

For employers today, understanding job seeker mindset and behavior is critical

Introduction

to connecting with them more effectively and staying competitive in a tight labor market. The Job Seeker Quadrant™ and the persona descriptions provided here serve

as a guide for companies and recruiting teams as they seek to get to know the motivations, triggers, characteristics, and behaviors of candidates looking for new roles.

Diligent/High-Volume Job Seekers

employ

Job Seeker Quadrant™



Diligent/Selective Job Seekers



Sporadic/Selective Job Seekers

Sporadic/High-Volume Job Seekers









Trigger: Job Alerts and Economic Concerns

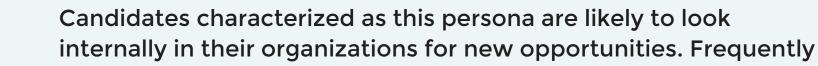
Diligent/High-Volume Job Seekers

Apply Method: Indeed/LinkedIn; Career Site

to Find Opportunities



Challenges: Not Knowing Where to Look, Length of Time



Approximately 10% of Job Seekers



Most of these candidates are optimistic it will take them less than one month to find a new job. They're likely to apply for a job with a large salary range with an organization that has strong company leadership. The way to make a big impact on these candidates is by offering an easy scheduling process for interviews.

updating their resume, these candidates will apply even if they

doubt the employer is hiring. They can get frustrated with the job

application process and abandon an application if it takes too long.

Sporadic/High-Volume Job Seekers



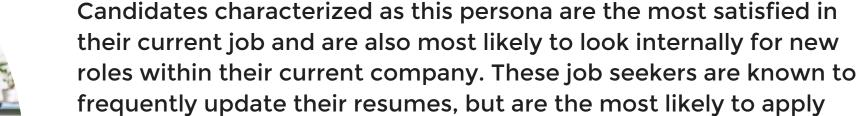
Apply Method: Indeed/LinkedIn; Career Site

Job Seeking Status: 67%+ Open to New Job

Challenges: Not Knowing Where to Look

Approximately 25% of Job Seekers

Trigger: Bad Day

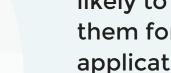


with no intention of taking a new job.

As these candidates skew younger in age, one of their primary motivations is looking for career advancement opportunities. From a job search perspective, they are likely to abandon job applications if they require registration, but accept if they don't hear back from employers for jobs they've applied to.



Diligent/Selective Job Seekers



internally within their current organization for new roles and less likely to apply for a new job if they believe an employer won't hire them for the position. They are also more likely to abandon a job application if it takes too long.

good candidate experience.

Candidates characterized as this persona are less likely to look

Half of these job seekers are unlikely to apply for a job with a

attributes the explanation of a company's mission and values as a

large salary range. This group of job seekers also typically

Approximately 40% of Job Seekers

Sporadic/Selective Job Seekers Trigger: Boredom and Burnout



Apply Method: Submit Resume to Person at Company; **Company Website** Job Seeking Status: Half Actively Looking

Candidates in this persona are the least likely of any group to use

social media or update their resumes for an application. This group

has a greater proportion of older workers, including Baby Boomers

amounts of time into an application or to have learned a new skill

Challenges: Finding Jobs in Field & Deceiving Job Descriptions

and Generation X, and are least likely to apply for a role if they believe the employer won't hire them. Candidates in this category are also unlikely to put significant

Approximately 25% of Job Seekers

in the past 12 months. These candidates also believe the hiring process takes too long and want personal rejection notes, emails, or notices if not selected for a role.



Employers Can Respond to Candidate Preferences, Perceptions, and Personas.

Download the full Q1 2023 Employ Quarterly Insights Report here:

Report: Examining Employer and Job Seeker Realities in the Current Job Market: How

Employ Quarterly Insights Report | Q1 2023