INSIGHT INTO THE MIND OF TODAY’S JOB SEEKERS

What HR professionals need to know to stay ahead of the competition in the war for top talent

a Research eBook by:

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Every employer wants to hire the best talent. The pressure to do so has created an intensely competitive hiring environment. In order to win the war for talent, progressive organizations are implementing a job seeker-centric recruitment strategy, one that is designed around the wants and needs of both passive and active candidates. Before this strategy can be developed, however, you need to get to know the job seeker. How? You have to understand their motivations, know how they use technology for their job search, and have a deep understanding of the factors that influence job seekers to apply for positions as well as the factors that turn job seekers off.

To that end, iCIMS conducted extensive research of more than 60,000 jobs posted in 2013 and surveyed more than 700 job seekers to help you gain a better understanding of today’s job seekers.
UNDERSTANDING JOB SEEKER MOTIVATIONS

Are You Looking for a Job?

- **38%** Yes
- **45%** No but I am open to the opportunity
- **17%** No

62% of all people surveyed (including employed and unemployed) are either actively looking for a new job or open to new opportunities.

What Would Make Those Who Are Already Employed Change Jobs?

- **66%** Salary / benefits
- **7%** Job responsibilities
- **9%** Job location
- **7%** Management / work relationships
- **4%** Company stability
- **4%** Company culture / prestige
- **2%** Job title

Those who are currently employed would consider changing jobs for better salary and benefits.

Tips for Recruiters:

- Advertise jobs widely. With so many people open to new opportunities, you never know where you may find the best candidates.
- Proactively compare your company's salaries to other companies that may be competing for the same candidates.
JOB SEEKERS’ WEB-BASED JOB SEARCHES

What is the Primary Web Technology Job Seekers Use for Their Job Hunt?

49% of all people surveyed perform a web search to find jobs.

Web Search (Google, Yahoo!, Bing) 49%
Job Boards / Aggregator (Monster, Indeed, CareerBuilder) 41%
Social Media 10%

Tips for Recruiters:
Design a recruitment strategy including search engine optimization, social media, and job board posting.

What is the Primary Web Technology Job Seekers Use for Their Job Hunt by Age Group?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Job Boards / Aggregator</th>
<th>Social Media</th>
<th>Web Search</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomer</td>
<td>32%</td>
<td>47%</td>
<td>35%</td>
</tr>
<tr>
<td>Gen X</td>
<td>41%</td>
<td>27%</td>
<td>31%</td>
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<tr>
<td>Millenial</td>
<td>22%</td>
<td>20%</td>
<td>26%</td>
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<tr>
<td>Silent Generation</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
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Job boards are preferred by Generation X job seekers. Baby Boomers are looking to social media for job opportunities.
Job seekers believe that LinkedIn is the best place to look for a job.

Tips for Recruiters:
Develop a social recruiting strategy including posting to LinkedIn, Facebook, and Twitter.

In terms of job seeker conversion from ‘just looking’ to sharing a job with a friend, Google+ outperforms all others.
UNDERSTANDING JOB SEEKERS’ BEHAVIOR ON JOB BOARDS

What Job Sites Result in the Most Career Portal Traffic?

- Indeed: 32%
- CareerBuilder: 23%
- Monster: 11%
- LinkedIn: 11%
- Simply Hired: 1%

Indeed.com drives the most traffic to companies’ career portals.

LinkedIn’s low bounce rate¹, long duration on site, and increased number of page views implies that job seekers coming from LinkedIn are more engaged than those coming from other job sites.

Tips for Recruiters:
Include LinkedIn in your job board posting strategy.

¹ Bounce rate: represents the percentage of visitors who enter the site and "bounce" (leave the site) rather than continue viewing other pages within the same site.
FACTORS THAT INFLUENCE JOB SEEKERS TO APPLY: CAREER PORTAL

How Job Seekers Prefer to Apply for Jobs

- Complete an online application or upload a resume: 42%
- Email: 39%
- Traditional mail: 16%
- In-store kiosk: 3%

More than 42% of job seekers prefer an online application process through a company’s career portal over all other means of applying for a job.

On a Scale of 1 to 10, How Important is the Professionalism, Look, and Feel of a Company’s Career Portal to a Candidate’s Decision to Apply for a Job

78% of job seekers agree that the professionalism, look, and feel of a company’s career portal is a “moderately” to “highly important” factor in deciding whether to apply for a job with an organization.

Tips for Recruiters:

• Make jobs easily accessible through a career portal seamlessly linked to your corporate website.
• Include quick access to current employees’ LinkedIn profiles or Twitter pages to build candidate engagement by letting them get to know your employees.

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Insight into the Mind of Today’s Job Seekers
When Job Seekers Visit Companies’ Career Portals & Apply to Jobs

While fewer job seekers come to career portals over the weekend, the weekends are the highest conversion time from “just looking” to “applying to a job.”

Tips for Recruiters:
While you may want to make selections quickly, be sure to check resumes from the weekend before making any final decisions.
JOB SEEKER DROP-OFF

Lost Opportunities

- 93% of potential applicants don’t make it past the job description!

Why Candidates Abandon Job Applications

- 38% Required information was not readily available
- 30% Application was too long
- 19% Uncomfortable with the questions
- 13% Technical difficulties

Over 68% of job seekers who have abandoned a job application have done so because the application process was too long or required too much information.

Tips for Recruiters:
- Choose an applicant tracking system that automatically parses a job seeker’s uploaded resume to reduce data entry.
- Allow job seekers to apply using a social media profile such as LinkedIn, Google+, and Facebook.
- Test it out. Ensure that your job applications do not take longer than 15 minutes to complete.
How iCIMS Can Help

iCIMS is a leading Software-as-a-Service provider focused on taking the hassle out of human resources processes while creating a superior candidate experience. By implementing iCIMS easy-to-use, web-based Talent Platform, organizations can manage everything from attracting and sourcing talent, to candidate screening, to onboarding all within one fully integrated platform.

To create the best experience possible, iCIMS incorporates a plethora of candidate-friendly features including mobile accessibility, social apply, resume upload from Google Docs or Dropbox, video capabilities, and the ability for candidates to check their application status online, just to name a few.

Pairing our vision for excellent software with a dedication to superior customer support has proven to be a winning combination. iCIMS has been recognized by Forbes, Inc. Magazine, Deloitte, The Stevie Awards and more for staying true to its core values of customer commitment, adaptability, and continuous improvement.

To learn more about the iCIMS, call 1-800-889-4422 or take a look at our demo at: http://bit.ly/1eAYTB1