

# G!ANT

BY INTELLIGENCE GROUP

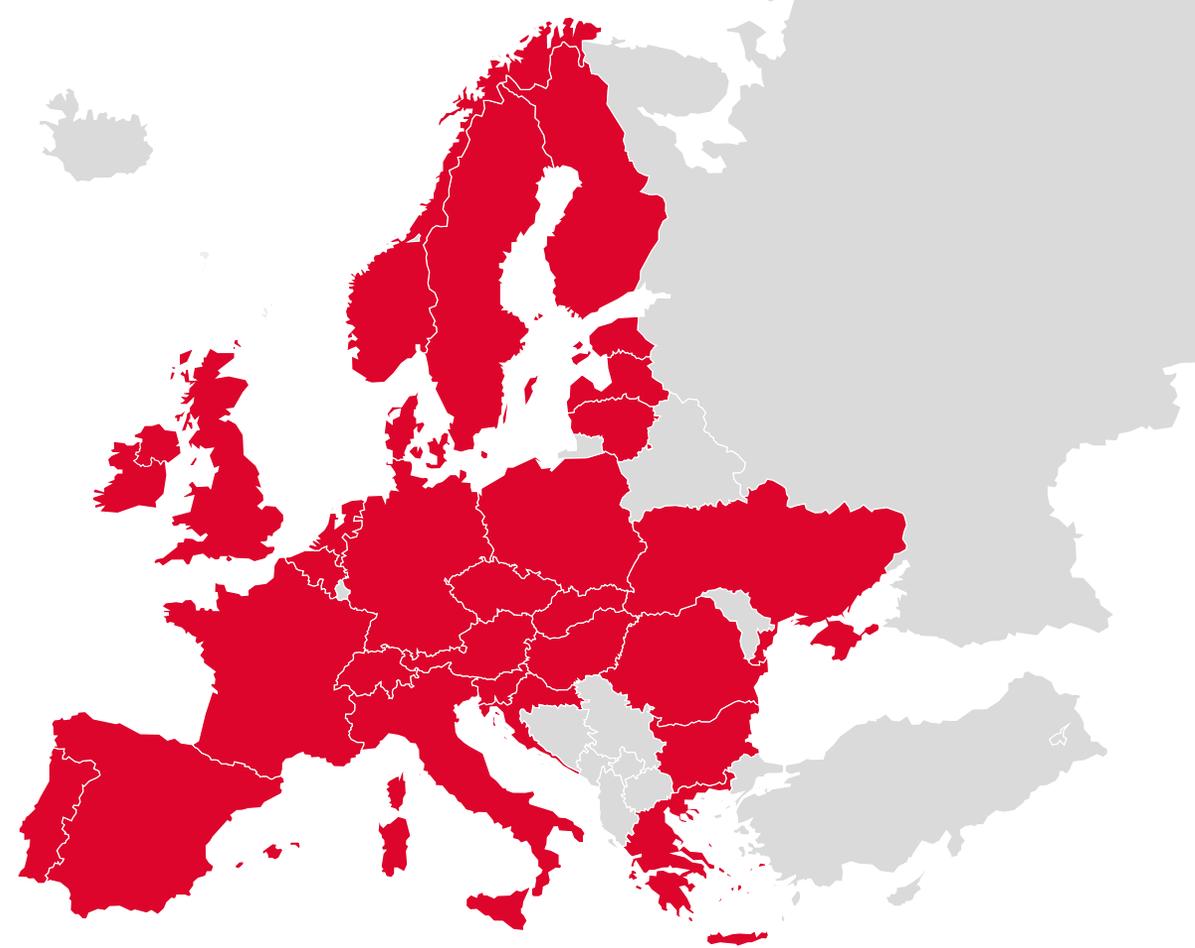
- Austria
- Belgium
- Bulgaria
- Croatia
- Czech Republic

## Improve your international recruitment strategy with data

Successfully organize your recruitment process with relevant information about your target group

## Successfully organize your international recruitment process with data

G!ant provides you with insight into your target group, their motivation to select a job or organization and their expectations of the application process. This audience information is available for 28 European countries and the United States. All this information is collected and made available to you in one dashboard.



Countries included in the dashboard are colored red

The G!ant dashboard helps you with:



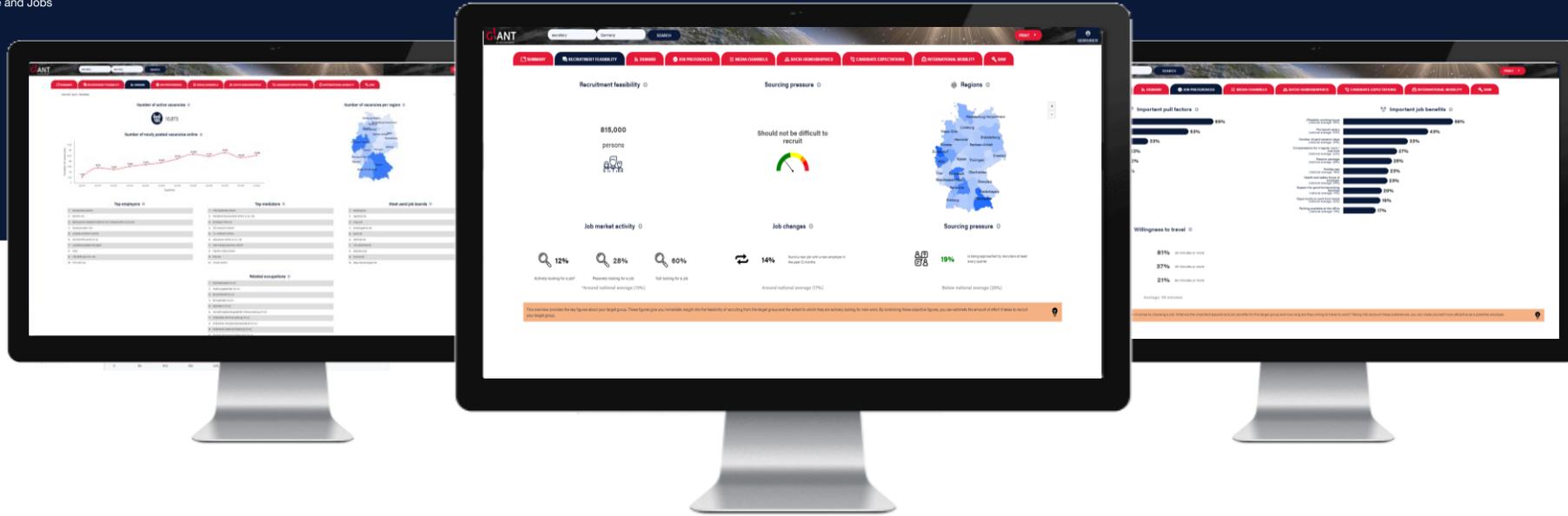
Being a professional partner for the executive board by analysing recruitment feasibility



Increasing effectiveness of recruiting talent internationally by improving candidate experience



International recruitment marketing and employer branding



## All the information you need to manage expectations and develop a targeted international recruitment strategy

For 28 European countries and the United States you will have access to the following information for more than 500 occupations:

- ✓ Recruitment feasibility: management information about target group size, scarcity indication and sourcing pressure
- ✓ Development in actual demand, biggest competitors and agencies
- ✓ Job preferences: the most important employer benefits and drivers of your target group, nationally and internationally
- ✓ Orientation behavior: for choosing the media channels actually used by the talent you're looking for
- ✓ Passive jobseekers: get insight in the online behavior of your target group and improve your visibility and impact with passive jobseekers
- ✓ Socio-demographic information: helps you specifying the target group based on available talent
- ✓ Candidate experience: improve the candidate experience based on local expectations and differences
- ✓ International mobility: an important basis for attracting talent to your country

Read more about our Datasource: [GTAM](#) and Jobfeed data from Textkernel

### Extra features:

- Filter on language to recruit on language skills
- Downloadable content
- Available in six languages

SUMMARY

RECRUITMENT FEASIBILITY

DEMAND

JOB PREFERENCES

MEDIA CHANNELS

SOCIO-DEMOGRAPHICS

CANDIDATE EXPECTATIONS

INTERNATIONAL MOBILITY

Recruitment feasibility ⓘ

271,000  
persons



Sourcing pressure ⓘ

Extremely difficult to recruit



Regions ⓘ



Job market activity ⓘ

17%

Actively looking for a job\*

46%

Passively looking for a job

37%

Not looking for a job

\*Above national average (13%)

Job changes ⓘ

19%

found a new job with a new employer in the past 12 months

Around national average (17%)

Sourcing pressure ⓘ



50%

is being approached by recruiters at least every quarter

Above national average (25%)

This overview provides the key figures about your target group. These figures give you immediate insight into the feasibility of recruiting from the target group and the extent to which they are actively looking for new work. By combining these objective figures, you can estimate the amount of effort it takes to recruit your target group.



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Selected region: Belgium

Powered by Jobfeed

### Number of active vacancies



3,231

### Number of newly posted vacancies online



### Number of vacancies per region



### Top employers

- Bright Plus
- KU Leuven
- Fluvius
- Vrije Universiteit Brussel
- vera
- JOBS & CAREERS CVBA
- Colruyt
- University of Leuven
- UZ Leuven

### Top mediators

- Randstad
- Adecco
- Unique
- Accent Jobs
- Konvert Interim
- Tempo-Team
- Robert Half
- Start People
- Synergie Belgium

### Most used job boards

- vdab.be
- ec.europa.eu
- glassdoor.be
- leforem.be
- neuvoo.be
- jobat.be
- randstad.com
- dovajobs.com
- randstad.be

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**JOB PREFERENCES**

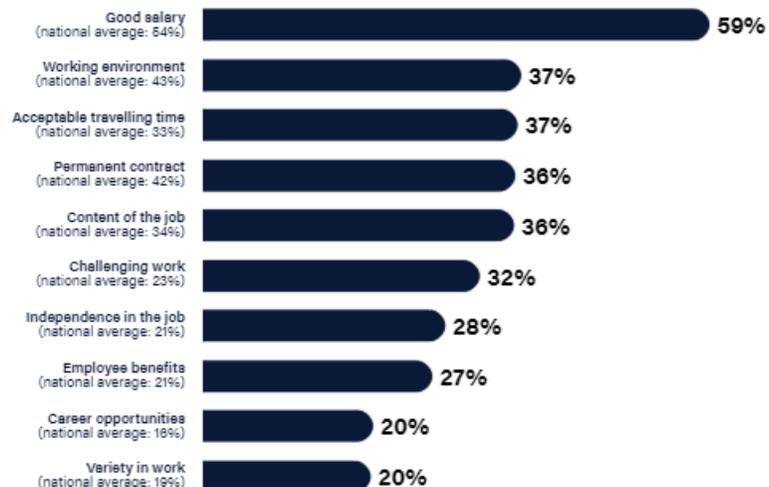
MEDIA CHANNELS

SOCIO-DEMOGRAPHICS

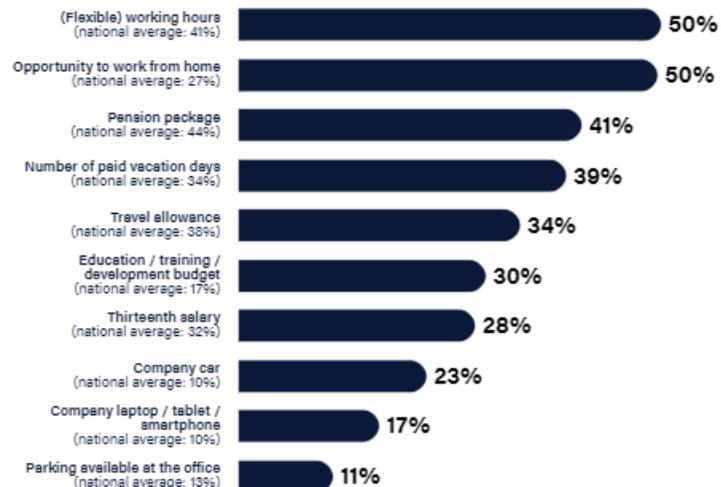
CANDIDATE EXPECTATIONS

INTERNATIONAL MOBILITY

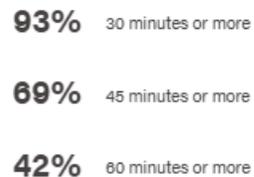
**Important pull factors**



**Important job benefits**



**Willingness to travel**



Average: 61 minutes

**Weekly working hours**



Minimum: **30 hours**  
Maximum: **40 hours**

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ACTIVE JOBSEEKER (23%)

PASSIVE JOBSEEKER (32%)

### Most used job search channels



### Most used job boards

- 1 [karriere.at](#)
- 2 [at.indeed.com](#)
- 3 [ams.at](#)
- 4 [derstandard.at](#)
- 5 [willhaben.at](#)

### Most used social media & apps in job search

- 1 facebook
- 2 linkedin
- 3 instagram
- 4 xing
- 5 ams

To make the right choice in recruitment media channels, insight into your target group's media behaviour is essential. By choosing the most used channels and websites, you will maximise your exposure to the right target group. Active jobseekers can be reached more easily using orientation channels and jobsites. To reach passive jobseekers, you'll need to increase your visibility on other 'normal' media channels.



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RAW

### Gender



Male

66%

Female

34%



### Age distribution in years



### Education level



Low Medium High

### Experience level



Junior Medior Senior

The socio-demographics give you immediate insights into how your target group is composed based on gender, age, education and work experience level. Based on this information, you can decide, for example, whether you are going to focus on a specific part of the target group (age, education level etc.), create personas or adjust your communication style.



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### Important aspects in the application process ⓘ

- 1 Personal feedback on my application
- 2 Opportunity to present myself sufficiently
- 3 Reasons for rejection
- 4 Meeting the hiring manager
- 5 Well prepared job interview by the interviewer

### Important aspects of negotiation ⓘ

- 1 Salary
- 2 Start date
- 3 Working from home/flexible hours
- 4 Salary progression
- 5 Number of days paid vacation

24% accepts the offer without negotiation

### Expected time of application procedure ⓘ



Average:  
**22 working days**

### Expected number of interviews ⓘ



Average:  
**2 interviews**

This page shows expectations in relation to the application process. By knowing what candidates consider to be important during the process and what their expectations are, you, as an organisation, are able to optimise the candidate experience in advance. If you want to recruit across country borders, in particular, there will be differences between candidates and you can make the difference.



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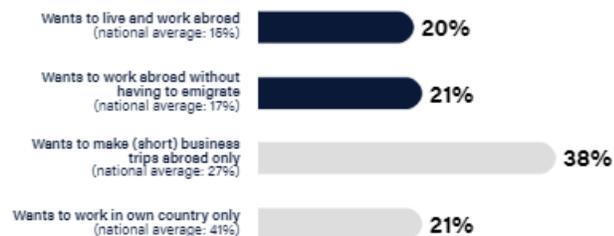
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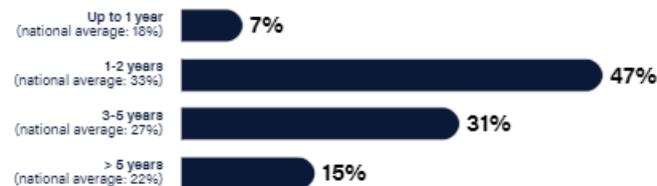
CANDIDATE EXPECTATIONS

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### Willingness to work abroad

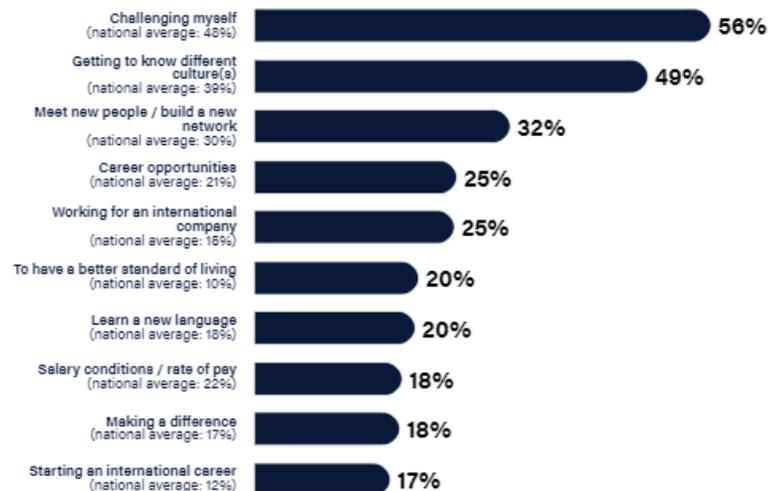


### Preferred length of working abroad



The figures below show you data about the part of the target group that wants to work abroad.

### Main reasons for considering working abroad



### Important information before making the decision

- 1 Accommodation/housing
- 2 Relocation arrangements
- 3 Local facilities
- 4 Contact information of other foreign employees
- 5 Career opportunities for my partner

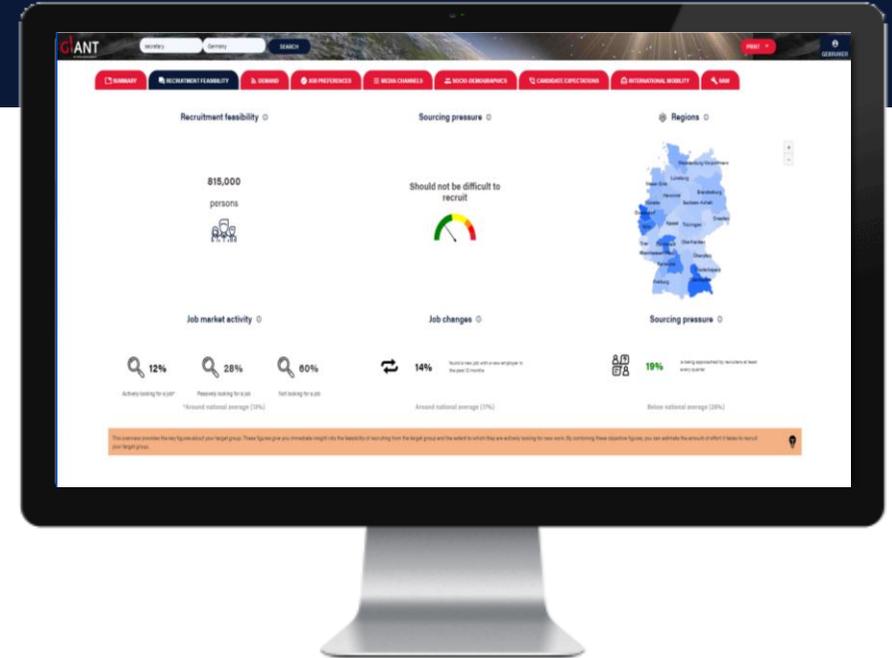
### Most preferred countries to work in

- 1 United States
- 2 United Kingdom
- 3 Canada
- 4 Norway
- 5 Australia



Intelligence Group is leading international data and tech business, with focus on recruitment and labour market data, working for multinationals, governments and RPO, MSP and advertising agencies. For over a two decades, Intelligence Group data has supported their recruitment and business choices.

Giant! is a product of Intelligence Group that enables you to understand how and where to recruit the best candidates effectively, in order for you to successfully organize your recruitment process.



### One year full online access

Choose the countries you're recruiting in or get access to the full dashboard including all 28 European countries and the United States.



### Learn how to use data for recruitment

Every data point will be accompanied by tips about how to use the data to improve your recruitment efforts.



### Be an expert on multiple fields

You can select any target group you want and get direct insight in background, drivers and recruitment feasibility.



**INTELLIGENCE GROUP**

100% data-driven labor market solutions. Intelligence Group is an international Data & Tech company in the field of labour market and recruitment data. We focus on collecting, storing and enriching labour market-related data for the purpose of improving the recruitment of employees (or staff) by employers and increasing international mobility. This data is made available to our clients via reports, innovative dashboards and API's.

[www.intelligence-group.nl/en](http://www.intelligence-group.nl/en)



**Machine Intelligence for People and Jobs**

Textkernel offers leading-edge machine intelligence tools to help companies fill jobs faster. Our AI-powered technology improves the candidate experience and saves time when identifying the best candidate matches in both internal databases and external sources. Powered by multilingual CV parsing as well as semantic searching and matching tools, we help companies work smarter and more efficiently.

Jobfeed is Textkernel's searchable database of real-time and historical job data published online. This unique big data tool provides the strategic job market insights that gives you a competitive edge.

[www.textkernel.com](http://www.textkernel.com)





INTELLIGENCE GROUP

**We are happy to give you a live online demo**

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