

INSIDERECRUITMENT

Keeping Recruitment Numbers Up Are you doing all you can?

By Janet DeGeorge

Let me tell you about some of my customers. I am so proud of their courage in the face of this difficult year. My question to you — are you doing all you can to keep your recruitment market?

Birmingham (Ala.) News

Let me tell you a story about the wonderful Birmingham (Ala.) News. A couple of weeks ago, I was training on site at this great newspaper. I was sitting with their employment agency rep Violet, a long-term employee. Some newspapers tend to think a classified sales rep has little influence on how agency display ads come in. Well, no one told Violet. The newspaper's Recruitment Manager, **Karen Fromhold**, had put together a great package for large display ads that included an array of products and distri-

but ion. When one recruitment agency called Violet about rates, the agency was thinking of buying a \$1,200 ad. Violet told me she really believed the new package was well worth it, and she told the agency rep the same. As Violet explained to me, "after much back and forth," the agency contacted the client with the new deal, and an order for an \$8,100 ad package came in instead of the \$1,200 one.

What is the lesson here? First, the recruitment manager made certain the package was spectacular. Next, the sales reps were also sold on its benefits. And Violet, having a long-term relationship with the recruitment agency, had its trust. So when she told them "this is a great deal," they had every reason to trust her judgment. The newspaper made more money, the agency made more money and the advertiser got so much great value they were happy to make the investment.

Are you doing all you can?



See RECRUITMENT NUMBERS, D2

Jobs Site Jumps Revenue By Offering More Options NWJobs.com has notable success with self-service recruitment ads

By Jennifer Strossman

NWJobs.com, the employment Web site operated by The Seattle (Wash.) Times Co., improved self-service ad revenue by 32% since 2006. This significant boost in revenue is attributed to redesigning the online media kit, which conveys to organizations how the site can help them find the best candidates to fill their jobs.

Customizing the media kit

NWJobs.com uses Adicio, Inc. — a classified software company — to facilitate the technical operations of the site. When The Seattle Times Co., which also man-

ages advertising for the Seattle (Wash.) Post-Intelligencer, changed the look of the media kit, employers started noticing it more, said **Denise Lee**, product manager of online classifieds at the newspaper company. The basic pages in the media kit are supplied by Adicio as part of the software package it offers to newspaper Web sites, and NWJobs.com customized the look of the kit's pages to meet its needs.

"We organized the options in a way to address recruiters' needs briefly and simply," explained Lee.

The result was that organizations considering posting ads had a clear understanding of what they could do to reach their target audience on the Web site.

While the functionality of Adicio's pages remained the same, the new, customized look is what employers see first when they click to post a job on the site, added Lee.

that organizations can create and post an ad online without assistance, explained **Mike Cavallo**, executive vice president of Adicio, Inc.

"The Adicio tools provide NWJobs.com with a Product Manager that allows them to create any combination of desired online products," he added.

Such products can enhance an employer's success in filling positions because of the way the software spotlights jobs that are difficult to fill but also match a job seeker's keywords. Another Adicio tool — the Preferred Company upgrade — allows employers to post branding ads that can be placed anywhere on NWJobs.com to generate interest in the organization as a desired place to work.

Processing e-commerce

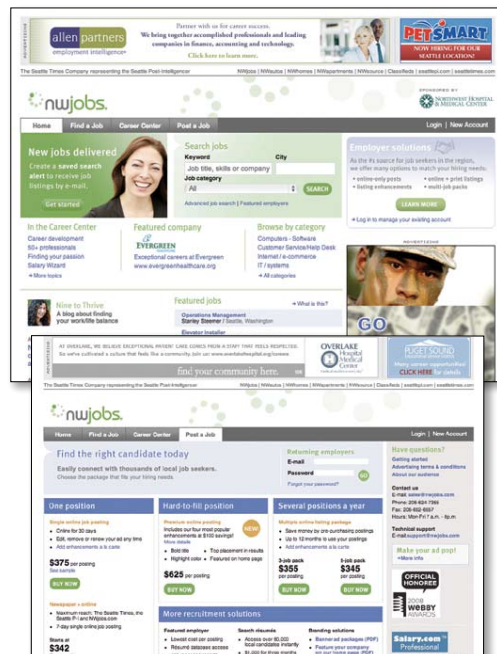
As part of the software package that Adicio has with NWJobs.com and all media companies, Adicio manages the financial transactions once the ad has been created by the employer and purchased with a credit card.

"All e-commerce transactions are tracked and available in the Product Sales Report so NWJobs.com can analyze the effectiveness of their e-commerce activities," explained Cavallo.

An additional benefit to using the Adicio software is that employers have access to their account with the recruitment Web site 24/7, which means they can edit ads, renew listings and add or remove listings at their convenience.

Simplifying job hunts

When the job seeker goes to a recruitment Web site powered by Adicio's software, he or she will find tools that could make the



Promoting self-service

The 32% increase applies specifically to the self-service ads, which an employer can post at any time without the assistance of a sales representative from the newspaper company. NWJobs.com offers bundled packages that organizations can buy self-serve at a slight discount, said Lee. In addition, The Seattle Times Co. makes it easy for businesses that need to post a large number of jobs at the same time.

"We call those featured-employer packages. One of the neat functions that Adicio offers is "wrapping," where Adicio can actually go directly to the employer's Web page, automatically scrape all of their job postings and post them to NWJobs.com," she said.

The Adicio package, known as the Adicio Careers e-commerce system, is ideal for online purchases and made so



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My Life in HR

When I was envisioning this Editor's Note this time last month, I was planning on writing about the hike in the minimum wage from \$5.85 to \$6.55 an hour, a raise that is certain to affect many entry-level positions given the rollercoaster that the United States economy has been lately. However, that was before I began my own personal rollercoaster as an HR deputy.

As the October issue was getting ready to go to press, I received word that Managing Editor Steve Martin would be accepting a position at another company, and his title was offered to me. In accepting it, though, I began the whirlwind that has been my life in HR. It began by assessing the merits of the various job boards and area newspapers.

I proposed advertising via The Indianapolis (Ind.) Star as well as on CareerBuilder. After a couple days on CareerBuilder alone, though, I was already too overwhelmed to research further advertising of the position. Over two dozen applicants later, I was ready for the first round of interviews.

It was interesting to see how each candidate had prepared for the interview and the differences between phone interviews and in-person interviews. After exhausting our first round of interviews, I made my cuts and began for the second round, all while trying to prepare the entirety of the print product

with the sole aid of our editorial intern, Kim Milford.

As we whittle down the final candidates to help bring you the content you tell us you enjoy so much, I can't help but be grateful for anyone who can help screen the unqualified candidates, manage the qualified ones and rank the best of the bunch. For newspapers already offering some of these services, kudos to you. For those who have yet to consider them or would prefer to remain a résumé database at best, I hope you'll consider utilizing some of these useful services in order to capture and retain recruitment revenue in a tough economy.

I'd like to thank the people who helped make this issue possible, including Janet DeGeorge for her insights garnered from newspapers across the United States, Mike Cavallo and Denise Lee for their information on *NWJobs.com*, Pili Linares for her insider information on the NAA Recruitment Forum and Debbie Stremmel for her column on managing sales in a tough economy.

To easing the hiring process,

Andrew

RECRUITMENT NUMBERS, continued from D1

South Bend (Ind.) Tribune

The South Bend (Ind.) Tribune, under the guidance of Classified Manager **Mary Zenor**, is always moving forward. The newspaper decided to make the extraordinary change to a seven-column classified section, expanding both column width and type size to Helvetica font at 7.5 type size with eight point leading. It looks like heaven. Acknowledging that their readers were over 40 — and more importantly, the HR managers, real estate agents and auto dealers who placed ads were also over 40 — they took the opposite stance of other newspapers who are shrinking type size and column width and went with the much more legible classified format. Changes in rates to make up for fewer lines per ad and per page were enacted, and Zenor said feedback has all been positive. Also, their larger column width has made their real estate photo ads burst off the page.

Are you doing all you can?

Santa Fe (N.M.) New Mexican

At the Santa Fe (N.M.) New Mexican, Classified Operations Manager **Laura Harding** never gives up. From a new beginning a few years ago with a professional redesign from Brass Tacks Design, Laura continued the classified section's evolution when they were able to get color on every page. Her classifieds and employment line ads are now color-coded. Brilliant all-color designs in their target employment special sections — all sold by strategic, well planned, outbound calling — and their redesigned all-color module display Jobs front have added millions to their bottom line over the past few years.

Are you doing all you can?

Las Vegas (Nev.) Review-Journal

Las Vegas (Nev.) Review-Journal classifieds never stop evolving. Classified Director **Rebecca Bradner** and ace employment manager **Chelle Bizé** turn over every rock looking for new revenue. In last month's *Inside Classified*, you read about their focus on niche recruitment products making their online product not only more local but also more personal to each segment of the recruitment market. Their multiple product approach for employment advertising has made them the center of recruitment for Nevada.

Are you doing all you can?

St. Joseph (Mo.) News Press

Nadine Pizano was an HR Manager for many years at her newspaper and made the jump to Classified Manager. She was brave. She still is brave! One smart cookie, she was a fast learner. Changing to an all-new color-coded classified section was a newspaper team effort, but let's face it, those kind of changes fall completely on the Classified Manager's agenda. The results are spectacular with loads of new revenue for in-column color. But one of her biggest changes was investing in a Jobs section and an outside recruitment sales rep in order to move forward in recruitment. Their classified section is exceptional. And guess what? Their classifieds reps all have color-coded business cards that represent their specialty with smashing photos of each rep as the focus of the card. Maybe it was her HR background, but Nadine understood right away that it's all about personal relationships with customers.

Are you doing all you can?

Salisbury (N.C.) Post

Sales and Marketing Manager **Cindy Nardozi** is one busy manager holding down the dual position that keeps her on her feet every moment of the day. Their three person classified staff was also busy every moment and aggressively selling recruitment, but there is only so much a staff of three inside reps can do. After an incredible newspaper-wide effort to reinvent the Sunday classifieds — including a completely new numerical classification system and a new Jobs front that now offered all-color module premium display positions along with an ace online package — it showed how much teamwork can accomplish in a short period. From online to accounting, from editorial to production, from IT to artists, everyone worked together to get it done in just four days. But they didn't stop there. They decided to open up employment sales to all the advertising staff. The outside reps were trained in recruitment sales as a way to build their own revenues and commission. As one outside rep who had never even thought about selling recruitment before said to me, "I had no idea this was so involved and that there was so much opportunity." Teamwork.

Are you doing all you can?

Idaho Post Register

The Idaho Post Register in Idaho Falls, Idaho, never stops trying new things. CAM **Hillary Witt** and her top recruitment rep **Lori Steele** signed up with *VideoJobShop.com* and now have their own fully functional video

job site at VideoJobShop.com/IdahoFalls. They had never sold videos before, and the results for their customers have been outstanding. While it is just starting, they are poised to own this market as video becomes more and more important to the HR community. Not just video clips but real videos.

Are you doing all you can?

Overland (Kan.) Park Sun

At the Overland (Kan.) Park Sun, Classified Manager **Brook Wilkens** doesn't stop with her classified products. They also produce a direct mail nursing product to 15,000 nurses in their local area as well as multiple special nursing publications throughout the year. One rep sells it all. They can do it, and so can you.

Are you doing all you can?

Bottom line

HotJobs, Careerbuilder, Monster — these are great search engines, but they are not a local strategy and never were meant to be. The local strategy, especially for your print products and online offers, is up to you. And guess what? All the above newspapers are doing all they can without those partners. You don't need a consortium to reinvent your recruitment revenue possibilities.

For more information on any of the above, please e-mail me at janet.degeorge@classifiedexecutivetraining.com or call 602-717-7473 and I can give you more details.



Janet DeGeorge is President of Classified Executive Training & Consulting and has over 20 years experience at all levels of classified sales and management. DeGeorge specializes in training classified sales reps to aggressively prospect and sell new business, reorganizing your call center for increased productivity, reviving your recruitment revenue, training new managers and finding new revenue sources for your publication. She can be reached at 480-813-7484, by e-mail at janetdegeorge@aol.com or you can visit her Web site at www.classifiedexecutivetraining.com.

JOBS SITE, continued from D1

difference between finding and not finding the job they envisioned for themselves.

"Job seekers have access to tools that simplify creating résumés/CVs, applying for positions and organizing their job search process," noted Cavallo.

Finding additional content

While easy self-service ads have great appeal to employers, newspaper Web sites need to distinguish themselves in other areas in order to compete with national recruitment Web sites such as Monster, CareerBuilder and Craigslist, said Lee. Original local content on the subject of careers is the strength

of the newspaper company, and *NWJobs.com* is working to expand its content under the Career Center link on the Web site.

"We try to find news from The Seattle Times and Post-Intelligencer that's very specific to job seekers. We manually look through the pages and pull out those types of articles," she explained.

The site began a locally written blog entitled "Nine to Thrive," which highlights tips for achieving a good work/life balance. *NWJobs.com* also features a column written by Nick Corcodilos called "Ask the Headhunter," offering workplace advice such as how and when employees should share their ideas with their bosses. A feature that has generated great interest in *NWJobs.com* is called "People's Picks," when visitors to the Web site vote for

the best Northwest employer in many different categories, such as best architecture or design company, best biotech company, best large company, best small company and so on. The third annual contest takes place in September 2008.

Appealing to a younger demographic that consistently uses classified ads but also fluctuating to the national recruitment sites is a goal and an urgent challenge for *NWJobs.com*, as it is for all newspaper company Web sites, said Lee.

"It's a tough call because we still enjoy having that credibility of the newspaper brand, but we are trying to let people know that at this point, we actually have more listings than the newspaper," she noted.

So the newspaper replicates a national

recruitment Web site in addition to the content.

"I do think it's the original content that speaks to our area, so we can focus on what is happening in Seattle and in the state of Washington rather than just national headlines," she concluded.

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