

2018 Recruiter
Nation Survey

THE TIPPING POINT

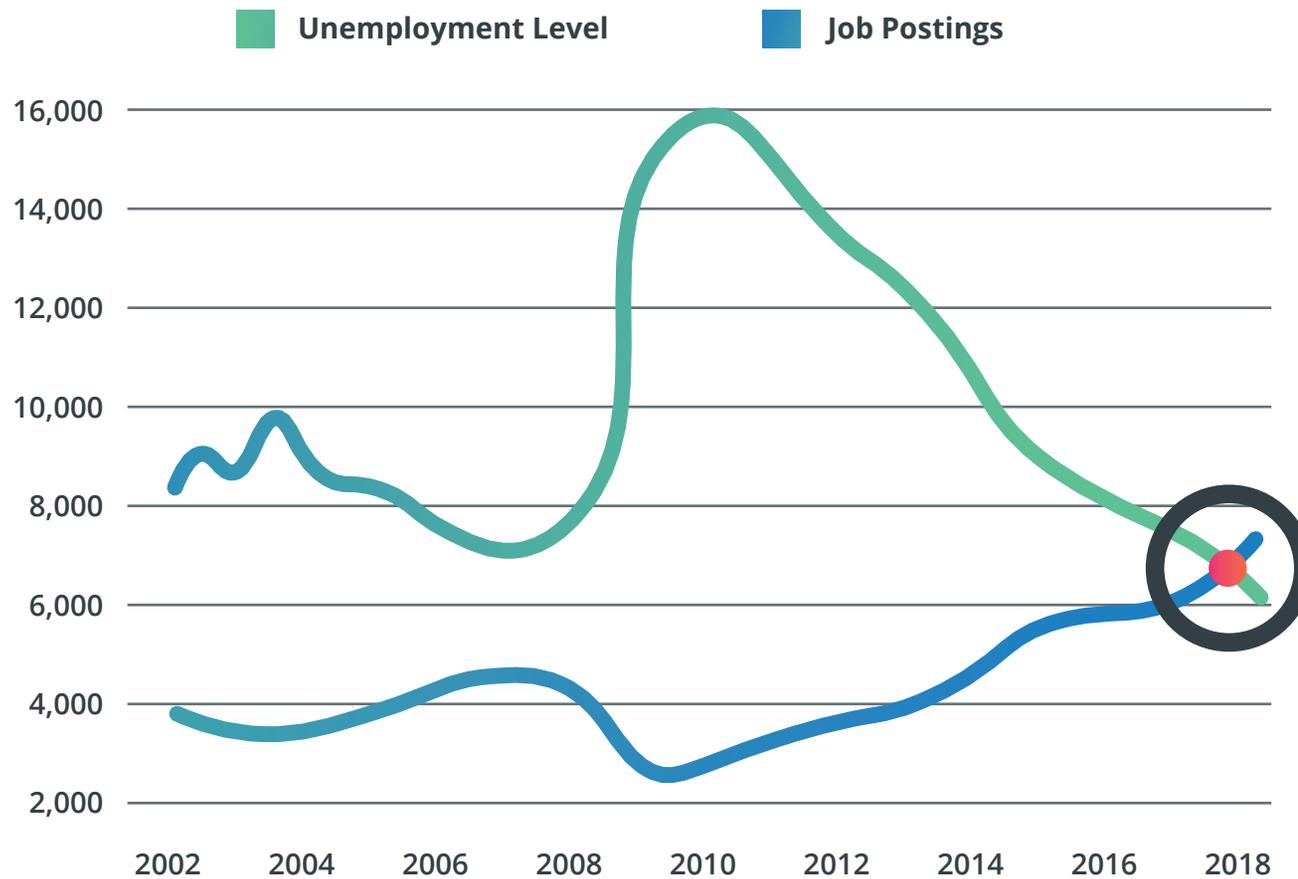
The Next Chapter
in Recruiting

According to the Bureau of Labor Statistics, the United States unemployment rate fell to 3.7% in October 2018, a record low since December 1969. With jobless rates so low and the economy booming, there's never been a better time to be an American in the workforce. But that also means there's never been a harder time to be a recruiter.

While for years we've been hearing about a tough talent market, this year, we've reached a tipping point. With more open jobs than people to fill them, and the market at near full employment, recruiters have been forced to leave the old school behind and try new things. So recruiters are getting creative, finding new ways to reach candidates where they are — whether that's on Instagram or via text. They're reevaluating what success looks like today, with quality hires and retention rates becoming higher priority than time and cost-per-hire.

With such complex dynamics at play, we surveyed over 850 hiring professionals to better understand recruiting today — and how 2018 has forced the industry to evolve.

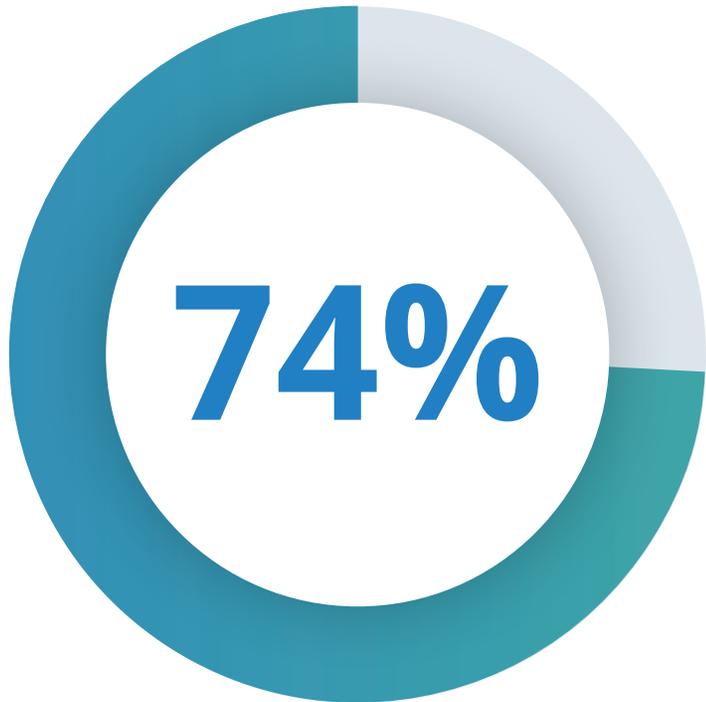
In 2018, There Are Now More Job Openings Than People to Fill Them



Source: Bureau of Labor Statistics

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

A Tight Labor Market Means More Competition for Recruiters



Recruiters believe hiring will become more competitive in the next 12 months.

As the competition heads up, recruiters anticipate filling fewer jobs over the next year:

44% believe they will fill less than 25 jobs in the next year at their company.

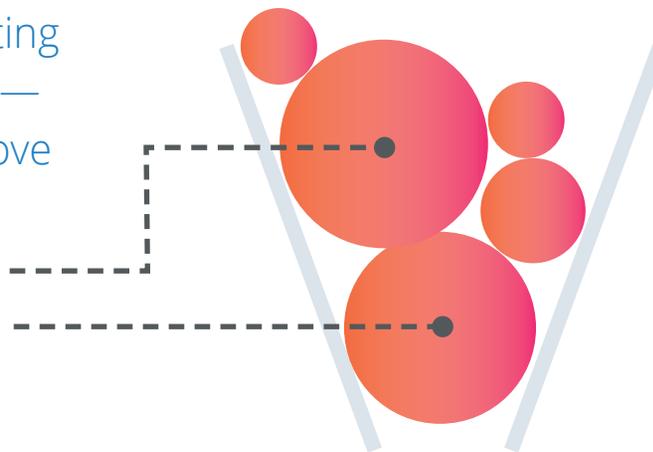
Loyalty Trumps Cost When It Comes to Success

Recruiters know that a good candidate is hard to find—and they don't want to let them go.

The most important success metric for recruiters:



The biggest bottleneck to recruiting is working with hiring managers — like when waiting for them to move candidates through the hiring process (**50%**) or to review resumes (**44%**).

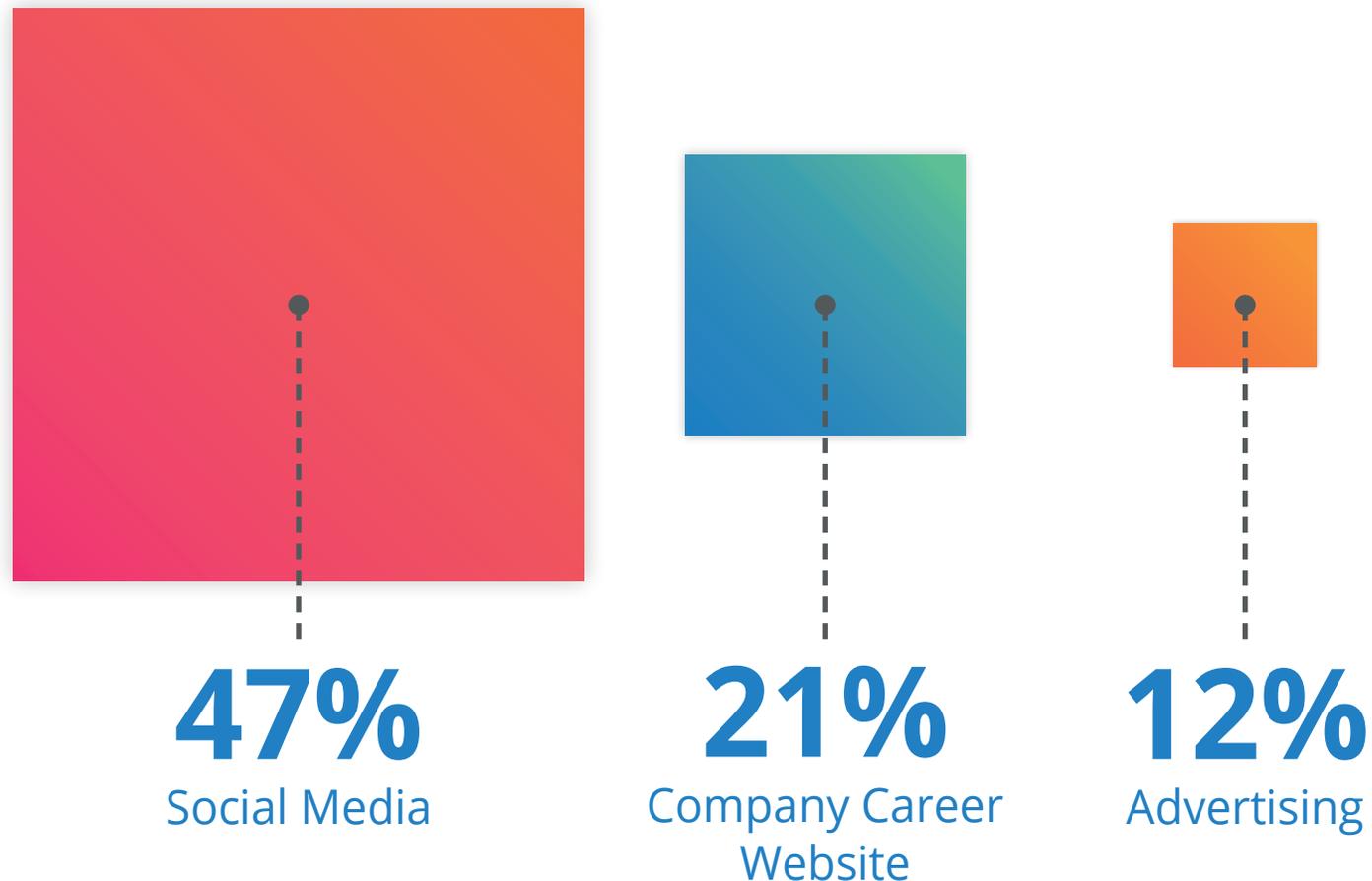


And because onboarding increases retention rate, talent professionals are spending more time getting employees up to speed. **39%** dedicate between 1-3 business days — in 2017, just **33%** spent that amount of time and in 2016, just **31%** did.

To Attract Candidates, Recruiters Must Be Marketers

A strong employer brand — and some good old fashioned marketing — remains crucial to getting hard-won candidates in the door.

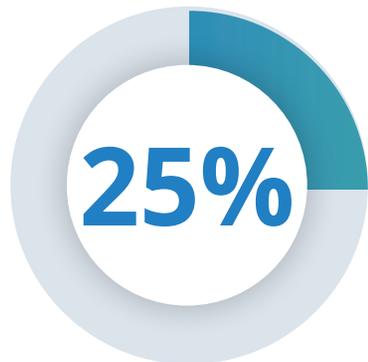
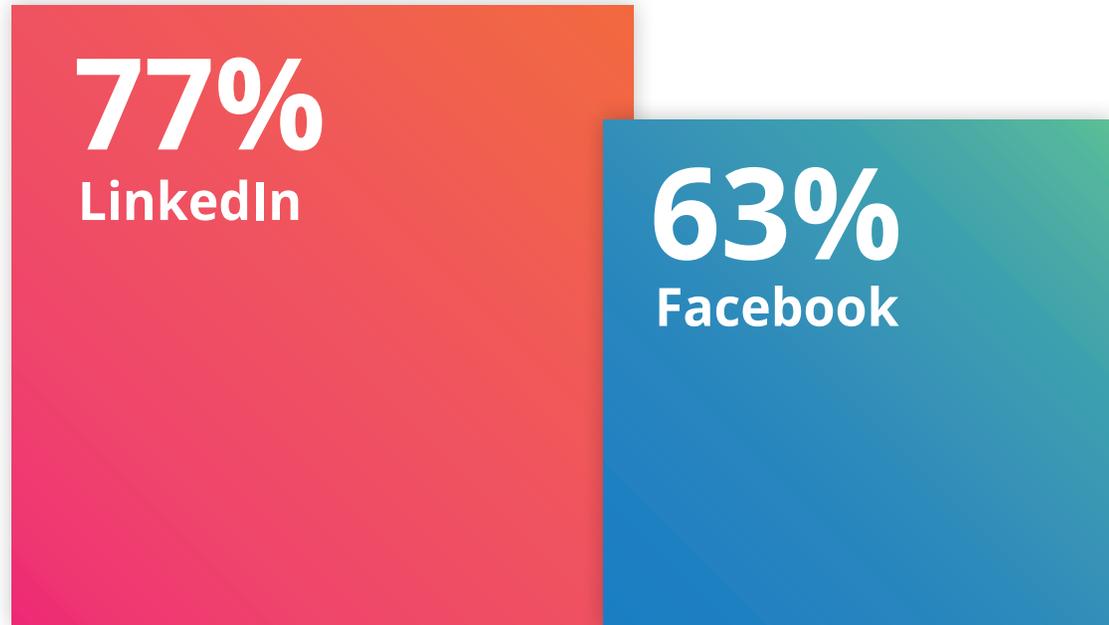
According to recruiters, the top investments for growing an employer brand are: social media (47%), company career website (21%), and marketing and advertising (12%).



Recruiters Are Getting Creative on Social Media to Reach Candidates Where They Are

Unsurprisingly, LinkedIn is the most-used channel for recruitment efforts — with 77% taking advantage — followed by Facebook (63%).

However, LinkedIn's popularity has shifted dramatically. In 2017, **92%** of recruiters used LinkedIn compared to this year.

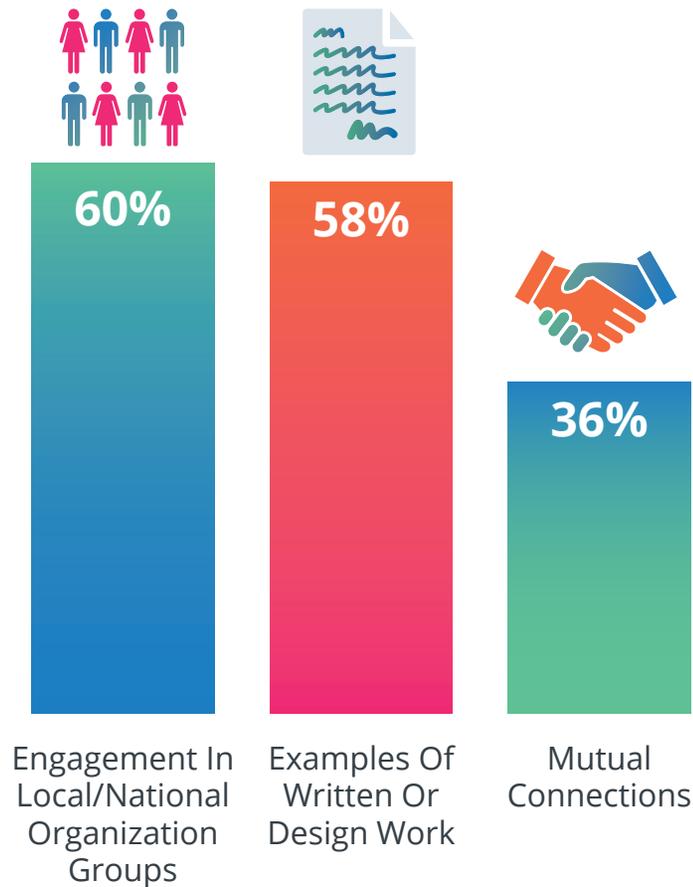


But Instagram's popularity with job seekers is increasing its use with recruiters — now, a quarter of recruiters are investing in recruiting efforts on Instagram, especially millennial recruiters (**35%**) and those working at technology companies (**63%**) — double the number in 2017.

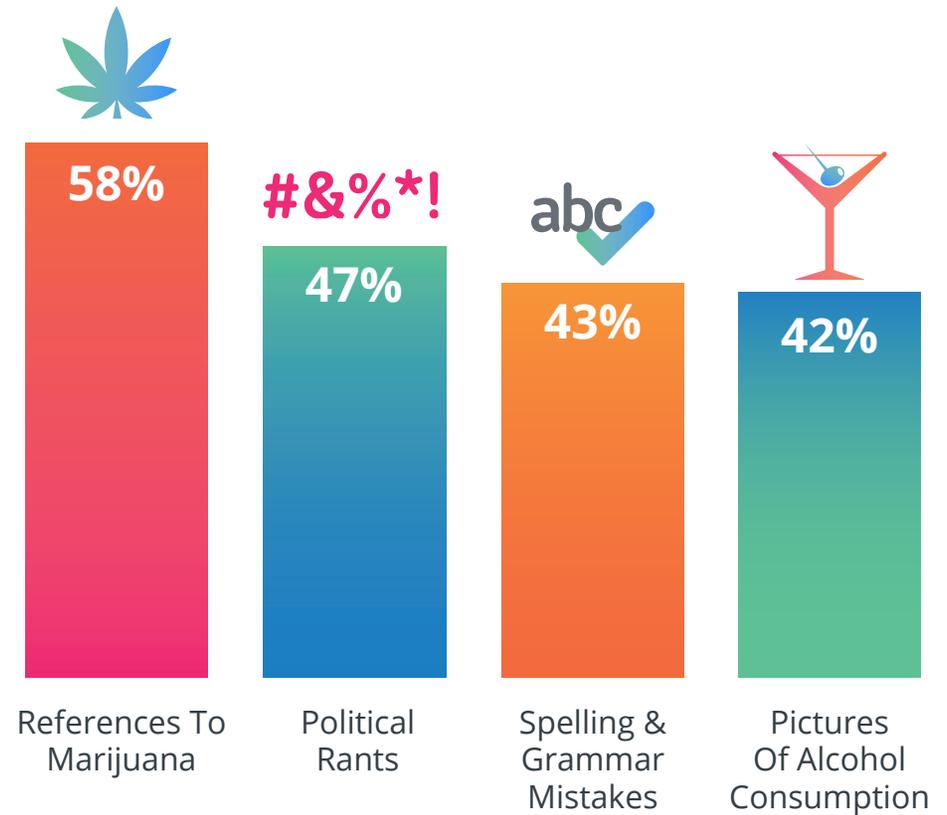
Social Sleuthing Is Standard in Recruiting

When recruiters do go digging on social media, here's what they're on the look-out for:

The GOOD



The BAD



Companies Can't Afford to Ignore Glassdoor



75%

Company culture can help hire — as long as the reviews are positive: 75% of recruiters say Glassdoor reviews are at least somewhat important to the hiring process.

38%

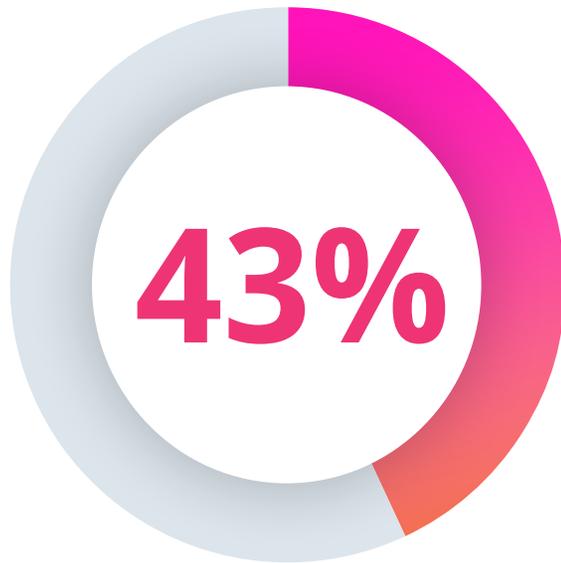
Even encourage candidates to leave Glassdoor reviews.

33%

Have received negative reviews based on interactions that occurred during the recruiting process.

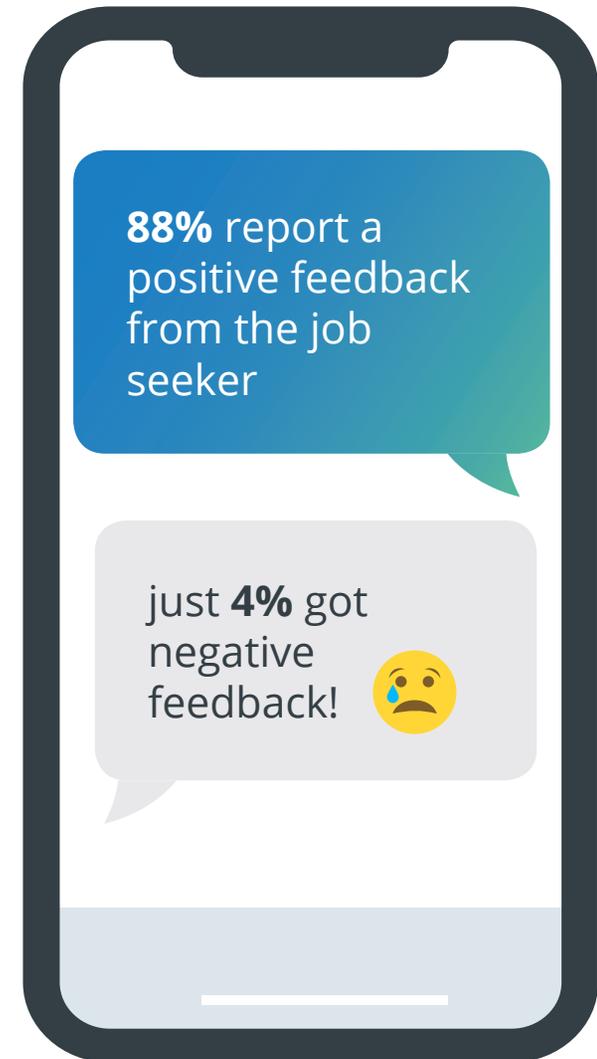
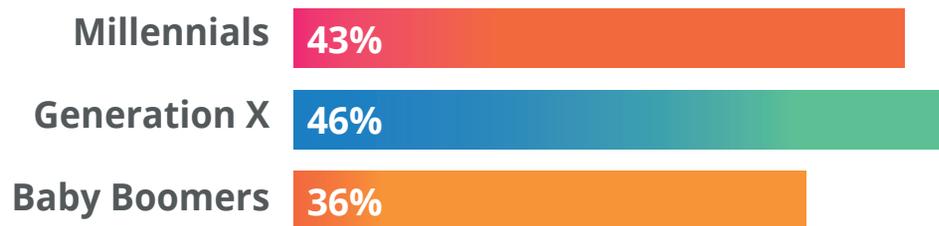
Recruiters Are Getting on Board the Texting Train

Recruiters are finding new ways to reach candidates where they are — starting with texting.



43% of them have used texting to reach out to candidates or current applicants.

But different generations have different attitudes about reaching for the iPhone:



Recruiters Today Can't Afford to Be as Picky

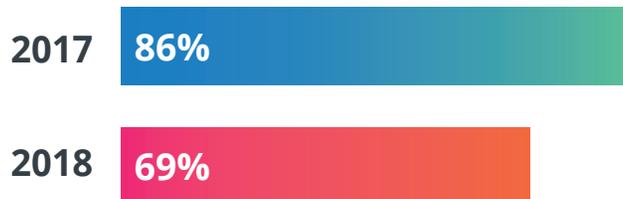
While culture fit indicators like sense of humor and personal style are still important, recruiters aren't as picky as they once were.



The need for strong conversational skills and enthusiasm decreased among recruiters by more than 20% across the board as compared to last year.

Recruiters are less likely to disqualify for rude behavior.

Rudeness to the receptionist or other support staff as a disqualifier is down.



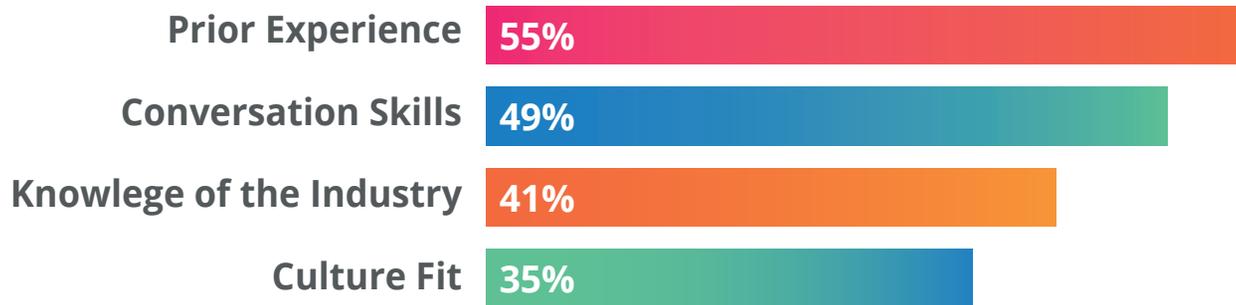
Checking their phone during an interview has also decreased.



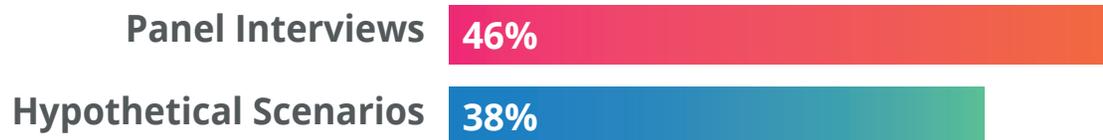
Millennial recruiters are especially forgiving, 45% disqualify.
Recruiters over 50+ years old are less so, 70% disqualify.

Experience Matters, but That's Not All

Most likely to influence hiring decisions during an initial in-person interview.



Most often used to test candidate preparedness for the job.

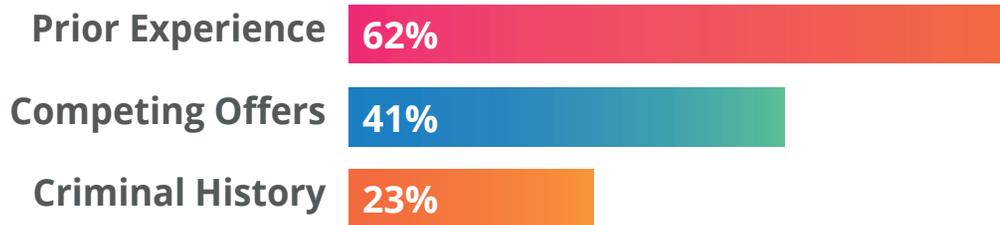


References have Become an Even More Valuable Screening Method

38% of recruiters deem it most important when hiring and **59%** of them actively speak to references throughout the process.

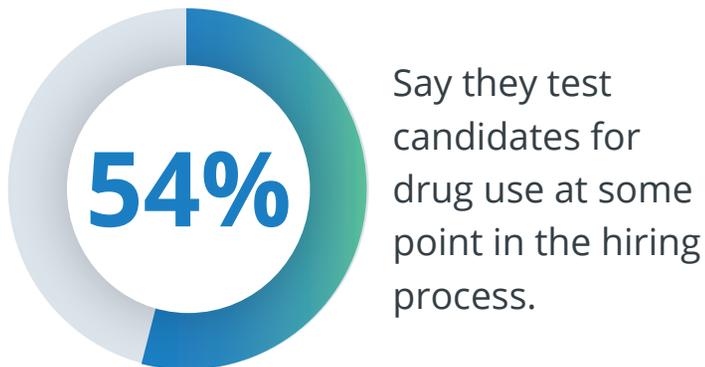
While Some Standards Still Apply, Recruiters Are Split on Drug Policies

Recruiters say that candidates are most likely to fib when it comes to:



4%
Recruiters say that more people are starting to lie about their age this year vs. **1%** in 2017.

Recruiters are split on drug testing and policies:



Male and Female Recruiters Have Different Dealbreakers

Female recruiters are more positively impressed by prior experience and culture fit.



When deciding on a candidate, female recruiters are more likely to focus on conversation skills while male recruiters are more likely to focus on personal style and sense of humor.



Candidates who show up visibly high or intoxicated to an interview face long odds against female recruiters.



A Signed Offer Letter Is Not a Done Deal

Once a candidate signs on the dotted line, there's still time for a change of heart.



75% of recruiters say they've seen a candidate change their mind after signing an offer letter — but there's little to do to sway their decision.

53% of recruiters say it's because the candidate received a better or more enticing offer — yet of those recruiters...

49% would do nothing to try to convince them to stay.

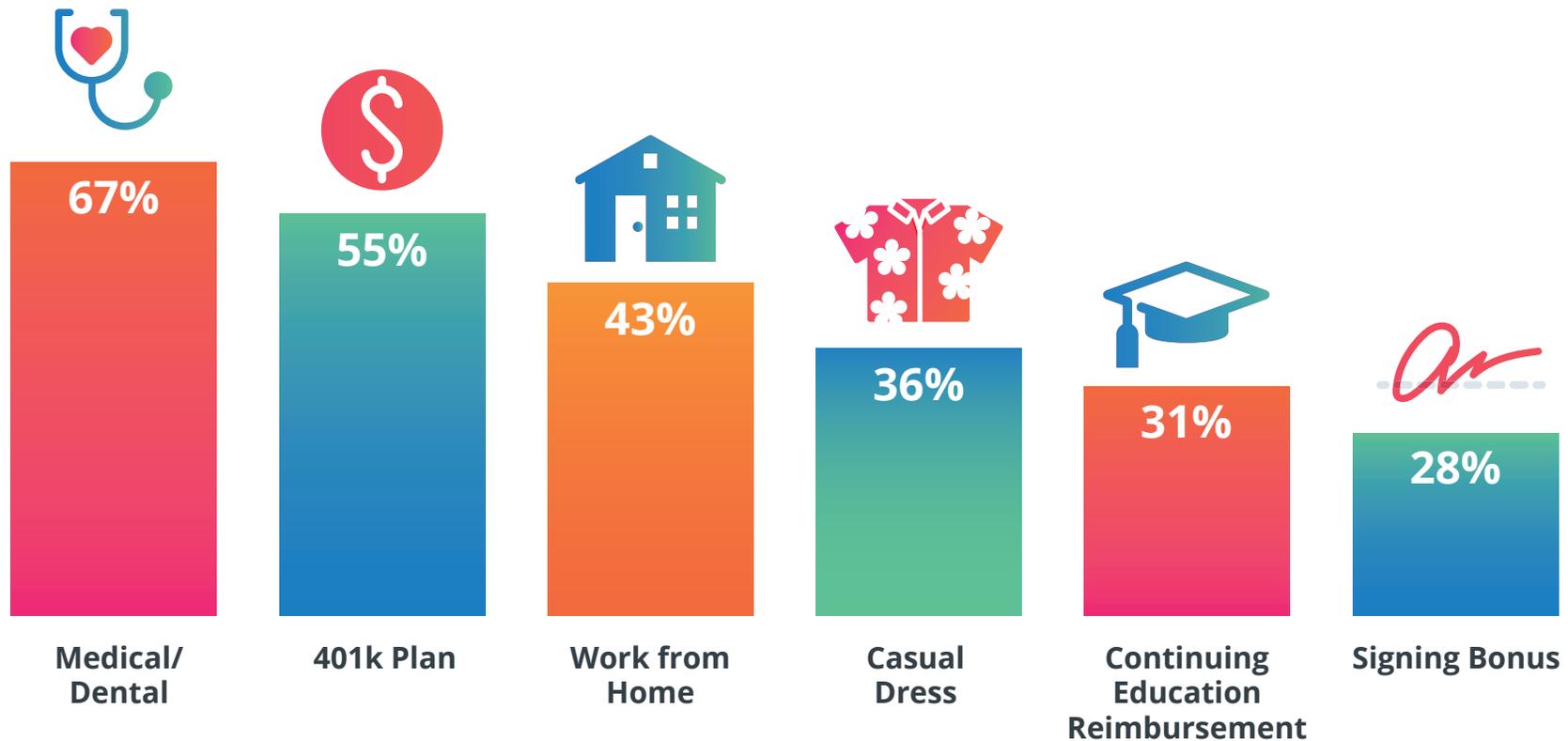
29% would convince them to reconsider.



of recruiters have gone back and hired a “silver medalist” — someone who was a second or third place or wasn't a fit at that time.

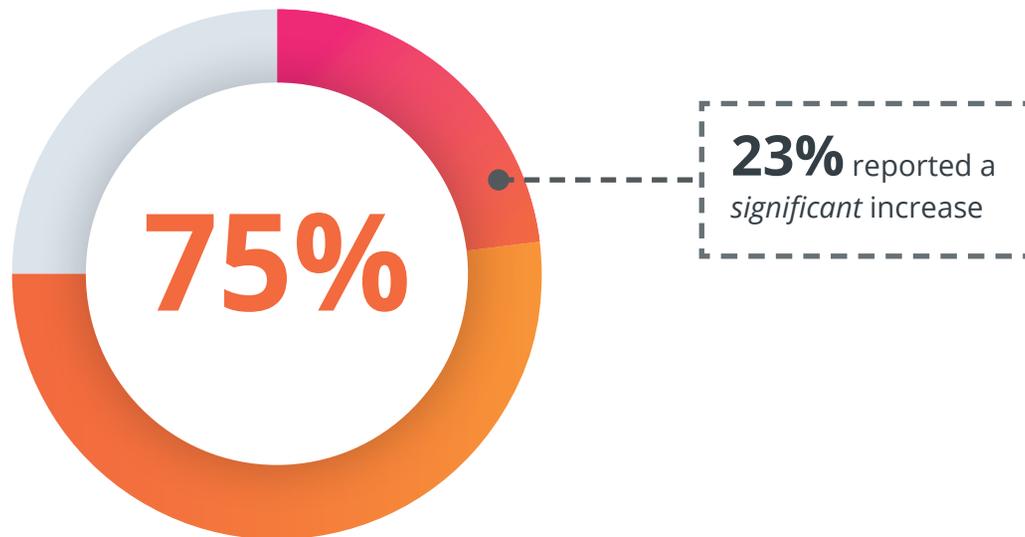
To Attract Talent, Recruiters Must Offer the Full Package

Job seekers today expect high quality benefits if they're going to jump ship. The benefits recruiters rank as most effective over the past 12 months:

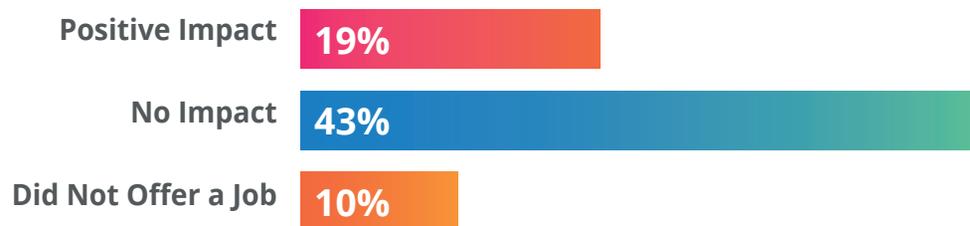


With the Economy Booming, Candidates Aren't Afraid to Negotiate

Over the past 12 months, almost 75% of recruiters have noticed an increase in salary negotiations from their candidates.



But salary negotiation doesn't deter many recruiters from hiring candidates who negotiated their salary.



So who's asking for the bigger bills?

Both Millennials and Women are asking for more money this year. Recruiters say that they've seen

59%

of both demographics ask for an increase in salary.

In Recruiters' Minds, the Wage Gap Is Evening Out

When we talk about salary, we have to talk about the wage gap.



Millennial recruiters are especially optimistic in their belief that women and men are paid equally.



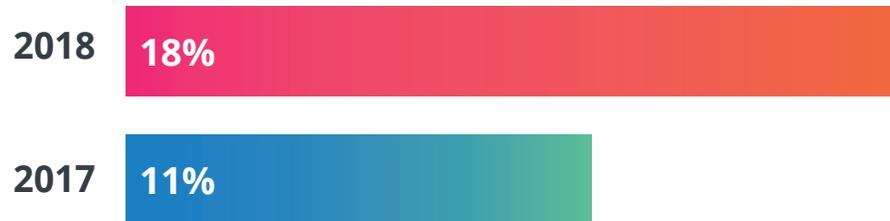
Diversity Hiring Is Important, but Still Not a Priority for Most

Recruiters' priorities around hiring for racial diversity remain the same as last year, but hiring visa workers has grown in importance.



30% of recruiters have specific goals and policies in place around hiring for racial diversity — and the same amount of recruiters have them in place around hiring for gender diversity.

But more recruiters than last year have goals and policies in place for hiring non-US citizens / visa workers.



Hiring Bias Still Exists

A majority (**60%**) of recruiters agree that implicit bias is a real problem in the American workforce, but only **15%** ranked “increasing diversity at my company” as a top 3 priority for the next 12 months.

Parental Leave for Male and Female Employees Is Still Unequal



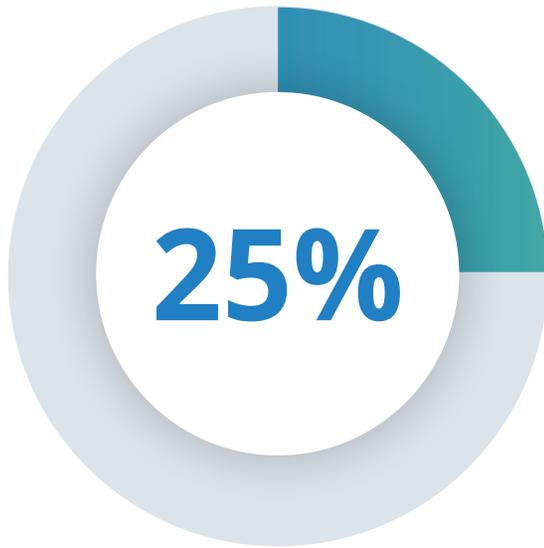
Recruiters offer **40%** of female employees 7-12 weeks of parental leave — and **65%** of these recruiters say it was paid leave (that number increased from last year's 58%).



But recruiters offer **26%** of male employees 7-12 weeks of parental leave — and **59%** of them say it was paid leave.



The #Metoo Movement Has Reached Recruiting



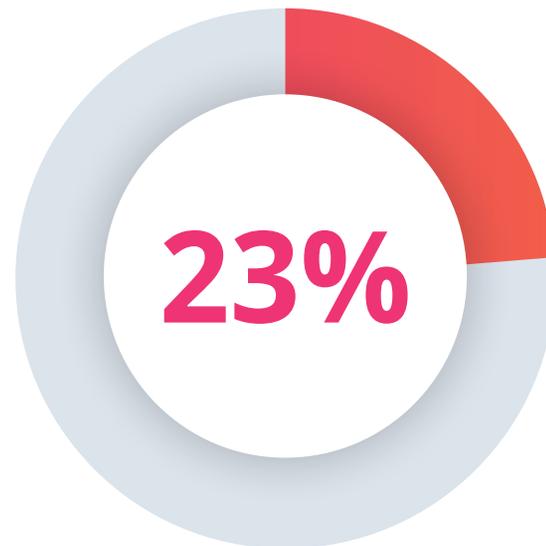
Over a quarter of recruiters have heard of instances of sexual harassment at their companies in the last two years.

17% have had a candidate ask about sexual harassment policies or instances at their company during an interview in the past two years.

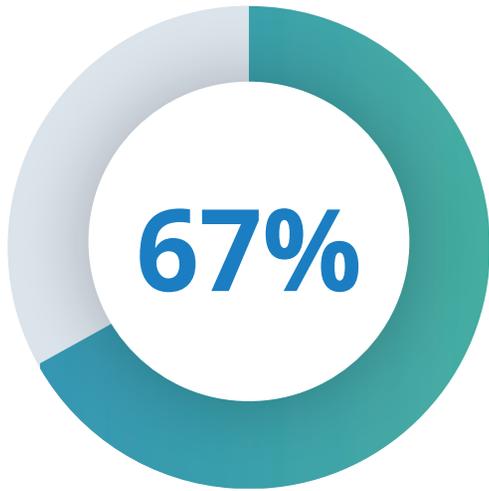
43% vocalize their company policies on sexual harassment in recruitment branding efforts.

76% of recruiters say instances of sexual harassment have not affected their hiring efforts in the past two years — but **11%** say their company has become more vocal about HR policies surrounding sexual harassment & **9%** say candidates apply because of the company's stance on leadership.

On the flip side, 23% of recruiters have witnessed sexual harassment / sexist attitudes expressed by a candidate during an interview.

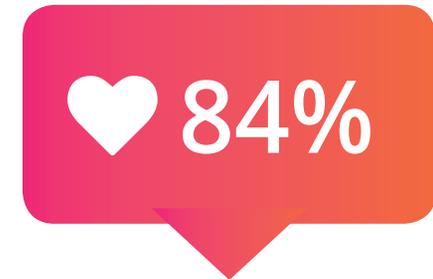


Recruiting Isn't Easy — but the Payoff Is Worth It



67% of recruiters say their biggest challenge in hiring is the lack of skilled and high quality candidates — followed by intense competition (**52%**) and lack of budget (**36%**).

45% of recruiters believe that AI and automation will make their jobs better, leaving them to focus on more strategic work — and almost **60%** don't anticipate any layoffs due to automation.



Ultimately, recruiting is a big job, with strategy and thoughtfulness required at every turn. The good news? 84% of recruiters feel appreciated by their employers.

Summary

This year's report showcases a new era of recruitment emerging on the horizon, one that demands creativity, tenacity, and prioritization of the candidate experience every step of the way.

Today's economy is upping candidate expectations and recruitment challenges.

- 74% recruiters believe hiring will become more competitive in the next 12 months.
- 31% of recruiters count quality of hire as the most important success metric, followed by retention rate (23%).
- According to recruiters, the top investments for growing an employer brand are: social media (47%), company career website (21%), and marketing and advertising (12%).

Recruiters are updating the way they engage candidates.

- 25% of recruiters are investing in recruitment efforts on Instagram, especially millennial recruiters (35%) and those working at technology companies (63%).
- 43% of recruiters have used texting to reach out to candidates or current applicants — and 88% report a positive feedback from the job seeker.

Today's standards are evolving — with the way recruiters evaluate and candidates negotiate.

- The need for strong conversational skills and enthusiasm decreased among recruiters by more than 20% across the board as compared to last year.
- Over the past 12 months, almost 75% of recruiters have noticed an increase in salary negotiations from their candidates.
- 75% of recruiters say they've seen a candidate change their mind after signing an offer letter.

About the Survey

Zogby Analytics was commissioned by Jobvite to conduct an online survey of 805 recruiters in the US. Jobvite supplied Zogby Analytics a list of their leads and customers. Additionally, using internal and trusted interactive partner resources, thousands of adults were randomly invited to participate in this interactive survey. Each invitation was password coded and secure so that one respondent could only access the survey one time.

Based on a confidence interval of 95%, the margin of error for 1,509 is +/- 2.5 percentage points. This means that all other things being equal, if the identical survey were repeated, its confidence intervals would contain the true value of parameters 95 times out of 100. Subsets of the data have a larger margin of error than the whole data set. As a rule, we do not rely on the validity of very small subsets of the data, especially sets smaller than 50-75 respondents. At that subset, we can make estimations based on the data, but in these cases the data is more qualitative than quantitative. Additional factors can create error, such as question wording and question order.

About Jobvite

Jobvite is leading the next wave of recruitment innovation with Continuous Candidate Engagement (CCE), a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Platform infuses automation and intelligence into today's expanded recruiting cycle to increase the speed, quality, and cost-effectiveness of talent acquisition. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. To learn more, visit www.jobvite.com or follow us [@Jobvite](https://twitter.com/Jobvite).

Jobvite was also named a leader in the [“Forrester Wave for Talent Acquisition, Q3 2015,”](#) and a leader in [IDC’s MarketScape: Worldwide Modern Talent Acquisition Systems 2017.](#)

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