

# R21Media simplifies online recruitment advertising

**T**HE IMPORTANCE of finding the right person for the right job is paramount to those in the further education sector. With the internet now the first port of call for the majority of jobseekers and over 80 per cent using online job boards to find their next position, using the internet to reach the best candidates is more important than ever, yet it can be far from straight forward.

With a vast number of sites available to advertise on and the high levels of responses received, it can be both a complex and resource draining activity for HR professionals.

R21Media was launched to solve this problem, providing the education sector with a simple and effective low cost alternative to outdated traditional paper advertising and expensive recruitment agencies. For a flat fee, the company manages the online recruitment advertising process, from writing adverts, advertising on job boards and assessing the applications.

Vacancies appear across a network of over 350 sites including a broad range of both specialist education job boards, as well as generalist sites, such as Monster and Fish4Jobs, reaching a combined audience of over 10 million jobseekers per month (of which over 1 million are from specialist education sites).

Each application is manually reviewed and assessed to ease the selection process and is sent over on a daily basis.

In addition the service also includes a detailed search across the major CV databases, which can be a highly effective way of finding people for those hard to fill posts.

Richard Collins, CEO of R21Media, puts the launch into context: "Online recruitment advertising is a highly effective way to attracting staff but can be daunting and time consuming; R21Media makes the whole process incredibly simple and saves HR managers time, energy and money."

## Better communication key to resolving devolved problems in higher education says UCU

THE University and College Union (UCU) said today (Friday) that the devolved bodies needed to work closer together to iron out complexities in higher education brought about by devolution. Responding to the report *Devolution and higher education: impact and future trends*, published by Universities UK, the union added that it believed the fact that more students were opting to study closer to home was a direct result of the increased cost of university and rising student debt.

UCU said that improved dialogue between ministers and departments responsible for higher education in the devolved bodies was key to resolving the complexities identified in the report. It also recommended greater recognition of the impact of devolution when policy is being developed.

UCU general secretary, Sally Hunt, said: "The report states that devolution has resulted in students staying in their home country but it fails to properly take into account the impact of the introduction of top-up fees and the low level of student support, which

we believe are forcing many students to study closer to home.

"Ministers must take devolution into account when developing and announcing policy and be clear which countries are affected. Advice to students should clearly explain costs for study across the whole of the UK and the support available to them, and more must be done to alleviate the impact of differing student funding arrangements across borders.

"While we welcome the finding that higher education is growing in all four parts of the UK, we are concerned about the lack of participation by students from lower socio-economic groups in England, the only nation where we have a dedicated Office for Fair Access (OFFA). We remain unconvinced that sentencing students to record levels of debt is the way to open up university. The fact is, that despite record sums of money having been spent on widening participation, there has been little change in the proportion of students from the poorest backgrounds entering higher education."

