

Helen Buchs & Stefan Sacchi, 2011:

Personalsuche und Stellenbesetzung. Kurzreport zur Unternehmensbefragung vom Juni 2010
(Staff recruitment and hiring. Short report on the corporate survey of June 2010)

[abstract]

As well as advertising vacancies in the press or the internet, companies and organizations today have a wide range of recruitment channels open to them, including online channels. In 2010, to learn more about the use of the spectrum of recruitment options available, the Swiss Job Market Monitor surveyed a random sample of companies in all sectors, size categories and regions, throughout Switzerland, asking about their current staff recruitment practices. The survey also focused on the recruitment of staff from other countries, and the number and nature of the positions which are difficult or impossible to fill because of the lack of suitable applications.

This short report (also available in French/Italian) shows that Swiss companies, as well as using various forms of job advertisement, rely heavily on their networks of relationships when recruiting staff. If vacancies are advertised publicly, this is most often by way of the company's own website or an internet job portal. Besides these, the press is still of major importance. New options for advertising jobs, e.g. via online contact networks, are only rarely used so far, and only in addition to established advertising media. For every tenth vacancy, the companies extend their search to other countries, though most of these jobs are also advertised in Switzerland. Furthermore, the results make it clear that there are occupational categories in which it is very difficult to fill vacancies with suitable staff. The staff shortages in engineering, technology and IT were so severe, even in the economically weak year of 2010, that the recruitment process was abandoned as unsuccessful in around one in nine cases. But companies in other fields also have trouble filling vacancies. On average, this applies to around one in twenty positions.