



Choosing an Agency: Employer Value Proposition

Head count freezes and market uncertainty have meant that we are not yet experiencing a marked rise in contract and temporary work which we'd historically expect to see in a recessionary period. Added to this, Government departments and companies are taking more agency based tasks in-house.

Why has this phenomena arisen? We believe the key reason for this is that Companies and Government departments think it will save them money if they do recruitment themselves.

The question is: Are they carrying out these functions effectively? Some would say no and the evidence we have indicates this is so.

Only time will tell if companies and Government departments have made the right decision but one thing is certain – direct applications as a result of direct advertising by employers has seen a dramatic increase in the number of candidates to choose from.

The result? Employers will find they are spending far too much time processing the large number of applications they are receiving rather than doing the job they have been employed to do within the business. And the evidence we have is that often the outcome is that no one is selected meaning the process needs to start again!

Perhaps this is happening because employers are failing to understand or are underestimating the effort and commitment involved in the candidate engagement cycle - a significant reason why agencies should be used as this is their job!

The benefits of using an Agency for recruitment thus becomes obvious:

- They engage with candidates directly on behalf of employers.
- They screen candidates as effectively as the brief they are given
- They promote you as an employer and sell your roles to candidates
- They provide a guarantee period
- They provide shortlists for consideration generally pre referenced
- They free up your time to do the job you are employed to do.

And ultimately they SAVE YOU MONEY

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Agencies will step up to the challenge you set as an employer, providing you lay down the ground rules.

A professional recruitment agency provides an important part of the recruitment service and talent management for both client and candidate alike. This can include career management, talent sourcing, candidate assessment, and pooling market intelligence and then applying well developed recruitment methodology to this process.

At Helium we believe we have always worked this way. We are constantly innovating and looking for better ways to engage and provide value to our clients. (Please visit our [web site](#) and read about some of these initiatives such as our candidate charter, Talent Bank, benchmarking and screening questions and psychometric testing)

Helium is an ITCRA certified agency which means that we subscribe to a Code of Ethics and Standards for Recruitment in the ICT industry. It is a recognized fact that all too few recruitment agencies belong to either RCSA or ITCRA, therefore you should choose one that belongs to either professional body.

When presenting a CV to a client Helium provides a portfolio of information for selection purposes including a CV, screening questions or testing and 1-2 references on the candidate. Our candidate charter - an essential part of our registration process - contains a section on disclaimers about Health and Criminality issues which a candidate must sign and return , plus a virtual interview scenario.

Helium use a structured interviewing approach utilizing behavioural and competency based questioning techniques.

Some points to consider when selecting your recruitment partners:

- Does the agency belong to an accredited association like ITCRA or RCSA?
- Does the agency understand your business?
- Does the agency recognize and understand the type of people who will fit your organizational culture?
- Does the agency offer sound screening and recruitment practises that may also include psychometric testing?
- Are the agency consultants experienced in their field?
- Do they show innovation and preparedness to adapt in an ever changing market?

These are just some of the questions you should be considering when selecting a recruitment agency to work with you.

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Helium has an on-going relationship with OPRA Group Ltd and they also provide some information around selecting recruitment partners. This can be viewed on the following link:

<http://www.opragroup.com/images/opra/pdf/community/Articles/differentiating.pdf>

Selecting an agency to work with is never an easy decision, and taking the time to do so will provide significant payback in the long term.

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