

RECRUITMENT TRENDS



A CANDIDATE DRIVEN MARKET

Over the last 12 months, we have all heard about The Great Resignation. A candidate-driven market is one of its effects. The market has seen a shift in power, with more jobs than candidates available tipping the scales in favour of applicants.

With many employers eager to hire from a smaller pool of talent (border restrictions responsible), demand has driven up the salaries and benefits available to these candidates.

This means that recruiters will have to work harder to stand out and attract top talent. The same tried and tested tactics may no longer be enough to win the race for in-demand talent.

The creation of [internal talent pools](#) is proving to be a very successful recruitment trend. Recruiters can nurture talent pools by keeping them involved and interested in the company by sending job openings, events, and other career information.

[Check out our guide to
Combating The Great
Resignation](#)



REMOTE RECRUITMENT

In spite of the complexities and the challenges that accompany remote working arrangements, up to **37%** of jobs can now be performed remotely. In Australia, there was more than a **200%** increase in remote work in some states (NSW, ACT, and Victoria).

Organisations are getting accustomed to the idea of remote work, and this has opened up possibilities for a global network of talent. No longer constrained by brick and mortar offices, organisations can hire the best people in the world – not just their city.

A hiring process that combines virtual and in-person processes will become increasingly standard due to the associated cost and time savings, according to 70 percent of respondents to a LinkedIn survey.

[Check out our Complete Guide to Hiring Remote Workers](#)



DIGITAL TRANSFORMATION AND VIRTUAL PRACTICES

Digital transformation in recruitment is the use of technology dedicated to solving the numerous challenges in the process such as the increasing volume of candidates, fluctuating hiring needs, budget cutbacks, and inability to arrange in-person interviews and meetings.

Tools and strategies such as online video interviewing, digital candidate experience, and digital assessment have changed from “nice to have” to ‘business-critical’

The global pandemic prompted an unavoidable uptick in virtual hiring, with many organisations establishing an end-to-end virtual recruiting process for the first time.

However, this is a trend that will continue throughout 2022 with **61%** of recruiters expecting video interviews to be the default interview mode moving forward – particularly for entry-level candidates. (Forbes)



Up to 46% of current work activities in Australia could be automated by 2030



PEOPLE ANALYTICS ARE INFLUENCING STRATEGY



As organisations become more sophisticated in the way they use analytics, HR is playing a greater role in influencing company-wide strategy. Organisations are moving from descriptive analytics to diagnostic and predictive analytics. The majority of HR teams still sit in the descriptive stage, where they can capture data to tell them what's happening – but aren't yet digging into the 'why' of those metrics. 71% of companies see people analytics as a high priority, but only 9% believe they have a good understanding of which aspect of talent management drives performance in their organisations.

Organisations that are more mature in their use of metrics sit in the diagnostic stage, where they can understand the 'why' of their metrics – and adjust their approach to meet strategic goals.

Across the board, HR professionals are getting better at identifying the metrics that matter. Organisations are holistically looking at analytics across the entire talent lifecycle – from performance to retention, engagement, assessment, workforce planning, and skill gap analysis to inform their recruitment strategy. But there are roadblocks – many organisations still lack the technology and skills required to surface meaningful people analytics.

"Analytics isn't a core skill set that recruiters have had in the past, so without proper training they lack confidence in their ability to surface analytics and present them at a strategic level."

- Gerard Ward, Managing Director - Testgrid



DIVERSITY, EQUITY & INCLUSION

According to the JobVite '2021 Recruiter National Report', the number of job seekers who are inquiring about the DE&I commitment and initiatives in companies is steadily growing year on year. Moreover, [49%](#) of the surveyed recruiters have experienced candidates turning down an interview or a job offer because of the lack of diversity in the workplace.

The global shift to remote work will likely make recruitment processes more accessible to people previously excluded, including:

- Differently-abled individuals who can only work from home
- Primary caregivers—who need flexible schedules
- Neuroatypical people who struggle with interviews and personality assessments
- Introverts who struggle with recruitment processes or opt-out of on-premise work

While this opens up exciting opportunities for creating more diverse and innovative teams, it also poses brand-new challenges. The shift to remote work may create new forms of exclusion, leaving out:

- Economically disadvantaged people who do not have the appropriate tools or internet connection quality for working from home
- People who are not digitally fluent, including older adults.
- Extroverts who are not as effective in remote work environments.

Recruiters must understand the new DE&I challenges brought on by the shift to remote work in order to tackle them. For example, knowing that poor audio and video quality creates a bias in the recruitment process might lead to reassessing the value of the video interview in specific recruiting processes.



[Check out our Diversity and Inclusion Guide](#)



THE NEED FOR SOFT SKILLS

Skills are the currency of the future. We are in the midst of a national skills shortage that's predicted to grow to 29 million skills in deficit by 2030.

The bulk of these missing skills will be soft skills, with two thirds of jobs created between now and then expected to be strongly reliant on skills like communication and empathy. To address this skills shortage, recruiters are shifting their focus to hire for the ability to adapt to changing roles in flexible organisational structures.

Between now and 2030, demand for social and emotional skills will grow across all industries by **26%** (McKinsey)

While some of these skills – such as empathy – are innate, others – such as advanced communication – can be honed and taught.

At the start of this decade, the typical worker lacked 1.2 of the critical skills needed by employers seeking to fill a given position. Today, the average worker is missing nearly two of the 18 critical skills advertised for a job, equating to 23 million skills shortages across the economy.



EVP, EMPLOYER BRANDING & COMPANY CULTURE

Having a strong Employer Value Proposition (EVP) is fundamental for both candidates and existing workers and it is now becoming a real competitive differentiator.

According to the Corporate Leadership Council's research, a clearly outlined and well-executed EVP can decrease annual employee turnover by 69% and thus, lower recruitment costs. Moreover, it can also boost employee advocacy from 24% to 47% which results in a better quality of hire and mutual understanding between both employers and employees.

As a whole, it builds better employer branding which has become a crucial business investment for many companies. Employer brand encompasses every touchpoint a person has with your organisation. At present, only 55% of recruiting leaders are taking advantage of this recruitment trend to attract talent.

Candidates aren't just focusing on monetary incentives, perks, or corporate prestige: they also want culture, values, and ethics alignment. A study of workers in the UK found 42% of the workforce want to work for an organisation that has a positive impact on the world.

Your careers site and social media presence, the endorsements of employees, and reviews of the company on Glassdoor all contribute to how your organisation is perceived. The challenge is not just projecting a great employer brand, but maintaining authenticity across these touchpoints.



The number one obstacle candidates experience when searching for a job is not knowing what it's like to work at the organisation. One way organisations are addressing this is with 'A day in the life' videos that follow an employee on a regular day in their role. These videos are displayed on an organisation's careers site to give jobseekers a behind-the-scenes look into the company from the employee perspective. These videos should be informal and personal. "Applicants should see the people they're going to work with, and authenticity is key," says Gerard Ward



As digital natives, millennials have grown up researching reviews as their default mechanism before making a decision. They've got their eyes wide open - and they're not interested in a controlled marketing exercise, it's about real-life.

Gerard Ward,
Managing Director - Testgrid



FINAL THOUGHTS

Evolution comes with adapting and changing and 2022 is bringing with it some rapid changes. The effects of the pandemic, a talent shortage, and a myriad of other factors have all forced the industry to adapt. As we head into the new year, employers and recruiters need to be prepared.

The organisations who will win the war for talent in 2022 are those that use the latest technology to deliver an exceptional candidate experience.



Interested to know how you can apply these trends in your organisation?

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