



2016 HR Recruitment Trends Survey

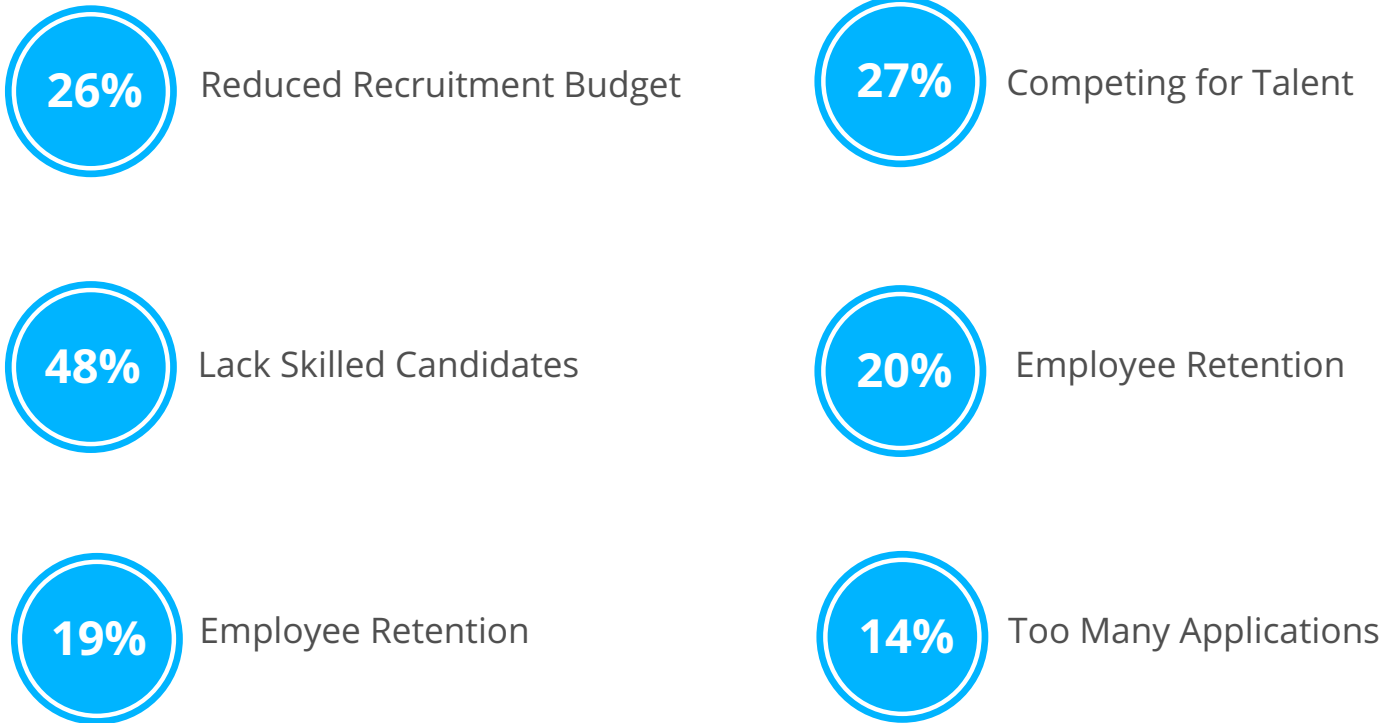
KEY FINDINGS

INTRODUCTION

In a recent Jobatar survey, 200 HR professionals revealed the biggest recruitment challenges they faced in 2015. This report presents the survey results and explores the top HR recruitment trends and priorities for 2016.

- Survey findings revealed that most companies in the last 12 months struggled to find qualified candidates to fill their open positions, as well as facing challenges related to limitations in the recruiting budget.
- Companies are prioritising the need to have a clear and defined employer brand strategy in place.
- Employer retention is of high concern.
- Companies are investing in technology in order to streamline the hiring process and reduce time to hire.
- Recruiting through Job boards is still widely used.
- Companies are slowly prioritising mobile recruiting technologies.
- Companies are increasingly relying on social media to recruit talent, with LinkedIn being by far the most popular source.

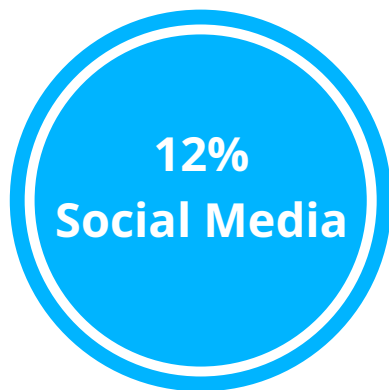
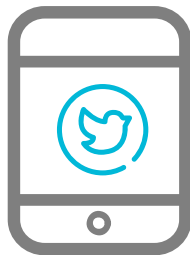
WHAT HAS BEEN YOUR BIGGEST RECRUITMENT CHALLENGE IN THE PAST 12 MONTHS?



Fast Fact

According to Jobvite (www.jobvite.co.uk), a large majority of UK recruiters (86%) expect that the job market will stay as competitive, or become even more challenging, in the next twelve months. 58% of recruiters already say that the lack of skilled or qualified workers is their biggest challenge when it comes to hiring quality talent.

WHAT IS YOUR PREFERRED METHOD OF RECRUITING?



WHAT ARE YOUR TOP RECRUITING PRIORITIES FOR THE NEXT 12 MONTHS?



Fast Fact

A clear and defined employer brand strategy can bring significant benefits to an organisation. It can significantly improve application rates and it can also help in keeping the organisation stand out in a crowded and competitive market and provide top candidates a compelling reasons to join the company rather than going elsewhere.

WHY MOBILE RECRUITING IS NECESSARY

Mobile applications can take recruiting to the next level. A new world of talent opens up to HR professionals who source, attract, engage, and hire candidates via mobile devices.

However a recent research conducted by Forbes 10 Workplace Trends for 2015 highlight the fact that only 20 percent of the fortune 500 companies have a mobile friendly career site; companies are going to have to start to optimise their websites and start using mobile applications in order to appeal to the on the go job seeker. With more people constantly moving around, taking their work with them, companies need to be able to promote opportunities where they are at all times



45%

Of job seekers say they use their mobile device specifically to search for job at least once a day



89%

Believe a mobile device is an important tool for job searching

WHICH SOCIAL MEDIA CHANNEL DO YOU USE FOR RECRUITING?



70%

LinkedIn



40%

Twitter



42%

Facebook



10%

Google+



3%

Pinterest

Companies are increasingly relying on social media to recruit talent with LinkedIn being by far the most popular source at 70%. Facebook is a distant second with just 42%. However, Facebook has a much larger user base with over 1.55 bn compared to LinkedIn's 400 million users. Having said that we need to take in account the fact that LinkedIn is widely used as the traditional site for business related social media, and is better for searching and contacting candidates, however Facebook and Twitter are generally better for generating employee referrals.



20 million UK LinkedIn users

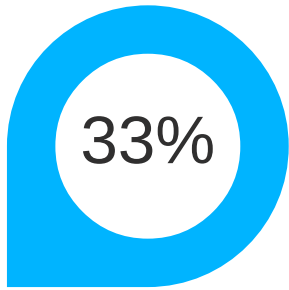


21.7 million UK Facebook users

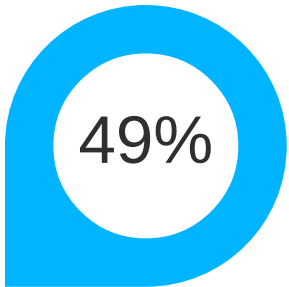


15 million UK Twitter users

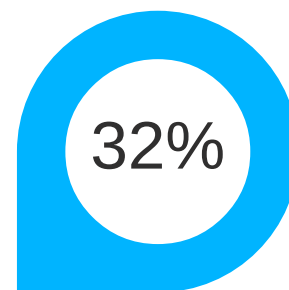
HOW SOCIAL RECRUITING HAS ENHANCED THE WAY COMPANIES FIND AND NURTURE CANDIDATES



Decrease time to hire



Increase Candidate Quality



Boost employee referral quality & quantity

Source: Social Talent "How Recruiters and Job Seekers Use Social Media in 2015"

Methodology and Respondent Profile

Survey Date: October through December, 2015

Delivery system : conducted online and promoted through askGrapevineHR and Jobatar customers / contacts.

Number of Respondents : 200 HR Professionals

Respondents' titles varied : Including Resourcing Manager, HR Director, HR Consultant, Learning & Development Managers, HR assistants.

65% of respondents worked for private companies

13% of respondents worked for government agencies

15% of respondents worked for non-profits

7% of respondents worked for recruitment agency.



When it comes to next-generation interviewing technology, experience matters. Jobatar enables hiring managers and recruiters to streamline the candidates screening process in a simpler and more efficient way, reduce screening time, costs, whilst giving a boost to the employer brand through a customisable candidate experience.

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