

SOURCING – THE FUTURE OF RECRUITMENT

An almost new approach

Sourcing is a relatively new procedure used in recruitment. The term stands for all measures taken by a company to identify promising candidates on the external job market. Sourcers - as the recruitment specialists are called - come into personal contact with interesting specialists and managers. On the one hand, the aim can be to fill an existing vacancy. If the company is engaged in strategic sourcing, it may also aim to establish contacts that will lead to recruitment at a later date. It is therefore a matter of networking with sought-after specialists on the job market. In this way, recruiters can act quickly if necessary. This active approach contrasts with traditional methods of recruiting, such as job advertisements, where recruiters tend to react passively to incoming applications. Sourcing is related to headhunting. Many active sourcers come from this area. One could therefore speak of in-house headhunting.

The challenge of being found

Companies have created this occupational profile as a response to the skills shortage. Specialists were increasingly difficult to find on the open labour market with the traditional instruments. Sourcers find their contacts mainly on social networks. LinkedIn has established itself as the leading career network. But the best in their field can also be found at congresses, where they establish personal contacts. This development in recruiting also influences the behaviour in the application process. Many qualified positions are now only offered on the hidden job market. Job seekers must therefore ensure that recruiters find them. A LinkedIn profile is now standard for all qualified employees. On this market side, too, some go a step further and apply personal branding. They are also networking even before they are actively looking for a job. After all, the best positions are rarely open just when someone is looking for a job.