



"IT ONLY TAKES ONE APPLICANT TO FILL A JOB"

Does the tendency to use more than one recruitment agency to fill a vacancy add value or is it counterproductive? Recruitment consultancy Zenopa explores the issue

In the rush to fill a job vacancy it's easy to think that exerting more manpower to seek out the right candidate will provide better results. It's a mindset that many pharma companies have but having several recruitment agencies battling it out to fill the same job role does not equate to more effort, more CVs or a better selection of candidates, says specialist recruitment firm Zenopa. "Volume in CVs isn't necessarily what you want," says recruitment consultant Adam Woolley. "It only takes one applicant to fill a job, so you only need the right person."

With the rise in social media, it has never been easier to access a market of potential candidates. However, with all agencies working across the same talent pool, there is a high likelihood of an overlap of candidates, warns Natasha Wilson, executive recruiter at Zenopa. When one candidate is approached by a number of different agencies for the same role, the candidate may feel they are guaranteed the position so they don't put the effort in, she says.

Other downsides to having multiple agencies filling the same vacancies include short cuts being taken, reduced efficiencies, inflated candidate expectations and even increased time to fill. The hiring company may also be inadequately promoted to potential candidates, while feedback to candidates can be limited. In all, the situation does little to provide a benefit for the pharma firm or potential candidates, adds Woolley.

Go exclusive

Zenopa believes an exclusive relationship between a recruitment agency and the pharma company is the best way forward because it ensures the agency will put more priority, time and effort into filling the role.

Woolley explains the logic: if there are five agencies fighting to fill one role, they have a 20 percent chance of filling that vacancy so they will only put 20 percent depth into

their search for the ideal individual. Whereas, if there is one agency on an exclusive basis, it has a 100 percent chance of filling the vacancy so it will put in 100 percent depth, "leaving no stone unturned" in its search. "It's obvious what the preferred option should be for a company," he says.

Some companies, however, are apprehensive about going exclusive, sometimes choosing up to five agencies to fill one role. Pharma can focus too much on 'access', says Wilson, who believes the recruitment process should be more about 'engagement' with candidates, which is better achieved when just one agency is involved. By developing a relationship with the managing director or hiring manager, they start to see the value in exclusivity, and, on delivery, they keep coming back for this service, she says.

"Everyone wins when it's an exclusive relationship," says Wilson. "There's a 100 percent chance of filling the role, and finding the best person to add long-term value to the company. A dedicated agency will save the company time and maximise efficiencies, as well as building a stronger partnership. We effectively become a representative of the company and we can ensure a consistent message is getting out to the marketplace, while also providing a more tailored approach. Ultimately, we want to do the best for your business and an exclusive relationship is the best way to do this." ○

Zenopa offers a range of recruitment services and market insight. For more information on the benefits of working exclusively with Zenopa, please contact Natasha Wilson at natasha@zenopa.com or on +44 (0)1494 818053.

