

Ideal candidates just a click away

AS South Australia deals with the shortage of labour, a greater focus on innovative and modern recruitment strategies is required.

Retail IQ has taken the lead in using cutting-edge technology to reach potential candidates and place them in employment in the retail and customer service sectors.

As a full-service retail recruitment and advisory firm, Retail IQ specialises in the provision of qualified and proven sales people, sales managers and store managers, and other finance and administration roles that support any sales or customer service operation.

The number of people accessing internet-based social networks Facebook and YouTube is increasing exponentially, so to keep up with technology-savvy job seekers and stay ahead of our



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competitors, we chose to expand our presence in this emerging area.

There is no limit to what can be done in the internet realm to help potential candidates and businesses achieve their employment objectives.

So far, the response from candidates and employers has been very encouraging and we see internet-based strategies becoming a more prevalent part of our recruitment solutions.

By utilising internet social websites, we have been able to share relevant information with job seekers who are accessing these sites in a relaxed and personal environment, any time of the day or night.

RETAIL IQ

■ **SPECIALISATION:** Retail advisory, retail recruitment and retail training.

■ **FOUNDED:** In 2005 by Martin Haese, who also founded the multi award-winning Youthworks retail business.

■ **STAFF:** Five advisers and consultants.

Retail IQ's Facebook and YouTube sites are casual and informative and include information on topics as diverse as resume preparation, interview preparation, articles on transferable skills as well as an insight into Retail IQ's unique recruitment process.

The Retail IQ Facebook site has proven highly successful since its inception, as it provides candidates with a forum where they can read articles on career planning, find interview tips and view job listings. As part of our YouTube strategy we are continuing to produce

more informative videos, including one to help candidates interpret important retail financial data and further develop their financial literacy skills.

Our internet-based strategies are just part of the Retail IQ suite of recruitment services which also includes print media advertising, online job boards, network functions and skills and competency testing.

□ **Martin Haese is managing director of the retail industry recruitment firm Retail IQ.**