



 Regional director Dana Spasenoska and director Chris Lejsek. Hudson is the largest privately Australian-owned recruitment and talent agency in the Asia-Pacific region.

Dana Spasenoska and Chris Lejsek from Hudson pointed out that 2020 has been very challenging for employers and workers alike.

Not just as a result of COVID-19, "but people also quickly forget that the country was on fire at the beginning of the year," Dana said.

From their own observations they've seen an increase in the demand for ministerial writers, regulatory officers, communications officers, contact centre and customer service positions, project managers, change managers, HR consultants, and more.

This correlates with the Hudson Pulse 2020 report on the impacts of COVID-19 on the workforce. It found that some sectors had an increase in demand for good and services, the top four being government and defence up 29 per cent, information and communication technology up 11 per cent, banking and finance up 10 per cent, and healthcare also up 10 per cent.

To quickly fill the opportunities this increased demand creates, agencies like Hudson are at an advantage due to the relationships they have with clients and with candidates. They can swiftly match people to the right roles for them, not just looking at how their existing skills might transfer, but also matching them with their interests and career aspirations.

"The current market is very contract-driven," Chris explains, "so it's about having access to people immediately who have been vetted, with security clearance and police checking done and they're ready to work."

As another benefit, for such contract work "we place them in the roles and they are our employees, so that means the clients are benefiting from the convenience of our payroll service too."

In terms of what makes you a better candidate, Dana says "be aware of your social presence. Don't be too opinionated, and always be seen as a professional. Also keep abreast of any of the new tech in your space."

Chris added to that, saying "Given today's market, especially over the last few months, you can help yourself by being a bit more flexible in terms of the hours you have to work, perhaps even accept reducing them a bit to get a foot in the door or get that opportunity."

Another thing they believe is critical is the ability to work remotely.

"There's also been more of a shift with managers to have more of an outcomes focus rather than time in a chair. So it's a case of everyone embracing that flexibility and realising there's more benefits to be had on both sides," Chris said.

Hudson has been through this experience too. Dana said "It forced us to think differently, about our business processes, and being agile is the key. We went from having 30 people in the office to leading a team virtually and that presented its own challenges, but also an opportunity to meet everybody in a more personal way."

Helpfully for managers, Hudson have developed a Digital Working Playbook, with useful guidance to assist those who are new to the concept of working with their teams online.

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