



Spotlight on: Recruitment PR and Content Marketing



HENLEY GROUP INTERNATIONAL

The Future of Work: A goldmine for recruitment marketers

Even before the pandemic of 2020, the world of work was changing. From how we work (employed, contract, gig, interim), to where we work (on-site, remotely, hot-desking, virtually), to why we work (culture-fit, purpose, flexibility) and what we do (re-skilling, agile skills, changing and new job roles, co-bots and automation).

These changes are called the 'Future of Work', and COVID-19 has simply accelerated their pace. So it's vital that clients and candidates understand them if they are to remain competitive. Increasingly, they are looking to recruitment specialists for guidance.

Indeed, great opportunities exist for those who can help organisations and individuals navigate a changing work environment, and make sense of it.

For recruitment marketers, the Future of Work represents a unique opportunity to demonstrate thought leadership and differentiate their organisations in a crowded marketplace. Demonstrating that they not only understand what is driving the changes in the

workplace, but know how clients and candidates can take advantage of them.

Showing them how to navigate the changing face of work through engaging and shareable content that drives lead generation efforts, and opinion-based PR activity that raises brand awareness.

In this copy of 'Spotlight' we identify three trends that emerge from our research into the Future of Work, and which are ripe for use by recruitment marketers that recognise the great potential in the topic.

They are the result of an analysis conducted by The Henley Group International, a B2B PR and content marketing agency with lengthy experience in recruitment.

And if you don't have the time or resources to leverage the topic, call on the Henley Group. We can help you harness the increasing interest in the Future of Work by creating engaging content, posting it online, pushing it across your social media channels and getting it into the media on your behalf.

Trend 1: Changing recruitment models

Recruitment models have remained pretty much the same for nearly two decades. Yet the Future of Work requires a new approach to sourcing and managing talent, in order to meet shifting client requirements in the face of new challenges.

A new approach would no longer adhere to binary opposites like perm vs temp. It asks clients to consider the outcome of the role first, and the requirements needed to achieve it, and the engagement model second. It's effectively a move from RPO to a more intuitive, bespoke Talent Management.

Trend 2: Who are the leaders of tomorrow?

Leadership is changing. The risks are higher, the benefits are slimmer. What leadership means to individuals now differs greatly from 15 or 20 years ago. Responsibilities are more diverse, and a different approach to workforce management is now needed.

How can individuals future-proof their leadership skills, and how can organisations identify the best leader for them? Also, while leaders are less likely to be replaced by technology than many workers, how do they explain the changes that technology will bring?

Trend 3: The impact of technology

Technology has made remote working possible and, for many individuals and organisations preferable. COVID-19 has shown that the 'place' in workplace is increasingly reached with a click, not a commute. It means that businesses have a wider talent pool to choose from.

What's more, [technology could eliminate more than 1 in 10 jobs](#). Some believe that AI and robotics may augment humans, not replace them. But either scenario presents great challenges.

How fast can workers learn the skills necessary to stay ahead? What degree of flexibility must organisations provide to workers to remain agile? And will this greater flexibility undermine organisational performance?

The Solution: Establish a vision for Future of Work

Recruiters can turn the uncertainty posed by the changing nature of work to their advantage. First, they must establish their vision of the Future of Work, ensuring it meshes with the services they provide. Marketing and communications activity can then support this vision by:

1. Redefining a challenge for clients and candidates as a business and professional opportunity.
2. Providing meaningful answers to complex questions about the changing future of work.
3. Sharing knowledge gained through experience, pointing the way forward through insight and demonstrating best practice through case studies.

Potential Future of Work content

The following topics would make excellent subjects for content including blogs, LinkedIn articles and opinion pieces for media use.

1. Out with the old – why attitudes towards engagement models need to change.

It's a new world. How must recruitment models change to address the Future of Work?

2. Future-proof your leadership – the top skills that visionary leaders need for the future.

Leaders must now possess a unique set of skills. What should clients look for, and how can individuals build their skillsets accordingly?

3. The robots are coming - should the workforce fear AI and automation?

If fears over the widescale replacement of jobs by robots are unfounded, what will be the role of tech in the workplace? And what skills will workers need?

To find out how The Henley Group International can help you with PR and content marketing around the Future of Work, contact Jenny Morris on jenny@henley.co.uk or 01491 570 973

Copies of other Insights and Passnotes, the Henley Group's guides to best practice in PR and marketing, can be downloaded at

www.henley.co.uk



Market House
33 Market Place
Henley on Thames
Oxon
RG9 2AA

Tel: 01491 570 970
Fax: 01491 575 327
Email: group@henley.co.uk
Website: www.henley.co.uk

@Henley_Group

The Henley Group International

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