

The **Jobvite**
Recruiter Nation
Survey

20
15

In a Competitive and Complex Job Market, Relationships Reign Supreme

78% of recruiters find their best quality candidates through referrals.

Recruiting is fundamental to the health and success of all businesses today. Finding, nurturing, and hiring the right talent is now a dynamic, diversified process, requiring recruiters to tap into social networks, analytics, mobile, and beyond.

This year's study examines trends, challenges, and opportunities faced by recruiters nationwide. It reveals a fiercely competitive job market and the multifaceted approach that recruiters are taking to fill their companies with quality talent.

What you need to know:

Recruiters are facing an increasingly demanding and competitive talent market

- **95%** of recruiters anticipate the job market to remain or get more competitive.
- Over a quarter of companies anticipate hiring 100+ people in the next 12 months.
- **30%** of recruiters report an average employee tenure of just 1-3 years.

Today's dynamic recruiter uses every tool available to connect with job seekers

- Only **4%** of recruiters are not using social media in recruiting efforts.
- **72%** of recruiters say data analytics is somewhat or very important in the hiring process.
- **19%** of recruiters find quality hires via mobile career sites.

To recruit and retain the perfect fit, recruiters must prioritize relationships

- After referrals (**78%**), recruiters find their best candidates through social and professional networks (**56%**) and intern-to-hire programs (**55%**).
- **69%** of recruiters have increased their initial salary offers in the last year.
- **63%** note that offering employees benefits like medical and dental care is the most attractive incentive for new candidates, over perks like free snacks or casual dress code.

Quality still comes first

- **56%** of recruiters cite the lack of skilled or qualified talent as a key stumbling block.
- In assessing quality, **88%** report that culture fit is very important and **87%** cite previous job experience as key.
- However, **57%** report that GPA is unimportant and **63%** believe cover letters are unimportant.
- In the next year, improving the quality of hires is the number one priority for a plurality of recruiters.

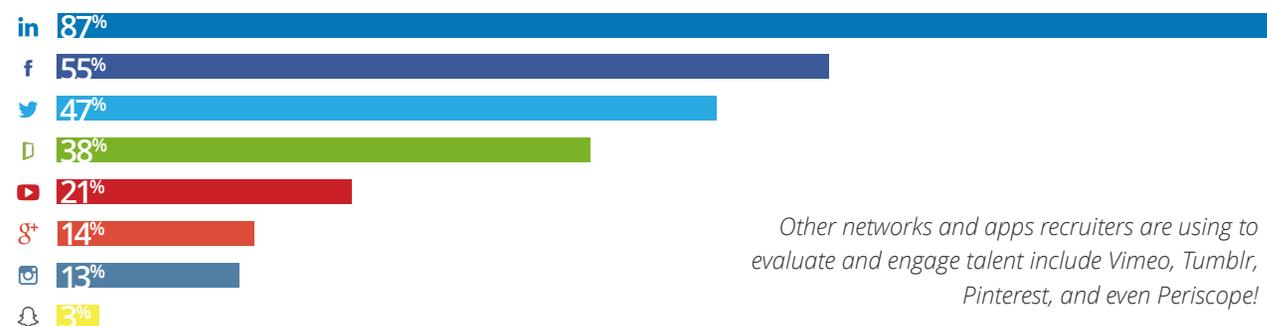
Meet Today's Recruiter

To support the demands of modern business, recruiters must be as dynamic as the tools they use.

SOCIAL

Only 4% of recruiters DON'T use social media in the recruiting process.

4% aren't sure, but the **92%** of recruiters that do use social media cast a wider net than ever:



DATA ANALYTICS

Data is no longer an option — it's a prerequisite.



Of recruiters say data analytics is somewhat or very important in the hiring process.

MOBILE



Of recruiters find quality hires via mobile career sites, which is spurring adoption — 37% of companies use mobile career sites to support recruiting efforts.

AUTOMATION

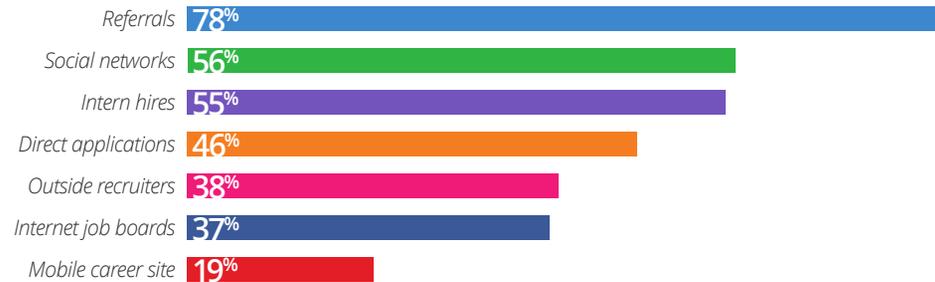


Said that they expect to replace some jobs with technology in the next 2-3 years.

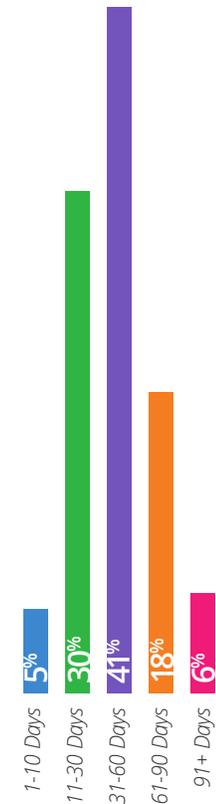
The Realities of Modern Recruiting

Here's a snapshot of recruiting today, from introduction to onboarding.

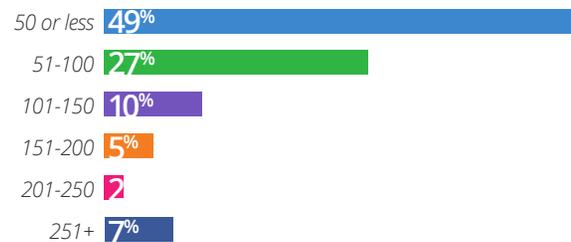
Recruiters find candidates from various places, but referrals remain the most effective source of quality hires.



Average time-to-hire:



Average number of applications per requisition:



Sectors more likely than average to receive 251+ applications include:



Marketing



Finance



Government



Hospitality

Small Teams Face Steep Quotas

95% of recruiters anticipate the hunt for talent to remain or get more competitive in the next 12 months.

Over a quarter of companies anticipate hiring 100+ people in the next 12 months.

This percentage skyrockets for fast-growth industries:



Meanwhile, only **26%** of recruiters say the size of their recruiting team has increased significantly in the last year.

Plus, **average employee tenure** is short, so a recruiter's job is never done.



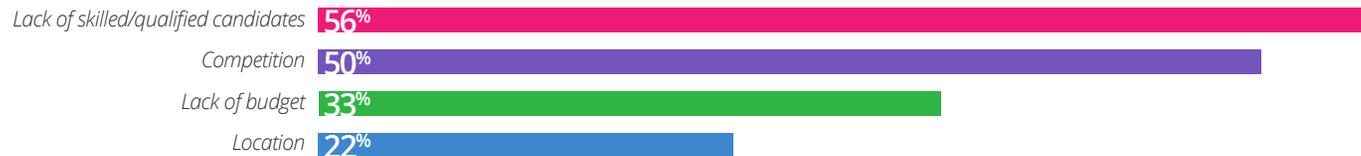
Even the Best Recruiters Face Stumbling Blocks

56% of recruiters are hurting for skilled or qualified candidates.

Internal bottlenecks have a real impact on hiring efficiency. Recruiters cite these as top challenges:



These top the list of obstacles confronting recruiters:



Of course, it all depends on what industry you work in!



Of recruiters in hospitality found the lack of skilled workers to be a huge problem.



Of recruiters in education say lack of budget is a challenge.



Of Midwestern recruiters find that their location gets in the way of hires.

Relationships Get Talent Through the Door

The dynamic recruiter works with their team to keep the talent pipeline full.

78% of recruiters find their best quality candidates through referrals. This is up from **60%** in 2014. In the next year, **41%** of recruiters plan to invest more in referrals.

Recruiters use these employee incentives to help keep referrals coming in and the candidate pipeline full:



Social and professional networks



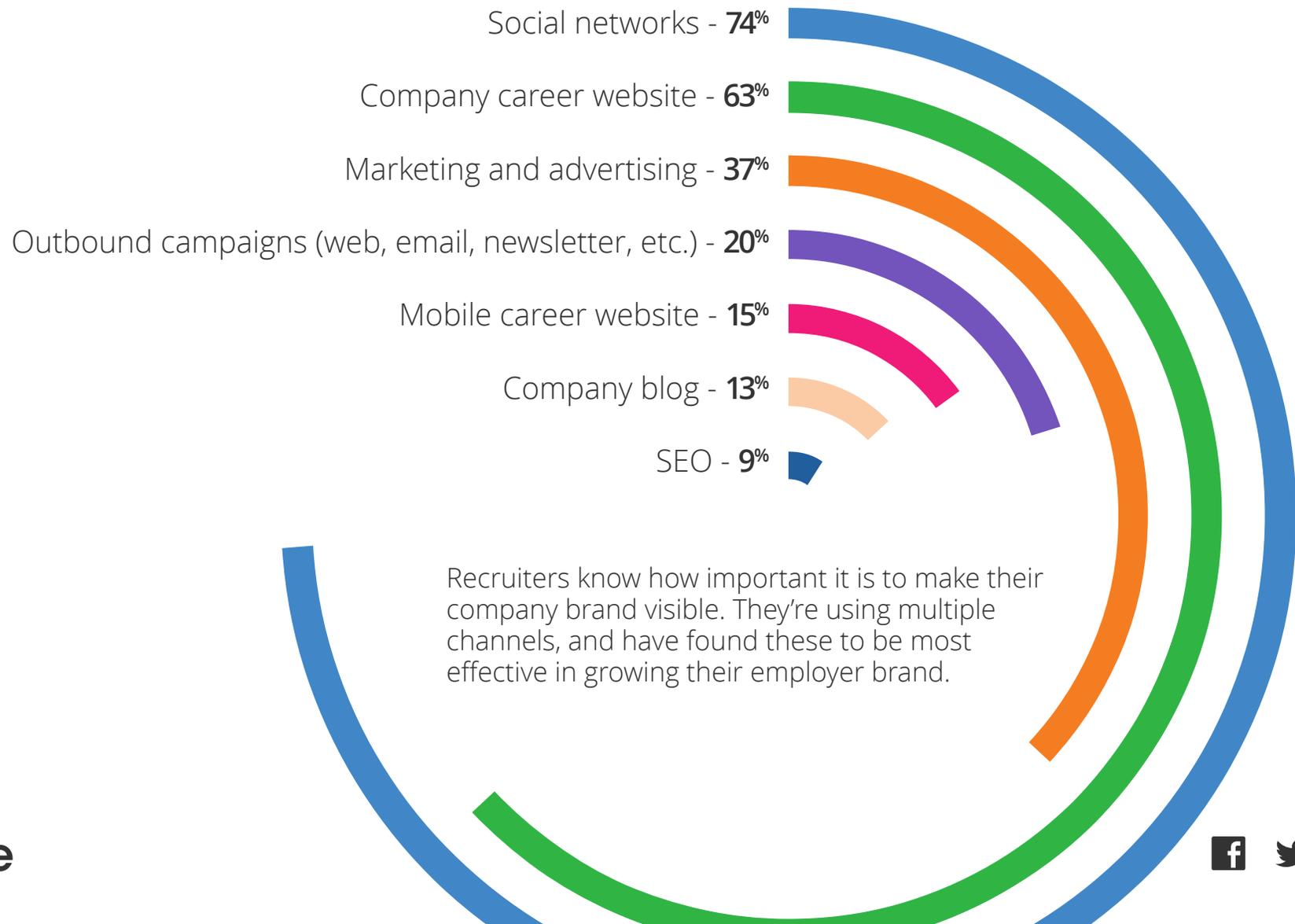
Intern-to-hire programs

After referrals, recruiters find their best candidates through social and professional networks and intern-to-hire programs.

Again, it's relationships that rule the day.

Marketing Matters

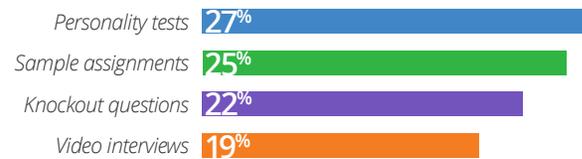
More than a quarter of recruiters say that lack of brand awareness is one of the biggest challenges they face in attracting top talent.



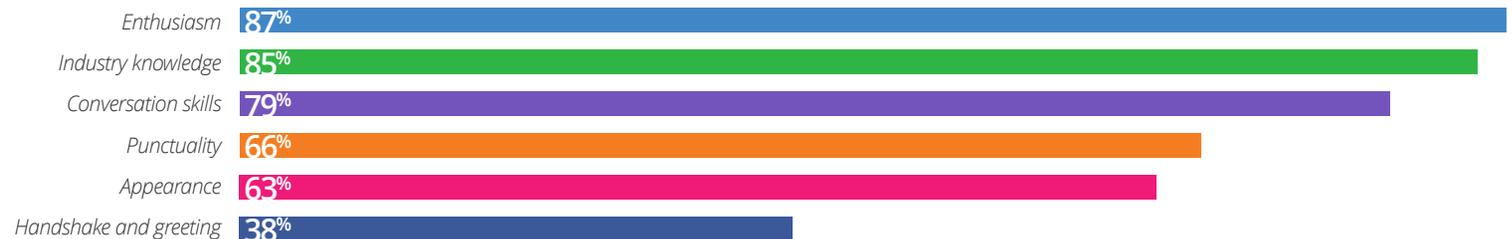
A Good Candidate Is Hard to Find

Recruiters are getting creative about how they evaluate job seekers.

96% of recruiters still count on face-to-face interviews, and **93%** rely on resumes. But status quo assessments are not enough — recruiters are diving deeper to understand candidates. Creative examples include:



But the interview isn't over after a candidate leaves the office. These factors leave a lasting impression on recruiters:



What Matters to Recruiters — and What Doesn't

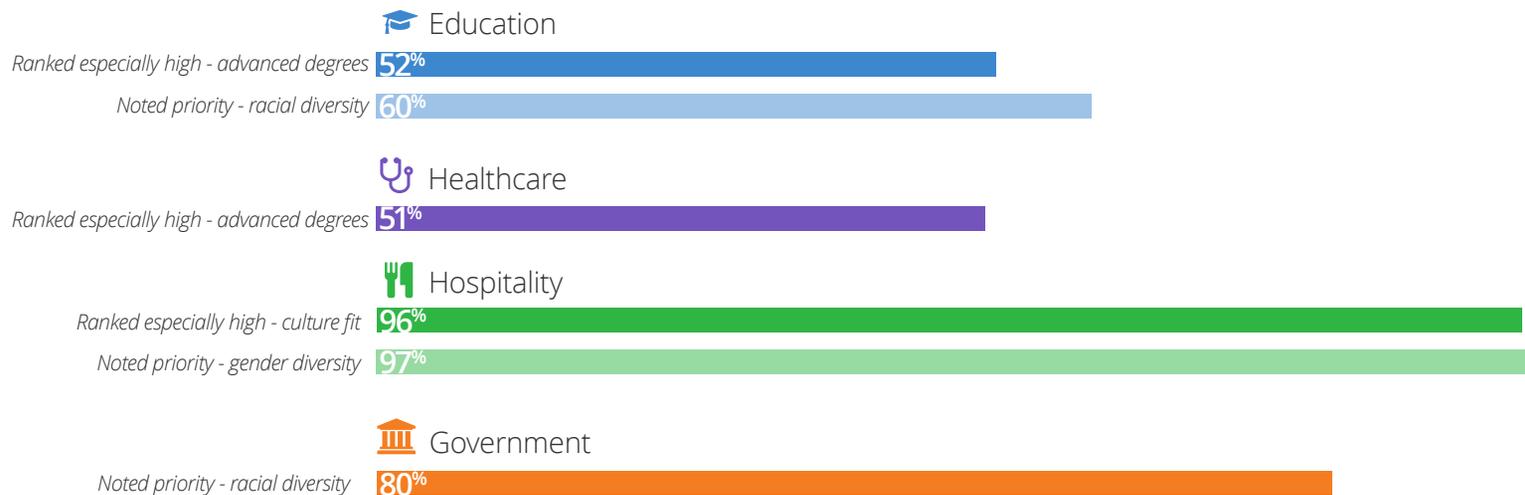
The below numbers indicate how many people ranked these factors as a 1 or 2 on a scale of 1-5 of importance, with 5 being very important.



The below numbers indicate how many people ranked these factors as a 4 or 5 on a scale of 1-5 of importance, with 5 being very important.



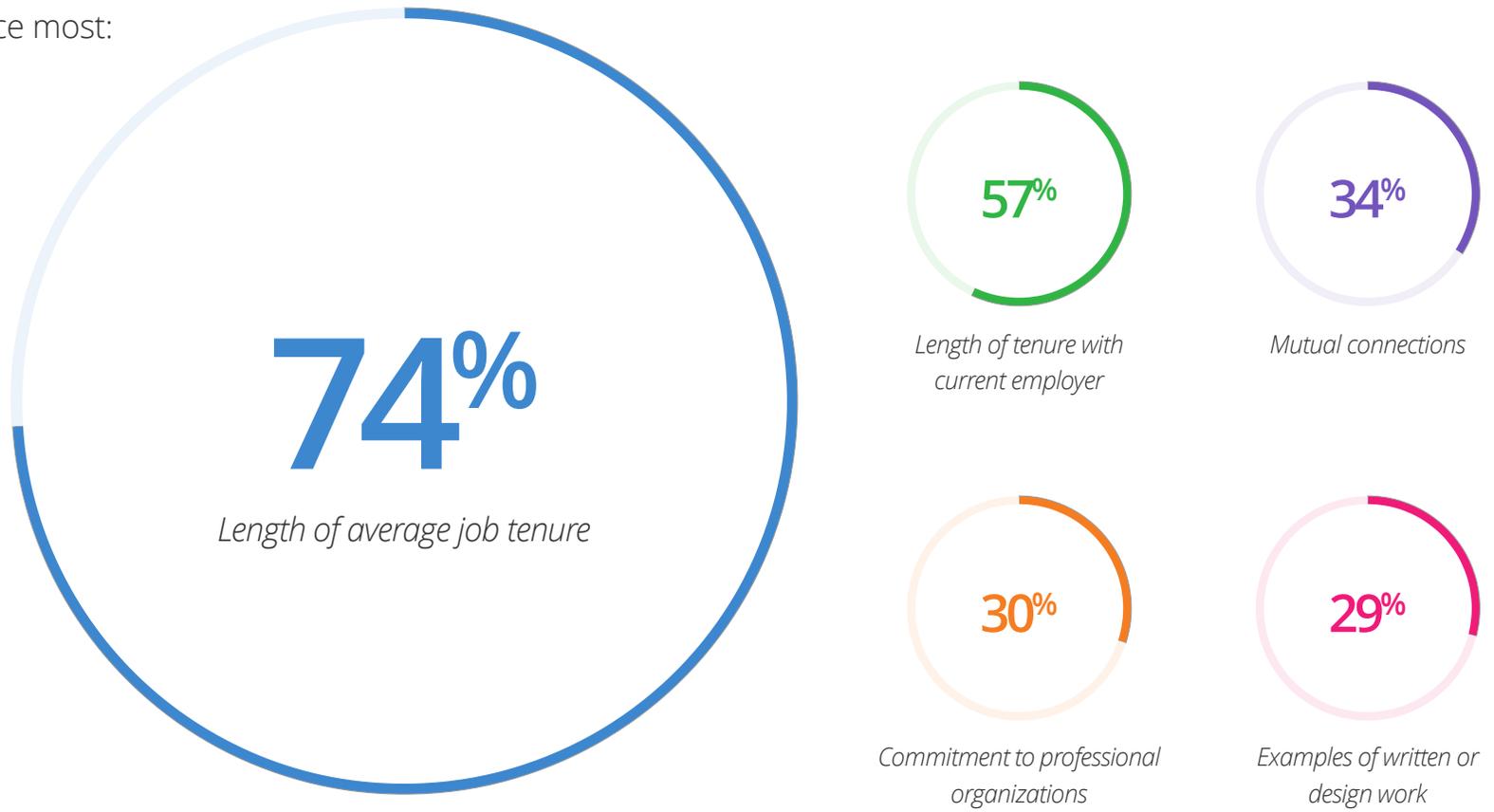
Different industries prioritize different factors:



Social Media Is a Gold Mine for Recruiters

*Online networks are chock-full of precious data, both personal and professional.
Recruiters are digging deep to uncover what really matters.*

Here's what they notice most:



Recruiters' Advice for Candidates on Social

Do: Share details about volunteer, professional, or social engagement work



Of recruiters view this positively.

Engage with current events, appropriately



Of recruiters view this neutrally, while 47% view it positively.

Double check your spelling and grammar



Cite these mistakes as a negative.

Don't: Share details of alcohol consumption or marijuana use.



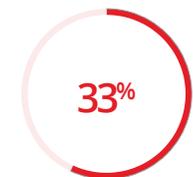
Of recruiters view alcohol negatively, and 75% view marijuana negatively.

Rush to post that selfie!



Of recruiters see selfies negatively, although 72% are neutral.

If you're looking for a job in communications or marketing: *don't delete your profile!*



Of those in this field viewed limited social media presence as a negative.

The Art of Negotiation

Over the past year, **68%** of recruiters have noticed that candidates are more likely to negotiate their salaries.

To negotiate, or not to negotiate...



Of recruiters say that salary negotiations don't impact their decision to offer a job.

vs.



Of recruiters say it depends.

Locking down great talent comes with a pretty price tag.

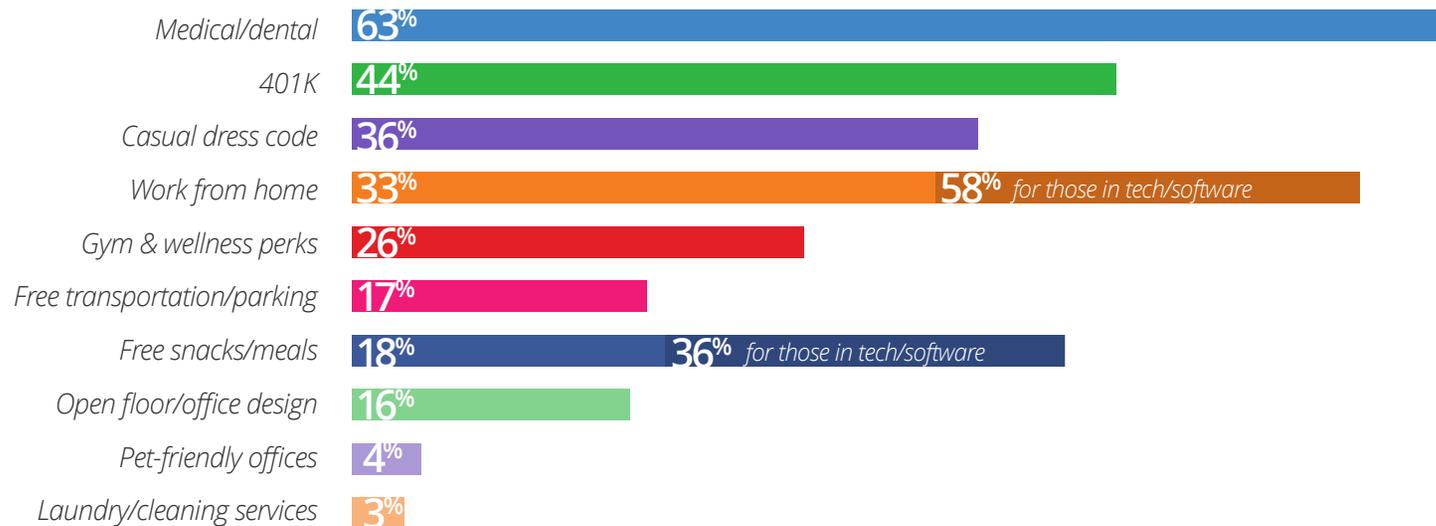
In the past year, recruiters have increased salary offers to match talent demand:



Perks are nice. Healthcare is better.

Fundamentals are most effective at enticing new candidates.

What perks most attract new candidates?



To ensure better hires, recruiters are willing to invest more.

Over the next year, recruiters are aiming for improvement in a few key metrics:



Improving quality of hires

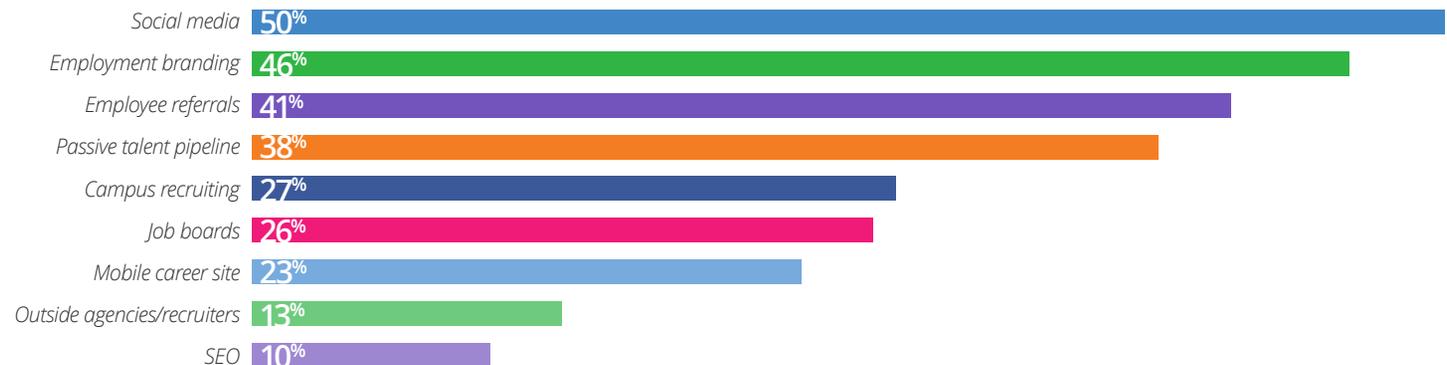


Improving the pipeline



Improving time-to-hire

Companies are adjusting to new areas of focus and reprioritizing their budgets. Recruiters plan to increase investment in the following areas:



About The Study

Now in its eighth year, Jobvite's annual recruiting survey is the most comprehensive survey of its kind. The online survey was conducted in July 2015. The survey was completed by 1,404 recruiting and human resources professionals spanning several industries. Survey participants were comprised of both Jobvite customers and non-customers.

About Jobvite

Jobvite is the only recruiting platform that delivers real-time recruiting intelligence with innovative technology for the evolving social web. Leading, fast-growing companies today use Jobvite's social recruiting, sourcing, and talent acquisition solutions to target the right talent and build the best teams.

Jobvite is a complete, Software-as-a-Service (SaaS) platform, which can optimize the speed, cost-effectiveness, and ease of recruiting for any company. To learn more, take a *tour of our product*.

CONNECT WITH US

www.jobvite.com

 www.facebook.com/jobvite

 www.twitter.com/jobvite

 www.linkedin.com/company/jobvite

Call us at 844-JOBVITE