JOBVITE

Hiring Spotlight:

How Purpose-Built Talent Acquisition Tackles Top Challenges in Specific Sectors

Manufacturing

Healthcare

Technology

Today's Turbulent Labor Market

The job market continues to be challenging and stressful for employers and candidates alike. The latest Job Openings and Labor Turnover Summary from the BLS estimated that there were around **twice as many open positions** as candidates on the market.

Record levels of turnover are making it hard for recruiters to keep positions filled with qualified talent, while in other sectors like big technology, layoffs are regularly making news headlines. While employees in some sectors are quitting at a rapid rate to search for better compensation, remote work flexibility, and supportive workplace culture, others are facing workforce reductions as companies attempt to adjust for slower growth and respond to the federal government's attempts to curb inflation.

The latest unemployment rate of 3.7% is near record-level historic lows with significant job gains made recently in healthcare, professional and technical services, and manufacturing.

Some workers continue looking for change, and for many, that means switching employers as well as roles. In fact, 45% of job seekers are actively looking for a new job, and of those, **54% have not looked internally** for a new position. In the current climate, the most strategic companies are evaluating their recruitment programs to find areas and experiences to optimize for candidates, hiring managers, and recruiters, even during an uncertain labor market.

The latest unemployment rate of 3.7% is near record-level historic lows with significant job gains made recently in healthcare, professional and technical services, and manufacturing.

Hiring is More Challenging Than Ever Before

Eight-one percent of recruiting teams reported that hiring is more challenging today than a year ago. Between high turnover and increased candidate expectations, recruiters are more stressed than ever to find and hire quality talent. Some of the stress comes from recruiting teams not having the resources or support they need to hire in today's complex market. An incredible **42% of recruiters** shared that they don't have the resources they need to be successful.

There's an increasing disconnect between what company leadership assumes recruiters need and what they actually need to find and hire top talent. In fact, **58% of recruiters** believe that leadership doesn't understand their role in the organization, making it more difficult to do their jobs. And 65% of recruiters reported that their job is more stressful today than this time last year.

The biggest challenges for recruiters today are:

· Leadership not understanding their critical role in the organization

· Not having the right tools and technology to hire top talent

· Increased hiring competition in the job market

An incredible **42% of recruiters shared that they don't have the resources they need** to be successful.

jobvite.com

Hiring in the Manufacturing Industry

Beyond the complexity of hiring in the overall labor market, let's take a look at current sectors that have seen additional job growth. Just this October, the manufacturing industry added 32,000 jobs, according to the Bureau of Labor Statistics, primarily in durable goods. The increase in manufacturing employment has increased an average of 37,000 jobs throughout 2022 versus 30,000 in 2021.

This means that there is more hiring activity going on than ever before within the manufacturing sector. And it means that qualified candidates are getting harder to find and are even harder to impress. Recruiters in the manufacturing industry are trying to overcome the challenges of keeping pace with hiring demands, increased candidate expectations, and economic downturn — not to mention already tapped-into talent pools. Hiring teams within manufacturing have had to adapt to the changing labor market to find and attract quality talent before they're snagged by competitors.

For job seekers considering roles in the manufacturing industry, they do not have significant amounts of time to engage with recruiters during the day. They need an intuitive hiring process that they can complete quickly on their own schedule, while getting an idea of what it's like to work for the manufacturing company. Recruiting teams in this industry must prioritize new technology and enhance the candidate experience to help find and hire qualified manufacturing talent.

What Manufacturing Job Seekers Want

The Great Reshuffle led to employees searching for better opportunities at companies that offer a better value proposition. It has put – and kept – candidates in the driver's seat for job offer negotiations. Job seekers in the manufacturing industry are looking for better all-around experiences and seeking employers that can provide it. Their main priority in the job hunt is finding better salaries and compensation. In fact, 49% of job seekers reported that they believe they could make more money right now simply by switching jobs.

They're also focused on finding:

- More paid time off (PTO)

- Better health insurance

- Better DE&I across an organization

- Employee bonus programs
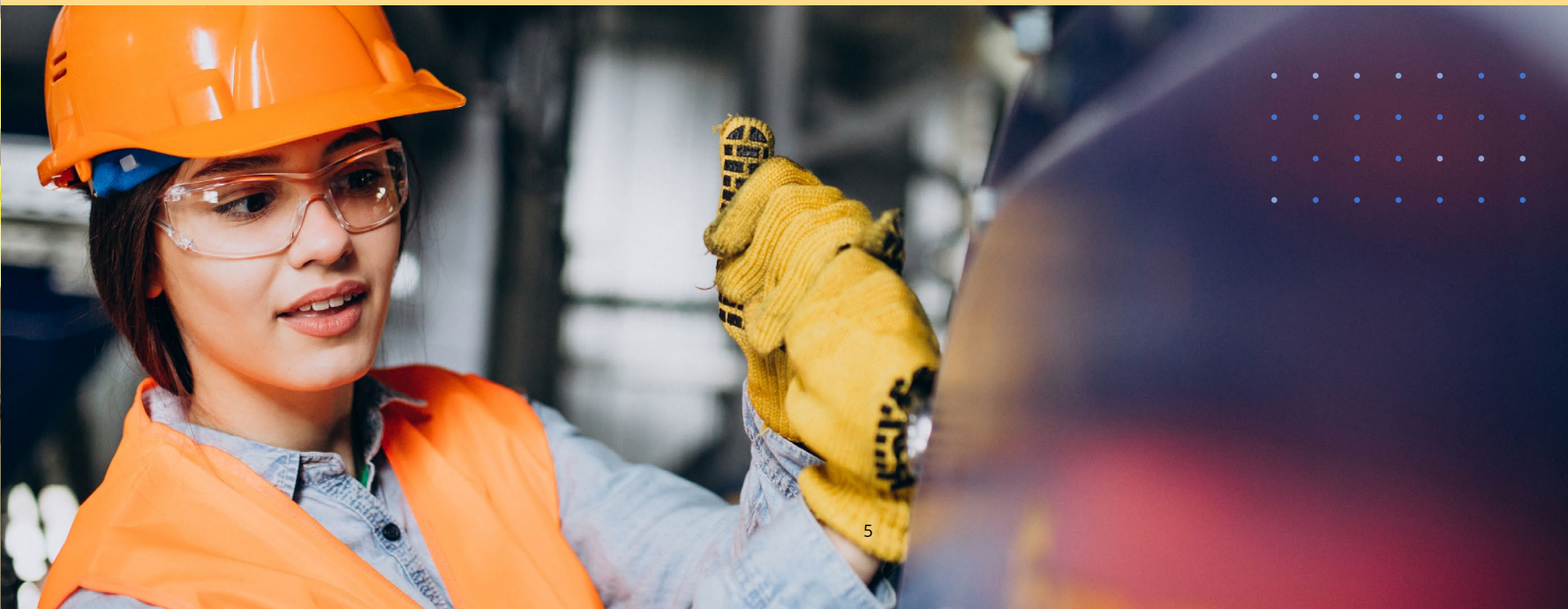
Recruiting Strategies for Manufacturing Candidates

Recruiters are finding ways to keep candidate funnels diverse during the hiring process by keeping an open mind about applicant requirements. Recruiting teams have to rethink their idea of an ideal candidate and review outdated, irrelevant role requirements for ones that accommodate a wider diversity of talent. Hiring managers are now focusing on soft skills like leadership and communication as parameters for screening.

With overused talent pools, recruiting teams have had to source candidates from different places, and even revisit some old standbys like posting on job boards. Using professional groups to source talent for highly technical roles that are hard to fill, like engineers, have provided more successful for recruiters in looking for new sources of talent. These and other sourcing strategies are helping recruiters grow talent networks with qualified candidates for their manufacturing roles.

6

Hiring in the Healthcare Industry

The healthcare sector has also seen significant employment gains this year. Jobs in healthcare rose by 53,000 during the month of October, with gains in ambulatory health care services, nursing and residential care facilities, and hospitals. This increase in 2022 has been considerably more than in 2021, averaging 47,000 new hires per month versus the 9,000 per month that characterized 2021.

Part of the reason for high growth during the year is in response to the pandemic. If any industry has taken a hit in the past few years, it's healthcare. While healthcare workers experienced high levels of burnout and left their jobs in large numbers, recruiters have been tasked with backfilling positions and expanding staffing levels — often with small or no recruiting teams to help.

High turnover in the healthcare industry and the need to attract new healthcare workers has required employers to update their hiring practices. Candidates have been clear about their expectations like flexibility and better pay, and recruiting teams are working to make that happen.

Increased Stress and Limited Talent Pools

The healthcare sector will likely continue to add jobs over the next year, resulting in fierce competition for talent among healthcare organizations. This means recruiting teams must stay the course in an uncertain market and require solutions that will streamline their talent acquisition activities. Talent leaders in healthcare institutions must help create conditions to scale hiring based on their needs and support better recruiter, hiring manager, and candidate experiences.

Another recruiting challenge in the healthcare industry is overused talent pools. With qualified candidates burnt out and looking to switch to remote work or move locations, recruiters are pressed to find applicants that are eager to join healthcare companies at the local level. Healthcare companies must differentiate their employer brands to stand out in a crowded market and attract new talent to their company.

Time and Effort-Saving Healthcare Recruiting Strategies

Strategic talent acquisition teams within the healthcare sector have stayed agile during this reshuffle by streamlining their hiring and onboarding activities and reducing complexity. By adopting centralized recruiting technology that is purpose-built to drive recruiting results, the best healthcare recruiters have streamlined TA activities and delivered higher volumes of quality candidates to fill open roles and deliver higher levels of quality care to patients. Talent acquisition technology is transforming hiring teams in healthcare by automating manual tasks and providing real-time data and insights on the effectiveness of the hiring process.

For example, one of the most popular tools with recruiters is intelligent messaging, allowing them to automatically engage with healthcare talent at all stages of the hiring process. Texting and chatbots allow candidates to apply for open healthcare roles, ask questions, and learn about open positions without having to wait for a recruiter's response.

25% of healthcare workers encountered new technologies in their job hunt that helped them answer their questions more quickly.

Hiring in the Technology Industry

The technology sector has entered a more complicated phase of hiring recently. While technology firms hired between 15,300 and 20,700 jobs in October alone, notable layoffs also made headlines with tens of thousands of workers laid off from tech giants across the industry. More than 20,300 U.S. tech employees have been let go in November alone, but the overall technology industry has seen employment increase by 28% in 2022, according to a jobs report from CompTIA.

Candidates in the technology sector have long controlled the job market, demanding higher salaries, more flexibility, and remote-first cultures, and until recently, employers have been willing to give it to them. While there is significant uncertainty among big technology firms, the technology sector overall is strong and growth is still positive.

Despite the last several months, the candidate-driven job market has given tech industry workers the opportunity to ask for more from their employers. High turnover and increasing candidate expectations have made it challenging for recruiting teams to find and hire top talent. Companies have had to adapt to the competitive market by improving their recruiting programs and increasing benefits.

Yet as technology employers tighten their spending and lay employees off in the short-term, candidate demands will likely take a back-seat. The most strategic tech firms recognize, however, that keeping job seekers engaged and even staying in touch with employees that have been let go is a prudent strategy for the long-term.
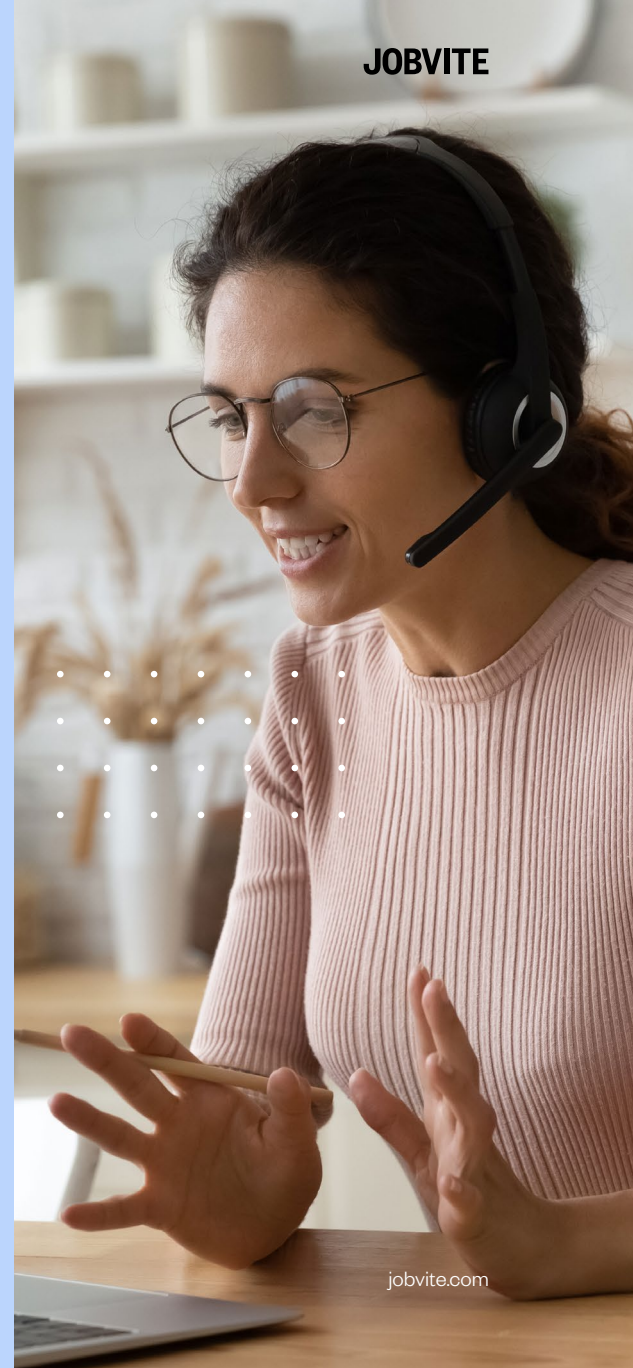
What Tech Candidates Want

Despite an uncertain outlook, tech workers still desire remote work flexibility and higher pay in which to perform their job. In fact, 27% of job seekers who were actively looking for a new job were searching for **better compensation**, and 16% were looking for more **flexibility to work from home**.

Tech industry candidates want to work in a place where they feel supported no matter who they are. They want a company that takes DE&I seriously and are making it a priority to improve their organization and culture. Employees are looking for a company with empathy and the opportunity to be themselves every day.

27% of recruiters reported that in the past year they've had technology candidates turn down an interview or job offer due to a lack of diversity in their workforce.

Best Practices to Win Top Tech Talent

While short-term trends may reduce hiring volume in the technology sector, it's essential that recruiting teams prioritize nurturing relationships with technology candidates. Whether they currently have a number of open positions to fill, or anticipate hiring to pick-up when inflation and the economy stabilize, the talent acquisition function must prepare and optimize recruitment activities for tech workers.

Leveraging purpose-built recruitment technology to keep candidates informed and engaged, especially for highly technical roles with specific skills or certification requirements, is a strategic imperative for organizations. The most sophisticated talent teams recognize they need more than point solutions to manage the complexity of hiring technology employees and have adopted specialized talent acquisition suites to tackle the entire talent acquisition lifecycle. This enables them to scale hiring efforts, centralize recruiting activities, and more effectively nurture job seekers.

From a tactical perspective, 48% of recruiters shared that they have been **posting more on targeted job boards or increasing ad spend** to attract the right types of tech workers. By directly targeting workers for technical roles on specific channels, talent teams can more effectively attract the right types of candidates and more effectively and efficiently hire for open tech positions.

No Matter the Sector, Deliver Exceptional Experiences

Today's highly competitive job market has made it even more crucial for employers to reduce complexity and streamline talent acquisition activities to make hiring more scalable and predictable. With uncertainty in the labor market, intense competition for talent, limited visibility into candidate supply and demand, and multiple point solutions to manage across the talent journey, organizations find themselves struggling to keep up.

One way for companies to stay competitive, differentiate themselves in a crowded market, and attract higher quality talent is to focus on improving candidate, recruiter, and hiring manager experiences. In talent acquisition, this is known as the recruiting experience trifecta. Simply, it's giving candidates and hiring teams experiences they deserve.

By giving recruiters the technology they need to compete, they can drive efficiencies across the talent acquisition lifecycle. By aligning hiring teams and improving collaboration, hiring managers can attract the talented team members they need to drive performance. And by giving candidates an outstanding experience that nurtures them throughout their journey, job seekers will be more likely to develop a relationship with your company that converts them at each stage of the talent journey. Let's take a look at each one of these separately.

Recruiters Want and Need More from Employers

In today's competitive labor market, simply having an applicant tracking system or a few other point solutions is no longer enough to help recruiting teams find and hire top talent. Recruiters need a fully integrated, end-to-end talent acquisition suite that allows them to optimize and automate their hiring process. This suite should offer automated job postings, candidate screening, interview scheduling, and onboarding.

Without these capabilities, recruiters will be forced to waste time on tedious tasks that could be automated. As a result, they will be less productive and more likely to leave your company in pursuit of a better tech stack. According to Aptitude Research, 1 in 2 recruiters would leave their job for another company that had better technology.

By investing in a unified talent acquisition suite, you can give your recruiters the tools they need to be successful and keep them happy at your company. In short, if they don't have great technology with your company, they'll find a place that does.

Recruiters also need quick and effective communication from leadership, hiring managers, and internal teams to hire the right employees. Delaying any stage of the hiring process can result in losing valuable candidates that recruiters have spent hours, days, and weeks attracting to the role.

Investing in technologies that allow for easier, instant communication between hiring managers and recruiters is one of the most important decisions to empower recruiters. Shortening the feedback loop helps recruiters relay information and updates quickly to candidates throughout the recruiting process. Technology is half the battle, but investing in hiring manager training and creating space for them to both do their job and weigh in on important candidate feedback is also crucial.

As the talent landscape continues to evolve, recruiting teams have also had to get even more agile and learn how to analyze key recruiting metrics to improve the hiring process. As challenges arise, talent teams need to adjust the recruiting process — and a robust analytics platform that automatically reports on key metrics to stakeholders helps teams make data-driven decisions in real-time. If your recruitment team doesn't know the analytics crucial to their role, they cannot work effectively. By understanding which metrics matter most and tracking them accordingly, you can make informed decisions that will help streamline your hiring process and improve the quality of your hires.

Recognizing that the contributions of recruiters, their opinions on the technology they use, and their treatment in the organization is vital. The most strategic leaders are investing in programs and solutions that empower their recruiting teams to automate manual tasks and focus on the most valuable aspects of nurturing candidates. With one-third of a recruiter's time spent sourcing candidates, it is essential that talent acquisition leaders eliminate these manual tasks through recruiting automation technology, so recruiters can do what they do best — focus on the human aspects of recruiting. When recruiters are valued and have a say in the technologies they use, they are more likely to stay at an organization. As a result, their organizations are able to thrive in an increasingly competitive marketplace.

Optimize the Hiring Manager Experience to Work Seamlessly with Recruiters

A gap in communication between recruiters and hiring managers can be detrimental to a company's recruiting program, but many talent acquisition teams lack the technology and processes to fix one. With 85% of positions filled in four weeks or less, talent teams need to move quickly to attract and hire the right candidates.

Hiring managers and recruiters should be on the same page about a role, so they know the perfect candidate as soon as they find them and can quickly respond during the process to keep them engaged. Make sure the hiring manager lays out important details like salary budget and role requirements before recruiters start sourcing.

Leverage automated interview scheduling and use intelligent messaging tools like automated chatbots and texting to help quickly answer candidate questions without making them wait. Streamlined talent acquisition technology also shortens the feedback loop by automating tedious tasks like soliciting feedback from hiring managers after candidate interviews.

Deliver an Incredible Candidate Experience to Drive Recruiting Outcomes

So much of the candidate experience comes down to one thing — candidates want to be valued. One study even suggests more than 9 in 10 senior HR professionals agree that the quality of candidate experience directly impacts the quality of hire. The best way to engage job seekers is to ensure they have a positive impression and experience from the first look to the first day. This is particularly important based on the current labor market, with 1 in 3 hires leaving in their first 90 days after joining a company.

Job seekers have a lengthy list of expectations for their employers when searching for a job:

- An easy, intuitive, mobile-optimized application process
- Timely responses and proactive communication from recruiters throughout the process
- Clear expectations set by recruiters and hiring managers for timeline, salary, and steps in the hiring process
- A supportive workplace that prioritizes the improvement of DEI in company culture
- A remote-first or hybrid work environment
- Competitive benefits for insurance, PTO, salary, and bonus programs
- A short feedback loop with recruiters and hiring managers

When you communicate consistently, provide a streamlined process, and give candidates what they want and need, you will likely motivate top talent to accept your job offer even before a competitor has a chance to extend one. Simply said, the candidate experience is essential to attracting and hiring better quality talent, and it is within your control to deliver.

Another simple step to ensure a great candidate experience is to make sure your employer brand is consistently presented through every aspect of their recruitment process. This means that employers should consider the look and feel of their website, social media, and other places where candidates may interact with their company. Beyond consistency, they should also align with the values and mission of the business.

Candidate experience matters to the success of your organization more than you think. Providing a quality candidate experience allows you to find and recruit top-quality talent to impact the success of your business. A solid candidate experience also ensures you can build a robust talent pipeline and employer brand that will strengthen your reputation relative to competitors.
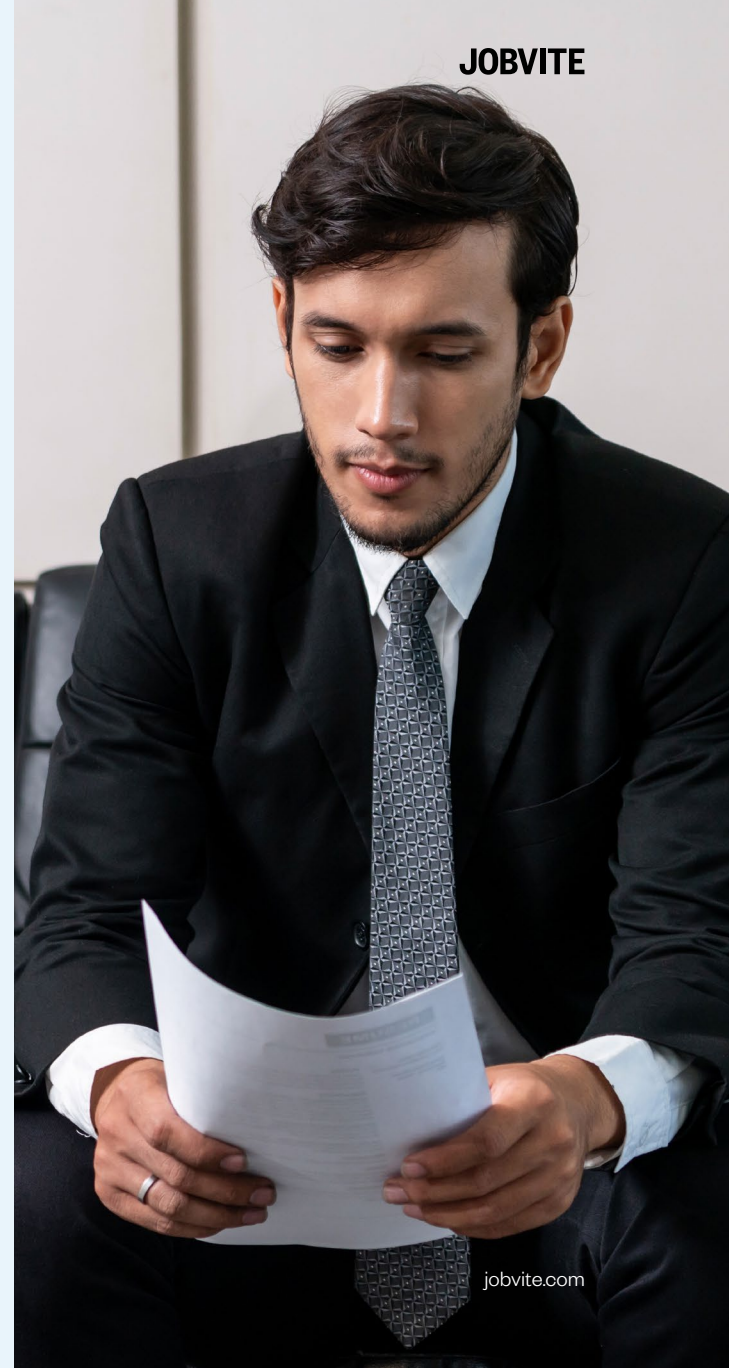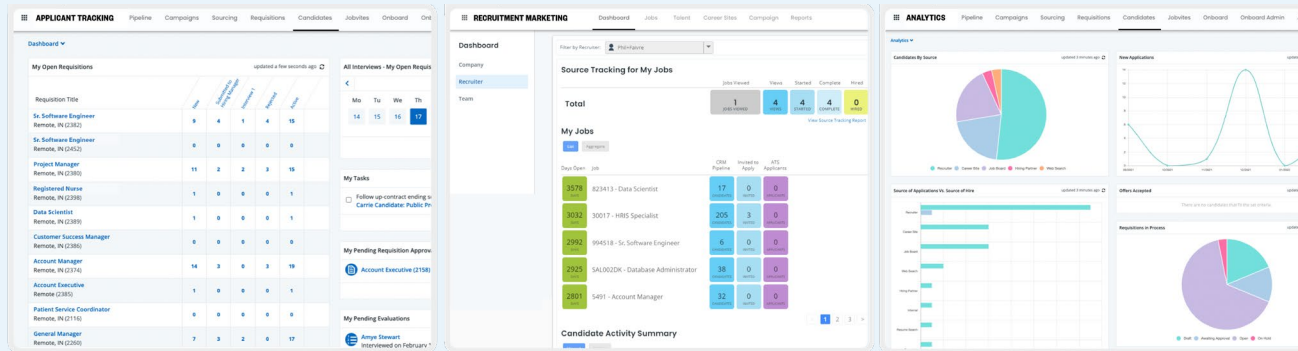
The Evolve Talent Acquisition Suite Solves Complex Hiring Challenges

Managing the complexity of talent acquisition activities in today's chaotic labor market can feel nearly impossible. But with Jobvite, you can tackle specific hiring needs in your sector and scale up or down in your business as your recruiting needs change. Give candidates and hiring teams experiences they deserve by bringing together every aspect of talent acquisition into a single solution — the Evolve Talent Acquisition Suite. It's everything you need to deliver results, all in one place.

Jobvite's platform offers top-notch interactions, reduces strain on recruiters, and keeps your hiring team aligned. Provide personalized experiences, build relationships, and advance your employer brand. With AI-driven automation built in, you can automate sourcing, outreach, and interactions to empower enterprise-wide recruiting results.

Go beyond point solutions to tackle the entire talent acquisition lifecycle and deliver more predictable hiring outcomes for your business. From employer branding, recruitment marketing, applicant management, onboarding, employee referrals, internal mobility, advanced analytics, and more, the Evolve Talent Acquisition Suite is purpose-built to address your greatest talent acquisition roadblocks and optimize your hiring outcomes.

# Navigate Hiring Uncertainty and Deliver Predictable Results in Your Organization

Looking to leverage an end-to-end solution helps you manage turbulence within the labor market? Then look to the Evolve Talent Acquisition Suite to enhance your candidate pipeline, accelerate hiring outcomes, and optimize candidate experiences. With our purpose-built, end-to-end Evolve Suite, you can fill requisitions faster, improve time-to-hire, and bring more high-quality candidates into the pipeline.

Jobvite's Evolve Talent Acquisition Suite meets your team **where you are** and takes your enterprise to the **next level**. If you're ready to reduce hiring complexity, then connect with a member of our team and see how to streamline hiring in your business.

WATCH PRODUCT TOUR

SUBSCRIBE TO THE JOBVITE BLOG
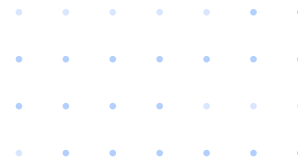
About Jobvite

Jobvite, an Employ Inc. brand, is leading the next wave of talent acquisition innovation with a marketing-centric approach to recruiting. Jobvite's Evolve Talent Acquisition Suite offers more breadth and depth in functionality than any other talent acquisition technology available in the market, addressing the entire hiring lifecycle.

To learn more, visit jobvite.com or follow the company on social media @Jobvite.

JOBVITE