

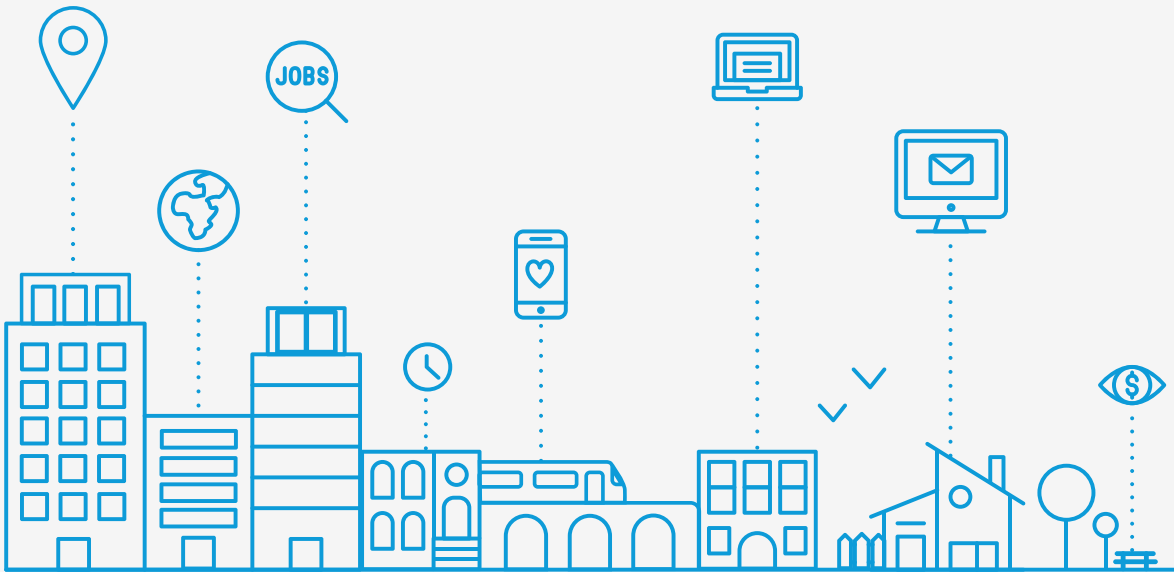


Global Jobseeker Survey

How Jobseekers are changing and
how job boards can adapt

madgex

in association with Job Board Doctor



Jobseeker behavior has changed dramatically over the past few years and continues to do so. Make sure your job board keeps up.

Here at Madgex we are always researching, testing and analyzing data to fully understand user behavior and ensure our job board technology remains the best in the market.

As part of this, we recently teamed up with the Job Board Doctor, Jeff Dickey-Chasins, to conduct in-depth research into jobseeker behavior. Our survey has unearthed a whole host of invaluable insights into exactly how this behavior has changed, and in this exclusive report we share the important lessons for any job board manager.

Don't get left behind! Make sure your job board is responding to jobseekers' changing needs. Our market-leading software is relied upon by the world's most successful media owners, online recruitment businesses and associations

Over 50% of jobseekers use job boards as a research tool to identify jobs and employers.

The job market is constantly evolving, as are the needs of jobseekers. In order to understand these changes Madgex conducted a survey in the UK, US and Germany to determine how people identify, apply for and evaluate job opportunities.

Our research revealed jobseekers:

- Use job boards to identify potential employers
- Use job boards as a research tool
- Are hungry for industry information
- Are more likely to apply when salary is included
- Want a personalized, simple and transparent experience



Madgex recommends:

While there will always be a place for a transactional model of traditional job boards, high niche players need to evolve beyond the current model in order to remain relevant.

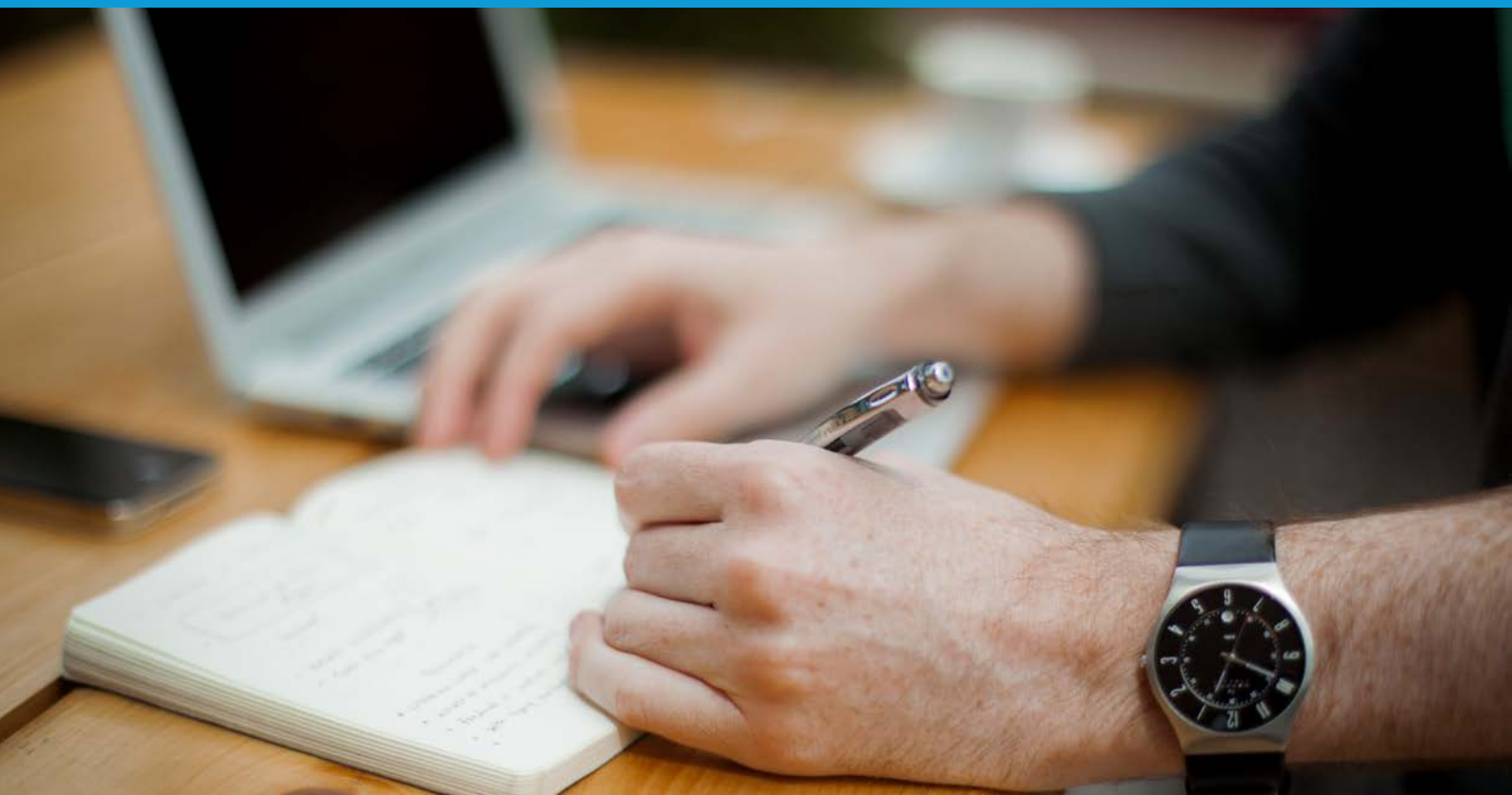
In a landscape where multiple sources and devices are being used to find work job boards are a valuable research tool. Research shows that a large proportion use job boards to research jobs, employers, industry, location and salary. By investing in richer content such as employer and career information, we can foster deeper engagement, increased loyalty and higher application rates.

66 Job Board Doctor says:

To succeed with jobseekers, job boards need to push past the traditional transactional nature of find a job/apply for a job, and instead be a useful resource for jobseekers.

They also need to encourage employers to respond promptly to job applications. Beyond that, the willingness to expose salary information may be the single most important action an employer can do to attract qualified candidates – and job boards need to make sure that their clients understand that.

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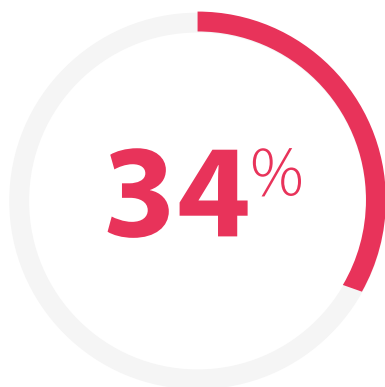


Jobseeker behaviour has changed dramatically over the past few years and continues to do so.

As the job market becomes increasingly competitive jobseekers want more information but have less time.

Key Finding: Evolution of the job board

Job boards are primarily used to identify and research employers. As a result, job sites need to be more orientated towards employer branding.



34% of respondents use job boards for researching salary



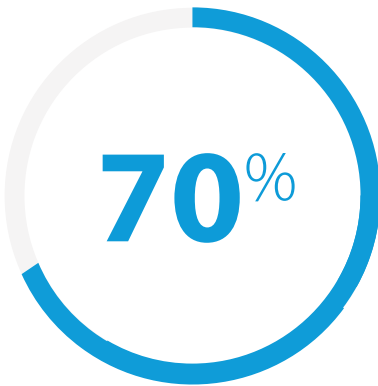
50% of respondents use job boards for researching employers



50% of respondents use job boards to identify jobs and apply elsewhere

Key Finding: Changing needs of the jobseeker

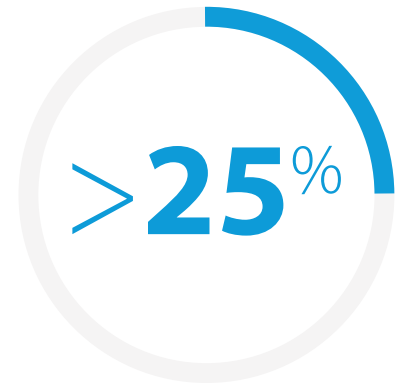
Jobseekers want complete transparency when searching for jobs – with access to detailed information about future employers and current positions.



70% of US and UK jobseekers are more likely to apply when salary information is included



30% of jobseekers consider reputation when choosing a job board to find work



More than 25% of respondents value quality of listed jobs when choosing a job board

What are the essential reasons for choosing to use a job board?

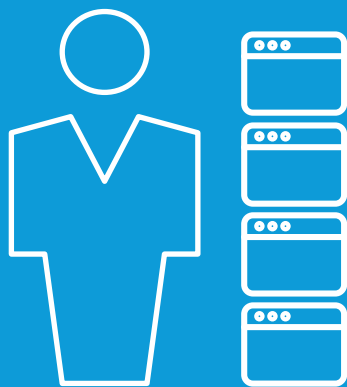
	 US	 UK	 DE
1	Jobs in local area	Jobs in local area	Jobs in local area
2	Jobs in relevant industry	Jobs in relevant industry	Jobs in relevant industry
3	Reputation	Quality of jobs	Quality of jobs
4	Quality of jobs	Able to manage resume	Referrals
5	Employers can view resumes	Reputation	Reputation



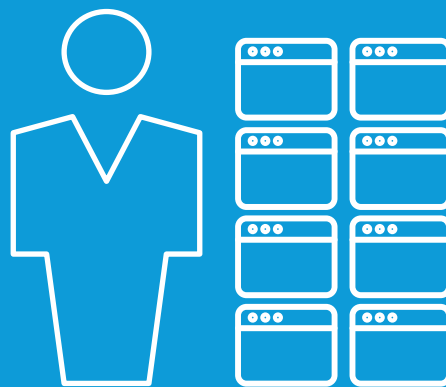
Madgex recommends:

Both reputation and quality factor highly beyond the natural requirement for relevant jobs and shows that trust is key in the foundation of a job board. Bottom-line, jobseekers need to make a quick decision when responding to jobs, so you can't afford to waste their time with inaccurate, irrelevant or out-of-date information.

Jobseekers use multiple methods when searching for work.



All jobseekers use at least **4 digital** sources to find work



42% of jobseekers use **8 digital** or more sources to find work




There are a number of sources jostling for attention in the recruitment market and, as a result, jobseekers no longer refer to one trusted source.

The most popular method for finding employment in both the UK and US are job search engines, closely followed by job boards. Newspaper ads are still highly valued in Germany.

Both Germany and the US place importance on referrals, while US jobseekers value social and professional networks more than their German and British counterparts.

Job search engines are the most essential tool in the UK, although multiple sites are employed.

Which sources are seen as essential when looking for work?

	 US	 UK	 DE
1	Referrals	Job search engines	Newspaper ads
2	Professional networks	General job boards	Referrals
3	Company career sites	Company career sites	Company websites
4	General search engines	Referrals	General job boards
5	Job search engines	Government workforce sites	Government workforce sites



Madgex recommends:

With so many sources available, loyalty is decreasing. In order to engage with jobseekers in such a competitive market, job boards need to become career hubs, offering valuable content as well as listing the best quality jobs. By positioning yourself as a trusted resource you will increase applications and build brand loyalty.

66 Job Board Doctor says:

Jobseekers typically begin their journey on a search engine, and by the time they arrive on a job board, they've been exposed to several job sources. To succeed with these jobseekers, job boards need to become a valuable resource for jobseekers, providing background on industries and employers, giving deep dives into different employment options, and delivering an insider's view of the job market.




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Job boards are a crucial tool for identifying jobs and researching employers.

The way job boards are used is changing. Where once they were simply a place to find work, jobseekers now use them to identify future employers. Over half of the respondents use job boards to find a new position and then apply elsewhere – either via a third party redirect or directly on the company site.

Job boards are also used to research the types of jobs available and salary information. Two-thirds of respondents are more likely to apply for a job if it gives salary information.

What are the primary ways people use job boards?

	 US	 UK	 DE
1	Identify employers	Locate jobs and apply on company site	Identify employers
2	Locate jobs and apply on company site	Identify employers	Locate jobs and apply on company site
3	Locate jobs and apply on job board	Research jobs available	Locate jobs and apply on job board
4	Research jobs available	Locate jobs and apply on job board	Research jobs available
5	Research salary information	Research salary information	Research salary information



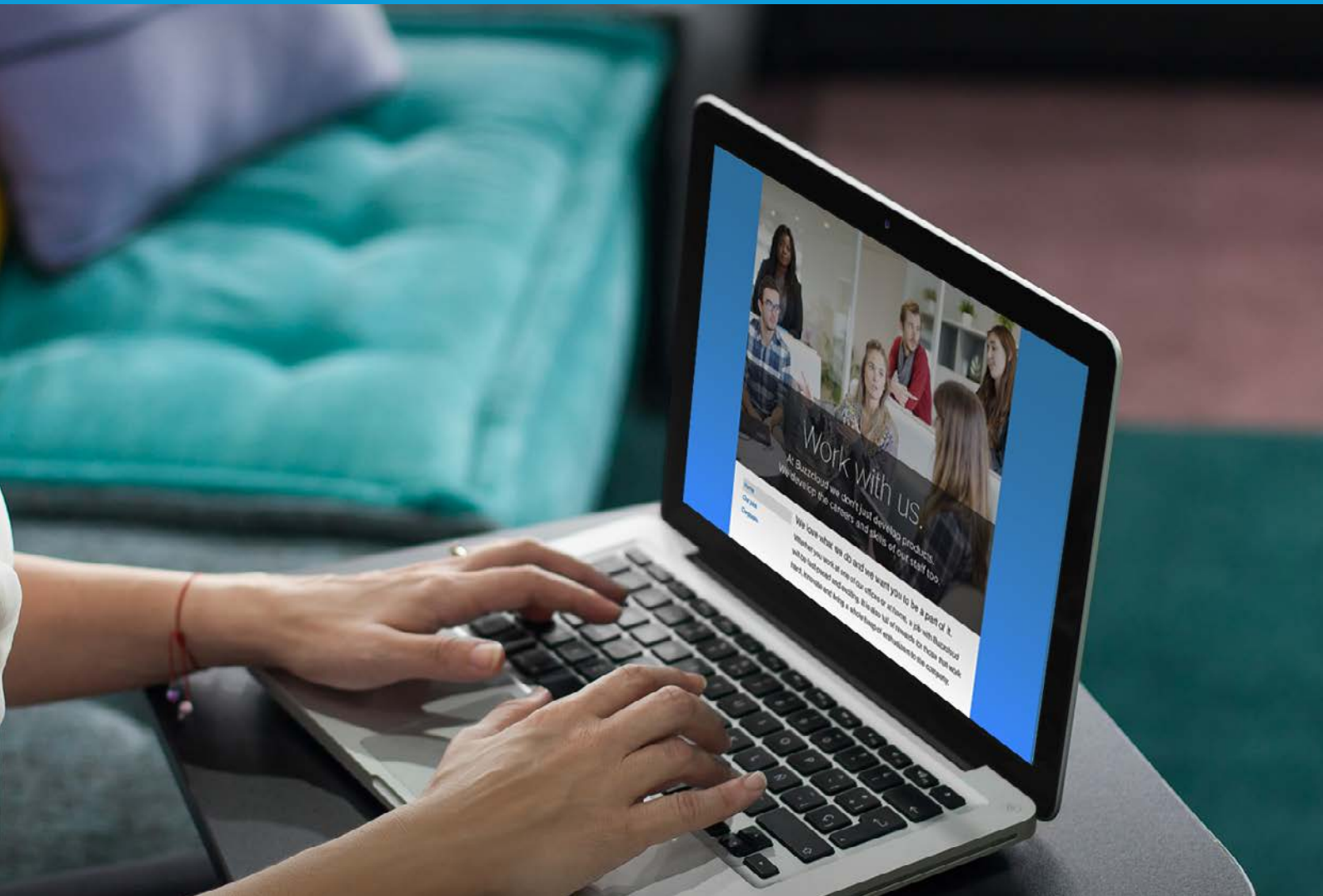
Madgex recommends:

From our findings it is clear that research is an important part of the job seeking journey and shouldn't be ignored, as it opens up a significant revenue opportunity for job boards. Providing employer branding and quality content will result in deeper engagement with jobseekers, greater loyalty and an increase in applications.

66 Job Board Doctor says:

Most companies aren't Google or Barclays – they are one of many employers competing for candidates. Job boards can help an employer stand out by providing detailed information about the company and its culture – even including videos of the workplace and fellow employees. This helps 'brand' the employer and ensures candidates will go to them first.

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Jobseekers want job boards to match them to the right job.

One of the most important features when using job and career sites is the ability to receive personalized job alerts via email, with jobs tailored to their needs. Jobseekers want to be the first to hear about a new job, but don't have the time – or the inclination – to search for themselves. This is particularly true for passive jobseekers.

The ability to upload a resume is seen as an essential job board feature, which underlines the value jobseekers place on simplifying the application process and using resumes to market themselves on job boards. In US and UK nearly 50% prefer to simply upload a resume when applying for a job, rather than creating a profile.

What are the most essential features for a job board?

	 US	 UK	 DE
1	Searching for jobs	Searching for jobs	Searching for jobs
2	Ability to upload resume	Receive job alerts via email	Receive job alerts via email
3	Receive job alert via email	Ability to upload resume	Able to communicate directly with employers
4	Able to communicate directly with employers	Able to communicate directly with employers	Ability to upload resume
5	Receive job notifications via texts	Receive job notifications via texts	Receive job notifications via texts



Madgex recommends:

Personalization is key when looking for work. Jobseekers don't have the time to search through multiple pages of listings so job sites need to act as intermediary between candidates and companies. By making the most of features such as recommended jobs and email alerts, you can connect the right candidate with the right job.

66 Job Board Doctor says:

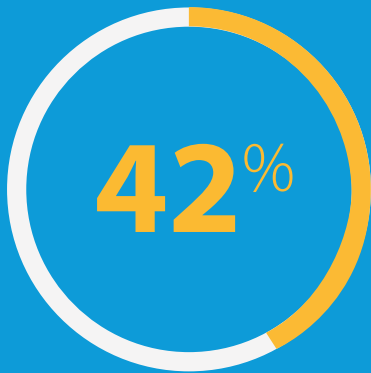
Personalization isn't hard – but it takes thought in terms of job board design. If you have a jobseeker's resume, you have almost all the information you need to deliver relevant jobs and employers. Why not show them employers that are good matches, even if they don't have job vacancies right now?

You can also work out where the jobseeker is in their career – are they actively looking, researching, or just looking around? Determine if they want to move or make a big change. Then put it all together.

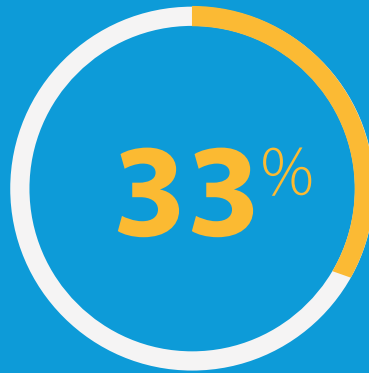
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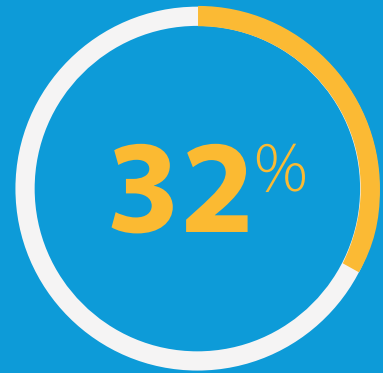
The biggest frustration with job boards is finding out-of-date jobs.



42% of jobseekers are frustrated by out-of-date jobs



33% are frustrated when sent irrelevant jobs



32% are frustrated by a lack of response from employers

People looking for work expect to find high quality, relevant jobs and information. If a search doesn't yield the right results they will quickly move on to a different site or source.

Quality of jobs was highlighted elsewhere in the survey as one of the top three essential factors when choosing a job board.

Interestingly receiving job alerts was seen as one of the most essential features of a job board but irrelevant jobs in alerts was one of the top three frustrations. This can often be down to jobs being tagged incorrectly.

Jobseekers also want a personalized experience and receiving an automated response – or worse, no response at all – can be off-putting.

Using video to self-publicize is a low priority for all generations, as is creating a profile from social media or including social media links in a profile.



Madgex recommends:

In the world of job boards, trust is king. Jobseekers need to make a quick decision when responding to jobs, so you can't afford to waste their time with inaccurate information.

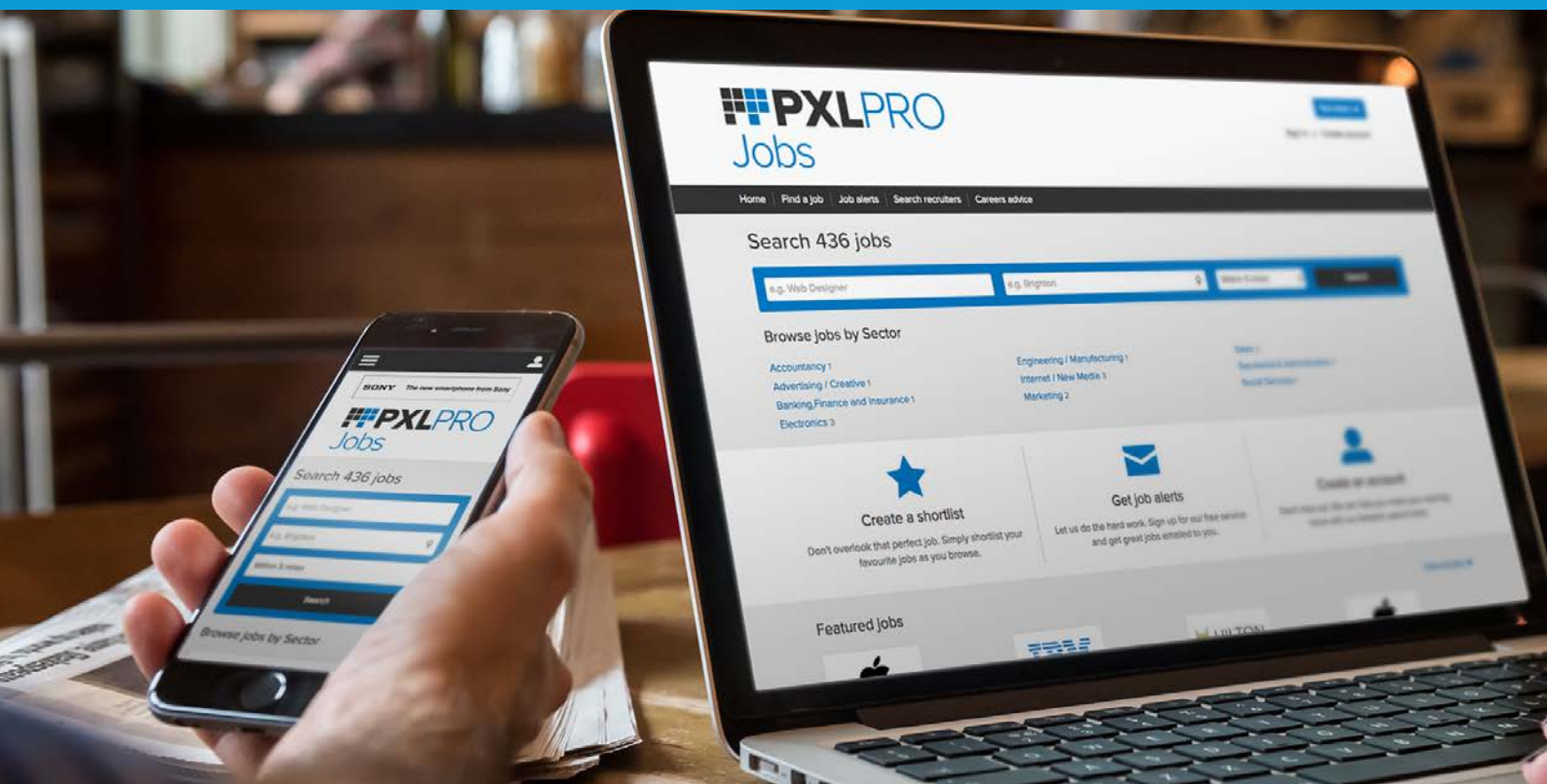
Communication and response time are also important. Job boards need to encourage employers to respond promptly to job applications and adopt a friendly, approachable tone of voice. This will provide a more personal experience, and lead to customer loyalty.

To ensure a high quality of job recommendations, particularly in email alerts, we need to look at the way alerts are set-up and the control jobseekers have over the management of alerts. Improving the technology that matches candidates to jobs, will also improve results.

66 Job Board Doctor says:

Out-of-date jobs used to occur frequently on job boards – particularly when technology was more primitive. It's not a common problem now, yet jobseekers still run into them. Why? Aggregators and job search engines that scrape jobs from employer sites may not notice a change in job status as quickly as an actively-managed job board.

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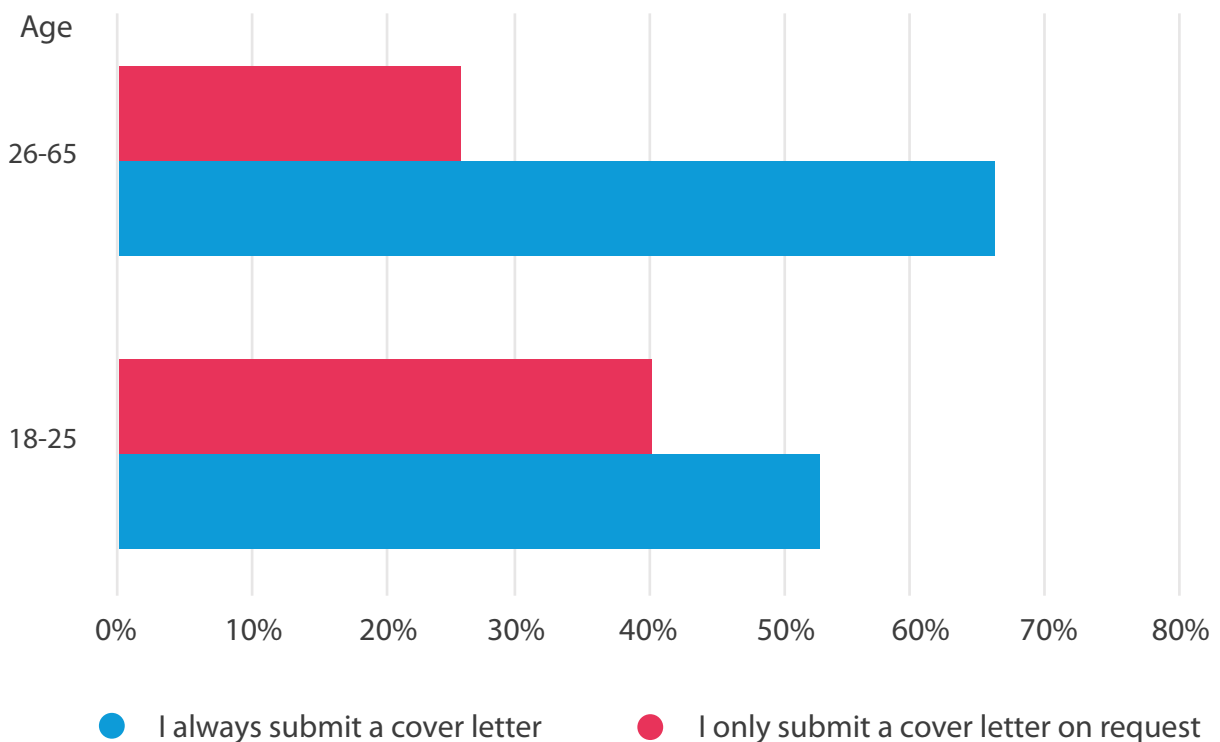


Millennials are shaping the future of the job board.

Millennials are bucking trends in the job market. We know from previous research that jobseekers see the cover letter as their chance to personalize their application, while this survey revealed 66% of respondents think it's always important to include one.

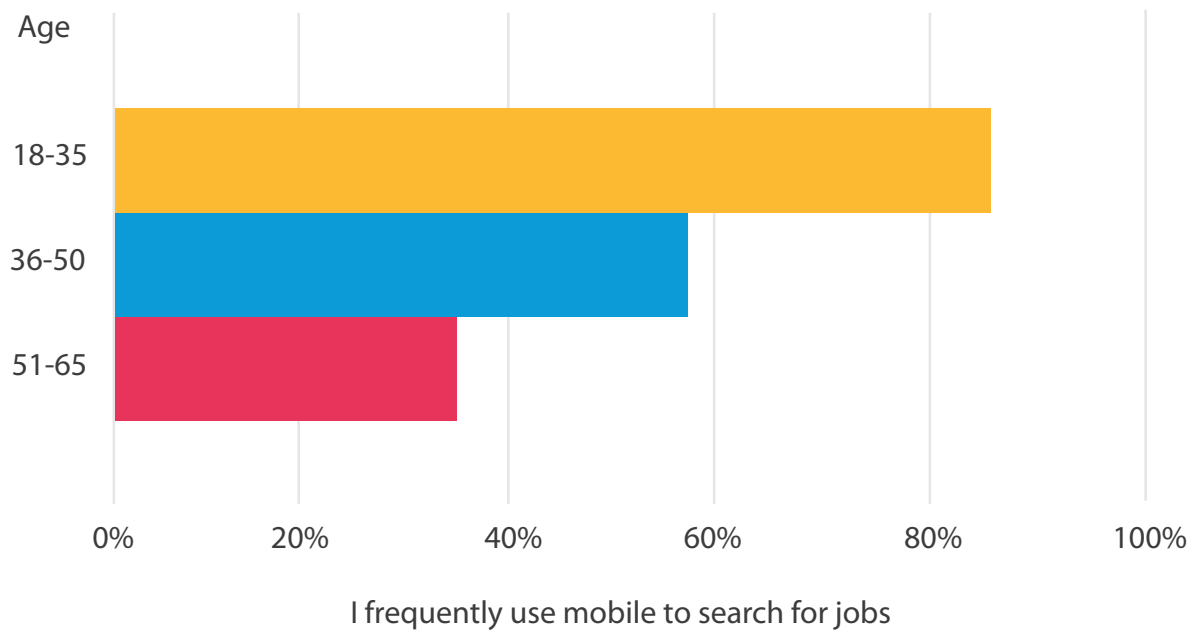
However, 18 to 25-year-olds don't see the cover letter as such a vital part of process, and are more likely to only submit one on request.

How essential is a cover letter?



Similarly, mobile use is higher among this age bracket when looking for jobs and they are more likely to apply using their smart phone.

US: How does age impact the frequency of mobile use?



Madgex recommends:

By 2020 millennials will make up 35% of the global work force* so we need to address the way they search and apply for jobs. If this new breed of jobseeker doesn't see the value of a cover letter, we can start to simplify the application process. This in turn means more jobseekers will apply via their mobile, and job board technology needs to adapt to ensure a seamless and simple process.

* ManpowerGroup report 2017

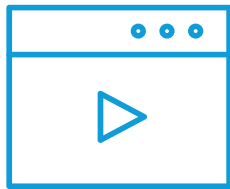
66 Job Board Doctor says:

Millennials are reshaping the workplace, so it's important for job boards to understand how they search and apply for jobs in order to meet their demands. The key difference in this new generation of jobseekers is the rising use of mobile devices and social media, which means job board services must work equally well on all devices, not just desktops.

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Four ways to engage with the jobseeker.

Connecting with jobseekers is crucial, particularly when several different sources are being used to look for work. There are many ways job boards can increase engagement and grow customer loyalty:



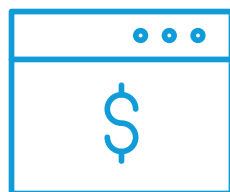
Provide richer content

Create a careers hub with employee stories, videos and research about industries



Encourage employer branding

In an increasingly competitive market employers need to stand out with a strong brand image.



State the salary

Our research shows you will get a higher conversion rate if you do.



Make the most of mobile

Ensure a simple mobile experience, from exploration to application.

How we did the research.

The questionnaire was developed by the Job Board Doctor and Tracy Godding, Head of User Experience research at Madgex. It included questions covering:

- Respondent demographics
- Preferences for different job search tools
- Usage preferences for technology platforms
- Important factors for job board use

Survey Sampling International provided a random, gender-balanced audience from the UK, US and Germany covering several thousand responses.

Madgex

Madgex provides a range of SaaS solutions and support services that enable the world's most successful media owners, online recruitment businesses and associations unlock the value of their professional audiences. From job boards to career and development hubs, the software enables their clients to engage with their online audience and ensure strong commercial results.

The Job Board Doctor

Jeff Dickey-Chasins is a veteran of the job board. Jeff was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with more than 450 job boards and published research, e-books, and blog posts on almost every aspect of the industry.

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Note: Individual reports, looking at the three different territories in this study will follow.

There's more where this came from

Look out for future whitepapers and articles exploring trends in the online recruitment market and more via the Madgex blog.

[madgex.com/blog](https://www.madgex.com/blog)

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