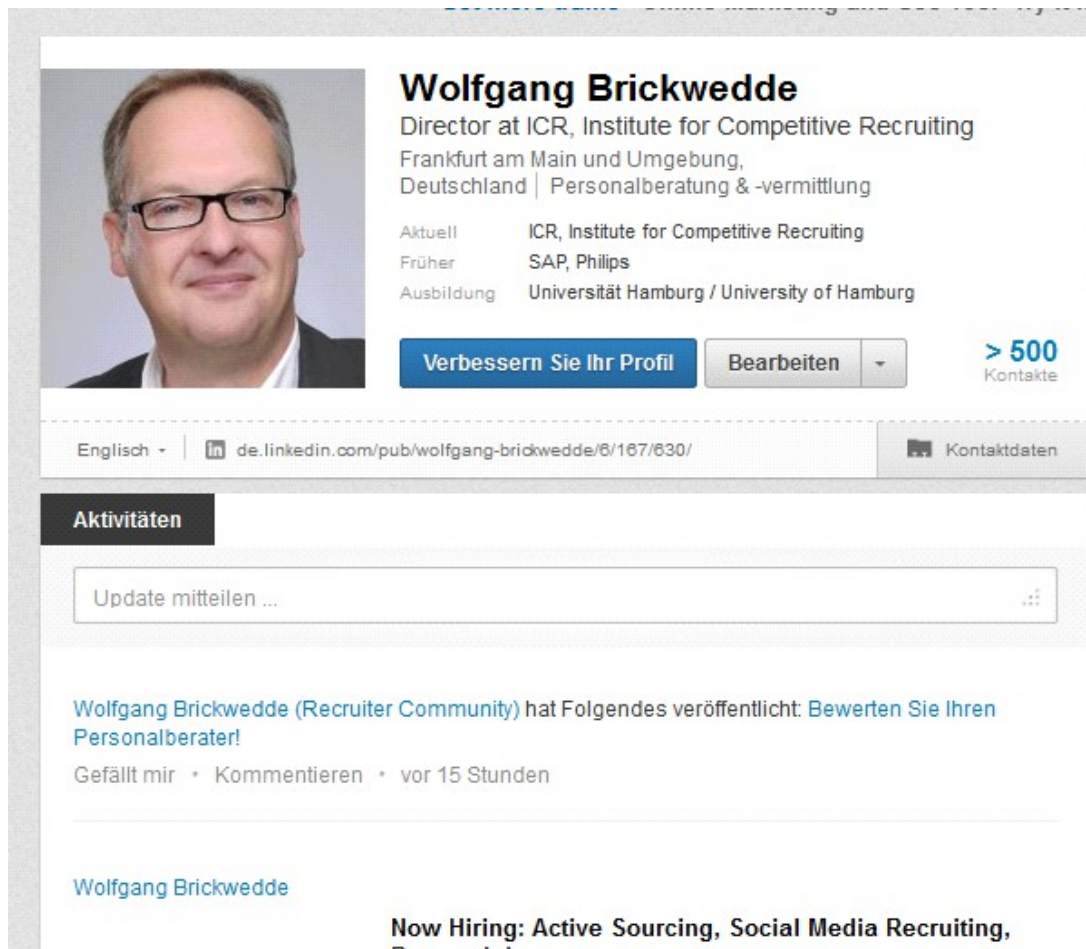


Recruiting in Germany

Some Fact & Figures



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

Verbessern Sie Ihr Profil | Bearbeiten | > 500 Kontakte

Englisch | de.linkedin.com/pub/wolfgang-brickwedde/6/187/830/ | Kontaktdaten

Aktivitäten

Update mitteilen ...

Wolfgang Brickwedde (Recruiter Community) hat Folgendes veröffentlicht: [Bewerten Sie Ihren Personalberater!](#)
 Gefällt mir • Kommentieren • vor 15 Stunden

Wolfgang Brickwedde

Now Hiring: Active Sourcing, Social Media Recruiting,



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)



Recruiting in Germany

Recruiting Controlling Report
2011



SOCIAL MEDIA RECRUITING REPORT 2012
Vom Hype zur Hilfe?

RECRUITING REPORT 2013
Quo Vadis Recruitment?



Recruiting in Germany

Let me introduce myself briefly



The image shows a screenshot of the RecruitingJobs.de website and an award certificate. The website header features the ICR logo and the text 'Jobs für Alle im Recruiting'. The main content area displays 'RecruitingJobs.de' and 'Jobs für alle im Recruiting!' with a navigation menu. The award certificate, titled 'Deutschlands Beste Jobportale 2011', lists various categories and awards. Three 'TESTSIEGER' (Test Winner) awards are highlighted for the 'Kategorie Arbeitgeber und Bewerber' category.

www.deutschlandsbestejobportale.de

www.recruitingjobs.de

Deutschlands Beste Jobportale 2011		Deutschlands Beste Jobportale 2010		Die Initiatoren		Das Konzept		Vorteile für Bewerber	
Vorteile für Arbeitgeber		Für Jobportalbetreiber		Über die Teilstudien		Bestellmöglichkeiten der Teilstudien			
Optimale Strategien zur Nutzung von Jobportalen				Presse					

DEUTSCHLANDS BESTE JOBPORTALE 2011

Kategorie Arbeitgeber und Bewerber

TESTSIEGER

DEUTSCHLANDS BESTE JOBPORTALE 2011

Kategorie Arbeitgeber

TESTSIEGER

DEUTSCHLANDS BESTE JOBPORTALE 2011

Kategorie Bewerber

TESTSIEGER

Let me introduce myself briefly

Editor of the
Recruitment Buzz:

The recruitment newsletter
with the largest reach in
Germany - more than 5500
subscribers




RECRUITMENT BUZZ
Die interessantesten Nachrichten aus der Welt des Recruitments



 [Fan werden auf Facebook](#)
 [Follow on Twitter](#)
 [Weiterleiten](#)



ZU WENIG BEWERBER?
- Proaktiv rekrutieren mit XING, LinkedIn & Co!
[INFO](#)

Neue Termine 2013 für Praxis-Intensiv Seminare und Kompaktschulungen

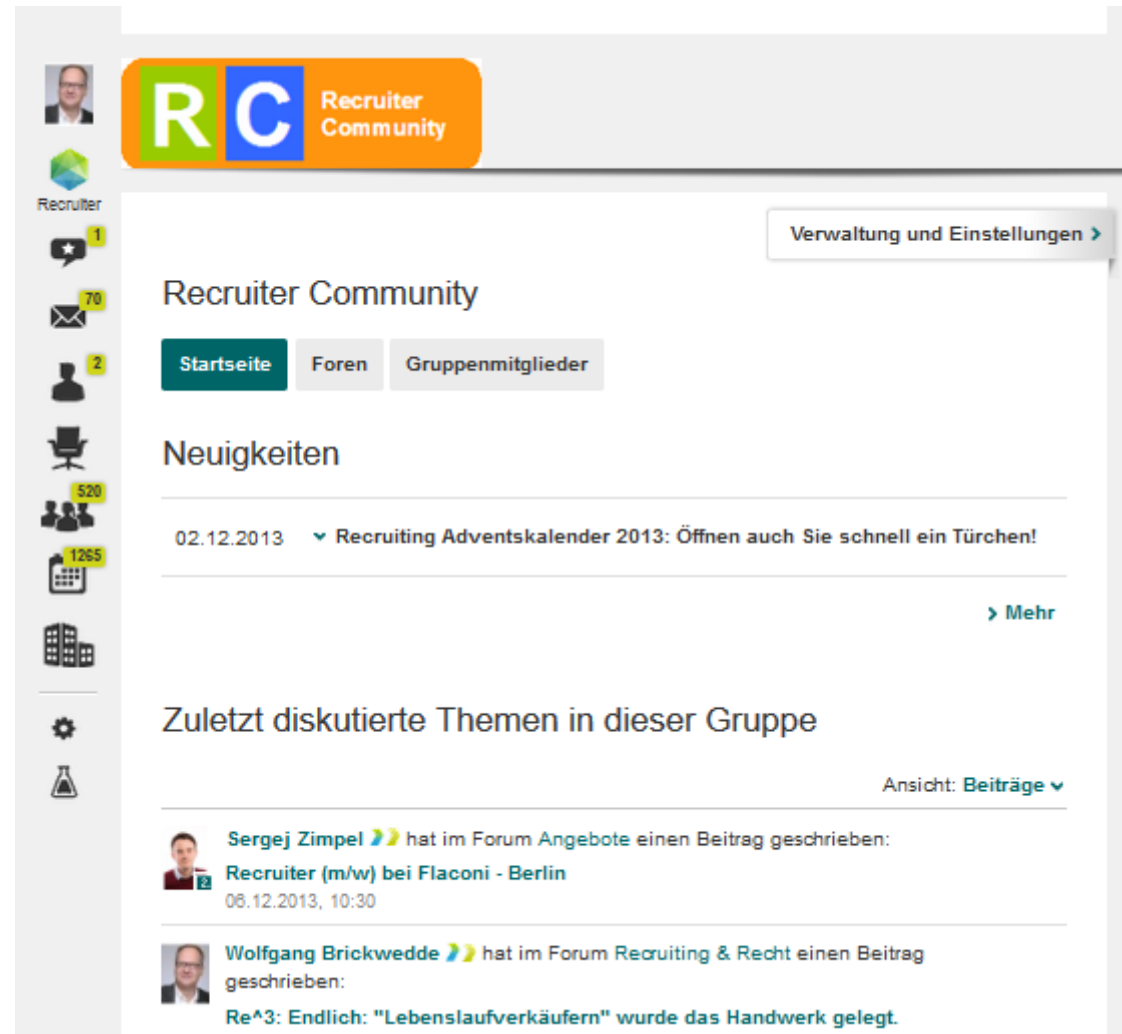
Nächste Termine: 7.+8. November 2013 München, 25.+26. November 2013 Hamburg, 10.+11. Dezember 2013 Berlin, [Info und Anmeldung finden Sie hier](#)

Hallo << Test Herr/Frau >> << Test Nachname >>,
im September ging es nach der Sommerpause mit Konferenzen wieder richtig los. Von der Recruiting 2014 hatte ich ja bereits im letzten Recruitment Buzz berichtet.


Ralph Lamhäuser HR-Exp.
Praxishandbuch Social Media

Let me introduce myself briefly

Moderator of the Recruiter Community:
Group within XING, catering the largest recruiter Community in Germany with 4000+ recruiters



The screenshot shows the interface of the 'Recruiter Community' on XING. At the top, there is a navigation bar with the 'RC Recruiter Community' logo and a 'Verwaltung und Einstellungen' button. Below the navigation bar, the page title 'Recruiter Community' is displayed, followed by tabs for 'Startseite', 'Foren', and 'Gruppenmitglieder'. The main content area is titled 'Neuigkeiten' and features a post from '02.12.2013' about a 'Recruiting Adventskalender 2013'. Below this, there is a section for 'Zuletzt diskutierte Themen in dieser Gruppe' with a 'Beiträge' view selector. The list of discussions includes a post by 'Sergej Zimpel' about 'Recruiter (m/w) bei Flaconi - Berlin' and a post by 'Wolfgang Brickwedde' about 'Lebenslaufverkäufern'.

INNOVATIONSPREIS-IT

BEST OF 2013

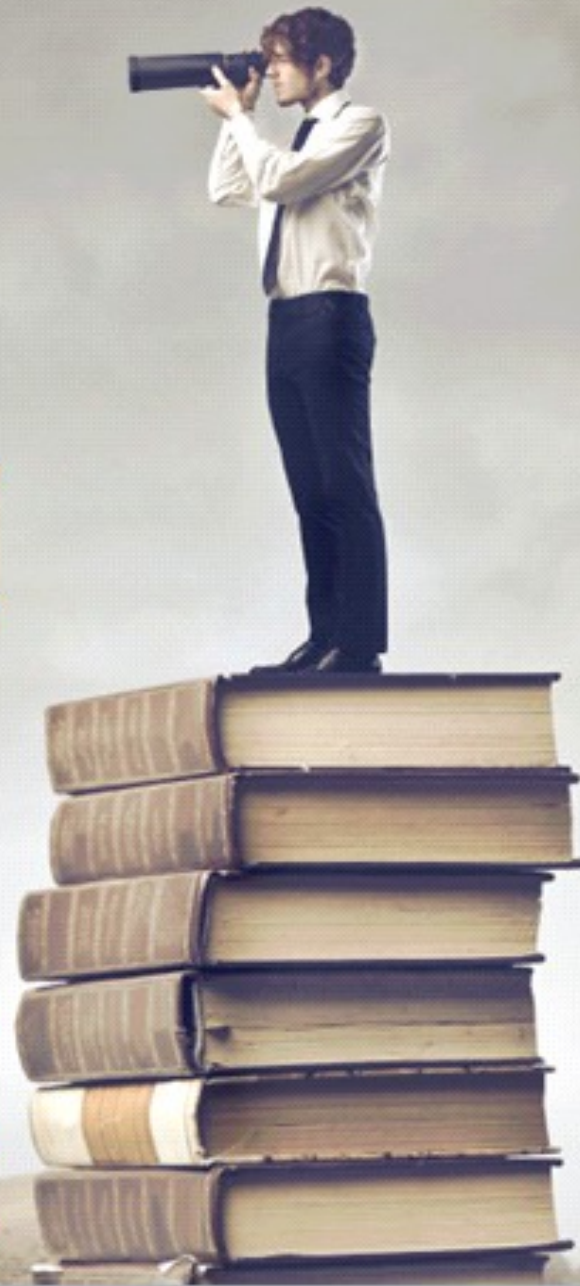
initiative
mittelstand

HUMAN RESOURCES

Zu wenig Bewerber?

CANDIDATEREACH

Damit Ihre Stellenanzeigen gefunden werden



Recruiting in Germany

What would you like to know?

OnRecruit
HR TECHNOLOGY

thalento!

StudentenWerk™
Onze matches werken

harver

- An overall view of personalmarketing, recruitment and beratungen
- Which market specifics do we have to keep in mind whe 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 succesfull foreign companies in Germany and learnings from their goto market strategies?
- Which events, publishers, media and influencers to build relationships with?

maddle!

textkernel_hr suite

HROffice

Intelligence Group iG!
recruitment intelligence

NETWERVEN®

JobMatcher
Arbeitet für Sie!

Recruiting in Germany

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)

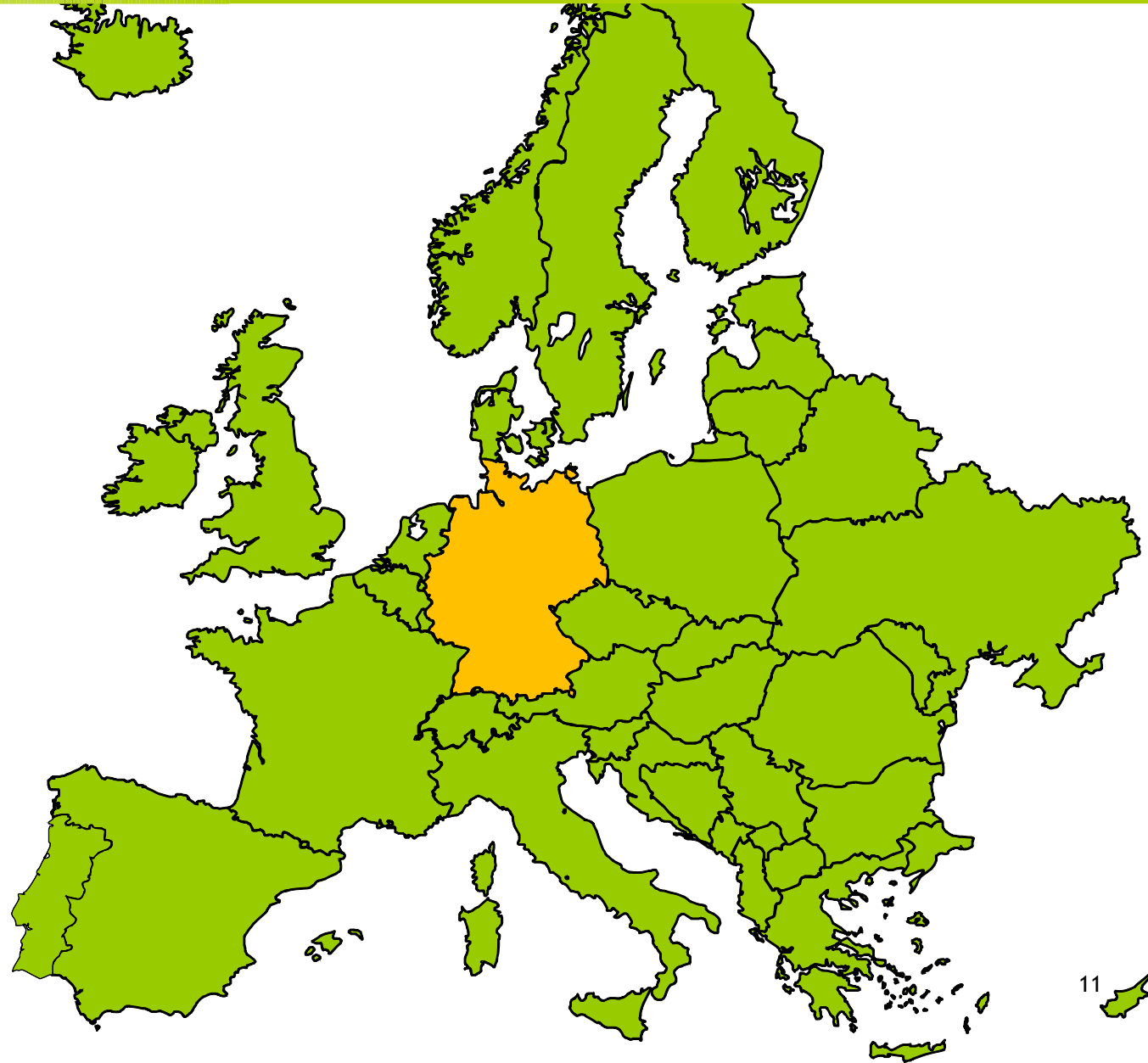
What kind of information could be provided afterwards?

Information and detailed data on:

- Labor Market
- Recruiting Landscape
- Systems (e.g. ATS) Usage
- Legal/Commercial Framework
- Collaboration Partners
- Distribution Partners
- Communication/Multipliers

Recruiting in Germany

Spotlight on
Recruiting in Germany



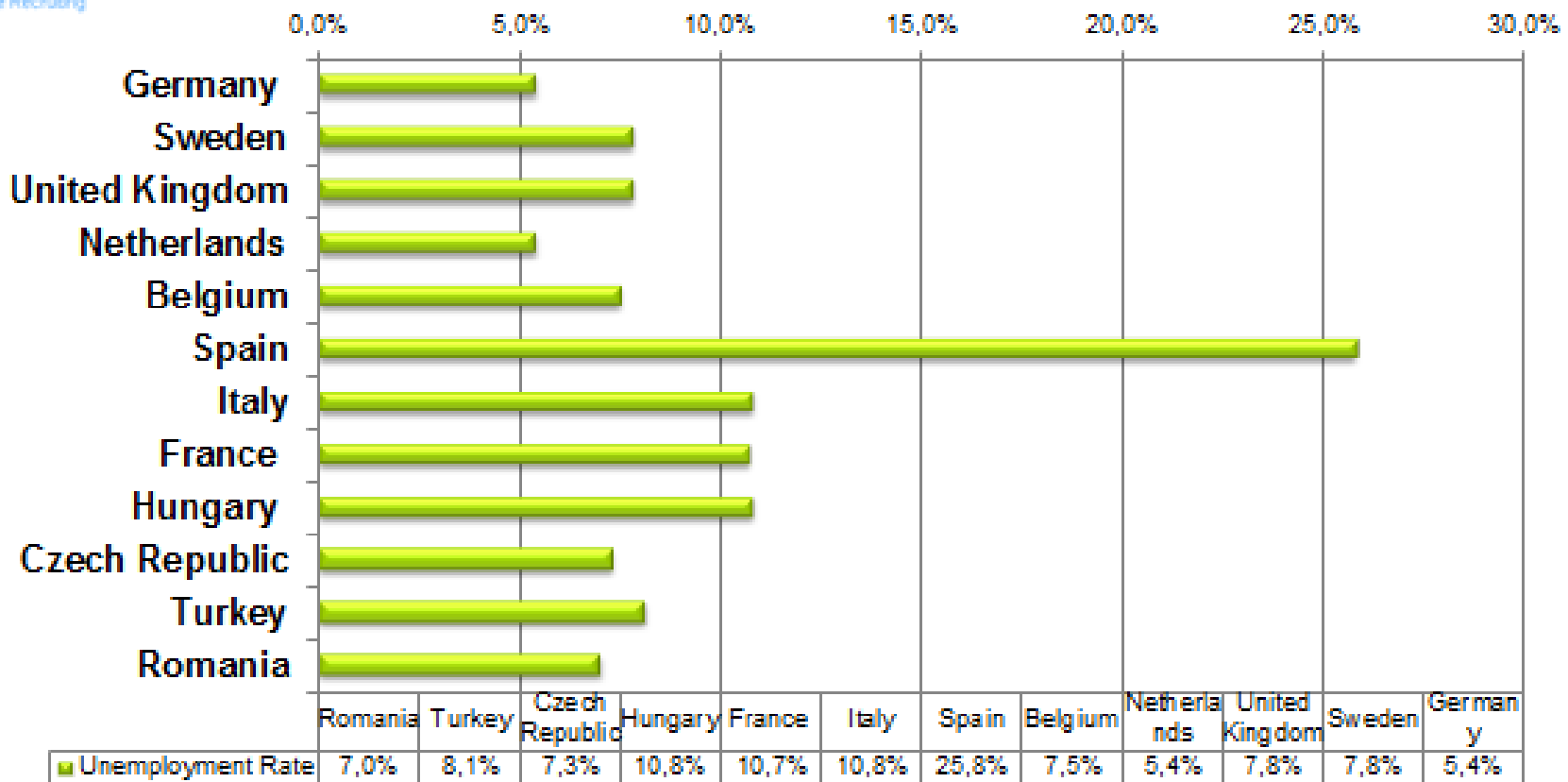
Recruiting in Germany

The big picture:

- Comparing unemployment rates in Europe



Unemployment Rate per Country



Hot Topics in Recruitment

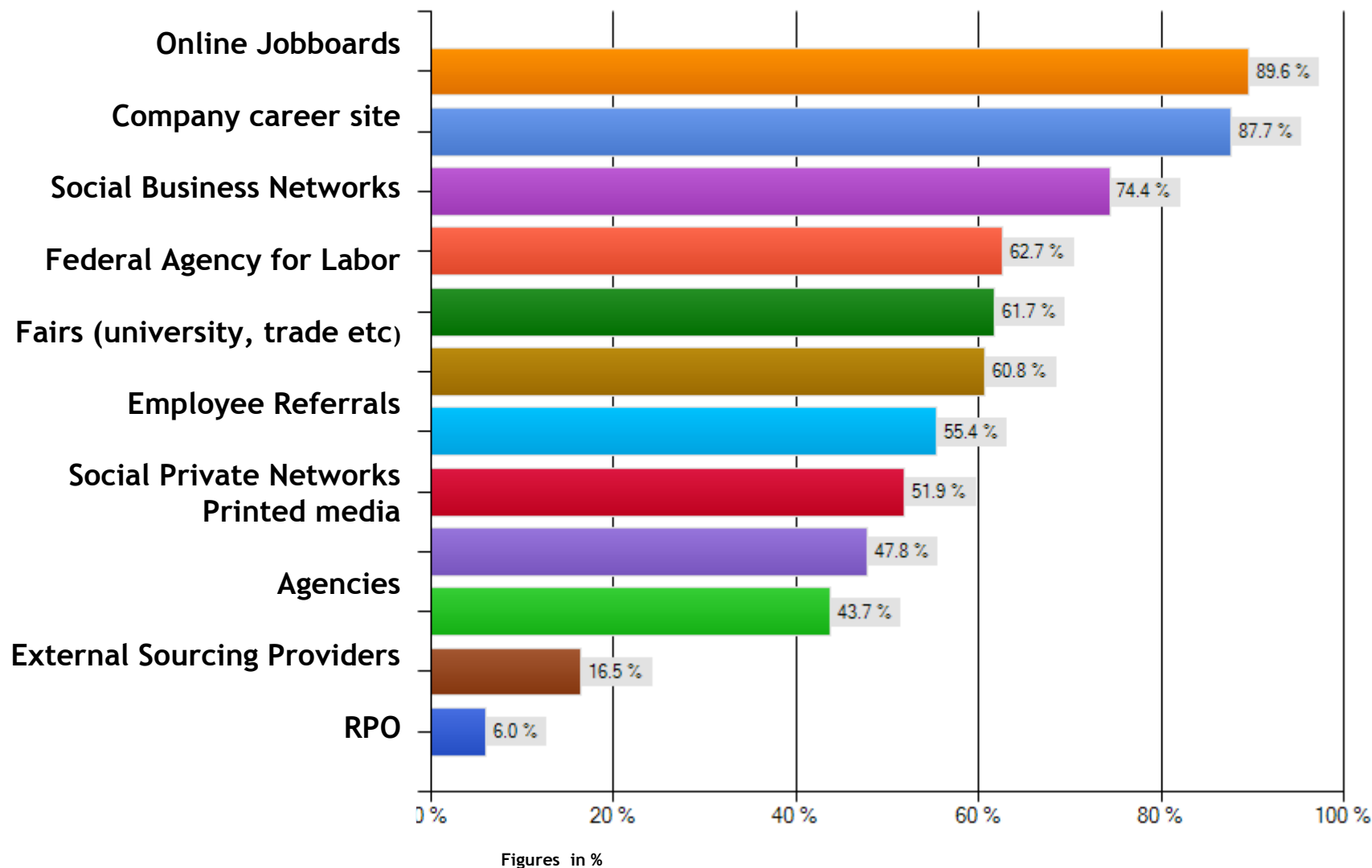


Recruiting in Germany

Recruiting channels:

Where employers communicate their openings?

Where do Employers communicate their openings?



Recruiting in Germany

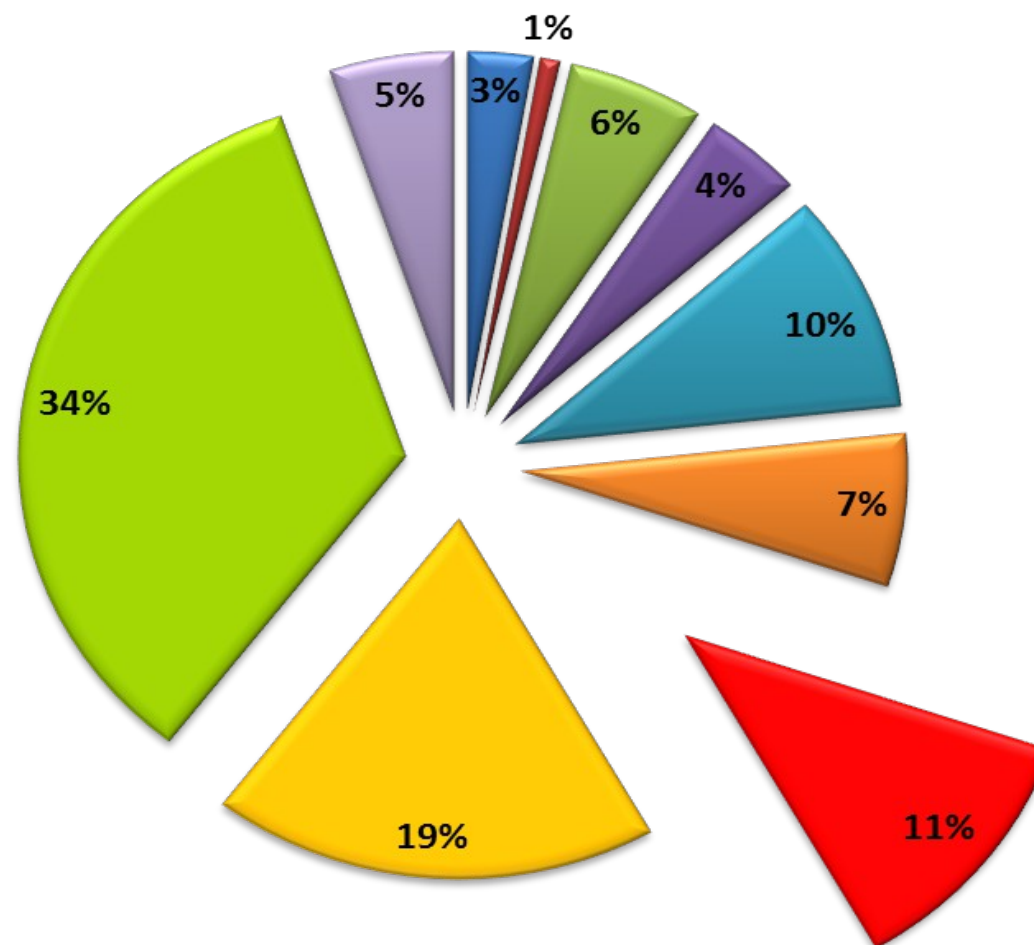
Recruiting channels:

Where do hires come from?

Where do hires come from?

Source of Hires

- CV Databases
- External Sourcing Provider
- Internal candidates
- Fairs (university, trade etc)
- Employee Referrals
- Agencies
- Social media (Xing, LinkedIn)
- Company career site
- Online Jobboards

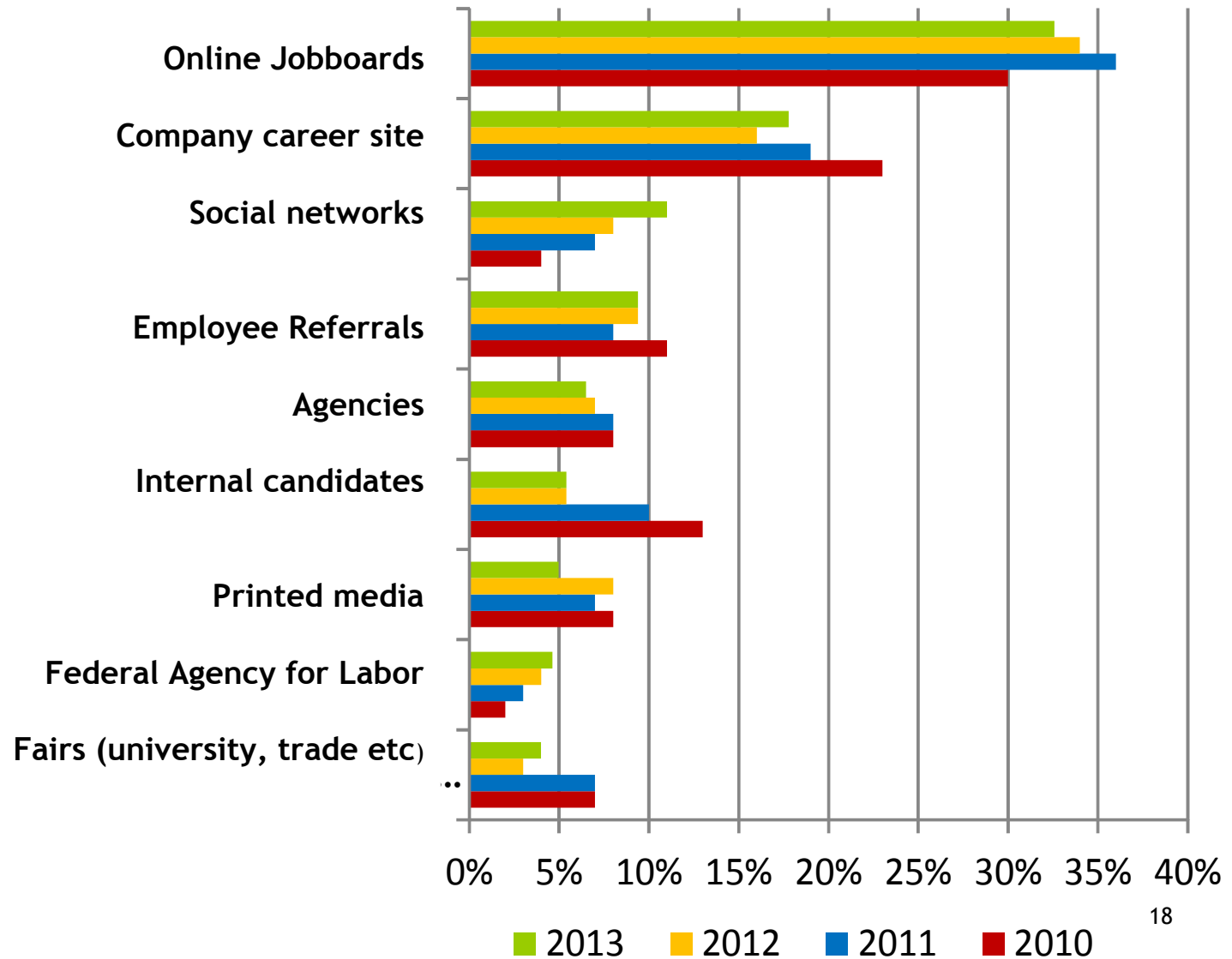


Figures in %

Source: ICR Study „Quo Vadis Recruitment 2013?“

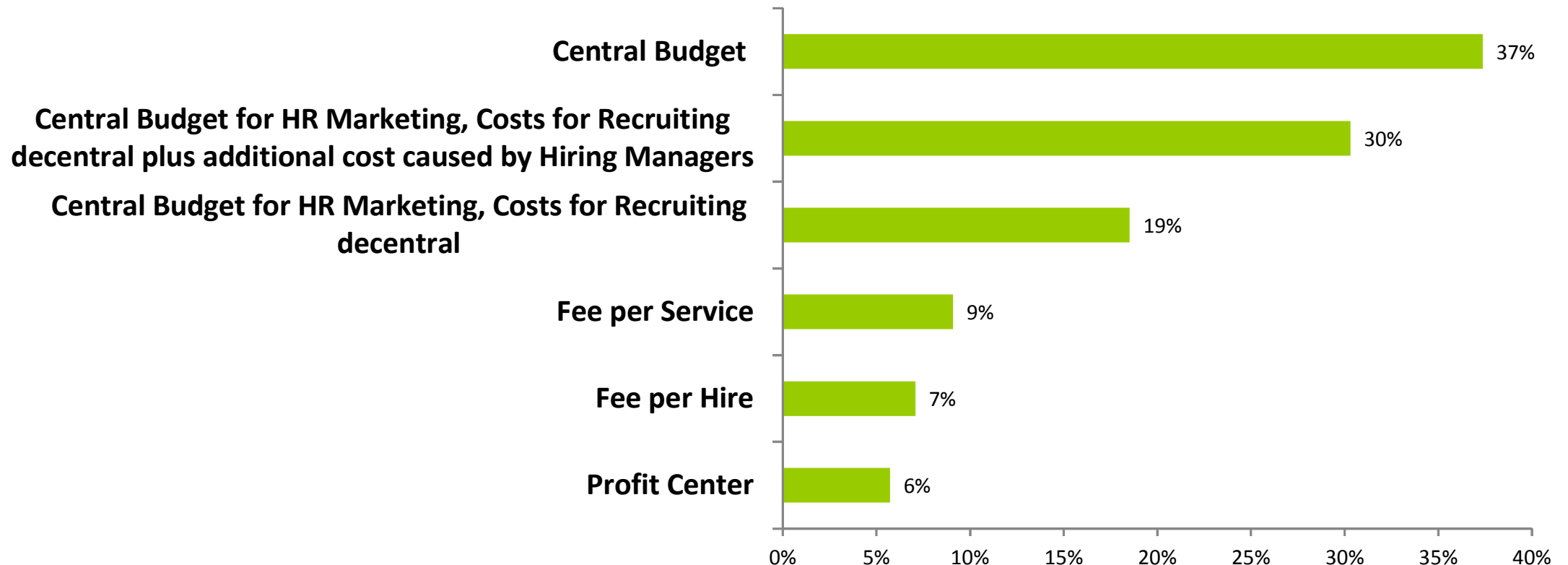
Where do hires come from?

Source of Hires



Funding of Recruitment

Who is paying the Recruitment Bill?



% of Statements

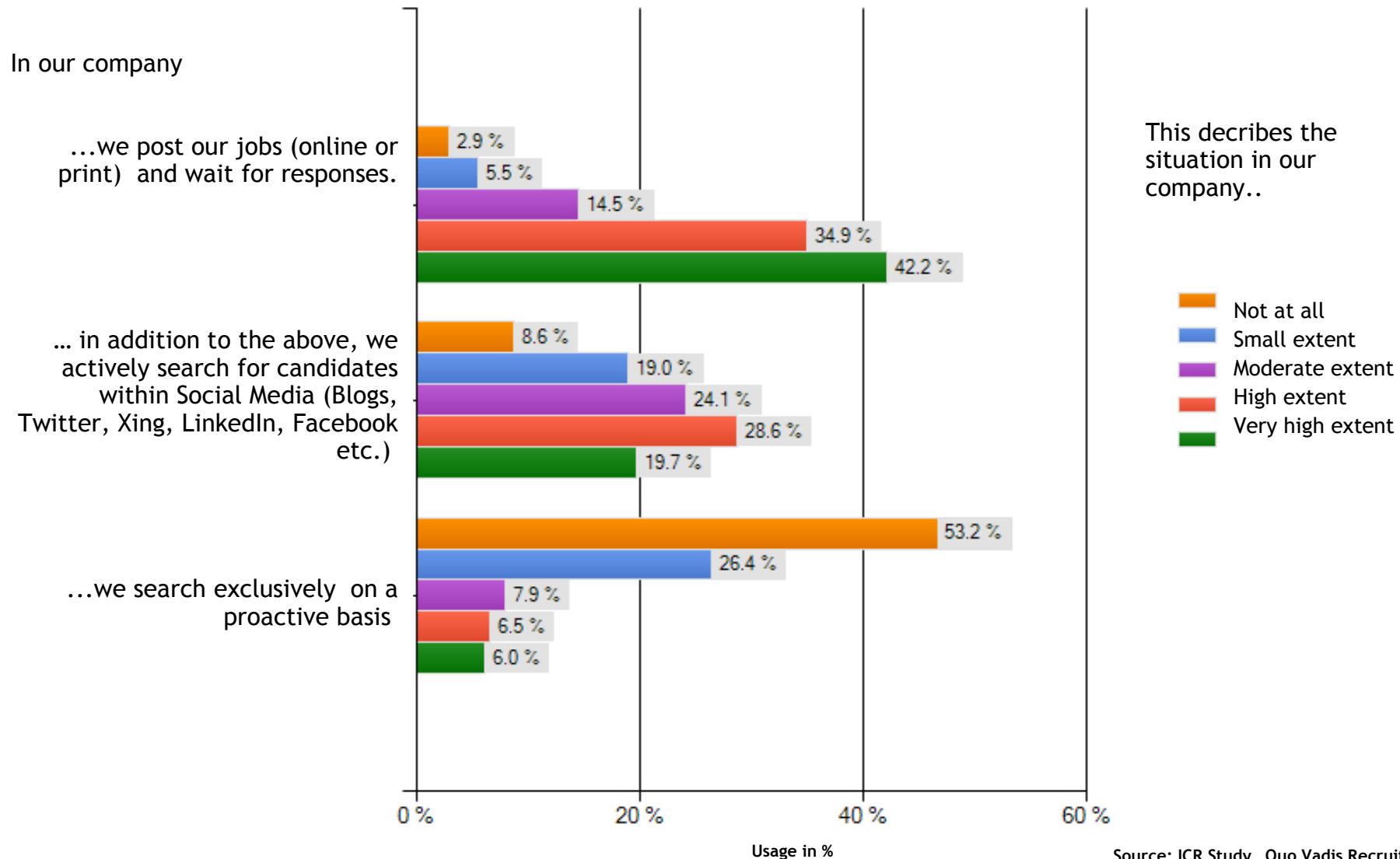
Recruiting in Germany

How proactive is the recruitment in Germany?

Recruiting in Germany

Level of Pro-Activeness

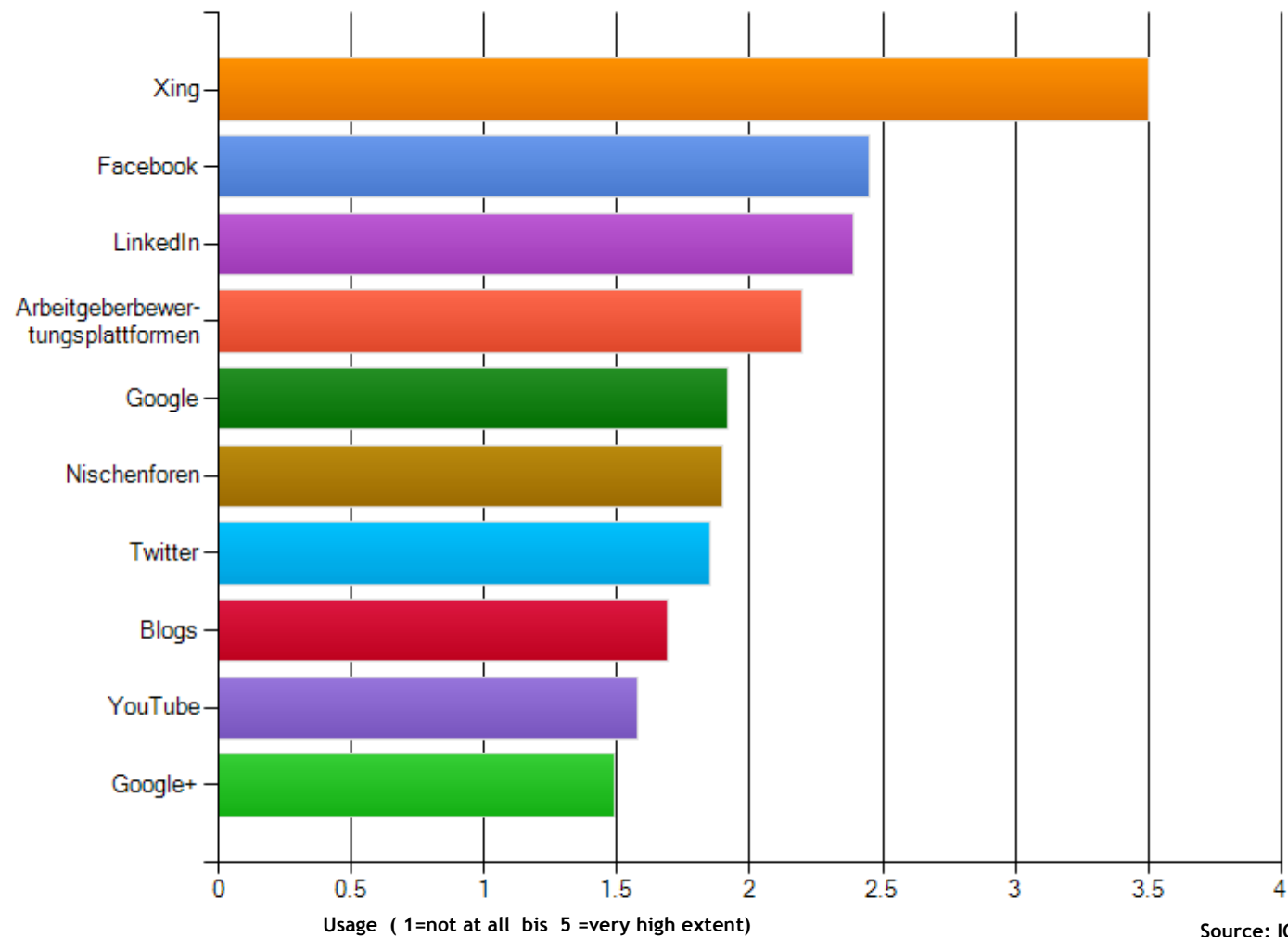
Proactivity



Recruiting in Germany

The use of social media platforms for recruiting (average)

Social Media platform use

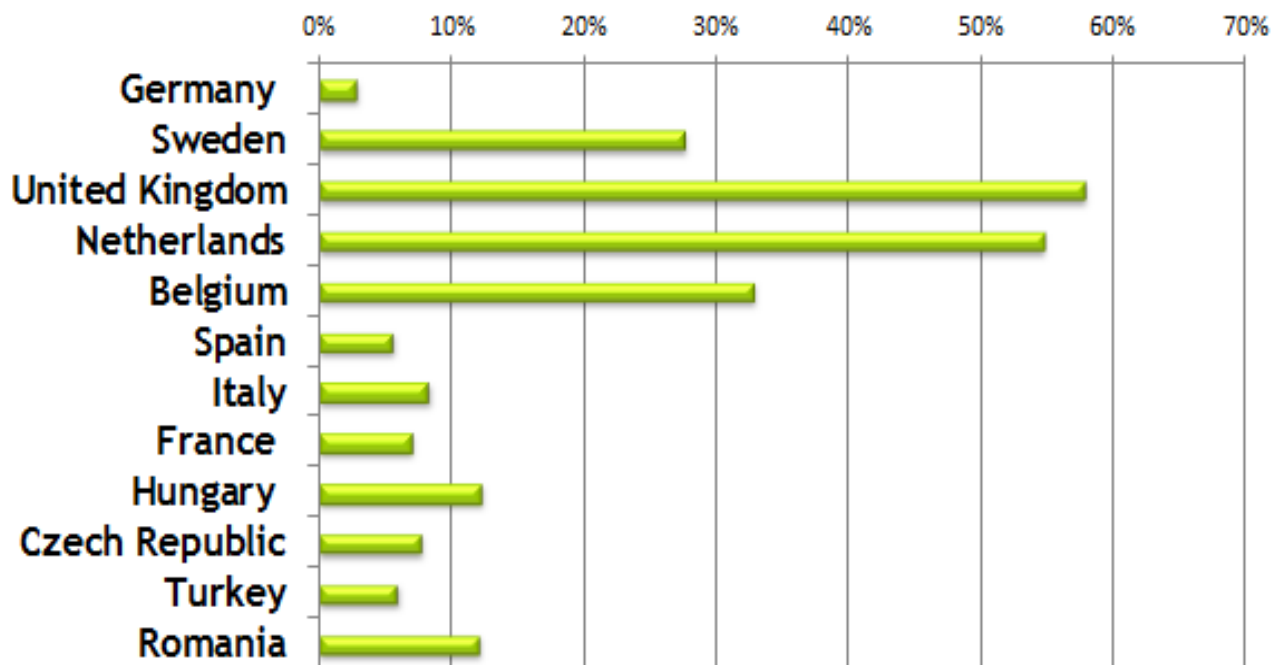


Sourcing in Germany



Reach: Percentage of Professionals reachable via LinkedIn

(gives an indication whether a social network is suitable for proactive candidate sourcing in a specific country)



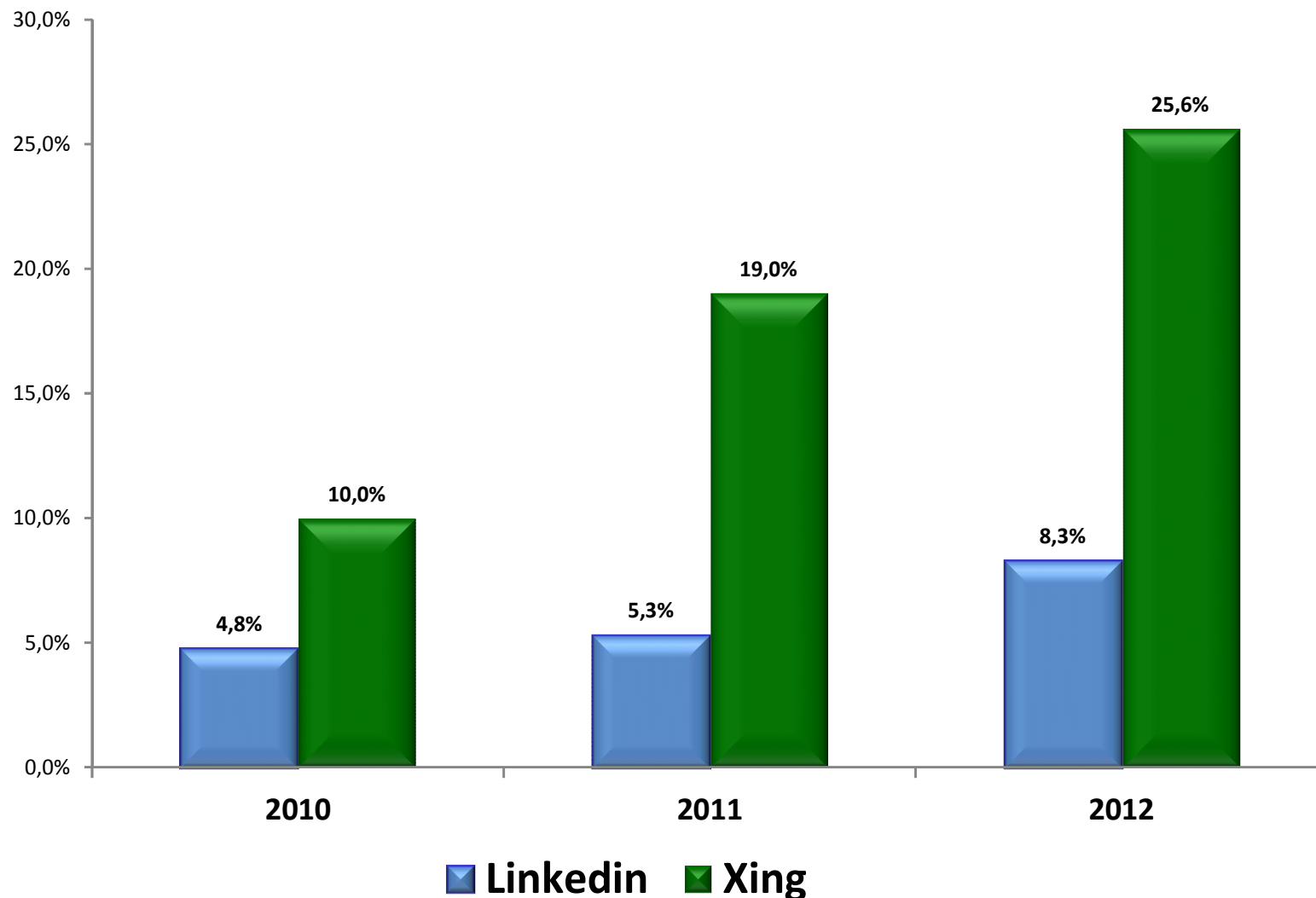
	Roma nia	Turkey	Czech Republ ic	Hunga ry	France	Italy	Spain	Belgiu m	Nether lands	United Kingdo m	Swede n	Germa ny
Reach: Percentage of Professionals reachable via this network	12%	6%	8%	12%	7%	8%	6%	33%	55%	58%	28%	3%

■ Reach: Percentage of Professionals reachable via this network

Recruiting in Germany


The use of XING and LinkedIn for Recruiting by Direct Employers

Use of XING and LinkedIn



Recruiting in Germany

Overview of the Jobportal Market (employers view)


Arbeitgeber													
	Anzahl Bewerbungen	%Nutzung	Rangplatz Nutzung	Quantität der Bewerbungen	Qualität der Bewerbungen	Qualität+Quantität	Rang nach Qualität+Quantität	Weiterempfehlung	Rangplatz Weiterempfehlung	Berechnung Gesamtranking Arbeitgeber	Gesamtranking Arbeitgeber	Berechnung Gesamt Ranking Bewerber und Arbeitgeber	Gesamt Ranking Bewerber und Arbeitgeber
	Min. 15		35%	30%	0,70		20%		45%				
StepStone	360	62,4%	1	5,37	5,07	5,16	2	5,82	5	3	1	3,50	1
Jobware	125	23,9%	7	5,2	5,39	5,33	1	6,36	1	3,1	2	5,50	2
Meinestadt	63	34,6%	5	5,25	4,93	5,03	4	5,98	4	4,35	3	5,50	2
Stellenanzeigen.de	120	31,1%	6	5,05	5,01	5,02	5	5,99	3	4,45	4	10,00	4
Kalaydo	31	13,8%	9	5	5,07	5,05	3	6,06	2	4,65	5	12,00	5
Arbeitsagentur	157	60,2%	2	4,92	3,97	4,26	9	4,97	8	6,1	8	16,50	6
Xing	118	52,2%	3	4,76	4,99	4,92	6	5,63	6	4,95	6	19,50	7
Monster	84	44,4%	4	4,78	4,32	4,46	7	5,05	7	5,95	7	20,50	8
Jobscout24	16	19,1%	8	4,40	4,50	4,47	8	4,19	9	6,45	9	28,00	9

Recruiting in Germany

Overview of the Jobportal Market (applicant's view)

DEUTSCHLANDS BESTE JOBPORTALE 2013

Bewerber

 CROSSPRO-RESEARCH	Jobportaltyp	Anzahl Bewertungen	Cluster nach Anzahl Bewertungen	Alexa Ranking dt. Ende August 2013	Bounce Rate	Alexa Ranking korrigiert um Bounce Rate	Alexa Ranking korrigiert um Teilberücksichtigung Mediaportale	Jobbörse nanteil	Ranking Nutzung Bewerber	Zufriedenheitsgrad	Rangplatz Zufriedenheit	Suchqualität	Rangplatz Suchqualität	Berechnung Gesamtranking Bewerber
									35%		45%		20%	
		Min. 30						10%						
jobvector	Spezialjobbörse	209		8.164	40%	11.430	11430		36	5,37	7	5,38	3	16,35
Kimeta	Jobsuchmaschine	1074	1 Top-Cluster	564	22%	688	688		8	5,26	10	4,24	49	17,1
StepStone	Klassische Jobbörse	2329	1 Top-Cluster	102	38%	141	141		3	4,88	31	4,92	17	18,4
iJobs	Jobsuchmaschine	440	1 Top-Cluster	2.239	36%	3.045	3045		17	5,26	10	4,25	48	20,05
Meinestadt	Klassische Jobbörse	2229	1 Top-Cluster	82	36%	112	112		2	4,72	41	5,18	6	20,35
Jobware	Klassische Jobbörse	433	2 Middle-Cluster	1.381	58%	2.182	2182		16	4,92	27	5,01	14	20,55
Hotelcareer	Spezialjobbörse	278		4.103	48%	6.072	6072		27	5,46	3	3,97	55	21,8
T5 JobBörse	Spezialjobbörse	163		21.785	35%	29.410	29410		46	5,50	2	4,69	25	22
Stellenanzeigen.de	Klassische Jobbörse	633	1 Top-Cluster	731	44%	1.053	1053		10	4,86	34	4,82	20	22,8
Absolventa	Spezialjobbörse	489		2.190	61%	3.526	3526		20	4,87	32	5,11	8	23
Kalaydo	Klassische Jobbörse	348	2 Middle-Cluster	319	33%	424	2020		15	5,03	20	4,28	45	23,25



Be successful in Germany's recruitment market with the
Institute for Competitive Recruiting, Heidelberg

Recruiting in Germany

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/Multipliers

Recruiting in Germany

What kind of information the ICR could provide to you?

Information and detailed data on:

	Could be jointly used	customized Info
● Labor Market	x	
● Recruiting Landscape	x	
● Systems (e.g. ATS) Usage	x	x
● Legal/Commercial Framework	x	
● Collaboration Partners		x
● Distribution Partners		x
● Communication/Multipliers	x	x

Recruiting in Germany

What kind of information the ICR could provide to you?

Example content information and detailed data on:

- Communication/Engagement/Multipliers
 - 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?

Recruiting in Germany

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*

Recruiting in Germany

Your Chance into Switzerland

	DIAMOND	PLATINUM	GOLD
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			
Conference Pass	2	1	1
Client tickets (Non-transferable for Staff or Partners)	10	5	2
Discount for additional clients, partners & employees	25%	20%	10%
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	4'500.00 €	3'500.00 €	2'000.00 €
Incl. Sponsoring Pre-event Meet & Great 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!

Getrennt nach Hilfs-, Fach- und Führungskraft sowie Verkäufer | Alle Unterlagen auch digital | Über 1.000 hochzufriedene Anwender

EMPFOHLEN VON
Deutsche Management Gesellschaft
INHALT GEPRÜFT

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

ICR
Institute for Competitive Recruiting

SOCIAL MEDIA RECRUITING REPORT 2013
Endlich der Durchbruch?

Xing, LinkedIn, Facebook?

Active Sourcing

Employer Branding

Mit freundlicher Unterstützung von:

CANDIDATE REACH
IHRE STELLENANZEIGE MIT EINEM KLICK AUF
FAST 50 JOBPORTALEN + Facebook + Twitter

Recruiting in Germany

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?



Die eigentliche Kernfrage des Recruitments, „Wie können wir möglichst effizient und effektiv die richtigen Menschen für offene Positionen finden?“ rückt vor dem Hintergrund enger werdender Märkte nicht nur im Fach- und Führungskräftebereich und der demografischen Entwicklung immer stärker in den Fokus der Unternehmen (s.a. **ICR Recruiting Report 2011**) Gleichzeitig steigt der Druck auf die Kosten und die Bedeutung der Nachhaltigkeit im unternehmerischen Handeln.

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

Sie Ihr Online-Seminar.



Gratis Neuvorstellung: Praxishandbuch Social Media Recruiting inkl. Autoren-Live-Interviews
In Personal » Recruiting

Ort: Live Online-Seminar ⓘ
Sprache: Deutsch
Datum: Auf Anfrage ✉

Drucken 🖨️
Systemcheck ✓
Link 🔗

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@competitiverecruiting.de

Let's make your recruitment competitive!

RESEARCH - CONSULTING - REALIZATION

Recruitment Performance Management

Consulting based on empirical research

Strategy

Establishing new Processes

Optimization of existing Processes

Services

Workshops

Training (Recruiter & Hiring Manager)

Benchmarking

Online Surveys



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.