Canon’s EMEA region recruits around 1200 hires per year. Talent Acquisition Manager Chris Wilcock talks about his challenges, the solutions and why Canon chooses to work with Monster.

What are your biggest recruitment challenges?
The first thing we tackle are any preconceptions that people have about Canon. We’re not just a manufacturer of cameras, photocopiers and printers anymore, but much more than that - we operate in pretty much every sector of imaging, with exciting areas such as Mixed Reality and 3D printing now part of the business.

We’re currently transforming from a product driven organisation to a customer-centric, solutions driven organisation and that requires new skills and a change in mindset.

The second area we address relates to the maturity of the candidate market. The days that you could post a job and wait for people to find you have long gone. We now have to be far more proactive about our employer brand but also about the various channels that we use to go to market and how we represent ourselves.

“It is great to see that Monster recognises that the recruitment market has matured. That today it is about how you entice and attract people, proactively. With simple and innovative tools on one platform.”

How can Monster help you with this?
It’s great to see that Monster recognises that the recruitment market has matured. It is no longer purely about a CV Database or a job board, but it’s about how you entice and attract people, proactively, and how you make the tools easier to use. A lot of companies are struggling with the current variety of tools and channels. Monster understands this and is trying to make the recruiters’ job easier with smart and innovative tools like Social Job Ads and TalentBin. And all integrated on one Monster platform.

Is that the reason Canon chooses to work with Monster? Absolutely. And because Monster has a huge international network. We are present in probably 30 or 40 countries in Europe, and one of the big advantages of using Monster is that they have the scale and reach that some other suppliers don’t. Monster is a partner that is able to offer solutions on a Pan-European scale but also has a strong local presence. That is quite important for Canon.

The results are also good. With Monster we have a fairly strong track record. If we look at reach, applications, and job views then the metrics are outperforming many other sources.

You also mentioned that employer branding is important. How can Monster help Canon on that?
I think a strong employer brand is a key differentiator to make sure Canon’s advertisements stand out and attract the right talent. Monster’s new employer branding company profiles look very promising to help us meet our goals in communicating our employer brand. Also because of Monster’s international reach.

Reasons Canon chooses Monster:

• Innovative new products
• All on one platform
• International scale, with local reach
• New employer branding solutions
• Consistent results

FOR MORE INFORMATION PLEASE CONTACT YOUR MONSTER ACCOUNT MANAGER.