

INTRODUCTION

Year after year, Jobvite surveys hundreds of recruiters and HR professionals for its annual Recruiter Nation Survey report to determine where the industry's priorities lie and what current hiring trends are. As uncovered in this year's report, recruiters believe that many of the shifts brought forth in 2020 – from new and virtual interviewing and onboarding methods to investments and priorities – will be here to stay.

and change in 2020, the impact is being felt by talent acquisition professionals from organizations of all sizes and across all industries. Unsurprisingly, the majority of recruiters today report an increased stress level at work since the onset of the COVID-19 pandemic along with diminished headcount and hiring.

those beliefs and priorities are being brought into the job search.

important factor for recruiters in today's increasingly remote work environment.

with recruiters reporting an increase in candidates negotiating for higher salaries.

This year's Recruiter Nation Survey report aims to help recruiters and talent acquisition leaders across the U.S. understand:

Recruiting priorities and investments

Stress levels of recruiters today

Challenges in hiring quality talent





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Recruiting priorities
have shifted more for

recruiters (79%)

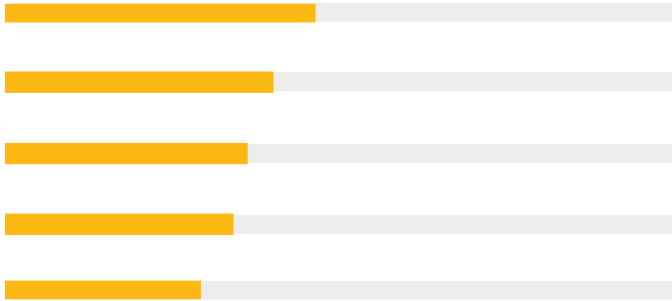


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THE TALL TALES JOB SEEKERS TELL TO GET HIRED

When job seekers stretch the truth

Technical Skills:

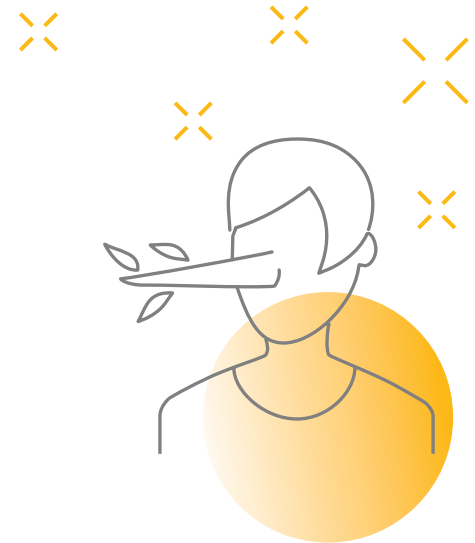
Citizenship status: **21%** in 2020, compared to 11% in 2017

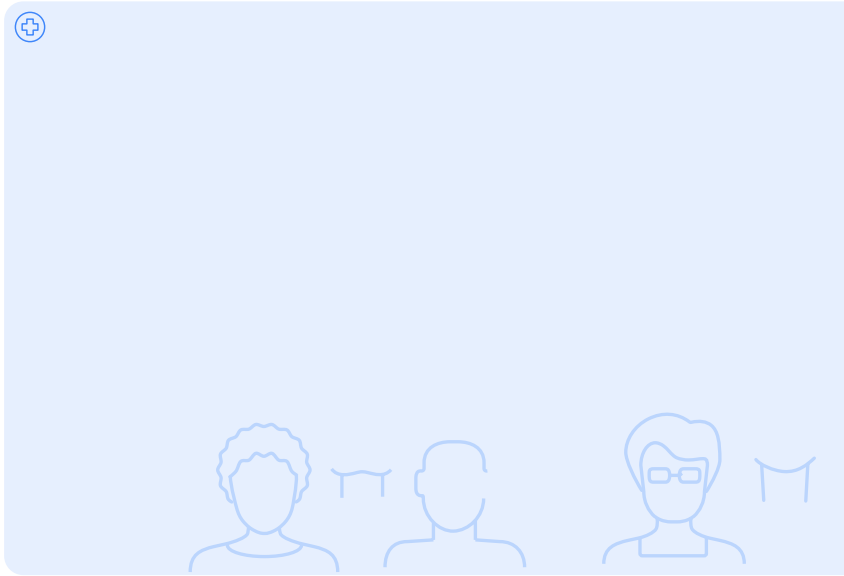
Education history: **26%** in 2020, compared to 18% in 2017

19% in 2020, compared to 14% in 2017

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Salary history:







RECRUITMENT MARKETING

What's powering successful recruiting

Tracking recruiting success

Quality-of-hire is the most valuable metric surveyed recruiters use to track recruiting success, increasing by 27 percentage points since 2017.

say quality-of-hire say retention rate
of hire say time-to-hire

Top hiring sources for high-quality candidates

Internal hires remain the top-rated source for hiring, followed by employee referrals and job boards.

internal hires employee referrals job boards

Most common content included in career site job posting

equal opportunity employment

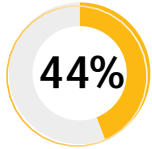
salary

advancement opportunities

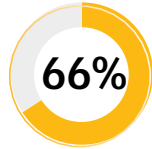
perks

THE SPEED OF TALENT

Recruiter efficiency is key



messaging to source potential candidates



to engage and communicate with current applicants



Key finding: Collection of data and practices must be compliant with the requirements set forth by the General Data Protection Regulation (GDPR).

Using text messaging to source potential candidates is more common

At large companies: 44% of recruiters representing companies with 500+ employees vs. 33% among recruiters from companies with less than 500 employees



Among male recruiters: 44% vs. 33% among female recruiters

44% vs. 33% for in-house recruiters

If a recruiter could choose one technology to make the job easier:

33% say a new applicant tracking system

33% say new customer relationship management technology

46% of recruiters





Other relevant TikTok / Snapchat findings:

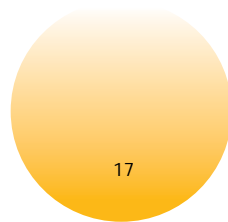
The technology and IT-hardware industries are using TikTok the most

more positive results.

believe that TikTok produces the highest quality candidates and

think the same of Snapchat

compared to in-house recruiters



CANDIDATE EVALUATION

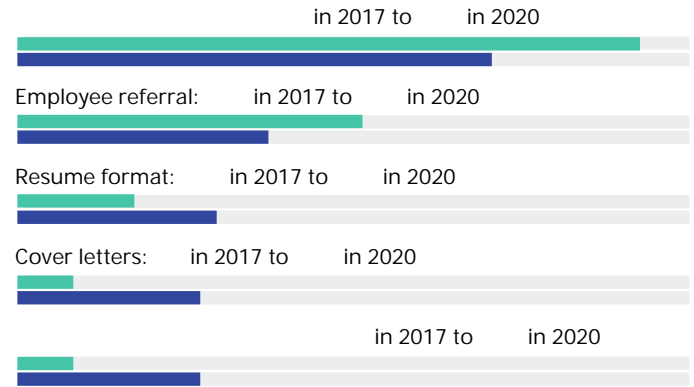
What's important in the eyes of the recruiter



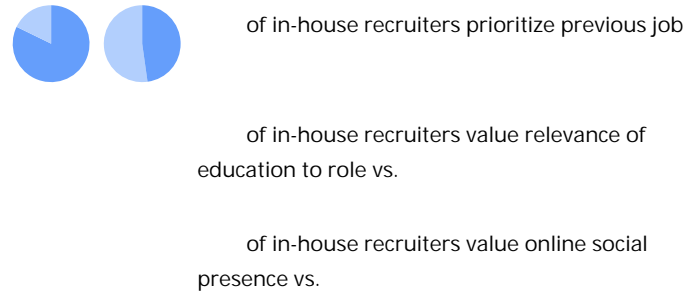
of surveyed recruiters prioritize cover letters in screening decisions, up from only 8% in 2017

Likewise, of those surveyed prioritize resume format, up from only 17% in 2017

Major shifts in factors considered by recruiters when evaluating candidates



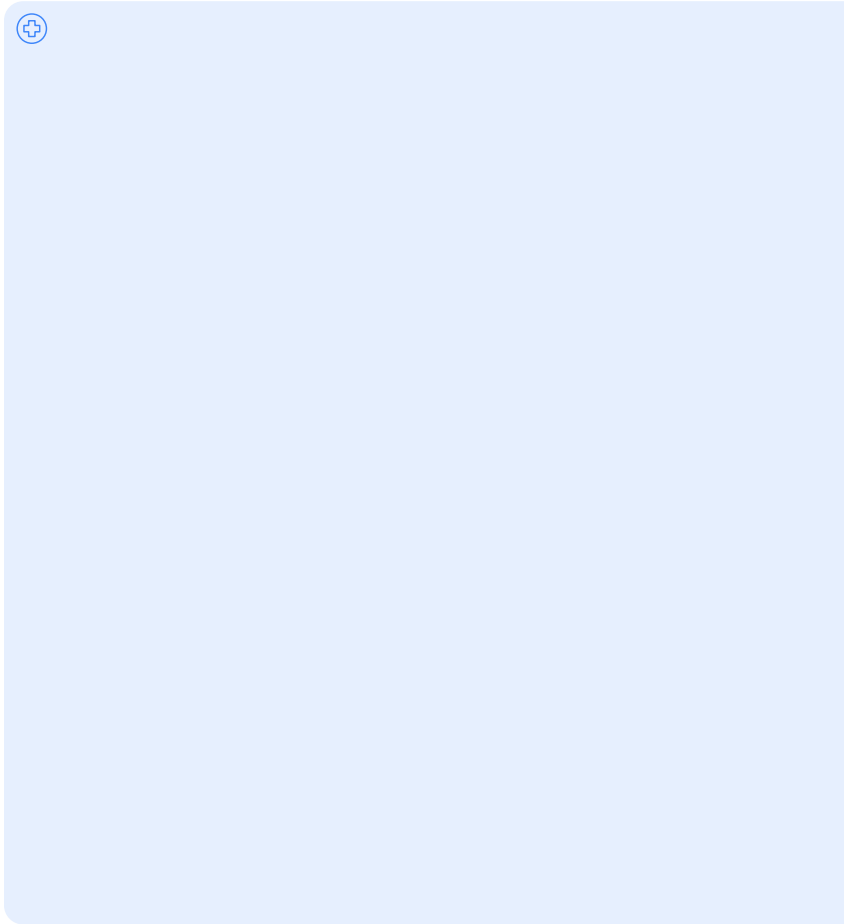
Where standing agency and in-house recruiters differ





Continuing education reimbursement has decreased the most –19 percentage points – since 2017

Casual dress code: down 17 percentage points since 2017



SALARY & NEGOTIATIONS

Despite economic slump, candidates aren't afraid to negotiate

Impact of COVID-19 on salary negotiations:



increase in candidates negotiating for higher salaries since the onset of the pandemic

report that average salaries across their industry have remained the same

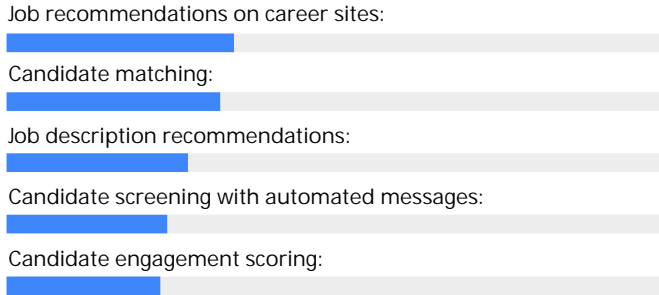


increase in salary negotiations in much higher numbers than in-house recruiters

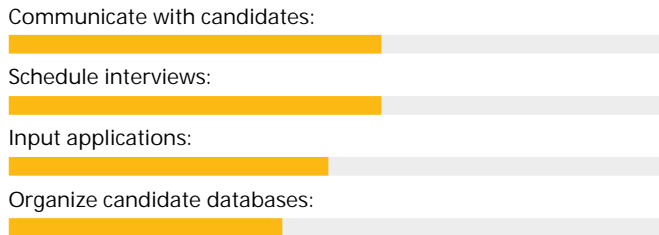
ARTIFICIAL INTELLIGENCE (AI) AND AUTOMATION

Recruiters increase efficiency with a human + machine approach

How are recruiters using AI?

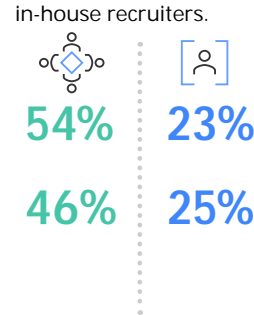


What tasks do recruiters use AI software to help with?



AI also helps deliver a positive candidate experience for the majority of candidates, according to the survey.

Where are agencies vs. in-house recruiters using AI?



Impact of AI



63% of recruiters believe AI makes their jobs better



27% say it makes it better in some ways but worse in others



10% believe AI makes their job better





Jobvite is pleased to share the results of the [2020 Recruiter Nation Survey](#), and thank these industry thought leaders who helped to contribute to the great questions that are driving insights to help us all better understand this nation of recruiters. [Jobvite is not a 672 326a348 c-23Ts6h.8 c294 44.65T34. bettere 1093t2a.672 32TalentSCNsquis/](#)





Zogby Analytics was commissioned by Jobvite to conduct an online survey of 802 recruiters in the U.S.

Jobvite supplied Zogby Analytics a list of contacts and customers, which was used to recruit survey participants. Additional recruiters were randomly invited using internal and trusted interactive partner resources. Each invitation was password coded and secure so that each respondent could only access the survey one time.

ABOUT ZOGBY ANALYTICS

Zogby Analytics is respected nationally and internationally for its opinion research capabilities. Since 1984, Zogby has empowered clients with powerful information and knowledge critical for making informed, strategic decisions.

institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies, and federal agencies. Zogby's

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