



15 Recruiting Trends You **Should Implement** **in 2020**

Introduction



The way we recruit has changed

You don't pick talent anymore. Talent Picks you.

The focus is now on candidates, who are being treated like customers.

"90% of recruiters say the job market is candidate-driven."

Source: MRINetwork

Are you ready?

...to embrace these changes or will you be left behind?

Start implementing these 15 trends **ASAP!**

Otherwise, you will end up being the loser in the war for talent before the year ends!

Let's go!

01

Recruitment marketing



What is it?

Recruitment marketing is the process of **nurturing and attracting** talented individuals to your organization using marketing methods and tactics.

Marketing in recruiting?

Yep!

Recruitment marketing strategy is based on the **implementation of marketing tactics** in recruiting.

"70% of candidate are passive job seekers."

Source: LinkedIn

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Inbound recruiting



What is it?

Inbound recruiting is a method of **creating** targeted and branded recruiting **content** with a goal to attract talent.

Why is it important?

With inbound recruiting, you **build relationships** with candidates in order to make them **choose you** as their next employer.

“62% of candidate listed career site as a top channel for researching new job opportunities.”

Source: LinkedIn

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Employer branding



What is it?

Employer brand is the term commonly used to describe an organization's **reputation** and popularity as an employer and its employee value proposition.

Employee value proposition?

Employee value proposition is defined as **rewards and benefits** which employees receive in return for their performance at the workplace.

“69% of job seekers would not take a job in a company with a bad reputation, even if they were unemployed!”

Source: Glassdoor

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Candidate experience



What is it?

Candidate experience is current, past and potential future candidates' overall perception of your company's recruiting process.

Why is it important?

Candidate who had a positive candidate experience in your recruiting process will more likely **accept** your job offer, **reapply** in future and **refer** others to your company.

"88% of candidates with a positive experience would increase their purchase with the company."

Source: ClearCompany

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Candidate relationship management



What is it?

Candidate relationship management (CRM) is a method for **managing and improving relationships** with job candidates.

Why is it important?

Building relationships with candidates is necessary on 3 levels, with:

- **Current** candidates
- **Past** candidates (silver medallists)
- Potential **future** candidates

“96-98% of candidates who had a positive candidate experience would refer others to apply.”

Source: Bullhorn

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Talent pool building



What is it?

Talent pool is a **database** where recruiters and HR Managers keep all of their **qualified candidates**.

How to build a talent pool?

Talent pool checklist:

- **applied** candidates
- **sourced** candidates
- **referred** candidates
- silver medallists
- candidates that have willingly joined your pool in an **inbound** way

“48% of global employers report talent shortages as their biggest hiring challenge.”

Source: TMP Worldwide

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Social recruiting



What is it?

Social recruiting is a method of using **social media channels** (Facebook, Twitter, LinkedIn, etc.) for recruiting.

Why is it important?

With social recruiting, you can proactively **search** for potential candidates, **build relationship** with them and encourage them to **apply** to your vacant job positions.

“73% of millennials found their last position through a social media site.”

Source: Aberdeen Group

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Recruitment automation tools



What is it?

Recruitment automation tool is a software which streamlines, simplifies and automates recruiting process, making it faster and more efficient.

Why is it important?

Modern all-in-one recruitment tool offer help in finding, attracting, engaging, nurturing and converting candidates into applicants.

“86% of recruiters say that using an ATS has helped them hire faster.”

Source: GetApp

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Data-driven recruiting



What is it?

Data-driven recruiting is a popular recruiting strategy in which HR professionals use data from their recruiting software in order to make better and more informed recruiting decisions.

Why is it important?

Using data-driven recruiting has proven to improve the most important hiring metrics:

- time to hire
- cost to hire
- quality of hire

“HR teams are 2x more likely to find talent faster and more efficiently if they use data-driven recruiting.”

Source: LinkedIn

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GDPR



What is it?

General Data Protection Regulation (GDPR) is a **new** piece of EU **legislation** which replaced the Data Protection Act (DPA) with the goal of unifying data regulations within the EU.

Why is it important?

GDPR gives people **greater control** over their **personal information**, which means it has **completely changed** the way recruiting operates.

“25th of May 2018 was the enforcement date of GDPR.”

www.eugdpr.org

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Employee referrals



What are they?

Employee referrals are an internal method for finding qualified candidates through **recommendations** from the company's current employees.

Why are they important?

Employee referrals improve:

- **time** to hire
- **cost** per hire
- **quality** of hire
- employee engagement
- employee retention

"82% of employers rated employee referrals above all other sources for generating the best ROI."

Source: CareerBuilder

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Talent sourcing



What is it?

Talent sourcing is the process of reaching out to **passive** job seekers and **proactive** talent pool building.

Why is it important?

According to LinkedIn, **90%** of global professionals are **interested** in hearing about new job opportunities, but **only** one third of them are **actively looking**.

“Only 36% of candidates actively search for a new job.”

Source: LinkedIn

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Collaborative hiring



What is it?

Collaborative hiring is a hiring method in which both HR teams and teams from other departments engage in the recruitment process.

Why is it important?

Collaborative hiring decreases the **risk of a bad hire** and ensures that the person is a **good cultural fit** for the team.

"86% of employers say they've hired the wrong person for a position."

Source: Career Builder

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Structured interviews



What is it?

A **structured interview** is a type of interview in which the candidates are asked a particular set of **predetermined** questions.

Why is it important?

Key advantages of structured interviews are:

- effectiveness
- objectiveness
- fairness
- legal defensibility

“26% of employee's performance can be predicted by structured interview (and only 14% by unstructured interview).”

Source: Schmidt and Hunter

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Strategic alignment



What is it?

Hiring needs to be more **strategic and aligned** with the company's future growth plans. Strategic alignment means **linking** recruitment efforts with the company's strategic goals to **improve** business performance.

Why is it important?

With the increase in talent shortage, employers will have to continuously work towards closing the **skill gap** to support business growth.

"90% of HR leaders know they need to be more strategic."

Source: Human Capital Institute



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