

# Come le aziende cercano personale e quali sono i metodi di ricerca attiva del lavoro più efficaci

Cinisello Balsamo, Novembre | 2023

# Obiettivi

1

Come le aziende cercano personale

- Mercato del lavoro visibile.
- Mercato del lavoro nascosto

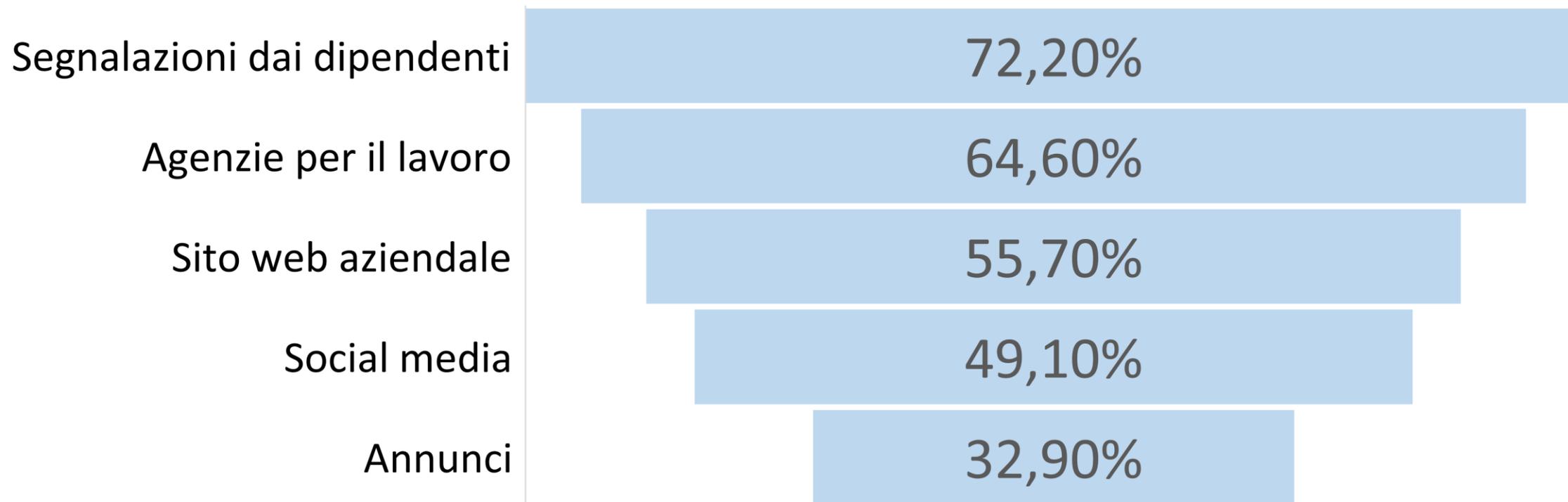
2

Metodi di ricerca attiva del lavoro

- CV
- Cover letter
- Video CV
- Social
- Networking



## Come le aziende cercano personale.



Fonte: Osservatorio sul mercato del lavoro di Unioncamere e Anpal – 2023

# Canali di ricerca tradizionali: mercato del lavoro nascosto

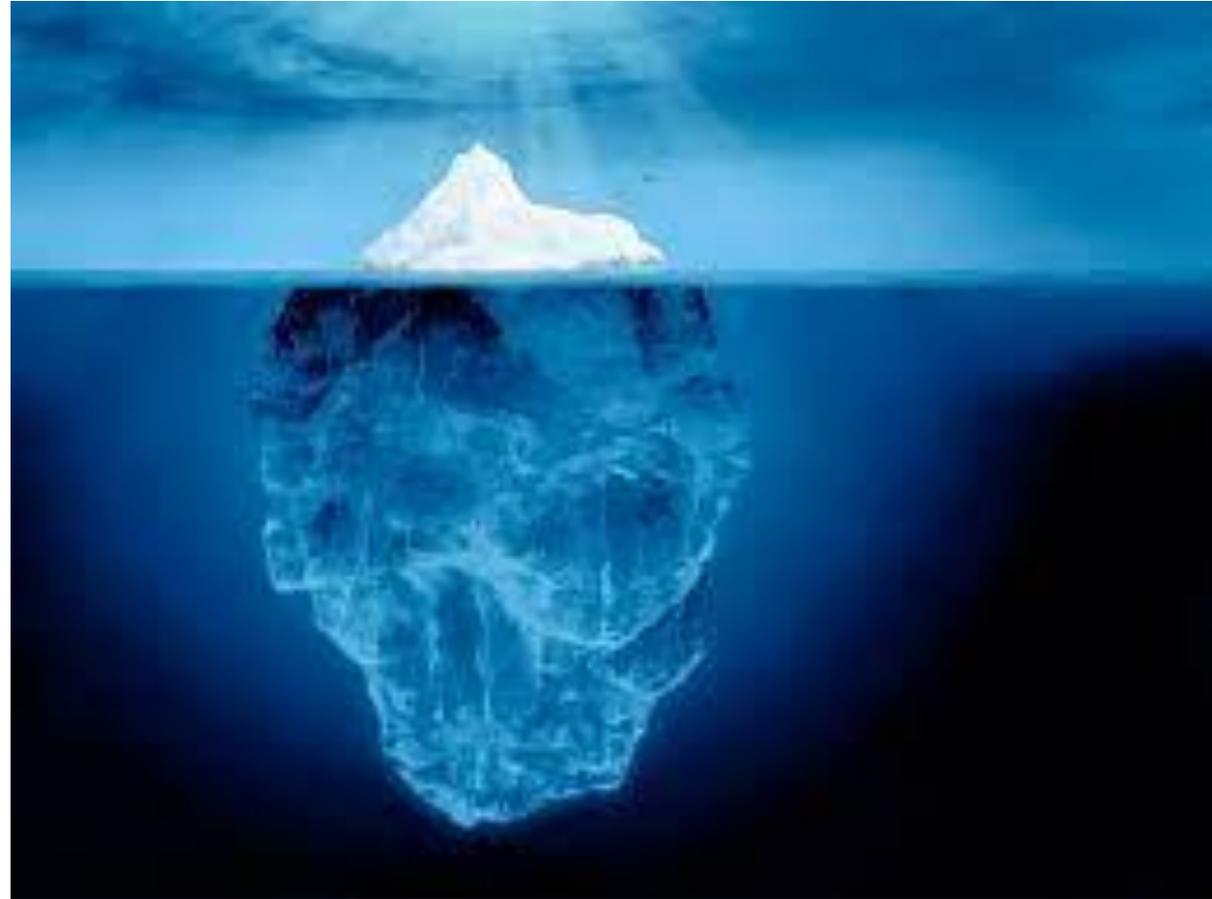
Segnalazioni dai dipendenti

Agenzie per il lavoro

Sito web aziendale

Social media

Annunci



# Ricerca attiva del lavoro: mercato del lavoro nascosto

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▶ NETWORKING

▶ CANDIDATURA SPONTANEA

▶ TIROCINIO



# Canali di ricerca tradizionali: mercato del lavoro visibile.

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The image shows two examples of traditional job search channels. On the left, a woman is looking at a physical job board titled "Offerte di lavoro" with various job listings. On the right, a digital advertisement for ATM (Autobus, Filobus e Tram) is displayed, featuring the text "ABBIAMO BISOGNO DI TE. ENTRA IN ATM." and "Noi ti offriamo la 'Carta di Qualificazione del Conducente'".

116 iscritti a questa offerta per 2 posti vacanti

Il nostro consiglio: iscriviti se hai il profilo giusto, forse il tuo è più adatto di quello di altri iscritti.

**ISCRIVITI A QUESTA OFFERTA**

## Canali di ricerca tradizionali: mercato del lavoro visibile.

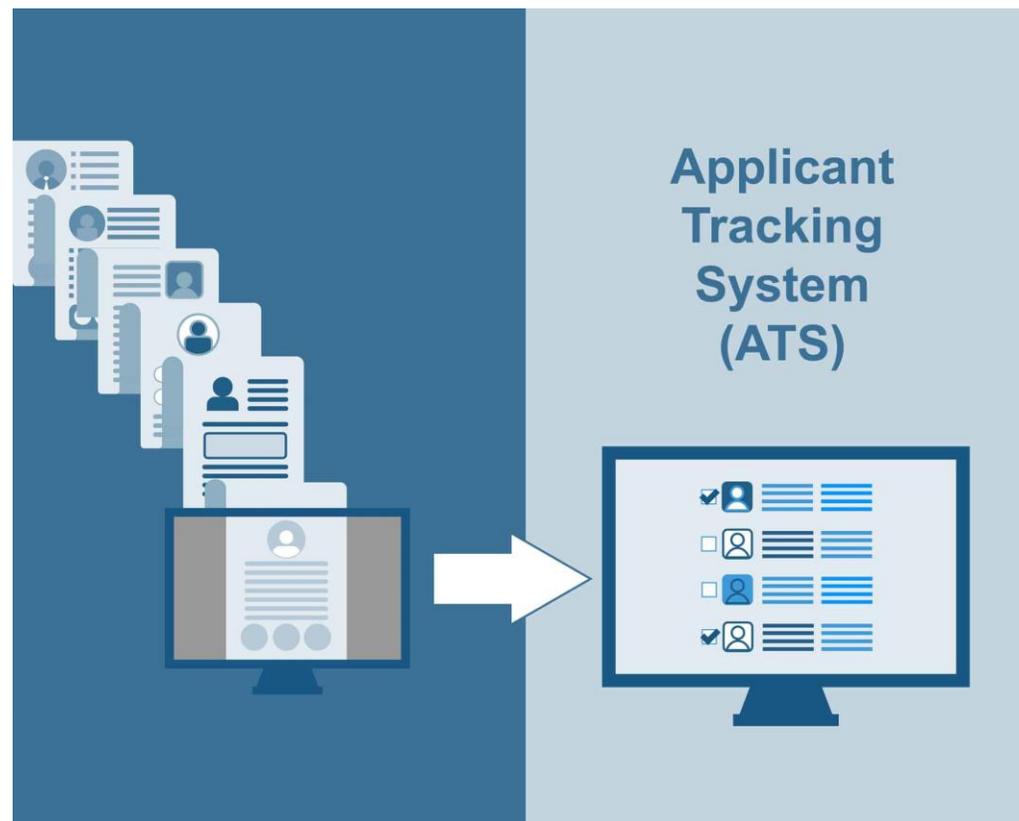
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# Ricerca attiva del lavoro: mercato del lavoro visibile.

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**PETER JACKSON**  
Marketing Manager

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**EXPERIENCE**

**Senior Digital Marketing Manager**  
Streich

- Formed and led an SEO and link-building team to grow organic website traffic from 0 to 30K in 6 months.
- Created a new partnership program with local advertising agencies to improve ROI on advertising for all company's clients by 82% on average.
- Led **data-driven outreach campaign** to scale up the number of features in top-level media, resulting in over 200 local and national media mentions and publications in Forbes and Entrepreneur.

**Marketing Manager**  
Bernier

Bernier consists of a decision support system for qualified health professionals to quickly and efficiently perform the pre-operative planning of any orthopedic procedure in 3 dimensions, using 2D image data from the patient.

- Defined **strategy for communication** that grew engagement by 20%.
- Tried to reduce the revenue that Brisbane City Blooms achieved for Mother's Day (2015 vs 2014).
- Established 26 new distributors across the region.
- Reached 25% Comparable growth on the defined led downright market.

**Digital Marketing Specialist**  
Harvey

Harvey is a cloud-based HR software business, based in Singapore.

- Restructured a 20 people marketing department to reduce annual turnover by 60% and apply Agile methodology to increase speed to market for all pilot projects by 30%.
- Formed a BA and data science division within a marketing department that resulted in 75% increase in ROI for advertising budgets, 35% increase in customer satisfaction, and 20% in NPS.
- Launched and secured **partnerships** with top 8 US retail sports accessories chains.

**Marketing Specialist**  
Boyle Ltd.

Designed 2 yearly catalogs for the foreign markets, giving the **brand identity** and increasing brand recognizability dramatically.

- Increased marketing profits by 20% within the first six months of employment.
- Part of 3-person marketing team that helped grow the company from 200k users to almost 400k in 1 year.

**ACHIEVEMENTS**

- Negotiation & Communication**  
Facilitate **partnerships** with top 8 US sports accessories chains within 1 year.
- Restructured 20-people marketing department**  
Thus, eliminating high turnover and achieving top-industry NPS within 6 months.
- 40% Reduction of Customer Churn Rate**  
Across all company products.

**EDUCATION**

**Bachelors in Marketing & Communication**  
Indiana University

**SKILLS**

Hubspot Customer.io  
Mailchimp Ahrefs SEMrush  
Google Adwords Wordpress  
HTML CSS SurferSEO  
Content briefs AdWords

**AWARDS**

- Digital Marketer of the Year SEM European Awards 2021

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Here at XYZ Inc., we are the leading company in our industry in the Capital City area. We're pleased to have a 3.8 Glassdoor rating from our employees. We are looking for an experienced Marketing Manager with a proven track record to help us keep growing. If you're dedicated and ambitious. XYZ Inc. is an excellent place to grow your career. Don't hesitate to apply.

**You'll be responsible for the following things:**

- Analyzing and leading **data-driven outreach campaigns**.
- Conduct social media audits to ensure best practices are being used.
- Defining and maintaining our **communication strategy**.
- Coordinate with the sales team to create marketing campaigns.
- Prepare emails to send out to customers through **Mailchimp**.
- Monitor key online marketing metrics to track success.
- Work on creating a recognizable **brand identity**.

**Ideally, you should have the following experience:**

- 2+ Years of experience in **digital marketing**.
- Experience in launching and growing **partnerships**.
- Bachelor's degree in marketing or business.
- Must be able to manage multiple projects at the same time.
- Incredible attention to detail.
- Experience in working with **Google Adwords**
- Previous working experience with **Ahrefs, Wordpress, and Hubspot**
- Skilled in **communication and negotiation**.

# Trend

Importanza delle soft skill: adottare strumenti che permettano di individuare con affidabilità competenze.

## *Per i selezionatori*

- BLENDED RECRUITING
- GAMIFICATION

## *Per i candidati*

- LETTERA E CV con focus sugli obiettivi raggiunti
- REFERENZE
- VIDEO CV e VIDEO PRESENTAZIONI
- USO DEI SOCIAL E PERSONAL BRANDING

# Conclusione

- I canali di reclutamento utilizzati dalle aziende in Italia sono in continua evoluzione, in risposta ai cambiamenti del mercato del lavoro e alle nuove tecnologie.
- Nel creare una strategia di ricerca efficace è importante scegliere un mix di canali, muovendosi sia nel mercato del lavoro visibile che in quello nascosto.
- È importante curare il networking sempre
- La logica della qualità è più premiante rispetto a quella della quantità.

