

ORACLE CASE STUDY

Don't underestimate the value of having a single point of contact for recruiting across Europe, says Corina Kottlar, recruitment resourcer for Oracle for Europe, Middle East and Africa (EMEA).

For the past two years the IT giant has been using The Network – an affiliation of job boards in 36 countries – to recruit staff. Oracle can access all these job boards through one contract and one account manager for the EMEA region.

'It's so much more efficient having one arrangement that all Oracle recruiters in the EMEA region can share. For example, in the past, when the Irish business wanted to recruit German speakers it would have to talk to German recruiters locally. Now they can use The Network to attract German speakers across Europe. And it still gives us access to local market knowledge.

Oracle uses The Network primarily to post vacancies although this year it has also used it for a bigger branding exercise by taking out banner advertising.

It's all about getting visibility across the region and encouraging people to visit the corporate careers site. Candidates visiting The Network sites can click straight through the job postings on the Oracle job board <http://emeajobs.oracle.com>

Attracting the right talent is crucial for Oracle and the business attaches great importance to monitoring the success of posting jobs on The Network, ensuring that the information is shared and used by Oracle's recruitment community throughout the region. Ms Kottlar says: 'We have been monitoring the success of The Network through the quality of CVs we receive and these tell us it is working.'

However, Oracle hasn't ruled out using other job boards. 'From an EMEA perspective we appreciate EMEA deals. However, on a local basis Oracle is engaging individual web boards when necessary.' It could be that The Network is not represented in a particular country – for example in Romania. Or it could be that the company is looking for a particular skill set.

Even senior jobs make it on to the Network. It's a sign that times are changing, although Oracle also brings in executive search for these jobs. 'The Internet really is the place to recruit people. But we are not excluding other means when required.'