

YOUR TALENT PARTNER FROM  
NOW TO NEXT

# DATA AND RECRUITMENT HIGH PERFORMANCE



“

I definitely recommend getting PeopleScout to analyse your ads.

The findings they shared with us were both insightful and practical.

I can see how copy designed specifically for my target audience is going to help me bring in the best diverse talent to Fidelity International.”



Gemma Elsen  
Global Head of Early Careers  
Fidelity International

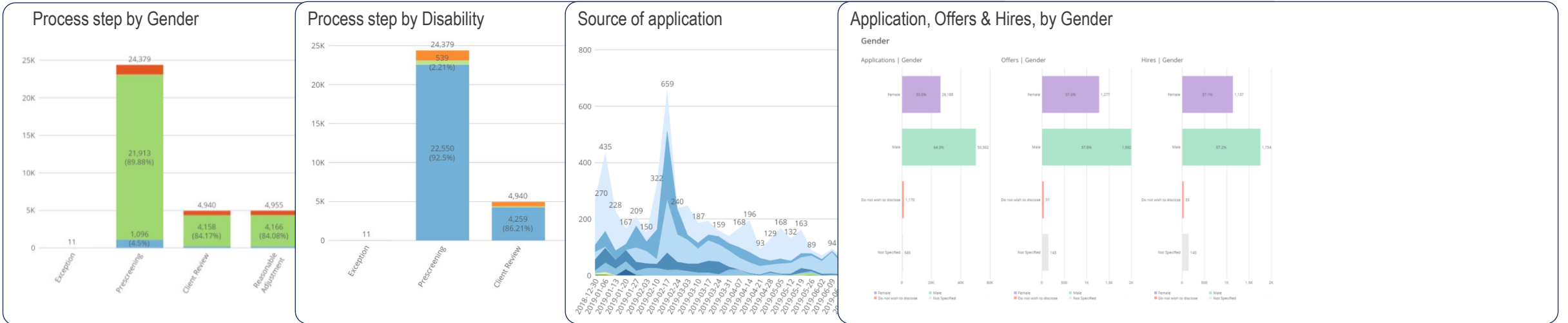
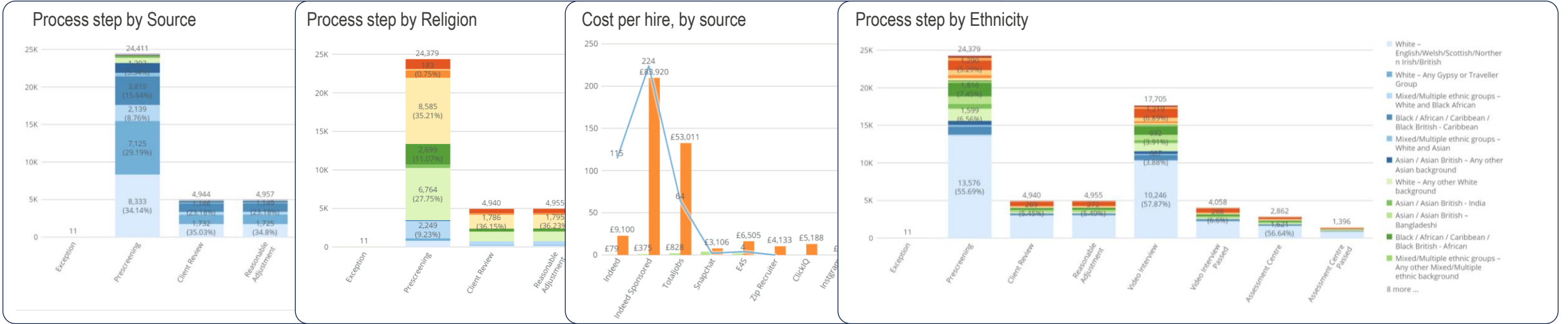
## DIVERSITY DATA

# DATA VISUALISATION – YOUR DATA YOUR WAY

- » Your ATS will undoubtedly have a mountain of useful data
- » That data may rarely get looked at
- » The insight your data can provide is **GAME-CHANGING.**



# EXAMPLES OF NEAR ENDLESS POSSIBILITIES WITH OUR TOOL



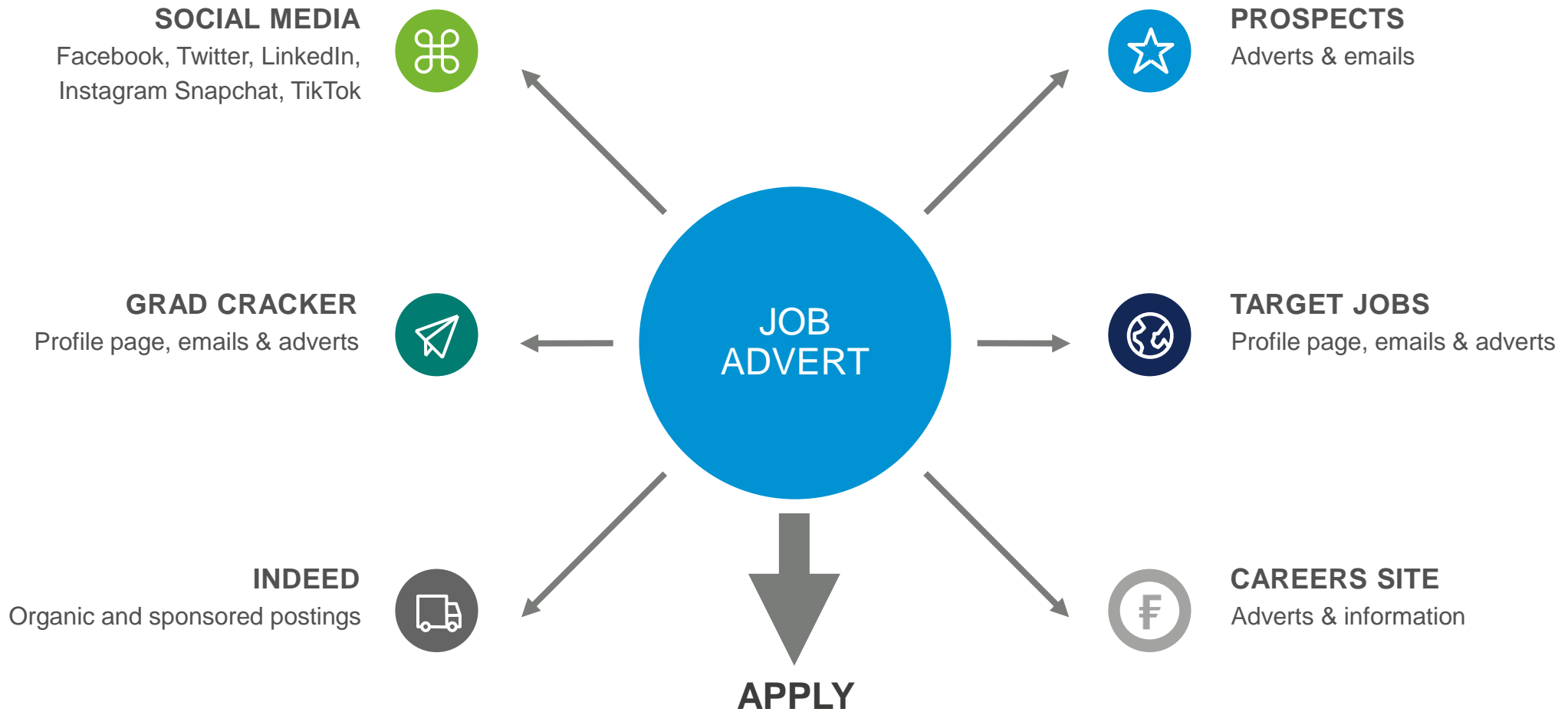
YOUR TALENT PARTNER FROM  
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# JOB ADS – THE FULCRUM OF YOUR SUCCESS



MORE THAN GETTING THE BASICS RIGHT

# CAN'T AFFORD NOT TO REVIEW ADS GIVEN HOW FAR AND WIDE THEY GO



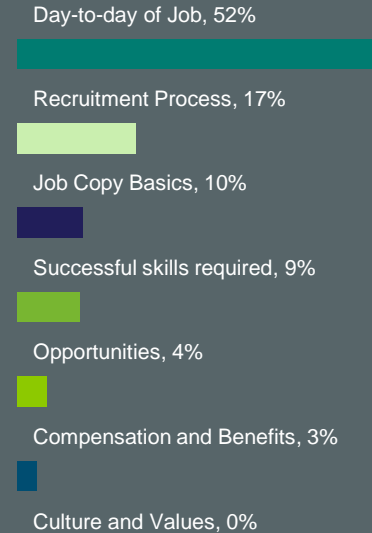
OUR FINDINGS

# ADVERT STRUCTURE

Time to Read  
» Reading at 200 -250 wpm

≈ 3 minutes  
30 seconds

Broader sections breakdown



Most common broader sections  
» **Day – to – day of Job**

52%

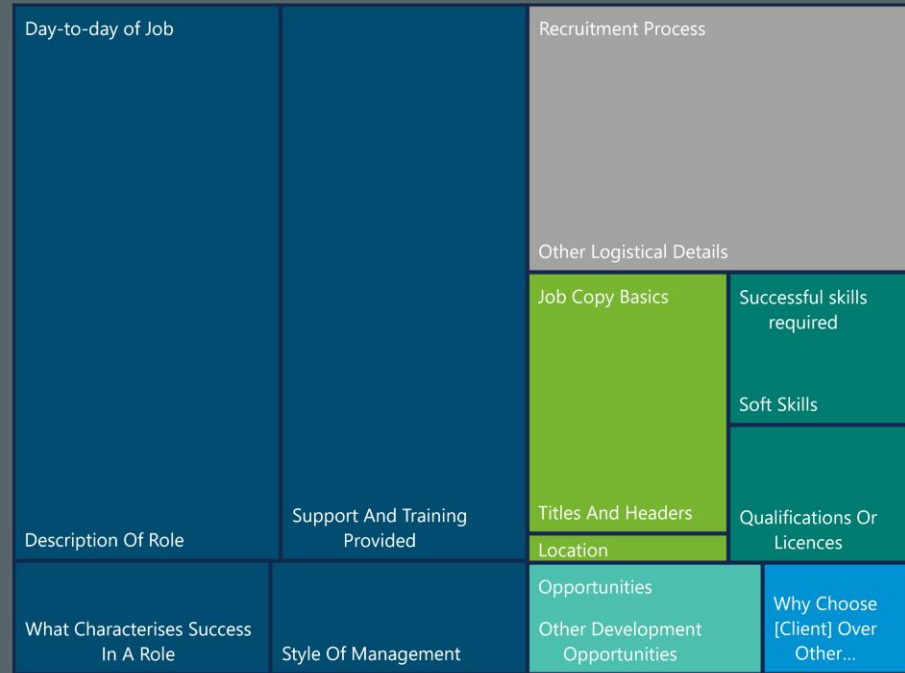
Or around 118 seconds of job copy focuses on, description of role, support and training, challenges of role, or what characterises success

Most common detail category  
» **Description of role**

25%

Of the job copy, or 51 seconds is spent describing the role

Content breakdown – in seconds – by broader sections then category



Region - EMEA // Country - UK // Business Area - Multi Asset // Programme - Internship // Recruiting season - 2019 – 20  
// Permanent / Temporary - Fixed Term

Programme description  
**Application Deadline Reminder**  
We've worked hard to ensure our new process is fast and efficient. That means our application deadline is not about just getting your foot in the door by the 8th November, you need to apply, pass the on-line assessments and submit your video.



Interview  
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markets. After that, there are many more ways to develop your skills as your internship progresses. A series of 'lunch and learns' hosted by key business speakers will give you a first-hand, genuine insight and help you find out about the full scope of our business. Social and networking events will help you get to know our people and culture. All the while you'll be learning on the job, working to clear goals and showing us you deserve a place on our graduate programme.

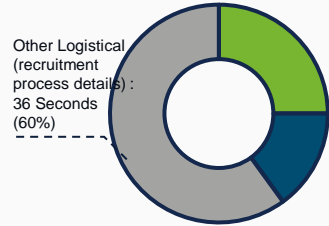
## OUR FINDINGS

# INTERACTION WITH YOUR COPY OVER TIME

### All – 25 detailed categories

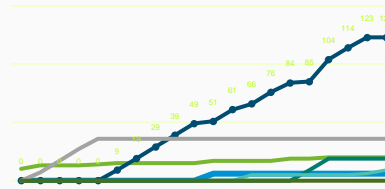
HED	Titles And Headers	18
LOC	Location	2
SAL	Salary	0
BEN	Benefits And Perks	0
WHY	Why Choose [Client] Over Other Companies	6
JOB	Description Of Role	51
SUP	Support And Training Provided	47
CHA	Challenges/Constraints of Role	0
SUC	What Characterises Success In A Role	10
SUC	Style Of Management	10
MGM	Team / Department Structure	0
QUA	Qualifications Or Licences	9
ESS	Essential Skills/Experience	0
SFT	Soft Skills	10
PRF	Preferable Skills	0
PRG	Potential Career Paths	0
OPP	Other Development Opportunities	9
C2A	Call To Action	0
REC	Recruitment Process	1
OTH	Other Logistical Details	35
D&I	Diversity And Inclusion Objectives	0
VAL	Company Values	0
ENV	Culture And Environment	0
CRP	Corporate Details	0
PUR	Job Purpose	0

### "60 second sell"



Job Copy Basics	15 seconds
Compensation and Benefits	0 seconds
Day-to-day of Job	9 seconds
Successful skills required	0 seconds
Opportunities	0 seconds
Recruitment Process	36 seconds
Culture and Values	0 seconds

### Patterns in broader sections



Job Copy Basics
Compensation and Benefits
Day-to-day of Job
Successful skills required
Opportunities
Recruitment Process
Culture and Values

### Breakdown of every 10 seconds in Job Copy

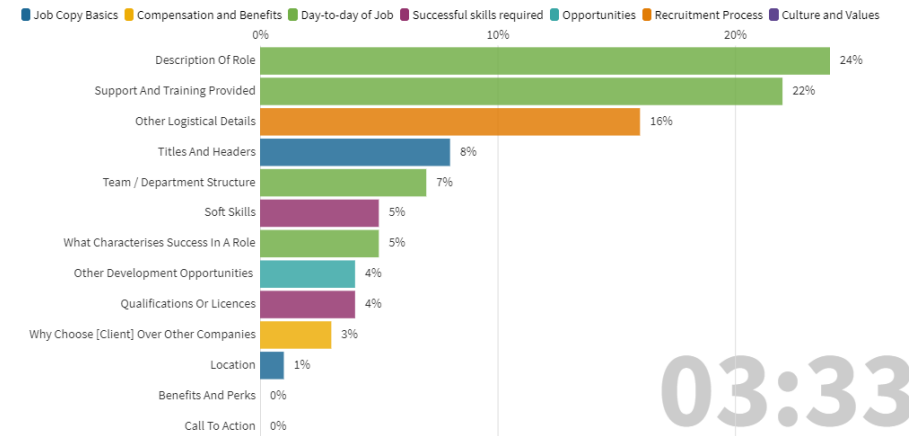
10 seconds	HED	LOC	HED	LOC	HED	HED	HED	HED	HED	HED
20 seconds	HED	HED	HED	REC	OTH	OTH	OTH	OTH	OTH	OTH
30 seconds	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH
40 seconds	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH
50 seconds	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH	OTH
60 seconds	HED	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB
70 seconds	JOB	JOB	DEP	DEP	DEP	DEP	DEP	DEP	DEP	DEP
80 seconds	DEP	DEP	DEP	DEP	DEP	SUC	SUC	SUC	SUC	DEP
90 seconds	DEP	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB
100 seconds	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB
110 seconds	JOB	JOB	WHY	WHY	WHY	WHY	WHY	WHY	HED	HED
120 seconds	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB	JOB
130 seconds	JOB	JOB	JOB	JOB	OPP	OPP	OPP	OPP	OPP	SUP
140 seconds	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUC	SUC
150 seconds	SUC	SUC	SUC	SUC	HED	HED	JOB	JOB	JOB	JOB
160 seconds	JOB	SFT	SFT	SFT	SFT	SFT	SFT	SFT	SFT	SFT
170 seconds	SFT	QUA	QUA	QUA	QUA	QUA	QUA	QUA	QUA	QUA
180 seconds	HED	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP
190 seconds	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP
200 seconds	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP
210 seconds	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	SUP	OPP
220 seconds	OPP	OPP	OPP							

### Video – Time Analysis

#### Job Copy Analysis

Changes in job copy content every second (as a %) if read using the scanning method

Reading at around 200 to 250 words per minute



03:33



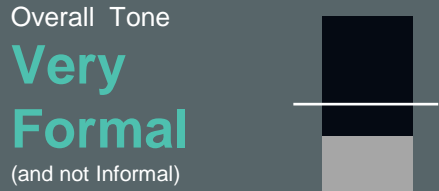
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**SAMPLE DATA**

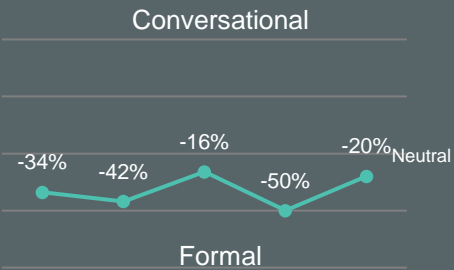


OUR FINDINGS

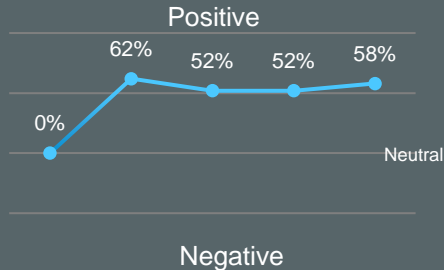
# WRITING STYLE



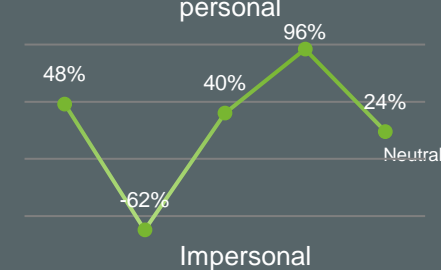
Tone  
» Very formal for most the copy



Sentiment  
» Very Positive apart from 1<sup>st</sup> Paragraph



Personalism  
» Mixture of Very impersonal and personal



Deadline	Very Formal
Programme	Very Formal
Job Description	Formal
Requirements	Very formal
Development	Very Formal

Deadline	Neutral
Programme	Very Positive
Job Description	Very Positive
Requirements	Very Positive
Development	Very Positive

Deadline	Very Personal
Programme	Very Impersonal
Job Description	Very Personal
Requirements	Very Personal
Development	Personal

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Deadline >> Programme description  
Application Deadline Reminder  
We've worked hard to ensure our new process is fast and efficient. That means our application deadline is not about shutting your feet in the door by the 8th November. You need to only pass the on-line



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Development >> **Training and development:**  
We don't expect you to come straight in and know everything about what we do. You'll start the internship with a mini induction, during which we'll introduce you to investment management and how it fits into the City, as well as to financial markets. After that, there are many more ways to develop your skills as your internship progresses. A series of 'lunch and learns' hosted by key business speakers will give you a first-hand, genuine insight and help you find out about the full scope of our business. Social and networking events will help you get to know our people and culture. All the while you'll be learning on the job, working to clear goals and showing us you deserve a place on our graduate programme.



PeopleScout, a TrueBlue company, is the world's largest RPO provider managing talent solutions that span the global economy, with end-to-end MSP and talent advisory capabilities supporting total workforce needs. PeopleScout boasts 97% client retention managing the most complex programs in the industry. The company's thousands of forward-looking talent professionals provide clients with the edge in the people business by consistently delivering now while anticipating what's next. Affinix™, PeopleScout's proprietary talent acquisition platform, empowers faster engagement with the best talent through an AI-driven, consumer-like candidate experience with one-point ATS and VMS integration and single sign-on. Leveraging the power of data gleaned from engaging millions of candidates and contingent associates every year, PeopleScout enhances talent intelligence for clients across more than 70 countries with headquarters in Chicago, London and Sydney and global delivery centers in Charlotte, Toronto, Montreal, Bristol, Krakow, Gurgaon and Bangalore.

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