

RECRUITER NATION



How to Hire in the Most Competitive Labor Market Ever

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Manager**
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Agenda

- About Jobvite / About Me
- State of the Hiring Economy
- The Buyer's Job Market
- 4 Ways to Improve Hiring with Candidate-Centric Recruiting

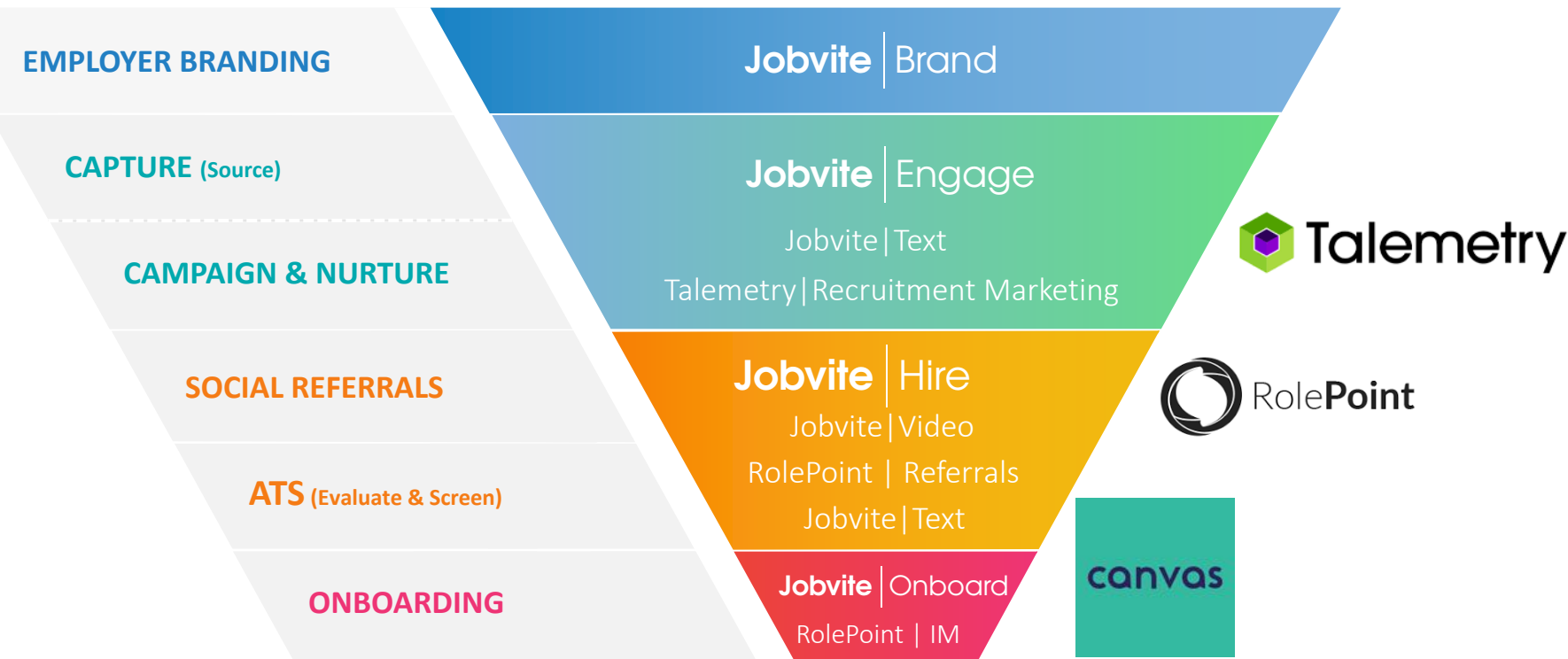


About Me

- 10+ years in recruiting & recruitment marketing
- Father of 2 boys, 10 & 7, who are avid basketball and football players
- Love sports – I coach HS football & several youth sports



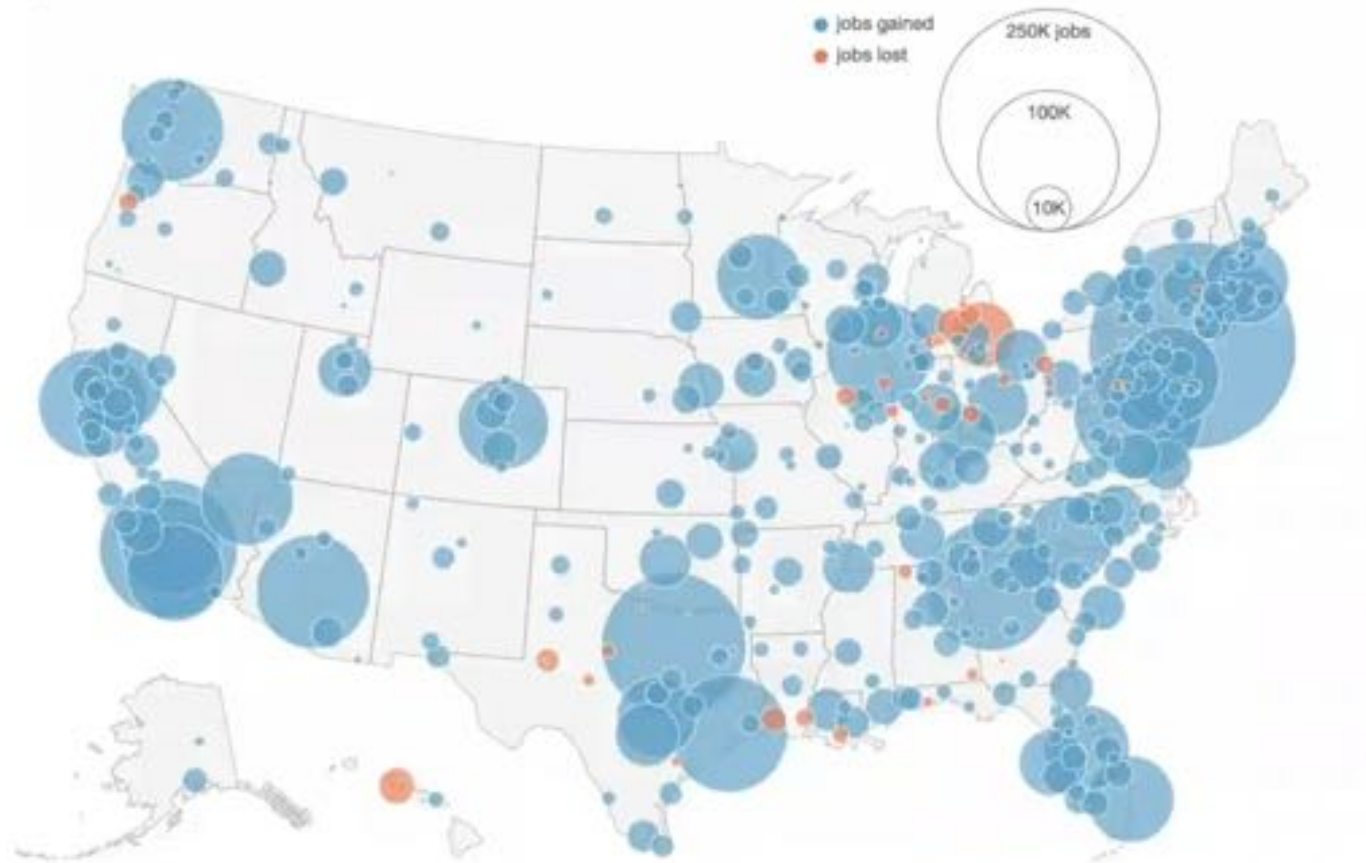
Jobvite



12 months ending on:
JAN 1999



'99 '00 '01 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 '12 '13 '14 '15 '16 '17 '18 Jun 2018

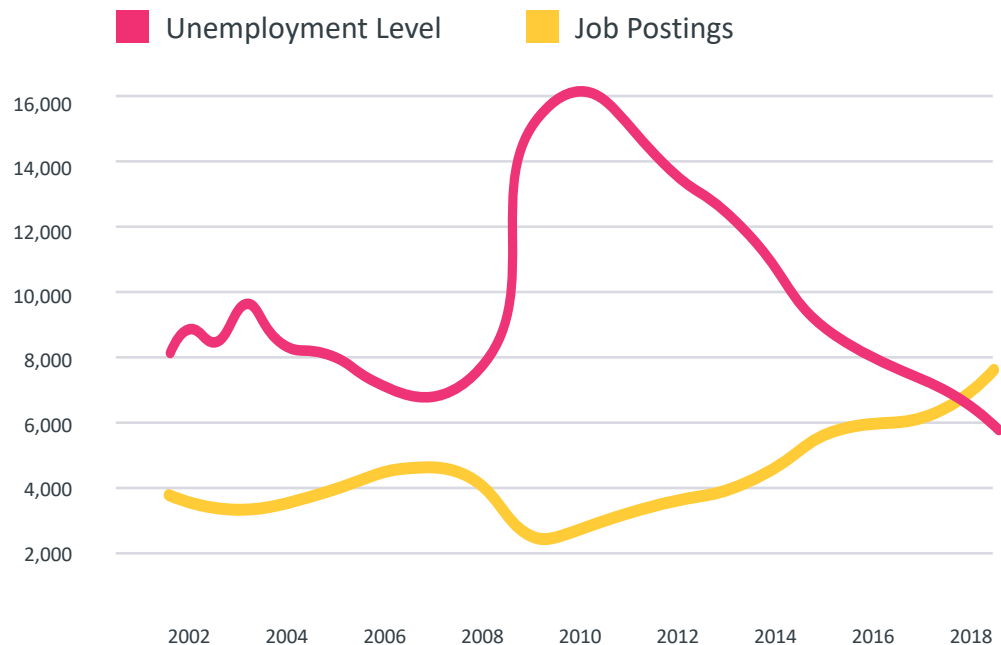


Geography of Jobs

NET JOB GAINS / LOSSES
BY METROPOLITAN
STATISTICAL AREA



Right Now There Are More Job Openings Than People to Fill Them



In Q4 2018, there were **6.3 million** unemployed persons versus **6.9 million** open jobs.



Candidates are Rejecting Companies with Outdated Systems and Practices

60%

abandon complex
online applications

72%

share bad experiences
via social media and
personal networks

85%

won't consider your
company again after a
bad experience



Job (S)hopping is the New Normal



2.8 Years

Average Tenure
at Job for
Millennials

15-20

Average
Number of Jobs
Millennials Will
Hold in Lifetime

43%

of Millennials
Expect to Leave
after 2 years

60%

Millennials are
Open to a
New Job



If You Don't Tell Your Brand Story, They'll Tell It For You



57% start their research on your company website.



25% check out your LinkedIn and Facebook pages.



28% of millennials look at your Instagram page.

76% of candidates research companies during their job search.

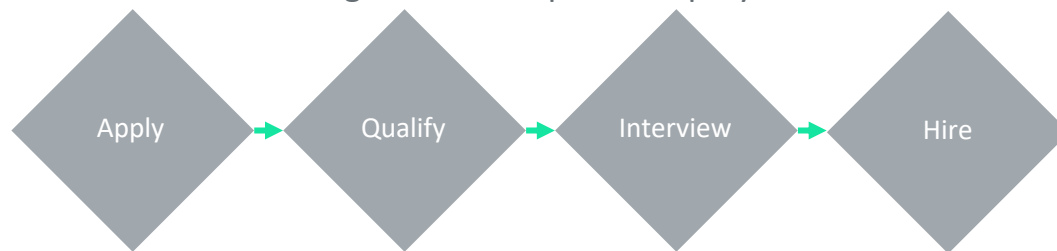


Modern Recruiting Must Go Beyond

OLD SCOPE

administrative efficiency

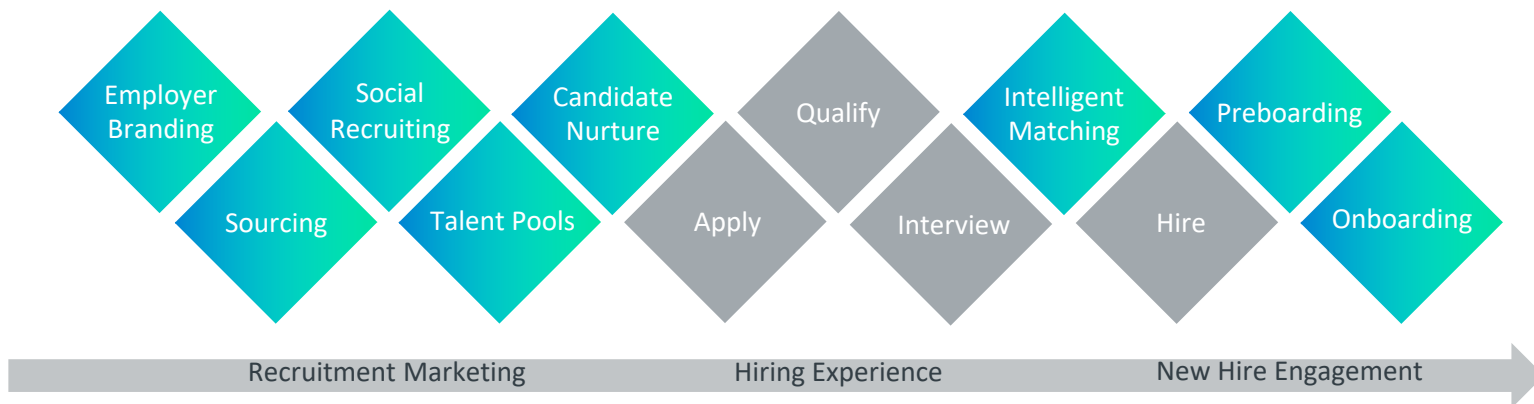
straightforward: “post and pray”



NEW SCOPE

quality and speed

continuous candidate engagement : “First Look to First Day”



Understand Your Recruiting Metrics and the Story They Tell

2018 Recruiting Funnel Benchmark Results

	2015	2016	2017	2018
Visitors to Applicants *	11%	9%	12%	21%
Applicants per Open Requisition	59	52	36	29
Applicants to Interviews	12%	15%	12%	12%
Interviews to Offers	17%	20%	28%	28%
Offers to Hires	89%	83%	91%	95%
Top-to-Bottom	0.2%	0.3%	0.4%	0.7%
Average Time-to-Hire (Days)	41	39	38	38

*Visitors to Apply Pages = 1-12% depending on employment brand, apply process, etc.

► Best Sources

► Challenging Bottlenecks

► Find Your Areas of Opportunities to Optimize!



4 Things You Can Start Doing Now

Jobvite

1

2

3

4

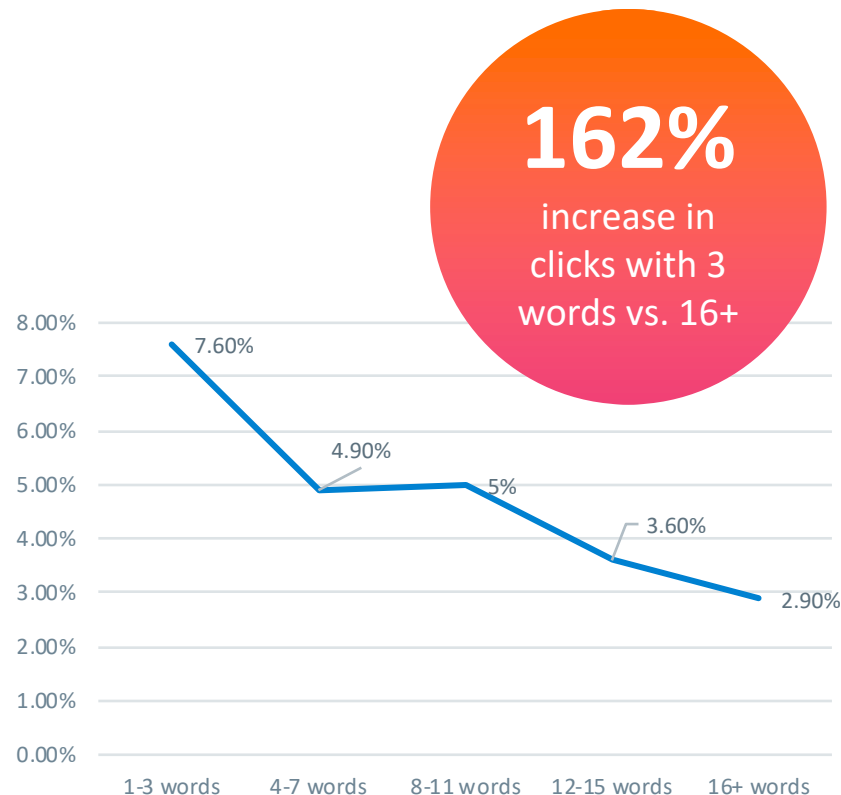
- Job Requirements
- Employer Brand
- Candidate Experience (closing the loop)
- Referrals, Referrals, Referrals

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Align On Job Requirements

- ▶ Meet with Hiring Manager
- ▶ Determine Job Title/Job Description
- ▶ Short Job Title = More Clicks
- ▶ Align with Broader Hiring Team
- ▶ Quick/Easy Feedback from Hiring Team



Own Your Employer Brand

- ▶ Engage in employee focus groups
- ▶ Identify target applicants & markets
- ▶ Partner with marketing
- ▶ Produce compelling content & build brand
- ▶ Engage in social channels to share events & culture
- ▶ Career Website



Candidate Engagement & Experience

- ▶ Forge relationships with candidates
- ▶ Maintain engaged talent pool
- ▶ Create brand advocates within organization and talent pool
- ▶ Expand recruiting team and delegate employer branding efforts
- ▶ Be 'present' with your candidates
- ▶ Close the loop as soon as possible



Employees Drive 80% of Quality Hires!



Your Job Is The Most Critical, Most In Demand, and Most Valuable!

You Deliver Value Every Day

“Recruiting is the most critical HR function delivering 40% more profit growth than the next HR function.”

- Boston Consulting Group

HR FUNCTION OR PROCESS	PROFIT GROWTH	PROFIT MARGIN	TOTAL IMPROVEMENT
Recruiting	3.5x	2.0x	5.5
On-boarding and retention	2.5x	1.9x	4.4
Managing talent	2.2x	1.9x	4.4
Employer branding	2.4x	2.1x	4.3
Performance management and rewards	2.1x	2.0x	4.1
Developing leadership	2.1x	1.8x	3.9
Mastering HR process	1.8	1.8	3.6
Global people management and global expansion	1.8	1.7	3.5
Enhancing employee engagement	1.8	1.6	3.4
Providing shared services and outsourcing	1.6	1.7	3.3



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Thank You

Questions? Email Me:

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