



Recruitment tools of the future

Michael Germershausen, Managing Director Antal Russia

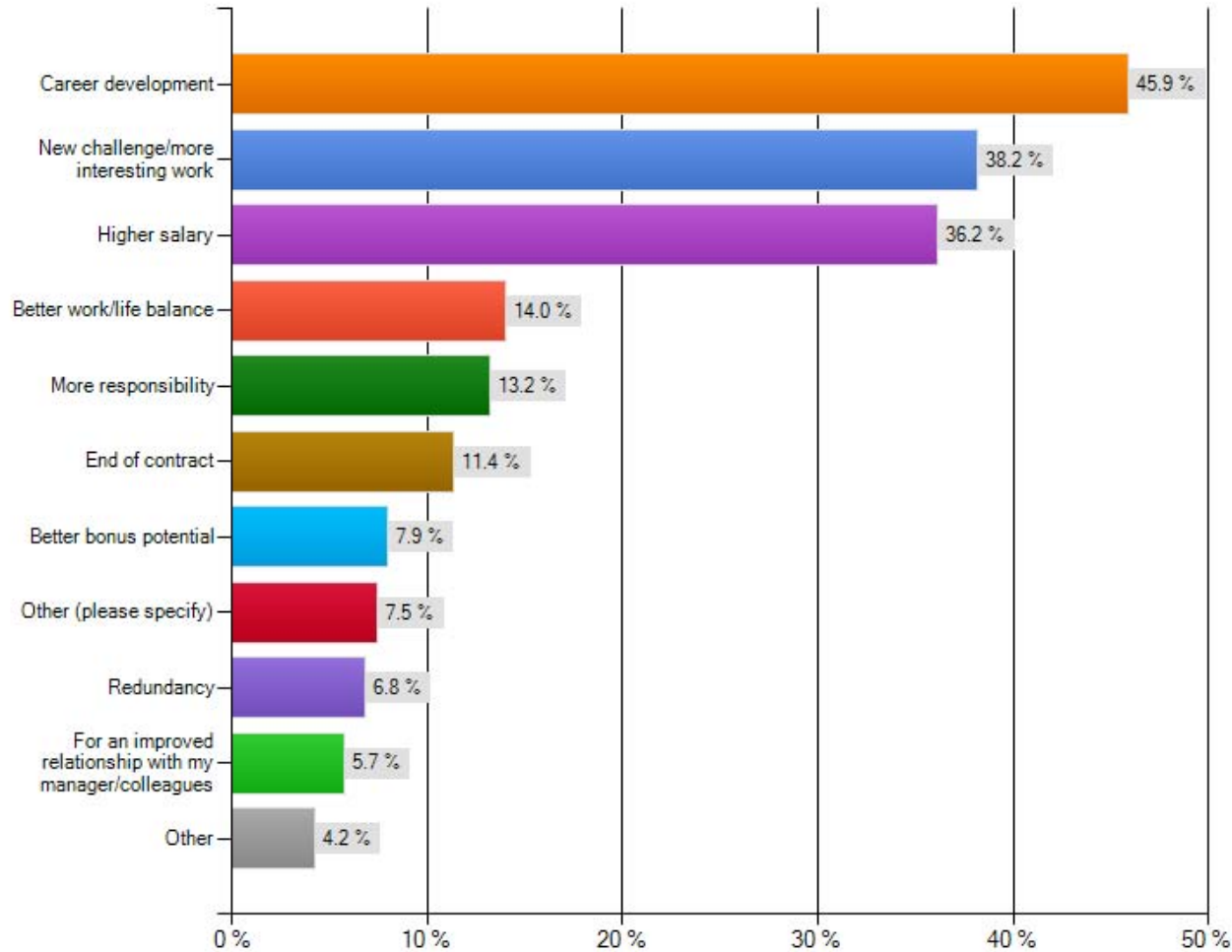




- Material factors (Salary, Bonus, Place of the office)
- Non Material factors (Career prospects, Corporate policy, Social responsibility)



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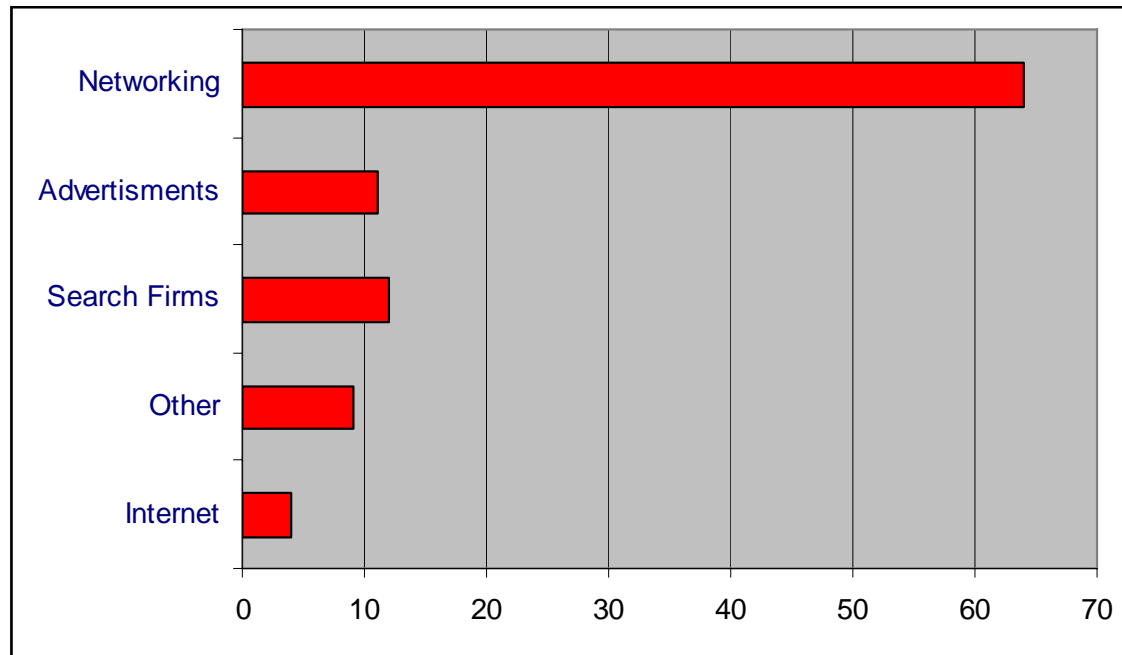
According to Antal Russia Survey 2010



HOW DO THESE PEOPLE FIND THEIR JOBS?

How will you find them ?

In a New York Times survey, it was determined that most people find jobs through networking



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Antal-Five Ten UK survey:

Recruiting Behaviours

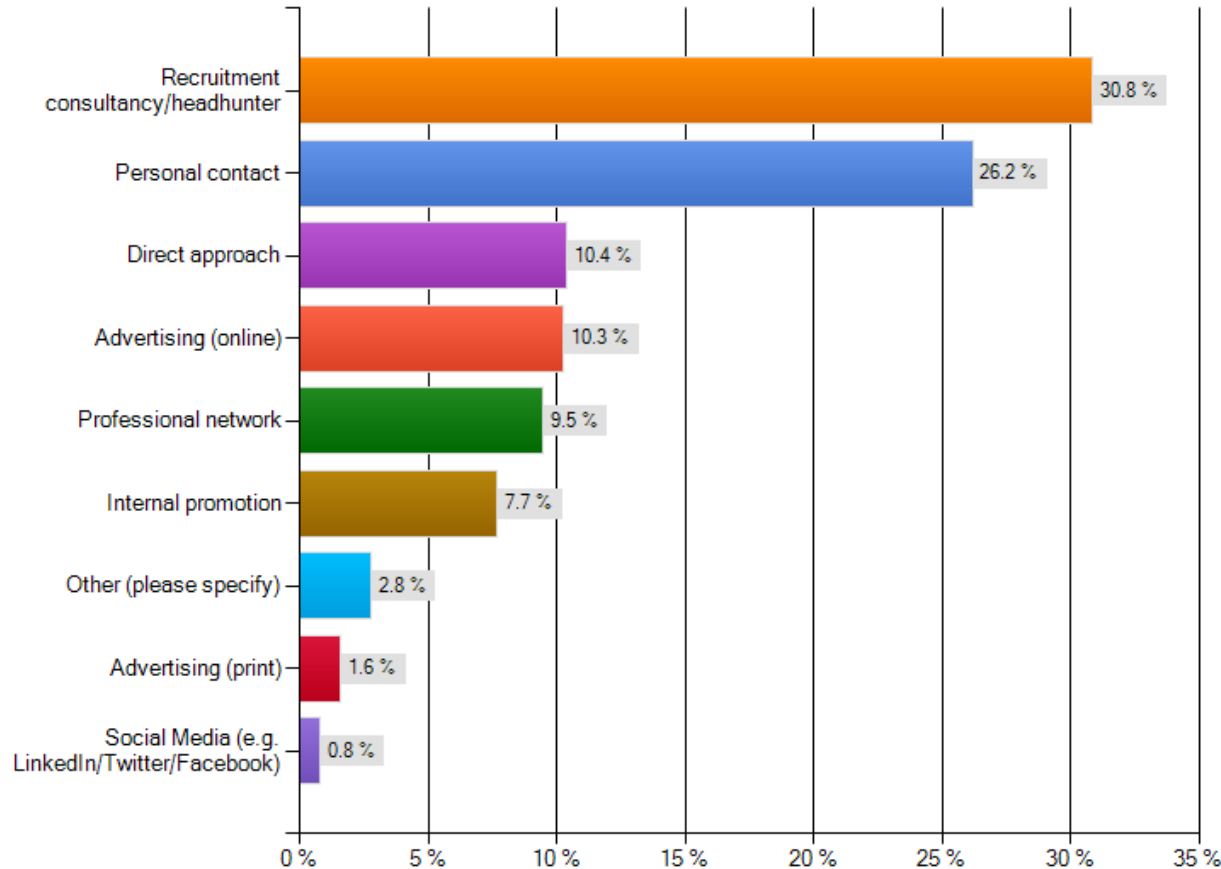
- 20% managers consider using only Social Networks for recruitment (Personnel Today – July 2009)
- 33% managers use Social Networks to connect with potential recruits
- Half of employers said that applicants increase their chances by developing a strong online brand using social networks
- 63% managers see Social Networks as a positive method of recruitment / 13% are against them (Hirescores – online job site)
- 23-39% of candidates in major European countries identified Social Networks as their preferred method of job-seeking

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How do people find mid to senior jobs in Russia ?

How did you find your current position?



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According to Antal Russia Survey 2010



- **Estimates show Russia is considered the 4th largest European market for social media**
- **Two leading social networks in Russia are seeing the kind of acceleration in growth like other social networks such as Facebook and Twitter.**
- **Odnoklassniki reports more than 30m users and attracts 8m visitors a day**
- **Vkontakte reports 28m users**
- **According to Yandex, Internet usage in Russia increased 20% in 2009, mostly due to higher user activity in the country's regions according to Yandex.**

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- According to the study, Internet usage is higher in large Russian cities (51%) than in villages (20%). In MOSCOW , 59% Internet users are adults, with 55% of them having access to Internet at home.
- According to Yandex the average cost of Mbit/s in MOSCOW and St. Petersburg was the lowest (135 rubles/\$4.60 per month), while the highest cost (1,465 rubles/\$50 per month) was registered in the Russian Far East.
- For example: Ernst&Young Facebook Profile has 16,000 members across 140 countries for employees and potential candidates
- 400m Facebook users world wide

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facebook

(400m users)

LinkedIn®
(60m users)

YouTube

(100m users)

Generation Y

- Generation X (born 1964 to 1980) - ages 29 to 45 - target through Internet banner advertising, job boards, e-cards, SMS
- Generation Y (born 1980 to 1995) - ages 14 to 29 - target through Network Sites, Streaming Video, Flash e-cards, e-mail marketing, splash pages, Internet banner advertising, job boards, e-cards, SMS

twitter™

(75m users)

mypac

(57m users)

В КОНТАКТЕ

(28m users)



(30m users)

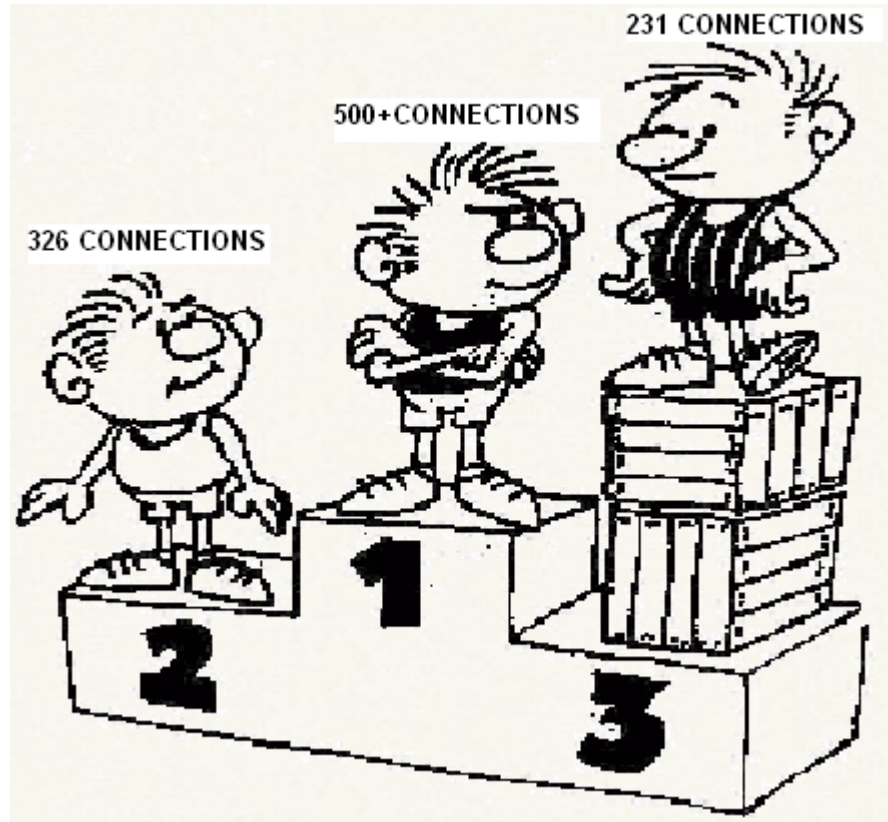
XING

(9.2m users)

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GENERATION X/Y CHECK IN THE PANEL BY LINKED IN CONNECTIONS



30% OF THE SURVYED DIDN'T HAVE A PROFILE AT ALL...

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Continuous presence in Russia since 1994

LinkedIn

Date: 6/23/2009

Subject: General Manager, Russia

Dear Anna

Based on your profile on LinkedIn.com, I am writing to let you know about a search we are conducting for a General Manager of our new subsidiary office in Russia.

The description follows:

Company Description: International LLC, is a US-based company that has pioneered a new medical diagnostic test that detects a major complication of pregnancy. The test is marketed to Obstetricians/Gynecologists and Hospital Ob/Gyn departments in over 40 markets and is the first of its kind to be cleared by the FDA.

Responsibilities: The General Manager will be responsible for setting up and managing a new subsidiary, including, but not limited to:

- Planning and implementing successful marketing strategy
- Strategic planning and coordination with parent company
- Hiring and managing sales organization and operations team
- Developing and overseeing systems and procedures to promote effective functioning of the Company

Requirements: The ideal candidate will have the following qualities:

- Entrepreneurial, energetic, and highly motivated
- Experience launching and marketing innovative women's health or other medical products to hospitals, hospital laboratories, and clinicians
- Familiarity with the local Obstetrics/Gynecology market, particularly diagnostics (i.e. fetal monitors, pregnancy tests, etc) a plus, but not required.
- High ethical standards and strong work ethic

Please let me know if you would be able to assist us with this search. Thank you for your kind attention.

Sincerely,

Irene Director of Operations,

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INTERNET AS A SOURCE OF CANDIDATES

HOW DO YOU PRESENT YOURSELF?

CREATIVITY AND FLEXIBILITY ARE KEY!

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How does your recruiting website work?

<http://www.officemap.idefa.ru/>



Island Caretaker Blog

THE BEST JOB IN THE WORLD

After a worldwide search, Ben Southall was chosen as Tourism Queensland's Islands Caretaker, or what we like to call the 'Best Job in the World'. The role is a newly created position designed to help promote the Islands of the Great Barrier Reef to the world.

Ben was selected from more than 34,000 people from around the globe who applied for the Best Job in the World. He will work for six months exploring the Islands of the Great Barrier Reef and report on his travels through regular blog posts.

Applications for the job opened in January 2009, with would-be caretakers sending in 60-second videos showing their creativity and skills. From a shortlist of 50 applicants, Ben was amongst the final 16 applicants who travelled to Queensland in early May for the final selection process.

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Компания: Toyota

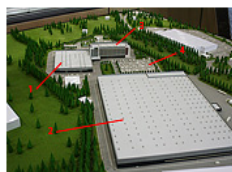


Отрасль: автомобильное производство
Офис: 10-15 минут на автобусе от ст. м. Алтуфьево
Количество сотрудников: в офисе и на складе – более 300 человек

Продолжаем путешествовать по МКАДу. И чего этим компаниям не сидится в уютном центре Москвы? Ну, в случае Тойоты все понятно: ютиться таким большим составом в тесном офисе – несолидно. А за городом есть возможность построить не только собственное четырехэтажное здание, но и центр обучения дилеров, и большой склад запчастей. Кстати, увидеть все этапы возведения зданий Тойоты можно на небольшой фото-выставке на первом этаже нового офиса компании.



История в картинках о том, как строился офис Тойоты: 2006 год – наши дни



Макет территории. 1 – центр обучения дилеров, 2 – склад запчастей, 3 – собственно офис, 4 – бесплатная охраняемая парковка.



Свежестроенное здание офиса Тойоты



Корпоративный автобус, на котором сюда можно добраться от метро «Алтуфьево»



Компания: adidas Group



Отрасль: спортивные товары (бренды adidas, Reebok, Rockport)
Офис: 10-15 минут на маршрутке от ст.м. Юго-Западная
Количество сотрудников в московском офисе: 650



Самая главная переговорная, конечно, называется в честь Ади Дасслера, основателя фирмы



История в картинках. В центре – фото Дасслера с первым кроссовком adidas.



В переговорной представлены многочисленные премии, в том числе и в области HR



...и за спонсорство



Бренбуки и каталоги разных лет



Раритетные мячи с разных игр



Популярные в прошлом модели кроссовок

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12% of jobs globally are found via head hunters...

New job profiles are appearing:

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Social Media Marketing Manager

- DEFINE THE GOALS FOR XXX SOCIAL MEDIA ACTIVITIES BASED ON THE COMPANY'S MARKETING STRATEGY
- DEVELOP GLOBAL SOCIAL MEDIA STRATEGY
- DEFINE THE KPI'S AND METRICS NECESSARY TO MEASURE THE EFFECTIVENESS OF SOCIAL MEDIA ACTIVITIES
- DRIVE THE EXECUTION OF SOCIAL MEDIA STRATEGY
- COORDINATE AND MANAGE "PILOT" SOCIAL MEDIA PROJECTS IN COUNTRIES AND REGIONS
- DEFINE STANDARDS AND GUIDELINES FOR LOCAL SOCIAL MEDIA ACTIVITIES
- TRACK THE KPI'S TO MEASURE EFFECTIVENESS OF SOCIAL MEDIA ACTIVITIES
- DOCUMENT THE STAKEHOLDERS TO ENSURE THEIR NEEDS ARE CONSIDERED IN SOCIAL MEDIA STRATEGY AND EXECUTION
- COORDINATE WITH HQ BUSINESS UNITS AND LOCAL OFFICES TO ENSURE THAT SOCIAL MEDIA ACTIVITIES SUPPORT THEIR RESPECTIVE BUSINESS GOALS
- DEVELOP AND IMPLEMENT SHORT- AND MIDTERM PLANS AND ROADMAPS
- ENSURE THAT SOCIAL MEDIA STRATEGY IS IN LINE WITH COMMUNITY STRATEGY
- DRIVE AND COORDINATE THE MANAGEMENT, DEVELOPMENT AND GROWTH OF KASPERSKY COMMUNITY BOTH IN SOCIAL MEDIA AND ON WEB RESOURCES

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JOB DESCRIPTION

Job title: Director of ecommerce Russia
Location: UK/Russia
Reporting to: Director Web Strategy & Business Development
Responsible for: ecommerce sales, operations, online marketing and content

Job Purpose

As director of ecommerce you will be responsible for all commercial aspects of driving forward XXX in the online market.

Principle Accountabilities

- Commercial management of eCommerce turnover sales forecasting and trading of all Russian B2C websites
- Manage the user experience analysis on the site, this includes running and managing usability sessions and management of a small team of designers
- Management of all of website content creation, editorial and ongoing content management development for both web and brochures (includes photography and video)
- Management of all website developments, setting priorities, defining online solutions with the aim to maximise sales conversion & quality lead generation. Focus on strategic web development projects which will deliver new revenue streams, modernise the organisation and revolutionise the way that we do business. Recommend and implement changes to processes, organisation and systems that will make us a more accurate, efficient and profitable organisation eager to meet the challenges of an evolving marketplace.
- Produce a road map of top commercial priorities for the business this includes providing commercial input to any business cases
- Continually look for optimisation improvement across both marketing and ecommerce sales (Pay Per Click Management, Conversion tracking & Reporting of PPC campaigns)
- Manage and evolve a commercial business plan to meet consumer and commercial drivers taking the long and holistic view of the Russian internet landscape
- Drive SEO to maximise the natural traffic from Yandex, Google & Rambler to reach a set target. Define and implement activity which includes Keyword Research & Competitor Analysis using a variety of tools; Competitor Analysis; Traffic Analysis using Web Analytics; website design & structure to make them search engine friendly & RSS feeds; Creation of XML files & Submissions to RSS engines/portals such as weblogs.com, blogs, etc

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TECHNOLOGY - ARE YOU UP TO DATE ?

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TOP 5 I-PHONE APPLICATIONS FOR JOB SEARCHERS

[Good Job](#) (\$2.99)

Keep your job search organized with all activities related to your job search! With the Good Job app, you can track jobs from multiple sites, contacts, tasks, interview schedules, and more.

[LinkUp](#) (Free)

From LinkUp.com this is a company direct job search engine, and only lists jobs that are found on company and employer web sites.

[Resume PRO](#) (\$2.99)

Create a PDF resume on your phone with Resume PRO by inputting personal and professional information. You can preview your resume and email as a PDF to yourself or someone else. There's also a generic cover letter you can include when you send your resume.

[LinkedIn](#) (Free)

The LinkedIn app allows you to leverage the power of your professional network on-the-go. Search for people you are preparing to meet, quickly find contact information, and send and receive invitations and messages.

[BeamME](#) (Free)

With BeamMe you can send your virtual business cards (Vcard) sent to devices via SMS and email. The recipient typically only has to open the message and click one button to add you to their contact list with no special phone, software or registration required.

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Antal
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Executive Recruitment

TECHNOLOGY-SEARCH ENGINE OPTIMISATION



recruiting consultancy russia



Поиск

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Расширенный поиск

Все результаты

Ещё



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Нашлось
2104 страницы

Michael Germershausen

Найти

в найденном в Москве

расширенный поиск

[ANTAL RUSSIA ANNOUNCES NEW MANAGING DIRECTOR, MICHAEL GERMERSHAUSEN](#) «

[Antal...](#) перевод

Michael Germershausen comments, "Antal is so well positioned to expand further and that is my task – to realise our true commercial potential whilst further developing our profile, staff and market reputation.

[news.antalrussia.com/2009/11/12/antal-russia-announces-new-managing-director ...](http://news.antalrussia.com/2009/11/12/antal-russia-announces-new-managing-director...) [сохраненная копия](#)

[еще с сайта](#)

[Moscow School of Management SKOLKOVO - GERMERSHAUSEN Michael](#) перевод

Since February 2006 Mr. Germershausen is responsible for the regional expansion of Antal International Russia. In July 2007 Mr. Germershausen was promoted to Deputy Managing Director Antal International Russia.

www.skolkovo.ru/.../view/1128/782/lang,en/ [сохраненная копия](#) [еще с сайта](#)

[antal russia videos Vmgo.com](#)

Сайт может угрожать безопасности вашего компьютера

www.vmgo.com/yt/antal+russia/ [безопасная копия](#)

[Михаэль Гермерсхаузен выступил на "Дне Экономики Украины" « Antal International](#)

Michael Germershausen spoke on the Conference "Economy in Ukraine"

news.antal.com/2008/06/михаэль-гермерсхаузен-выступил-на-д/ [сохраненная копия](#) [еще с сайта](#)

[Дать объявление](#)

«Michael ...» в карты



[Все картинки](#)

Видео «Michael ...»



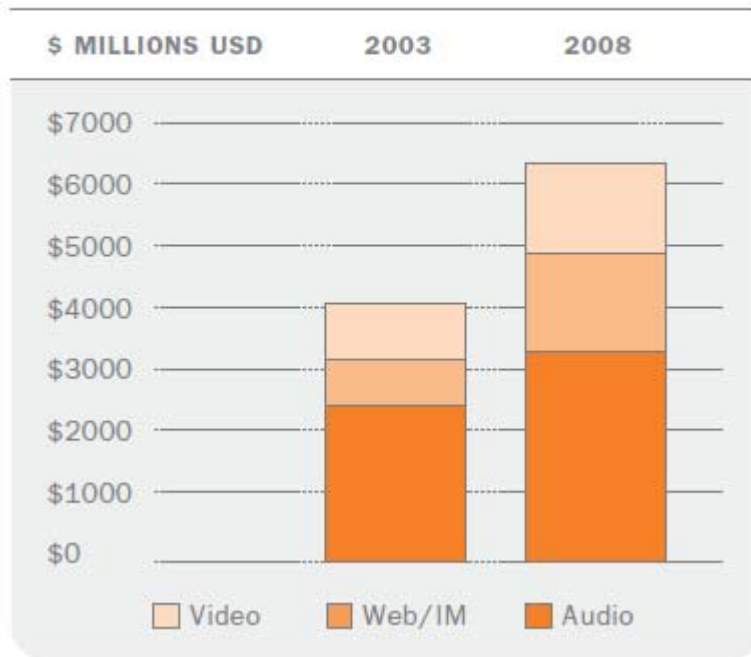
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VIDEO CONFERENCING AND INTERNET COMMUNICATION



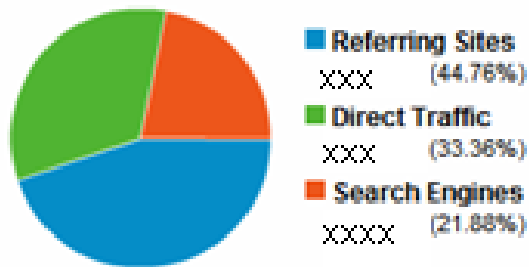
Rich Media Conferencing - WW Market
Wainhouse forecasts



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Traffic Sources Overview



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It's not always a straight road to success but we are happy to help!



Let's always be flexible

Michael Germershausen
mg@antalrussia.com

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