How is technology changing dental recruitment?

By Luke Arnold, UK

Before the advent of professional networking sites like LinkedIn and social media platforms such as Facebook and Twitter, specialist recruiters relied heavily on their network of contacts and market knowledge to find a shortlist of suitable candidates. While this is still the case today, online platforms have opened the door to a whole new world of potential candidates, making it easier to discover both existing and emerging talent that may have otherwise remained unknown.

At the click of a button, recruiters and employers alike can now sift through a pool of candidates quickly by accessing their profiles. Professionals can also be contacted directly through messenger applications and by phone, meaning a wide variety of potential candidates can be reached—including passive applicants, which as we know make up a large proportion of the talent pool.

For candidates, LinkedIn can act as a “shopfront”, allowing them to demonstrate their career achievements and skills and to promote themselves to a wide range of potential employers.

Between online job sites and networking/social platforms, it is now much easier to advertise vacant positions and hiring intentions, and in a much richer way too, owing to the use of multimedia. Indeed, unlike traditional media that focuses purely on the job role, modern advertising can incorporate mediums such as vox pops or videos of staff and the workplace to tell the story of an organisation. The only drawback to the introduction of these broadcasting platforms is that, for some active applicants, having access to that amount of information can sometimes make it more difficult to narrow down the job search and that is where companies like Dental Elite offer help.

In addition to social and professional networking platforms, technological tools such as Skype and FaceTime are becoming increasingly more useful for recruiters during the initial stages of the interview process. For obvious reasons, being able to screen a potential candidate “face to face” without having to actually meet in person can be extremely time efficient and is far more insightful than having a phone conversation. This can be particularly helpful in the beginning when trying to whittle down candidates to a short list and for feeding back information to the client.

The other plus point to modern technology is that recruiters are now able to access a greater level of data and e-mails on the move and at home. This not only affords greater flexibility for recruitment agencies, but also provides a more convenient service to candidates who may prefer to communicate outside of normal office hours.

The downside of technology, of course, is that employers are able to access far more personal information about applicants than was possible before. As their findings could influence their final decision, it is important to maintain a professional online presence at all times, even on personal accounts on sites like Facebook.

Altogether, the advent of digital technology has had a profound effect on recruitment. By effectively using the most up-to-date technologies available, employers are better placed to find the ideal candidate, and jobseekers are more likely to find a position that suits their clinical skills and personal preferences. As for agencies like Dental Elite that specialise in dental recruitment, technology will no doubt continue to play a key role in the hiring process over the coming years.