Frederickson Partners

A Gallagher Company

RECRUITMENT OPERATIONS (RecOps)

Trends Report 2024

Introduction

Frederickson Partners' ongoing work with leaders of Human Resources (HR), Recruiting, and Recruiting Operations (RecOps) particularly in large and global organizations. Our work reveals that RecOps is a function gaining significant importance within companies. This report highlights the top trends emerging in this critical area.

Recruiting Operations (RecOps) is a key function for enterprise employers focused on streamlining recruiting processes and providing exceptional candidate experiences. This piece delves into the top trends that have emerged in RecOps, informed by Frederickson Partners' extensive work with RecOps leaders in a wide range of industries.

What is Recruitment Operations (RecOps)?

Recruiting Operations (RecOps), which may also go by names such as Talent Strategy, TA Excellence or TA Ops, refers to the strategic function within an organization responsible for streamlining and optimizing the recruiting process. It encompasses the coordination and management of various recruiting activities, including sourcing, scheduling, interviewing, and onboarding, to ensure efficient, scalable, and high-quality hiring experiences for candidates and stakeholders.

# The Value of the Candidate Experience

While the core HR functions remain consistent across industries, new models and strategies are emerging in Recruitment Operations. These ideas are fundamentally impacting how organizations recruit now and how recruiting will change in the future.

In the traditional view, RecOps is a workflow with distinct groups handling various tasks. Larger companies benefit from this well-optimized approach. However, recruiting is evolving from a focus just on filling job requisitions towards an integrated RecOps function that adds value to and is a strategic lever in the overall People strategy.

Beyond the traditional model where RecOps runs large parts of the recruitment process, there is also a smaller-build model where RecOps also serves in an advisory role and runs projects for the recruitment or TA team. It does not have operational control of activities like scheduling and onboarding, functioning more as a Project Management Office.

5 Leading Trends in Recruitment Operations
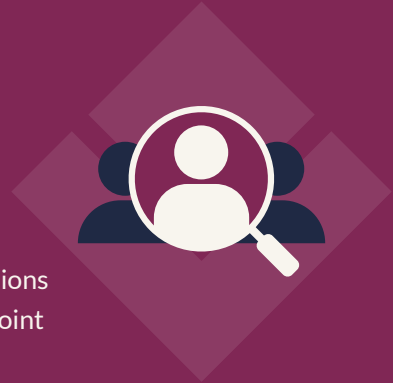
In our discussions with Recruitment Operations leaders, several top themes came out that point the way to where RecOps is evolving.

01

Candidate Care Through Redeployment

Recruitment Operations (RecOps) now prioritizes candidate care over mere coordination, aiming to enhance the overall candidate experience. In larger organizations with diverse job openings, RecOps is increasingly focused on redeploying unsuccessful candidates into more suitable roles, maximizing their talent pool and potentially generating new partnerships. This shift underscores the industry's recognition of the importance of candidate retention strategies, reflected in updated recruitment contract terms.

02

Developing an Integrated Talent Roadmap

Recruitment Operations (RecOps) is evolving into a strategic "hireway," integrating hiring philosophies from different business stakeholders, and increasingly making RecOps a strategic function focused on solutions, sales, and strategy, rather than just an operational group. This transformation includes developing processes, guidelines, and toolkits for recruiters, hiring managers, and candidates. Innovations such as commission-based recruiter compensation models highlight efforts to align incentives with strategic hiring objectives, encouraging integrated talent strategies across Talent Management and Talent Acquisition functions.

03

Hiring Managers Leveraging AI and Other Tools

Leading organizations now streamline recruitment and onboarding by directly involving hiring managers in these processes through bots and collaboration platforms like Slack, Microsoft Teams, and Asana. Integrated HR and RecOps tools beneath these platforms facilitate seamless workflows, allowing managers to focus on critical tasks such as requisition opening, candidate feedback, and interview coordination. This approach significantly accelerates hiring processes, demonstrating the efficacy of collaborative RecOps systems.

04

Operationalizing the Talent Brand

Advanced Recruitment Operations (RecOps) teams prioritize integrating Talent Branding initiatives that go beyond managing career websites. This holistic approach includes actively cultivating candidate talent pools aligned with the company's market positioning and branding. Organizations invest significantly in developing RecOps-specific strategies, collaborating with external partners to measure branding outcomes.

05

RecOps as an Incubator

Recruitment Operations (RecOps) serves as an incubator for innovative technologies and processes, driving experimentation within recruiting teams. RecOps leaders leverage advanced skills in business case development, technology piloting, and data analysis, distinguishing their role from traditional recruiting delivery. This strategic focus supports ongoing adaptation and optimization in recruitment strategies and operations.

Conclusion

Recruitment Operations (RecOps) is undergoing a pivotal transformation, prioritizing enhanced candidate care, integrated Talent Branding, and cutting-edge technology adoption. This strategic evolution not only streamlines processes but also empowers organizations to drive efficiency and align recruitment strategies closely with business objectives. As RecOps continues to innovate and adapt, it stands poised to lead the charge in shaping responsive and competitive recruitment practices that meet the evolving demands of both businesses and candidates in today's dynamic landscape.

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