

# RECRUITER NATION



## How to Hire in the Most Competitive Labor Market Ever

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May 1, 2019

# Agenda

- About Jobvite / About Me
- State of the Hiring Economy
- The Buyer's Job Market
- 4 Ways Improve Hiring with Candidate-Centric Recruiting



# Jobvite Strategic Services

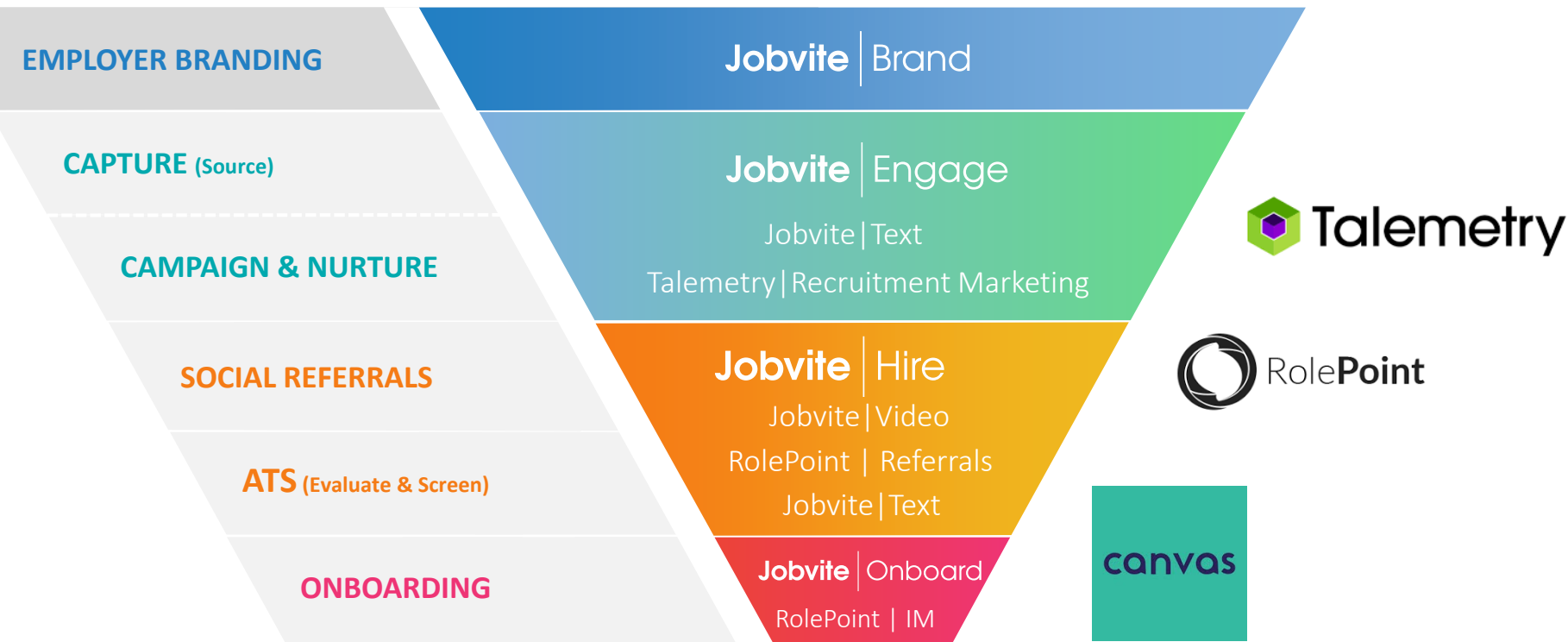


**Janine Woodworth**  
Jobvite  
Director, Strategic Services

Talent Acquisition Expertise & Consultation



# Jobvite



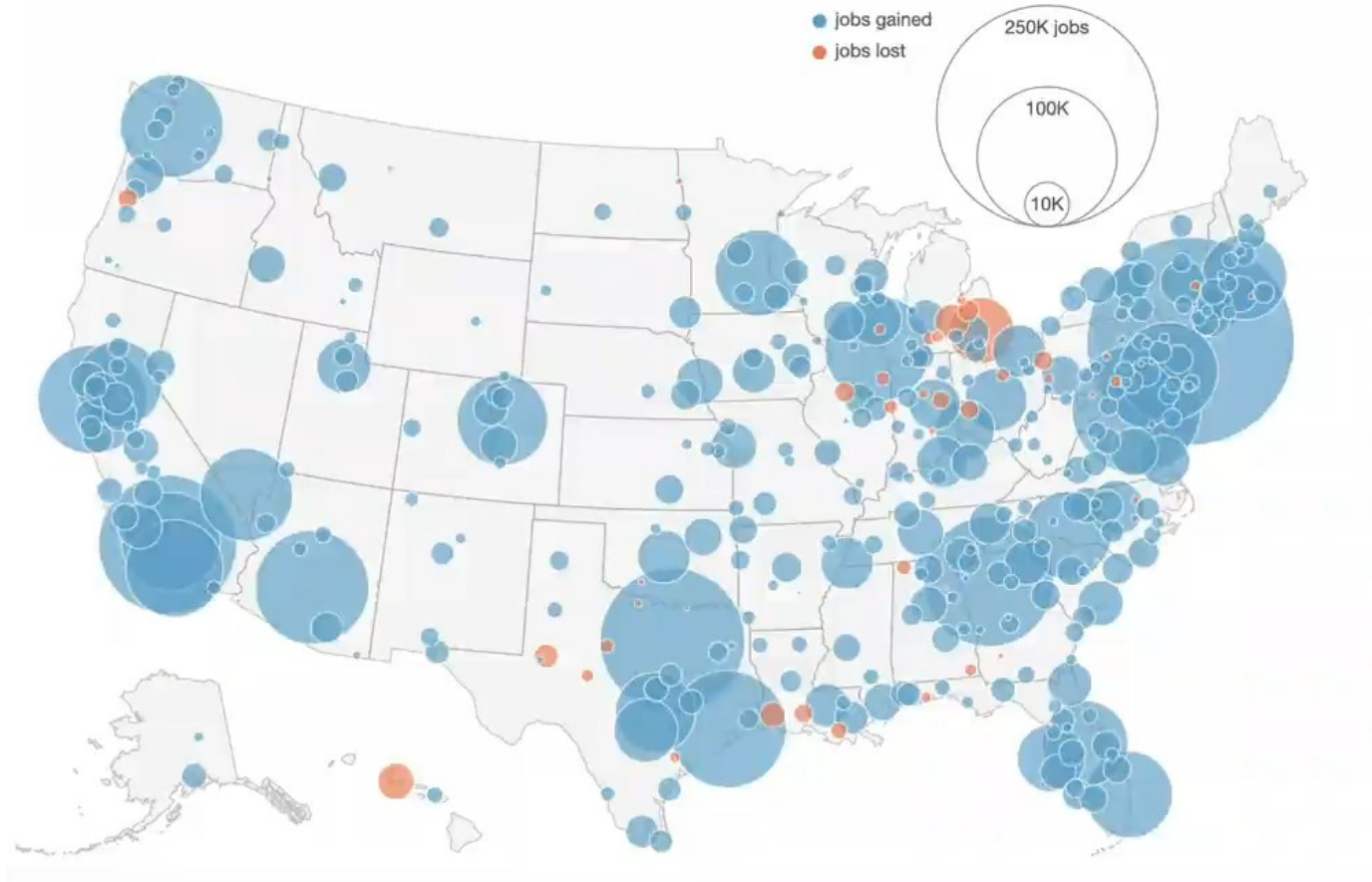
12 months ending on:  
**JAN 1999**



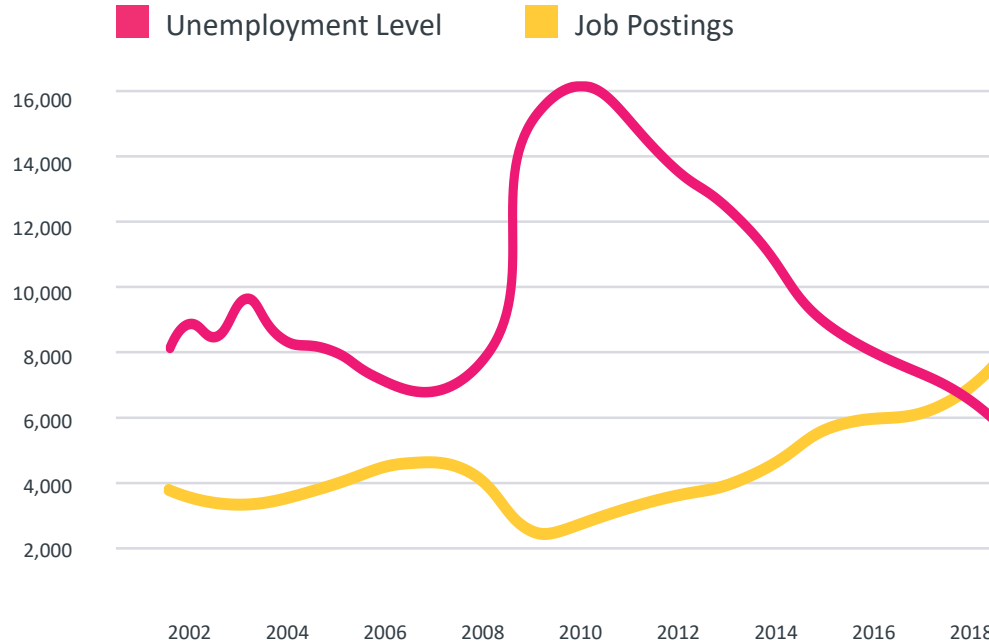
'99 '00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17 '18 Jun 2018

## Geography of Jobs

NET JOB GAINS / LOSSES  
BY METROPOLITAN  
STATISTICAL AREA



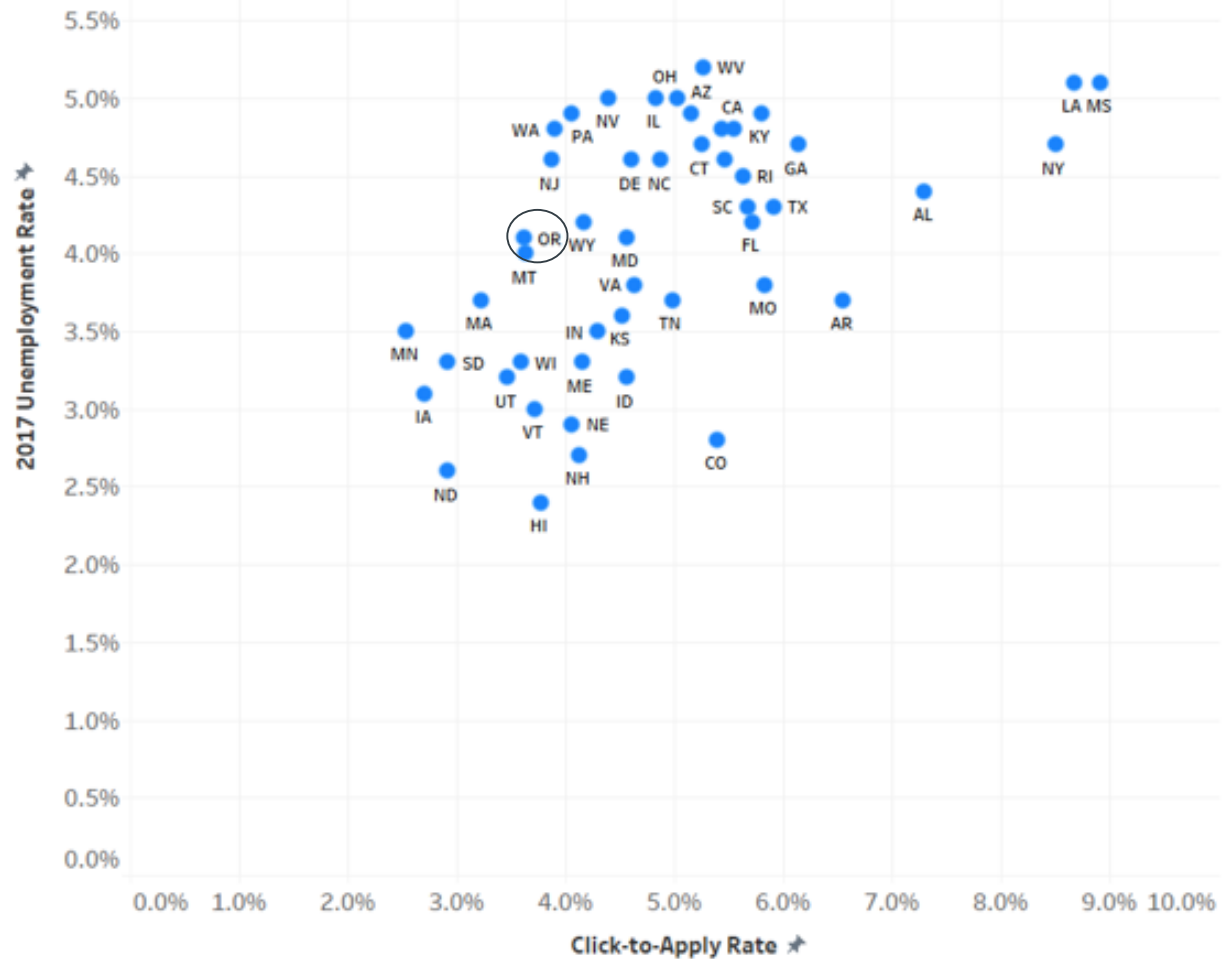
# Right Now There Are More Job Openings Than People to Fill Them



In Q4 2018, there were **6.3 million** unemployed persons versus **6.9 million** open jobs.



## A Granular Look – Unemployment vs CR% by Market





# Job (S)hopping is the New Normal

**2.8 Years**

Average Tenure  
at Job for  
Millennials

**15-20**

Average  
Number of Jobs  
Millennials Will  
Hold in Lifetime

**43%**

of Millennials  
Expect to Leave  
after 2 years

**60%**

Millennials are  
Open to a  
New Job





# Candidates are Rejecting Companies with Outdated Systems and Practices

60%

abandon complex  
online applications

72%

share bad experiences  
via social media and  
personal networks

85%

won't consider your  
company again after a  
bad experience



# If You Don't Tell Your Brand Story, They'll Tell It For You



**57%** start their research on your company website.



**25%** check out your LinkedIn and Facebook pages.



**28%** of millennials look at your Instagram page.

**76%** of candidates research companies during their job search.

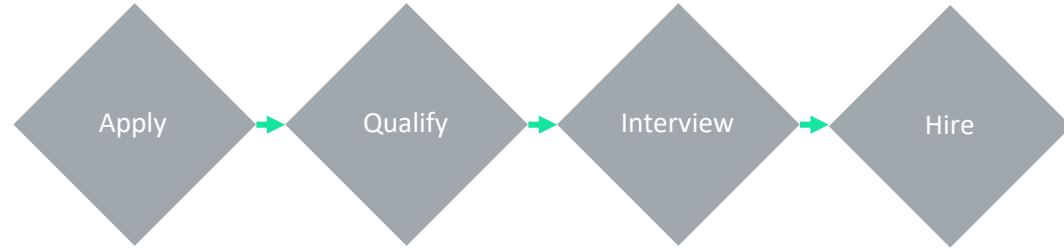


# Modern Recruiting Must Go Beyond

## OLD SCOPE

administrative efficiency

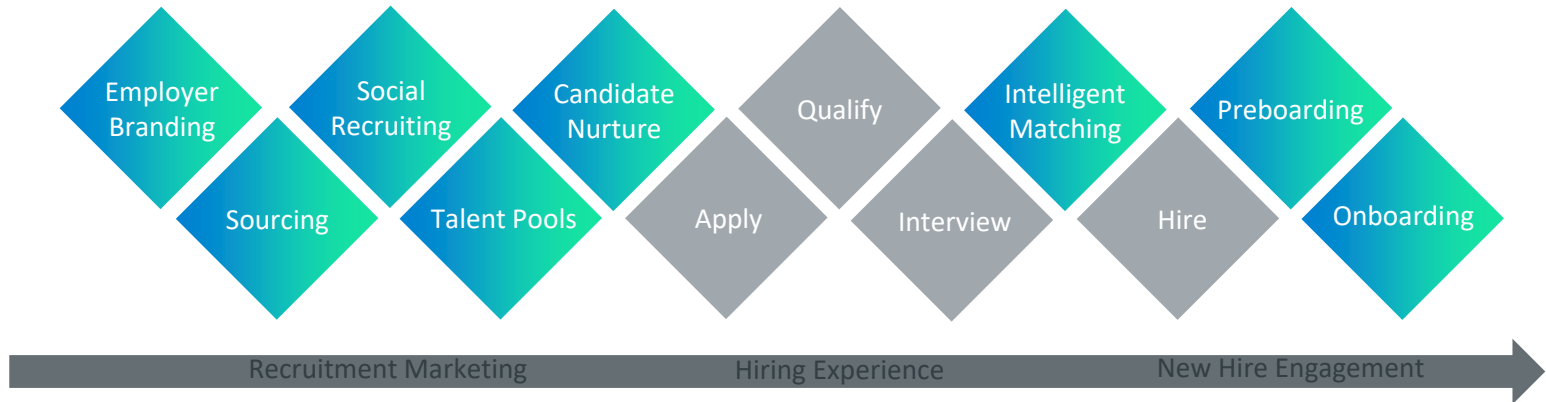
straightforward: “post and pray”



## NEW SCOPE

quality and speed

continuous candidate engagement : “First Look to First Day”



# Jobvite's Evolution to Candidate-Centric Recruiting



# Understand Your Recruiting Metrics and the Story They Tell

## 2018 Recruiting Funnel Benchmark Results

	2015	2016	2017	2018
Visitors to Applicants *	11%	9%	12%	21%
Applicants per Open Requisition	59	52	36	29
Applicants to Interviews	12%	15%	12%	12%
Interviews to Offers	17%	20%	28%	28%
Offers to Hires	89%	83%	91%	95%
Top-to-Bottom	0.2%	0.3%	0.4%	0.7%
Average Time-to-Hire (Days)	41	39	38	38

\*Visitors to Apply Pages = 1-12% depending on employment brand, apply process, etc.

▶ Best Sources

▶ Challenging Bottlenecks

▶ Find Your Areas of Opportunities to Optimize!



## 4 Things You Can Start Doing Now

**Jobvite**

1

2

3

4

- Job Requirements
- Become a Marketeer
- Candidate Experience (closing the loop)
- Referrals, Referrals, Referrals

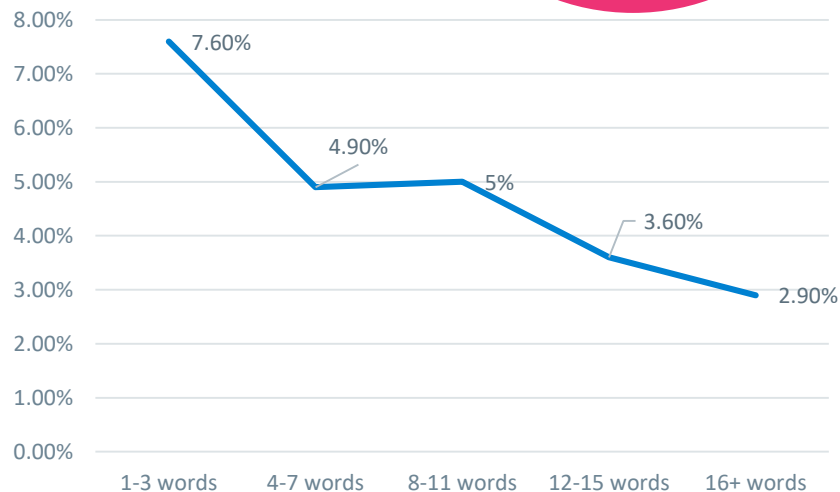
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# Align On Job Requirements

- Meet with Hiring Manager First
- Meet with Hiring Team Second
- Determine Job Title and Job Description Third
- The **Shorter** your Job Titles, the **More** Clicks Your Jobs Will Receive
- Enable quick and simple feedback from your hiring team

**162%**  
increase in  
clicks with 3  
words vs.  
16+





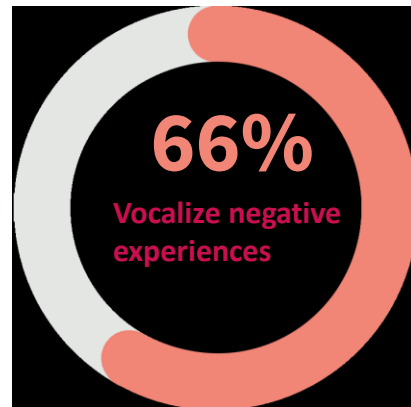
# Become a Marketeer

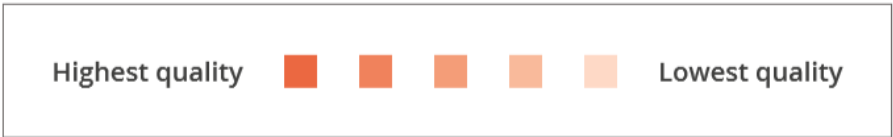
- ▶ Secret shopper
- ▶ Engage in employee focus groups
- ▶ Identify target applicants & markets
- ▶ Partner with marketing
- ▶ Produce compelling content & build brand
- ▶ Engage in social channels to share events & culture
- ▶ Learn from retailers for inspiration
- ▶ Career Website
  - Easy navigation and search
  - Compelling content for targeted talent
  - Quick & mobile apply



# Candidate Engagement & Experience

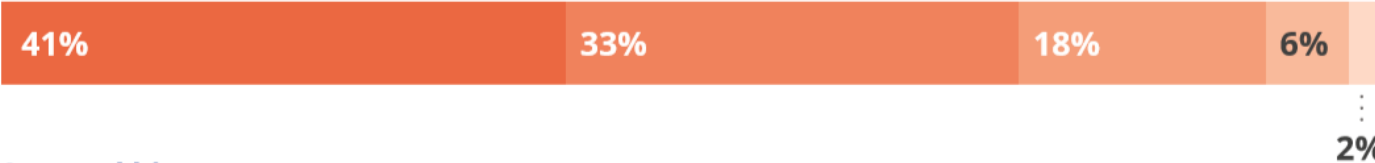
- ▶ Forge relationships with candidates
  - Listen more and communicate often
  - Set clear expectations of the process from pre-application to onboarding
- ▶ Maintain engaged talent pool
  - Consistent outreach with unique content
- ▶ Create brand advocates within organization and talent pool
  - Recruiting is a team effort; the more team members engaged, the better the overall experience
- ▶ Expand recruiting team and delegate employer branding efforts
  - Hiring managers, team members, executives
- ▶ Be 'present' with your candidates
  - Set reasonable standards for yourself on time between communication with all candidates
- ▶ Close the loop as soon as possible
  - Whether making an offer or moving on, don't delay



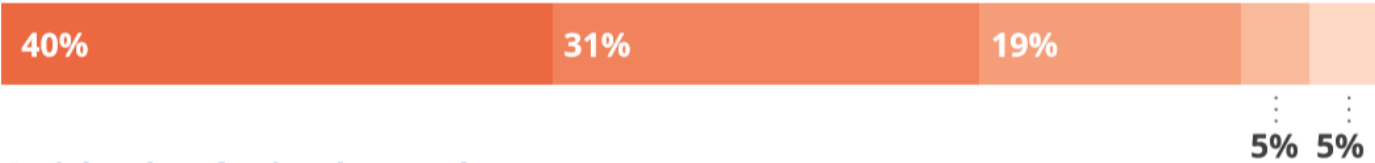


# Employees Drive 80% of Quality Hires!

## Employee referrals



## Internal hires



## Social and professional networks



## Job boards



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## Thank You

Questions? Email Me:  
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