

Shortlist

Tech recruiter rebranding; 'Overpaid' new recruits poised to leave; and more

Wednesday, 05 October 2022 2:50pm

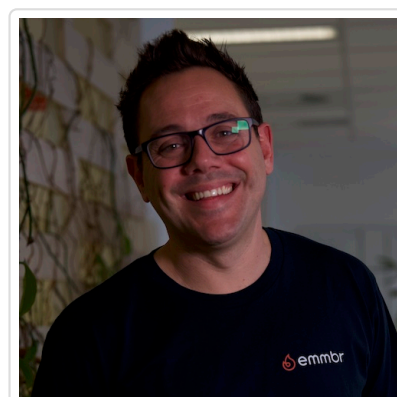
- [Tech recruitment specialist rebrands for inclusivity](#)
- ['Overpaid and underskilled' new hires already looking to move](#)
- [Time to ditch the "binary fit fallacy"](#)

Tech recruitment specialist rebrands for inclusivity

A technology talent specialist is today shedding its 'white male Anglo-Saxon' name for something more inclusive and representative of its values.

Marshall McAdam is now [Emmbr](#), following a process that started last October with the help of a strategist to uncover its '[brand archetype](#)'.

Anton Roe, who was appointed CEO last year by founders **Hamish Sinclair** and **Ben Cross**, tells Shortlist the whole business was involved in the process, finding the archetype that resonated most was that of the 'sage' (guide and mentor-like qualities).



Anton Roe, Emmbr

This concept of providing consultation, support and advice conjured images of fireside chats, ultimately leading to Emmbr (where the double 'M' is a nod to its previous name).

Finding a name that was gender-neutral and more inclusive was critical, Roe says. "We've got 15 different nationalities in our business and we felt that we wanted to have a brand name that really represented what we stood for, both inside our four walls and the way we operate in the market."

And the rebrand coincides with the company's 13th birthday; Sinclair and Cass [co-founded it 2009](#) after working together at Link Recruitment (which was acquired by Randstad).

Meanwhile the company has recently passed the milestone of more than 30,000 followers on LinkedIn, making it one of the fastest-growing brands in its field, says Roe. This follows a major focus on producing high-value content for candidates and clients – with more than six million views to date – which will now be housed in a [learning hub](#) on the new website.

'Overpaid and underskilled' new hires already looking to move

Many recent hires are feeling ill-equipped to fulfil their roles and are already looking for another position, new research shows.

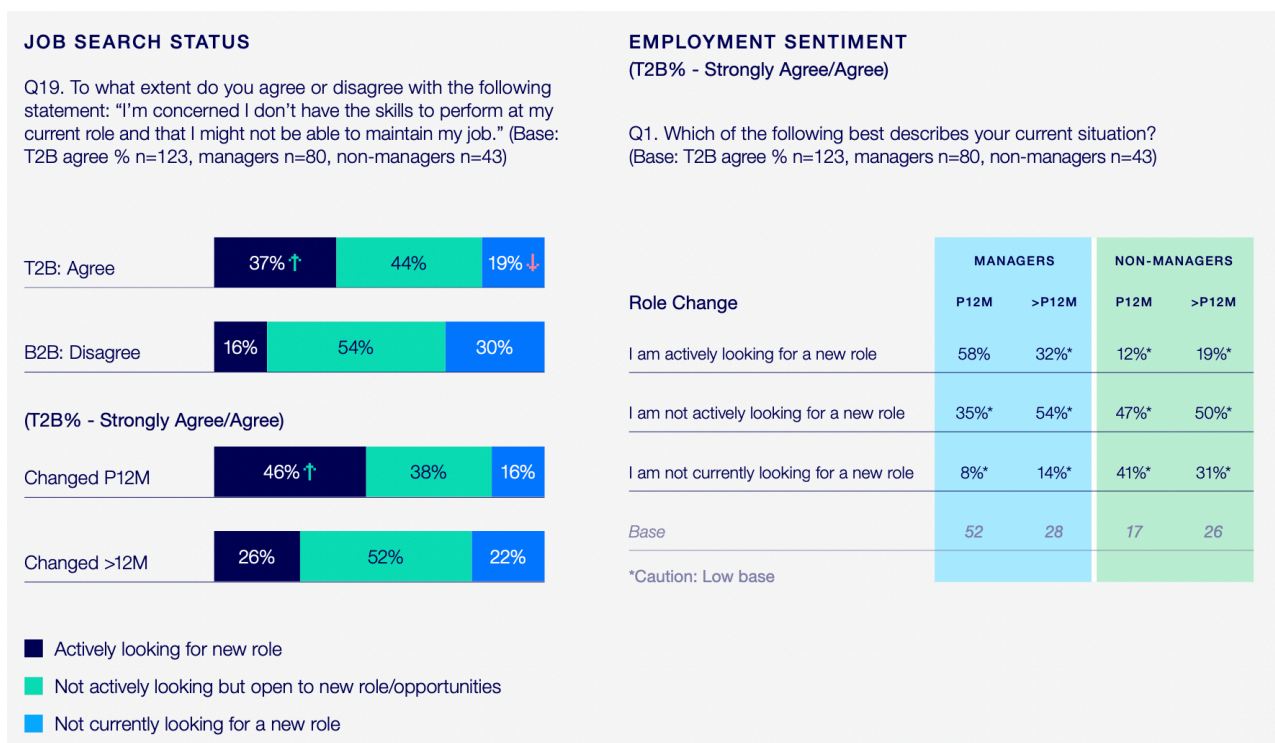
One third of managers who changed jobs in the past 12 months don't feel qualified and say they might not be able to maintain their current role, according to the RMIT Online report, The Salary Trap.

Some 37% are actively looking for another position just months into the new job, and even among those who are satisfied, one in five are still actively searching by updating their CVs, networking, talking to recruiters, and taking courses.



Claire Hopkins, RMIT Online

This sentiment is echoed by managers who believe the market is "over inflated", with 46% feeling they've had to overpay for a new hire and 40% saying the newcomers don't have enough skills or experience for their roles.



Source: RMIT (click to enlarge)

"A tight job market means many companies are more open to fast-tracking careers or hiring professionals with fewer years of experience," says RMIT Online interim CEO **Claire Hopkins**.

"This is not necessarily a problem and can positively contribute to finding and promoting great talent. However, businesses must complement this with support and training to ensure new employees have what is needed to succeed."

Data analytics, digital literacy and leadership have been identified as key areas for improvement.

There are several reasons managers and employees are moving to new roles – most unsatisfied workers (57%) don't feel valued by their employers, and half of those (51%) believe that they aren't receiving adequate compensation for their current role or level of responsibility.

The research shows over a third of workers changed jobs in the past year for better pay. Of those, 61% did so for less than \$10,000 a year, and 28% for less than \$5,000.

Time to ditch the "binary fit fallacy"

Recruiters are still being blamed for "bad fit" hires, when it's time for employers to be more attuned to new recruits' needs and what it takes to keep them on board, an HR specialist says.

"Managers hire someone and they say they were a good fit. How do you know? They worked out," says Evolution Partners founder **Brad Giles**.

"Then someone leaves, and they say they were a bad fit. How do you know? Well they're not here anymore.

"But there's no other depth that goes into it. People only look at the hiring process as being the culprit, but really, in the hiring process, we're spending between two and 10 hours with a candidate, and they've got their happy face on and so do we to a degree."

Once a new hire is brought into a company, they may choose to leave for a whole host of reasons, such as not receiving enough guidance, or because of the culture, Giles tells Shortlist.

The onboarding period is longer than the recruitment process, so employers still need to be thinking about how to retain the candidate after contracts are signed.

"People can look at it and say 'the deal is done, we've got the contract, let's get back to work', but the candidate is sitting there saying, 'I don't know what to do'. It has massive consequences on retention, productivity, and a whole range of things."

Giles has written a book on this topic, Onboarded, which is due for release on 1 November.

Do you have news to share? Email the Shortlist team with your comments, information or tips.

Related links

- Recruitment marketing going "haywire in a good way"
- Job changers' remorse; Required skills changing at accelerated pace; and more
- Advertised salaries growing at double speed
- "Unmatched" skills shortage inflating candidates' pay expectations
- Hoban makes onboarding faster, while 'anchored in connections'
- Onboarding flaw puts executive placements at risk



Brad Giles, Evolution Partners

- [Nine in 10 employees dissatisfied with onboarding](#)
- [Contactless onboarding reigns amid social distancing](#)

© Copyright 2022 Shortlist