17 Recruiting Tips for 2017

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Hire Expectations®

How to *Get Ahead* and *Stay Ahead* in Your Search for the Best Hires

The modern recruiter continues to be challenged to find and hire the right people. The introduction of new technologies, evolving job seeker behaviors, and the rise and fall of skill sets requires a redefinition of traditional recruiting strategies.

That's why in this eBook, **we take a look at 17 ways companies can adapt to a changing talent acquisition landscape**, to ensure they can better grow their workforce today, and in the years to come.

Tip #1

Know *Exactly* What Today's Hires Are Looking For

In many industries, there continues to be more jobs than applicants, which means companies must compete for the best hire.

Winning that competition involves knowing exactly what today's job seekers really want, and their answers might not be as obvious as you'd assume.

When asked what will make the Class of 2016 graduates happy in their first post-college job, *recruiters said it would be "opportunity to advance or be promoted".*

The answer from the Class of 2016 themselves?

Salary[1]

This aligns with what the millennial generation as a whole says they're looking for from employers. They see the following as important to their career:

- **Compensation package**
- **Professional development**[2]

Make these benefits a visible part of your recruiting materials and job descriptions.

1. iCIMS Hiring Insights | 2. LinkedIn

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Tip #2

Get on Board with a *Marketing* Approach to *Recruiting*

The numbers don't lie: HR professionals think recruiting is becoming more like marketing (86% think so, to be exact).[3] Companies that want to compete for top talent in 2017 will need to adopt marketing tactics to attract the right candidates.

Things like **employer branding, proactive engagement with passive candidates, and email marketing campaigns** are just some of the tactics we can borrow from marketing.

Recruitment marketing and Candidate Relationship Management (CRM) tools can help recruiters market with savvy and success. These tools make it possible to brand and automate candidate engagement.

76%

of HR professionals from companies that use a recruitment marketing automation or CRM tool said their companies received strong ROI from it.[4]

90%

of HR professionals agree that having a strong employment brand is more important today than it was five years ago.[5]

94%

of job seekers say they're likely to apply for a job if the employer actively manages their employer brand online.[6]

3. 4. 5. 6. iCIMS Hiring Insights

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Tip #3

Get Up to Speed with Data:
Track and Measure it All.

Data-driven recruiting has arrived, and it's here to stay. In fact, 75% of HR leaders already agree that analytics are important to business success.[7]

Being able to report on your recruiting performance (time to fill, cost per hire, individual recruiter performance, etc.) and candidate quality can help you hire better and faster.

It also gives you the opportunity to show how you specifically contribute value to the company.

Recruiters need technology that can keep up with their reporting needs, and measure all aspects of the talent acquisition lifecycle.

When talent acquisition teams used data to hire, they were:

3x more likely to reduce costs

— and —

2x more likely to improve their recruiting efforts.[8]

7. Bersin by Deloitte 8. LinkedIn

Tip #4

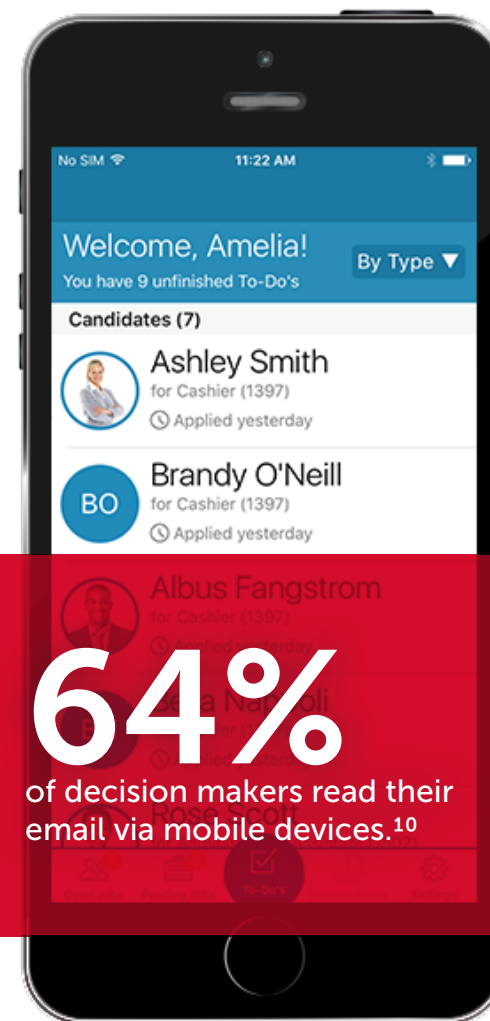# Make It *Even Easier* for Your Hiring Managers

We've known for a while now that hiring manager review is the most time-consuming part of hiring. On average, it accounts for nearly 40% of the process.[9] **Take your hiring manager approval approach to the next level by reaching them on the go.**

Mobile Approvals

Partner with technologies that send mobile-friendly review emails, with easy-click buttons hiring managers can use to advance or reject applicants right from their phone.

Mobile App

Hiring manager mobile apps let hiring managers view candidate resumes, leave feedback, approve or deny candidates, and more.

No SIM   11:22 AM

Welcome, Amelia!   By Type ▼
You have 9 unfinished To-Do's

Candidates (7)

Ashley Smith
for Cashier (1397)
Applied yesterday

BO   Brandy O'Neill
for Cashier (1397)
Applied yesterday

Albus Fangstrom
for Cashier (1397)

64%
of decision makers read their email via mobile devices.[10]

iCIMS Mobile Hiring Manager App

9. iCIMS Hiring Insights | 10. Business2Community

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Tip #5 Keep Employee Referrals *Convenient*

Employee referrals are recognized as one of the best ways to find quality hires. 66% of employers agree that referrals fit better with their company culture, and 43% said their best candidates come from employee referrals.[11]

We're looking to fill a Director, Finance position in US-NJ-Matawan.

Have a great week!

Director, Finance

social.icims.com · Overview The Director, lead a team of professionals responsible for fi planning & analysis in a fast growing Software

Like · Comment · Share · 👍 1

UX Research Analyst III

| Job ID: | 2505 | Location: | US |
| Category: | Technology | Openings: | 1 |

Job Details:

Job Overview
The UX Researcher III will have responsibility for planning and conducting user-centered design research and usability testing in support of web and mobile experiences. The UX Researcher III will work with a multi-discipline team including UX architects and designers The UX Research Analyst III will report to the Senior Manager, Design Labs.

Tell a Friend!

👥 Refer-a-Friend to this Job

With a tool like iCIMS Social Distribution, jobs can automatically post to employees' social networks. When someone in their network clicks on the post and completes an application, the referral is tracked.
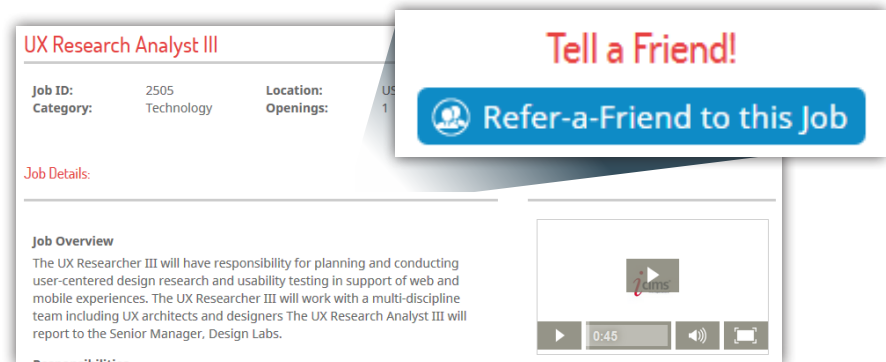
Let employees make referrals right on your external facing career portal. Give them the option to directly email a job to a friend. When the recipient fills out the application, again, the referral is automatically tracked.

Job seekers like to be referrals. 76% say a company's current employees are their top resource when looking for a job.[12]
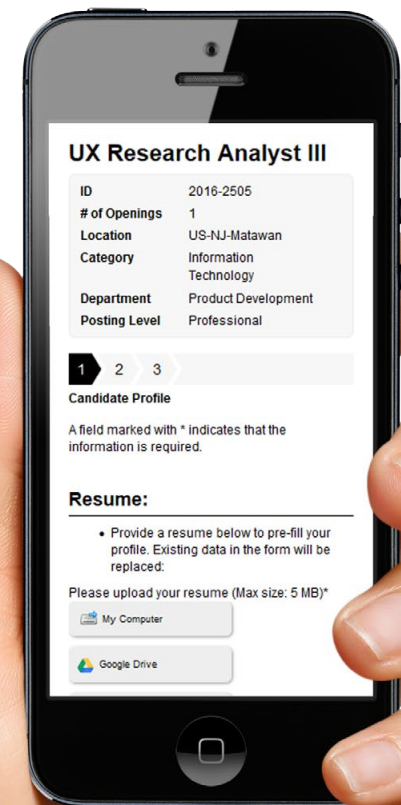
7

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Tip #6

Keep Your *Mobile Application Experience* Up to Par

Because so many of today's job seekers are using mobile to search and apply for jobs, simply having a mobile-optimized application might not be enough. **The mobile application experience needs to be convenient.**

50% of job seekers find it difficult to apply via a mobile device.[13]

- Let candidates import resumes right from their mobile phones through connections with sites like LinkedIn or Google Dropbox.

- **Keep the application short.** On average, 10.6% of click-through candidates complete a job application that asks fewer than 25 questions. That number drops by half (5.68%) when the application asks 50 questions or more.[14]

UX Research Analyst III

ID	2016-2505
# of Openings	1
Location	US-NJ-Matawan
Category	Information Technology
Department	Product Development
Posting Level	Professional

1 2 3

Candidate Profile

A field marked with * indicates that the information is required.

Resume:

- Provide a resume below to pre-fill your profile. Existing data in the form will be replaced:

Please upload your resume (Max size: 5 MB)*

- My Computer
- Google Drive

13. iCIMS Hiring Insights | 14. ERE Media

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Tip #7

Recognize All Skills Gaps (and Screen for Them More Effectively)

Leadership gaps, STEM skills gaps, and middle skills gaps: employers say they're having trouble finding people with the skills they need.

In fact, 48% of employers report difficulties finding candidates in high demand talent pools.[15]

Skills gaps are only expected to **increase** as more baby boomers leave the workforce over the course of the next decade.

What To Do About It?

Identify needed skills in your company, including what you're lacking now, and what you expect to lack in the future. Next, get more intentional & savvy with screening.

Look to:

- **Adjust the screening process** on a per-job basis
- **Integrate assessments** into your online applications
- **Achieve more alignment** with hiring managers to identify needed skills

15. LinkedIn

Tip #8

Start Thinking *Out of the Box* with Social

Let candidates auto-populate information from their LinkedIn, Facebook, or Google+ profiles to fill in your application. They don't need to sign in or re-enter their social passwords, which makes for a faster, more convenient experience. **The easier the experience, the more candidates are likely to complete the application,** and the better chance a recruiter has of finding the best hire. Applying through social also gives recruiters access to candidates' most up-to-date social profiles within their recruiting system.

iCIMS found that **more than one million applicants** applied using a social apply feature in Q3 of 2015.

Job seekers are using other social sites to **research** companies, too. Consider engaging with them on Instagram, Twitter, or Periscope.
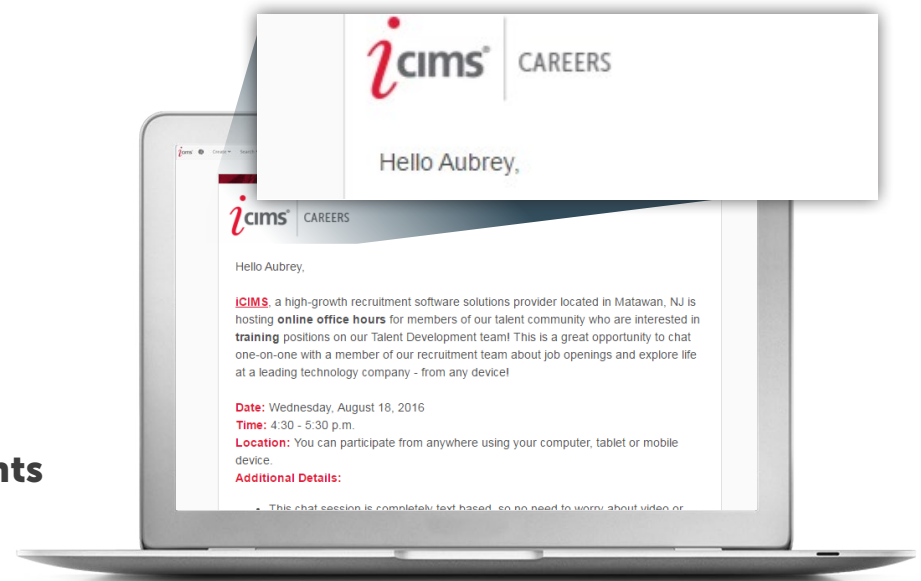
Tip #9

Always Treat Your *Candidates* Like Your *Customers*

Today's candidates continue to expect a personal, prompt, and professional experience, just like your customers do.

That's why not responding to candidates at every stage of the recruitment process is problematic. Slighted applicants are less likely to apply again, or may even express ill will, hurting your company reputation.

Automated email correspondence can help fix that. Send automatic, batch emails to multiple candidates at once, but with the help of tech, keep them personalized and specific to the job for which they applied.

Candidates say only 40% of applications receive a response and only 14% of applicants feel a company has been responsive.[16]

iCIMS | CAREERS

Hello Aubrey,

iCIMS, a high-growth recruitment software solutions provider located in Matawan, NJ is hosting **online office hours** for members of our talent community who are interested in **training** positions on our Talent Development team! This is a great opportunity to chat one-on-one with a member of our recruitment team about job openings and explore life at a leading technology company - from any device!

Date: Wednesday, August 18, 2016
Time: 4:30 - 5:30 p.m.
Location: You can participate from anywhere using your computer, tablet or mobile device.
Additional Details:

- This chat session is completely text based, so no need to worry about video or

16. CareerBuilder

Tip #10

Think Big Picture and
Expand Your Recruiter Toolbox

Attracting the best talent requires the support of a few more tools than it did in years past. To get ahead, think about if and when it makes sense to expand your recruiter toolbox, to ensure you have cutting-edge tech to support your entire talent acquisition lifecycle.

Things like **video screening, mobile optimization, big data, and automated onboarding** are all critical areas of recruiting that depend on the right tools.

57% of companies said they planned to make a major HR software investment last year.[17]

17. Aberdeen Group

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Tip #11

Get Familiar with the Contingent Workforce *(and How to Recruit Them)*

In 2017, contingent workers will account for nearly 45% of the world's workforce.[18] These professionals work independently, as freelancers or contractors, and many choose to do so for the freedom and flexibility the work affords.

There's a good chance your company will want to find and hire these types of workers —*but that means your recruiting strategy might need to shift.*

Attract: Target contingent job seekers with tailored recruitment campaigns and advertisements on niche job boards. Use a recruitment marketing automation tool to help reach these job seekers, and create a pool of warm talent at the ready when a contingent opportunity opens up.

Hire: Set contingent hires up for success with the same quality onboarding experience your full-time hires receive (but ensure that it remains relevant to their role as contingent staff).

Retain: Recognize that your contingent hires could become full-time applicants, if they have a strong experience with your company. Keep contingent workers aware of future opportunities you might have.

18. Ardent Research

Tip #12

Stay Attuned to the *Labor Landscape*

*Do other employers in my industry plan to increase hiring?*

What will next month's jobs report show?

Our hiring landscape isn't always predictable.

That's why there can be much to gain by keeping an eye on the latest jobs research, including which regions and industries have the most/least applicants, job seeker behaviors, and other insights that could shape your recruiting strategies and investments.

For example, iCIMS' U.S. Hiring Trends Report Q1 2016 found that job postings grew significantly in cities like Phoenix, Houston, and Chicago. Understanding your level of competition in the city you recruit is key.

U.S. Metro Areas with the Greatest Number of Job Postings and their Growth Rates from Q4 2015 to Q1 2016
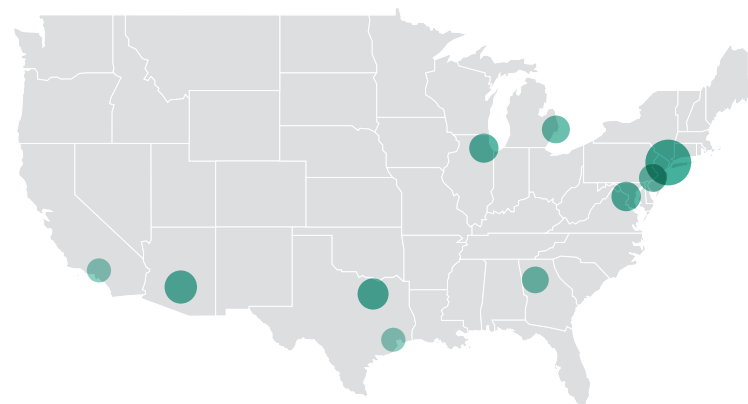
Tip #13

Keep Candidates Engaged with *Personalized Recommendations*

Everybody appreciates a personal touch. Since you're (hopefully) already planning to recruit like a marketer in 2017, consider that personalization is rated as the most important marketing capability by one-third of marketers.[19]

Increase engagement with the job seekers in your talent pool by personalizing the content you share with them. Serve up materials that are specific to the position a job seeker is interested in. With the help of the right software, automatically re-engage candidates with jobs related to their talent pool.

To ensure a great candidate experience, share feedback after each interview, regardless of whether the candidate is hired.

94%
of candidates want to receive feedback after an interview, whether it's by email or phone.[20]

19. CMO | 20. LinkedIn
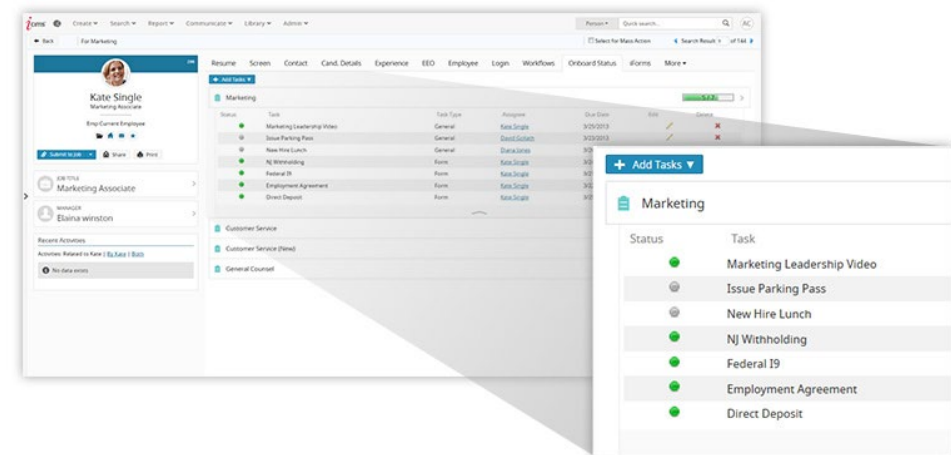
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Tip #14

Go Beyond *Onboarding Automation*

Implementing an automated, standardized onboarding process has shown to be an effective way of increasing new hire retention and performance.[21]

As you look to improve and expand your onboarding, hone in on ways to make it more engaging, with a focus on company culture. **Consider that 55% of workers get a sense of identity from their jobs[22], and 76% of job seekers said company culture was important to their job search.[23]**

Ideas for Engaging & Informing:

- **Adding videos** to your onboarding portal
- Creating culture-focused scavenger hunts
- Including social and mobile **welcome tasks** that introduce culture

Tip #15

UNIFi All of Your Recruiting Solutions

Today's companies deserve a better way to manage their increasingly complex talent acquisition needs.

At iCIMS, we've answered that call with our groundbreaking Platform-as-a-Service (PaaS) approach: UNIFi.

UNIFi gives you the ability to empower your core recruiting with a best-to-market talent acquisition suite, find and connect to other solution providers in our Marketplace, and achieve a holistic view of your operations through centralized data. **As a result, you benefit from a unified hub that works as your single talent acquisition system of record.**

Over 90%

of surveyed organizations say integrations with other services and applications is the number one HR software hurdle to overcome.[24]

73%

of employers surveyed want integrated data and analytics from their HR technology.[25] Solutions that talk to each other can help provide that.

24. Mulesoft | 25. Bersin by Deloitte

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Tip #16

Take Your Job Descriptions
Up a Notch

Job descriptions are pretty straight forward, right? Well, that may be part of the reason **93% of job seekers don't progress beyond the job description stage.**[26]

You might have an opportunity to make your job descriptions more engaging and inviting.

YOUR LOGO

Does the description feature any type of company branding? Like a photo, video, or logo?
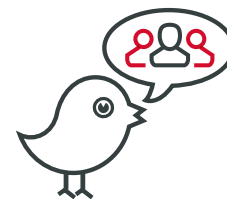
Is there a link to your website, or social profiles, where job seekers could learn more about your company?

Does the description focus not just on the responsibilities, but the opportunities and benefits of the position?

Is your job description mobile-friendly? **40% of job seekers are using a mobile device to apply these days.**[27]

26-27. iCIMS Hiring Insights

Tip #17

Spotlight HR's Value to Company Growth

Finding the right talent is one of the top concerns of the majority of CEOs. But only 34% feel that HR is prepared for the challenges ahead.[28]

Make it clear just how valuable and impactful your talent acquisition efforts are to business success. Track recruiting metrics to show how quickly you filled positions, how you've decreased cost per hire, which star talent you were able to find, and what returns on investment you've been able to reap with your sourcing strategies.

In turn, get executive support and buy-in for future HR talent acquisition initiatives, so you can continue to support business growth.

Only about one-third of Best-in-Class organizations have data that correlates their talent acquisition efforts to their business performance.[29]

28. PricewaterhouseCooper | 29. Aberdeen Group

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How iCIMS **CAN HELP**

iCIMS is the leading provider of talent acquisition solutions that help businesses win the war for top talent. iCIMS empowers companies to manage their entire hiring process within the industry's most robust Platform-as-a-Service (PaaS). Built on the foundation of a best-to-market talent acquisition software suite, iCIMS' PaaS framework, UNIFi, allows employers to expand the capabilities of their core talent acquisition technology by integrating with the largest partner ecosystem in talent acquisition to help them attract, find, screen, and manage candidates. Offering scalable, easy-to-use solutions that are backed by award-winning customer service, iCIMS supports more than 3,200 contracted customers and is one of the largest and fastest-growing talent acquisition solution providers.

To learn more about iCIMS go to www.icims.com today!