

JOB BOARD REPORT 2019



applied

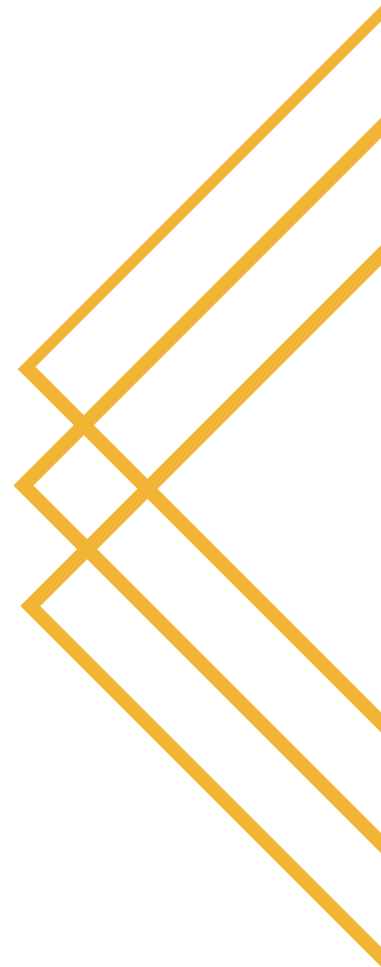
About this report

Welcome to Applied's 2019 Job Board Report. There's a bunch of useful information in this document, but we thought we'd start by explaining how we got here.

As a company quite literally built out from an experiment, we believe in (and are in love with) data. We also believe that we shouldn't be the only ones to benefit from the data we produce and uncover, this report is one way we're doing more to share our work.

Curious how we did it? Over 100,000 applications have now been made through the Applied platform - *pats self on back* - and for most of these applicants, we can see which job board pointed them to the application, how they fared in the assessments and whether they were hired or not. All anonymised of course!

This all provides a pretty good picture of how job boards perform for certain outcomes. We won't lie, it's not yet perfect as some job boards haven't fed many applicants into our platform. So we'd like to see what we always seem to be asking for: more data!



What's the problem with job boards?

Hiring is hard. Hiring the right people is even harder. If you've been tasked with rapidly growing your team, or improving diversity in the workplace, you'll understand the pressure of finding quality candidates quickly.

Once you have the role fleshed out and the job ad nailed, you'll want to find places to post that aren't a huge rip-off, but are efficient and actually work. Places that show you off to a diverse range of candidates with talent and help you make a difficult choice a little less difficult. That's why job boards exist, right?

Job boards take your money, and give you back a flood of potential candidates - great!

Oh, but wait. Most of these people aren't suitable, and those left over are difficult to differentiate. Job boards aren't strategic about who they send your roles towards. For traditional job boards, volume = success and each person who applies for a role is the same as the next.

It's also impossible to work out which job boards are most effective for your needs. If you're finding developers for your start-up or trying to hire STEM women, or generally looking for more diverse recruitment methods, there's no way of knowing who is looking where.

This means that all these important hiring decisions you're making end up being based on gut instinct - and your gut tends to get things wrong.



Why we built this

We care about making decisions based on actual information. This is why we've created a smart league table, ranking job boards across diversity and average scores in the first stage of our application process.

All the data we used comes from the Applied platform, so we're pretty sure it's the most unbiased hiring performance data in the world.

Being vigorous in our methods is important to us. We waited until we had a big enough pool of applications driven from job boards to collect data - ensuring our results would be meaningful.



Our findings:

Gender

We saw huge variability between top job boards in numbers of male vs female applicants. As an example, our data shows that Advance Careers provided over 82% female applicants, compared to totaljobs at 74% male.

Ethnicity

Across 47 ethnic categories, we broadly saw similar results in our whole dataset, and from job boards. For those looking to improve graduate BAME recruitment, university job boards saw a higher proportion of applicants who identified as Asian, and a lower proportion of black applicants.

Age

If we exclude university job boards, we saw a higher proportion of older applicants (over the age of 30). It's too early to tell, but this maybe suggests that younger candidates are finding out about roles through less traditional mediums - like Twitter, for example, or other social media channels.

Disability

Candidates from job boards were more likely than candidates from other sources to declare a disability but they were also more likely to decline to answer or to leave this field blank.

Quality

Using this data, we found that generic job boards performed poorly.

For example, candidates from Guardian Jobs had an average review score of 2.44 against 2.82 for all review scores (on a grading scale of 1-5). One potential explanation is that people apply via generic job boards while browsing jobs generally, rather than because they have a real affinity for the role. These people are less likely to look at niche jobs boards targeted at, say, finding app developer roles or roles for women or BAME in tech.

Our top job boards for 2019

There are many factors that play into how each job board performs, such as gender diversity and candidate quality.

As this can mean that different job boards perform better in some areas than others, we've selected our top ten here, (rather dramatically) presented them in no particular order and provided some stats on each so you can compare them against each other.

- **Unicorn Hunt**
 - **Advance Careers**
 - **Bright Network**
 - **Escape The City**
 - **Evenbreak**
 - **UK Startup Jobs**
 - **Not Going To Uni**
 - **LinkedIn**
 - **Timewise Jobs**
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Unicorn Hunt



<https://unicornhunt.io/>

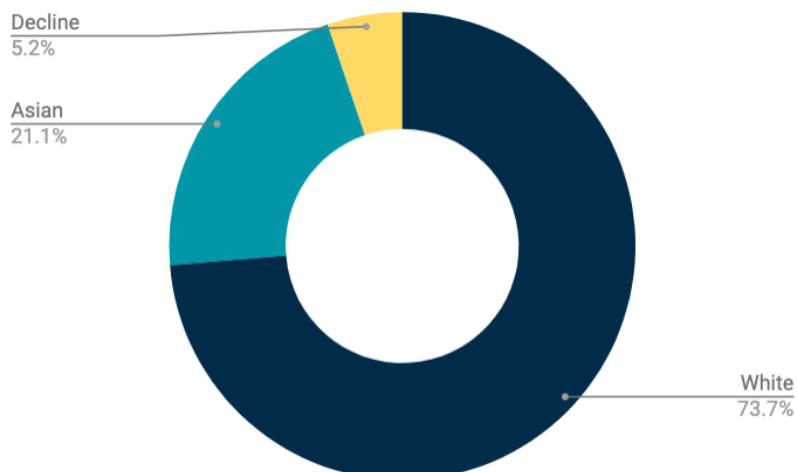
Unicorn Hunt is mostly focused on helping startups match with talent looking for a high-impact role.

Unicorn Hunt's candidate quality score is particularly good and it also performs above average for gender diversity. From our data, it seems that Unicorn Hunt doesn't perform as well as other boards for ethnic diversity.

Candidate Quality Score:

62

Gender Diversity Performance



Ethnic Diversity Performance

Advance Careers



<https://advance.careers/>

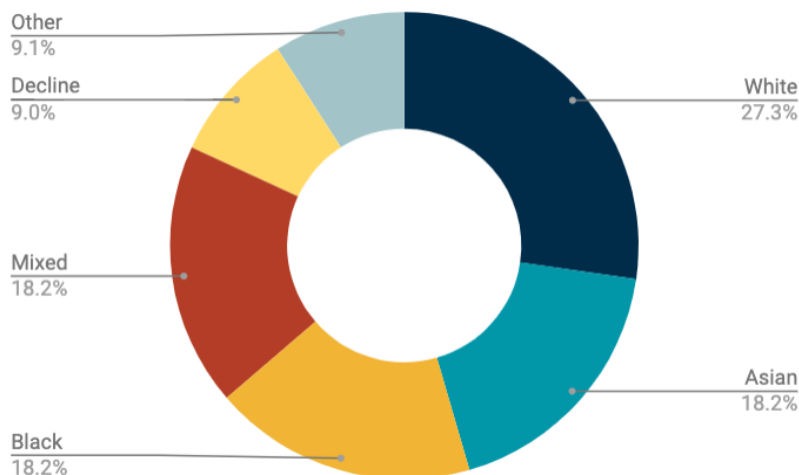
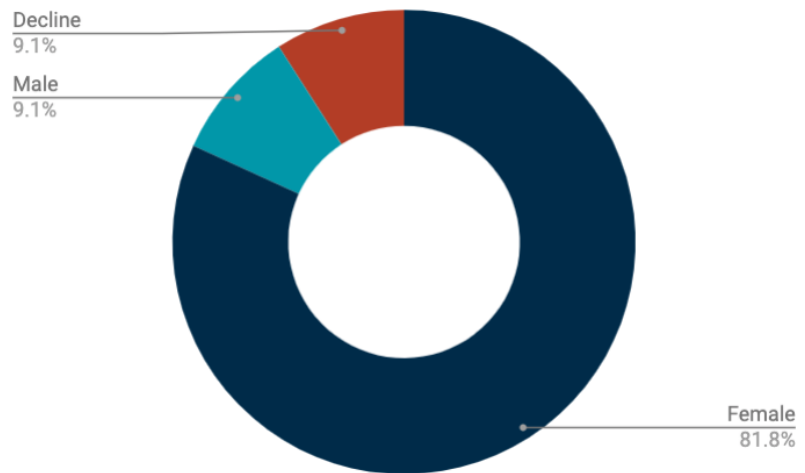
Advance Careers is a job board aimed at young people early in their careers.

It seems Advance Careers seems to be a notable source for increasing gender diversity and has a good balance of ethnic diversity also.

Candidate Quality Score:

62

Gender Diversity Performance



Ethnic Diversity Performance

Bright Network

<https://www.brightnetwork.co.uk/>

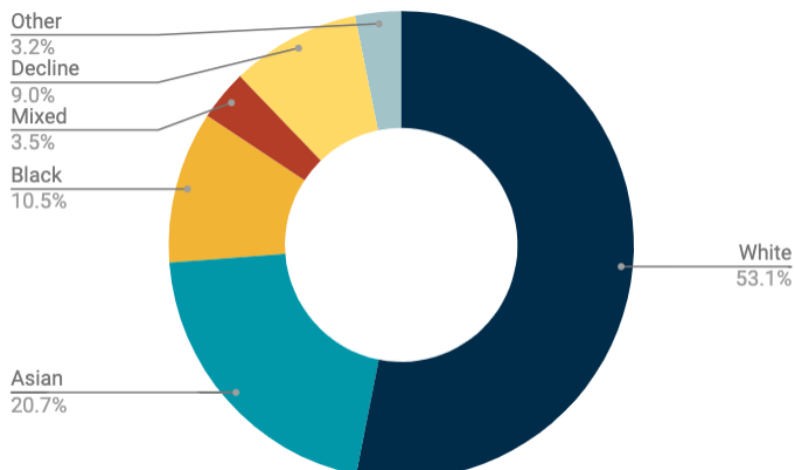
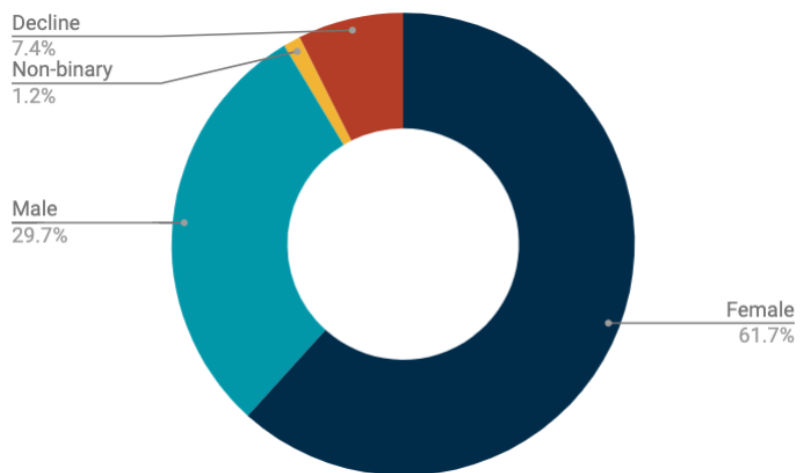
Bright Network is a careers website for connecting undergraduates and graduates with career opportunities. It also measures the diversity of its membership.

Bright Network seems to perform well for having a high proportion of both women and minorities.

Candidate Quality Score:

58

Gender Diversity Performance



Ethnic Diversity Performance

Escape The City



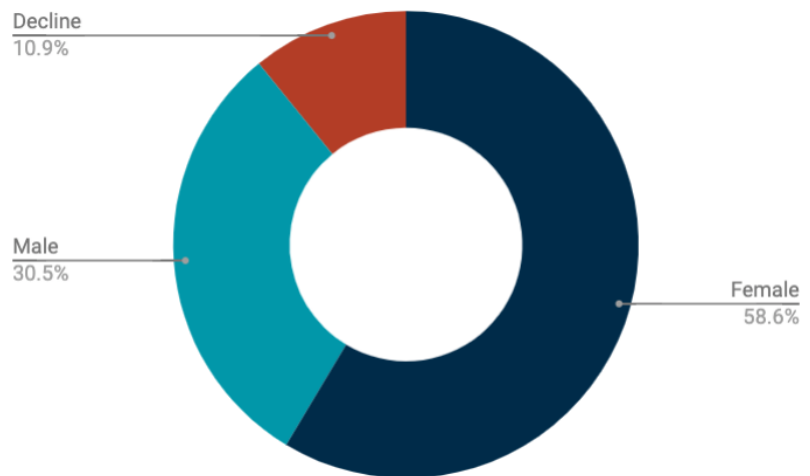
<https://www.escapethecity.org/>

Escape The City sells tired city workers the dream of finding a fulfilling and exciting role, new career path or opportunity to set up a business.

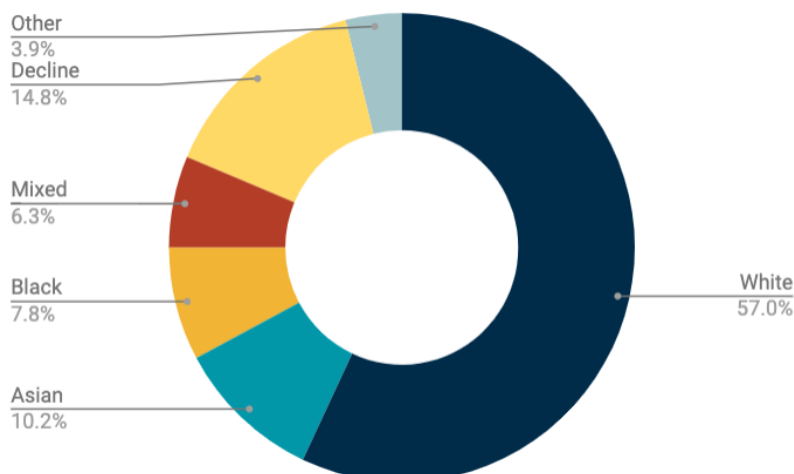
From the data we have, Escape The City seems to rank well for both gender and ethnic diversity.

Candidate Quality Score: 60

Gender Diversity Performance



Ethnic Diversity Performance



Evenbreak



<https://www.evenbreak.co.uk/>

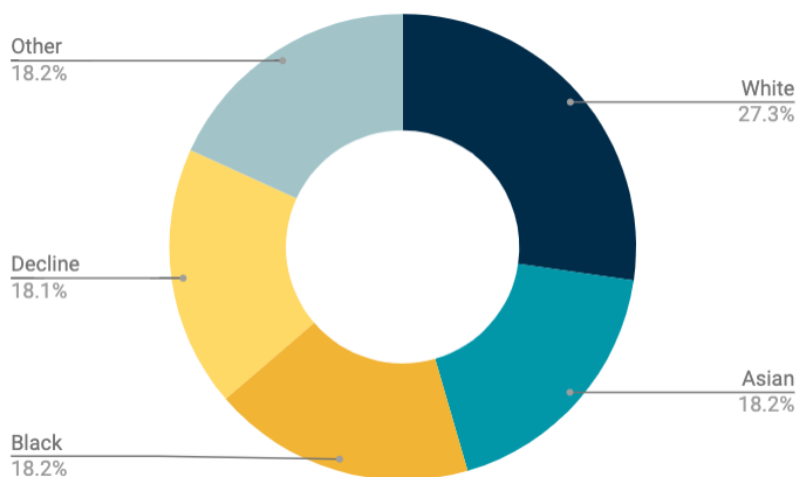
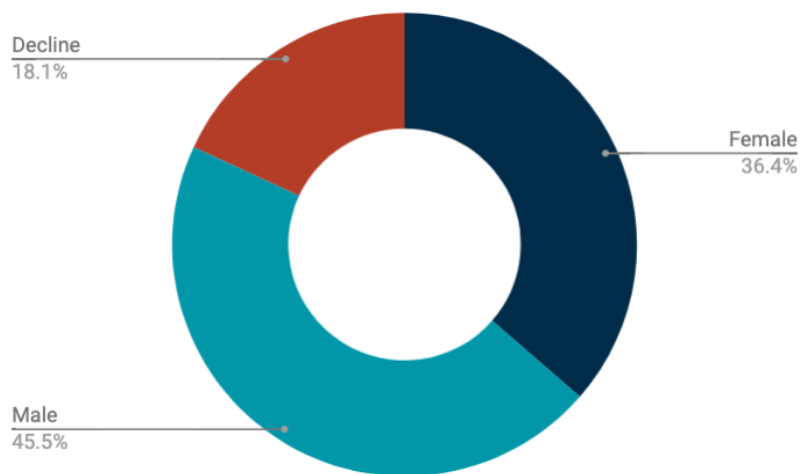
Evenbreak is a job board focused on offering roles to disabled people who can be confident that employers choosing to use Evenbreak are serious about looking beyond disabilities to identify the skills an individual has to offer.

Evenbreak is also a notable source for ethnically diverse candidates.

Candidate Quality Score:

56

Gender Diversity Performance



Ethnic Diversity Performance

UK Startup Jobs



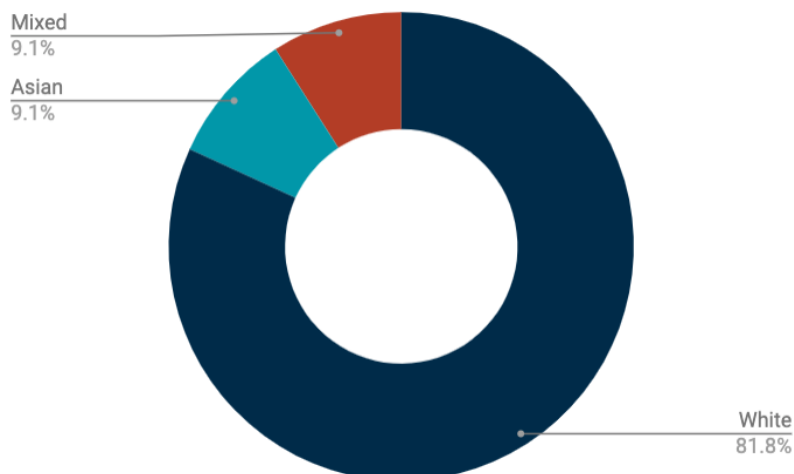
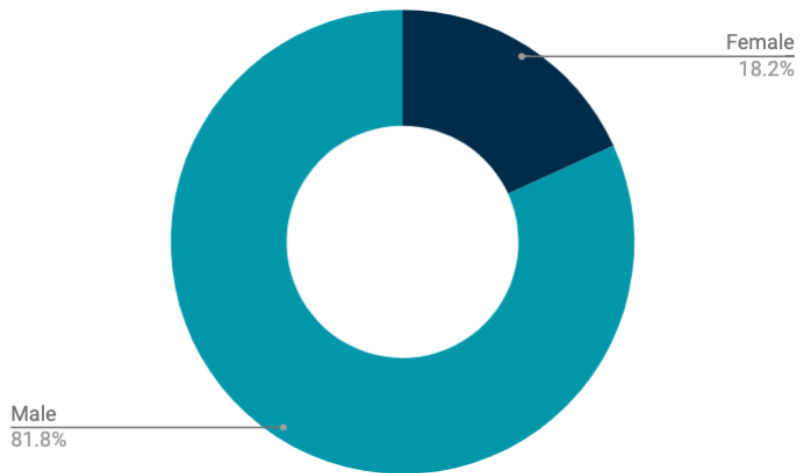
<https://www.ukstartupjobs.com/>

UK Startup Jobs, as you may have guessed, help talented people find jobs at top UK startups and have been doing so since 2011.

UK Startup Jobs seems to have a good quality candidate score, but seems to offer comparatively low levels of diversity.

Candidate Quality Score: **66**

Gender Diversity Performance



Ethnic Diversity Performance

Not Going To Uni



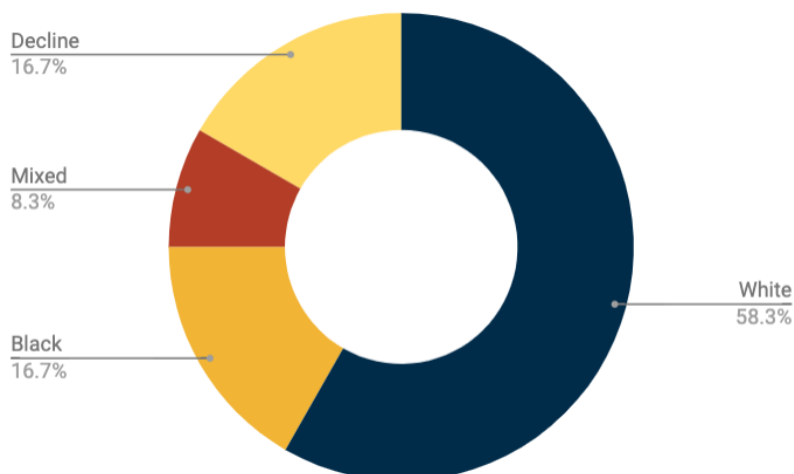
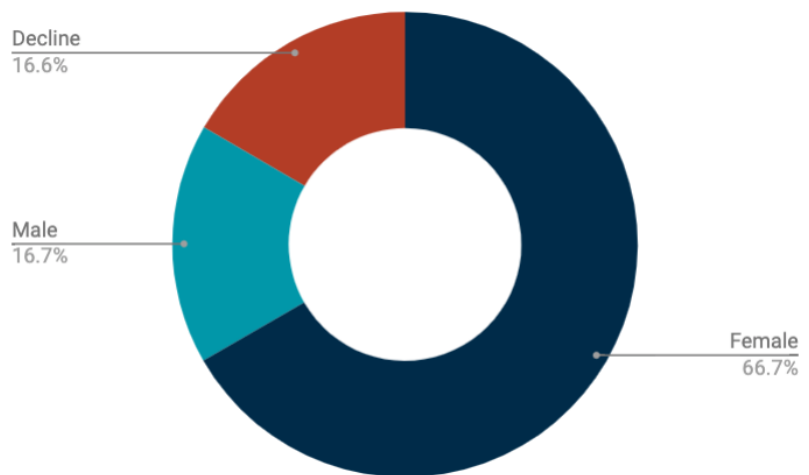
<https://www.notgoingtouni.co.uk/>

Not Going To Uni is a careers site for young people who are looking for alternative career paths that do not involve going to university. The site advertises jobs, gap years, apprenticeships and more.

Not Going To Uni appears to be a good source for gender diverse candidates.

Candidate Quality Score: 56

Gender Diversity Performance



Ethnic Diversity Performance

LinkedIn



<https://www.linkedin.com/>

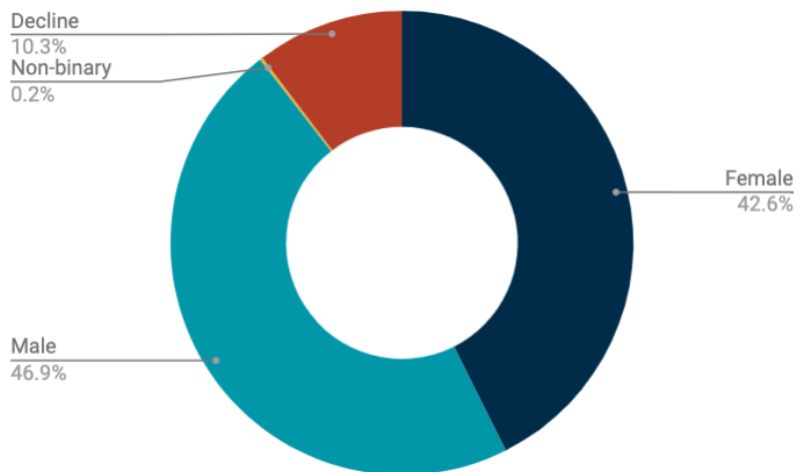
LinkedIn is a social network for professionals. As well as networking, it allows employers to post job adverts and receive applications.

It seems LinkedIn may be a good source for increasing ethnic diversity of applicants.

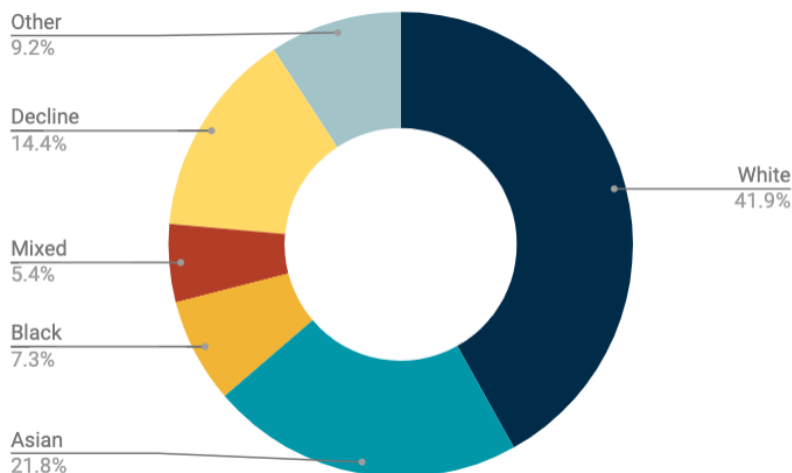
Candidate Quality Score:

54

Gender Diversity Performance



Ethnic Diversity Performance



Timewise Jobs



<https://www.timewisejobs.co.uk/>

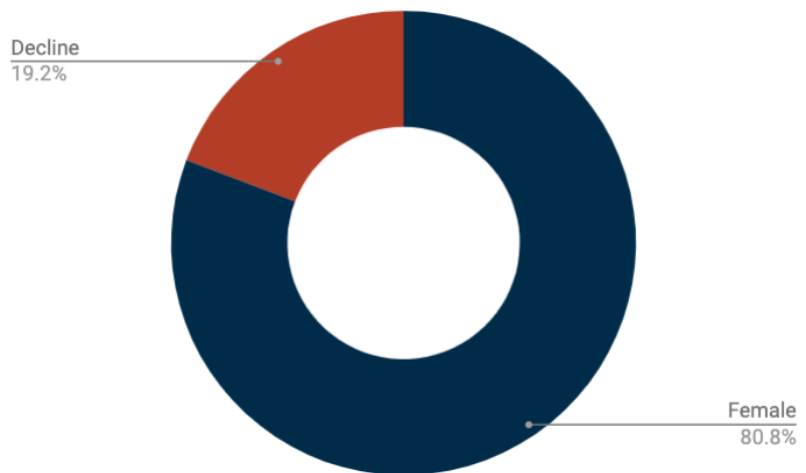
Timewise Jobs is a jobs board specialising in part-time jobs and roles that are open to flexibility, for people with skills and experience.

Their aim now is to make 'quality part-time jobs' easily accessible, across all business sectors and throughout the UK. We want to make all jobs that are open to flexibility more visible to candidates.

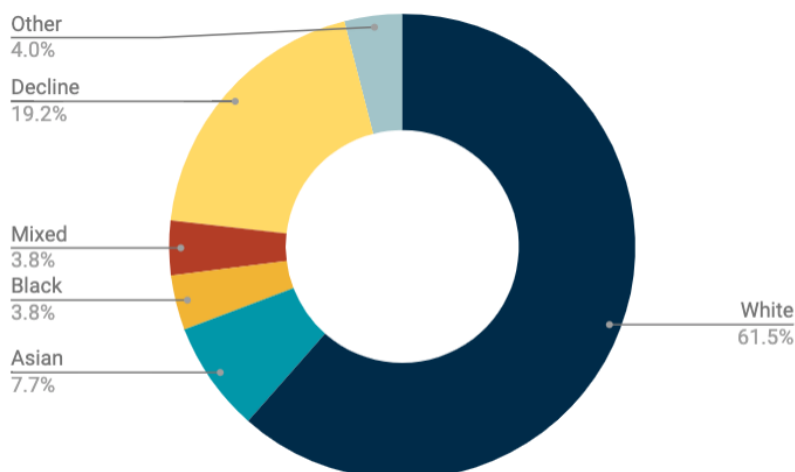
Candidate Quality Score:

52

Gender Diversity Performance



Ethnic Diversity Performance



What next?

Our first stab at this job boards business already includes information that traditional job boards can't give you - *cough* actual data *cough* - but we have lots of other ideas.

One potential tweak is improving our table to include the average score of candidates from each job board COMPARED to the average for the role they were applying for. We also want to provide richer insights for different roles, skill-sets, seniority levels and more.

Our mission is to incorporate data and remove bias from every part of the recruitment process. This can begin with you knowing the best job boards for fairer, smarter hiring.

About Applied

Applied is the essential platform for de-biasing hiring.

By anonymizing applications, leveraging a skill-based methodology, and building transparency and analytics into every step of the process, our platform surfaces genuine talent that would have otherwise been overlooked.

Want to see how we do this?
Request a FREE demo on
www.beapplied.com