



How has recruitment changed?

9 December 2021...with guest panellists



Teamtailor

Reed.co.uk



Introductions

Presenters



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CEO



Michael Jay
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Sales Team Lead



Technical support



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Marketing Manager



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HR Knowledge Manager



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Head of Client Services

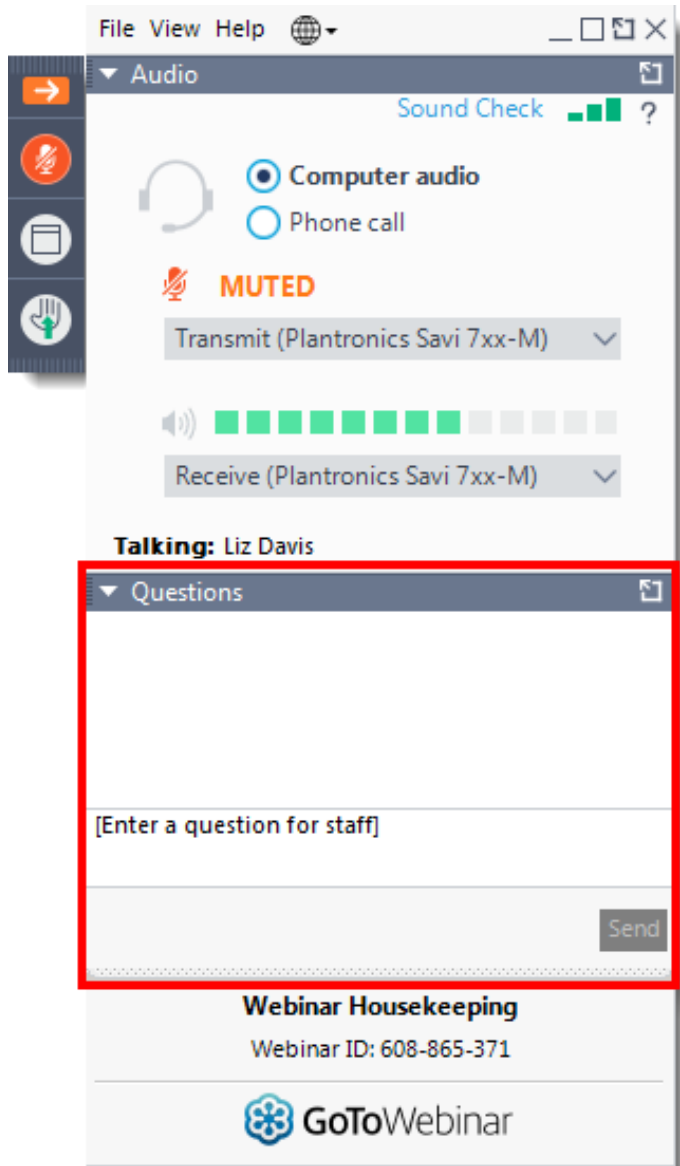




A group of diverse people are seated in a meeting room. In the center, a man with a beard and glasses, wearing a grey cardigan, has his right hand raised. To his left, a woman with long dark hair is looking towards him. To his right, a woman with long blonde hair is also looking towards him. In the background, other people are visible, some looking towards the front of the room. The room has large windows and indoor plants.

How to ask questions

GoToWebinar Housekeeping: Time for Questions



Your Participation

- Please continue to submit your text questions and comments using the Questions panel



About HR Solutions

HR Solutions is an award-winning HR, Payroll and Health and Safety consultancy. We're experts in the field, having delivered outsourced services for more than 20 years.

We offer a full service for our clients.

We take the stress out of managing a workforce for over 450 businesses, across multiple industries.

Our growing team of 30 is experienced in helping small businesses to multi-nationals. Our retained clients are matched with a dedicated Consultant, supported by knowledgeable Advisors and Administrators.

Big enough to help. Small enough to care.



Agenda

- Why has recruitment changed?
- Reed – recruitment of 2021 and a look into 2022
- Teamtailor – Candidate Experience
- Questions

Why has recruitment changed?

Key drivers:

- COVID-19
- Furlough
- Brexit

Employee Priorities:

- Career choice
- Work life balance
- Flexibility
- Side Hustles



Recruitment 2021 and a look into 2022

Agenda

- Sellers Market
- Top tips
- The Great Resignation
- How to keep your employees
- Reed.co.uk brand campaign



Poll Question

Over the last 6 months,
who has struggled to
attract candidates?

A change from a buyers to a sellers market

Sellers market

- We are in the midst of a sea change in the labour market, with it very much having shifted from a buyers' (employers') to a sellers' (candidates') market
- This is due to the sheer - and record-breaking - number of job opportunities available.
- May 2020 was the best month for job postings on Reed.co.uk since the financial crash in 2008 and, on 28th July 2021, the number of job postings for 2021 surpassed the total number of job postings throughout the entirety of 2020.
- This surge in vacancies contrasts sharply with 2020's reports of some job openings receiving thousands of applicants and many jobseekers finding it near-impossible to find a job.

Continued

Sellers market

- What we're now facing, as a collective recruitment industry, are significant skills shortages across a multitude of sectors - and this, at the time of writing, shows no immediate sign of changing.
- Despite the weighty incentives that businesses are offering to attract workers, including reports of signing-on bonuses up to £10,000 (health care management firm HC-One offered £10,000 to all newly recruited registered night nurses).
- There could also be more obvious socio-economic reasons behind this situation - Brexit meaning less visas for foreign nationals who previously made up a large chunk of the workforce, for example, plus the COVID-19 pandemic leading significant numbers to reassess their career options and become self-employed, change sectors, take early retirement, and so on.

Our top tips for attracting staff

Deliver: timely acknowledgement and feedback

- Find an optimal balance between automation and manual processes.
- Implement a process which acknowledges every application received.

Operate: a streamlined hiring process

- Review the number of interview rounds required
- Avoid making interview preparation requirements too complex
- Consider who really needs to be involved in the hiring process

Behave with: transparency and honesty

- Include a salary within the job description
- Allow candidates to experience the culture for themselves
- Be clear about progression opportunities

The Great Resignation

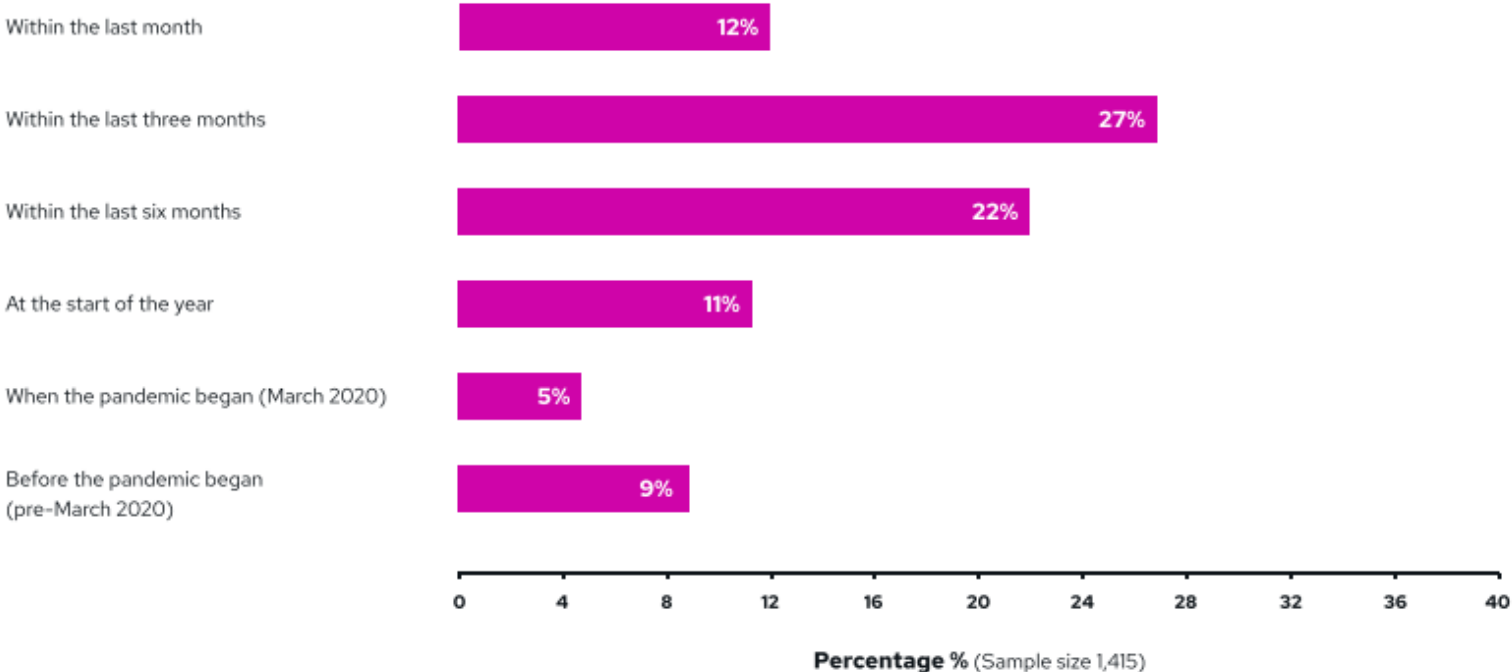
- I will now take a look at whether a growing level of empowerment amongst employees and jobseekers might be an indicator of what's to come for the UK labour market.
- Is the 'Great Resignation' real?
- The prospect of mass resignations is a constant threat to in-house and external recruiters in the UK - with many businesses feeling the impact of this already.
- Drawing upon findings from a recent survey commissioned by Reed.co.uk*, we will explore the reasons that might lie behind people resigning from their jobs, what employers could've done - and still could do - to prevent it, as well as what people are looking for in their next job.

The Great Resignation

- A third (33%) of employed adults say they've stayed in their job longer than planned because of the pandemic and, perhaps down to instability in the labour market over the last 18 months, almost half (46%) say they're sending off more speculative applications than they were before the pandemic
- For many businesses, this means they're facing a ticking time bomb of their employees moving onto pastures new - indicating that 'The Great Resignation' (a mass exodus of talent) may indeed be on the horizon for UK businesses. If it's not here already, that is.
- How much of this is down the necessity - with unemployment and time spent on furlough common among this age group.
- How much is down to simply wanting a fresh start after staying in their current job longer than planned?

The Great Resignation

When did you first decide to look for a new job?



Cash is (still) king

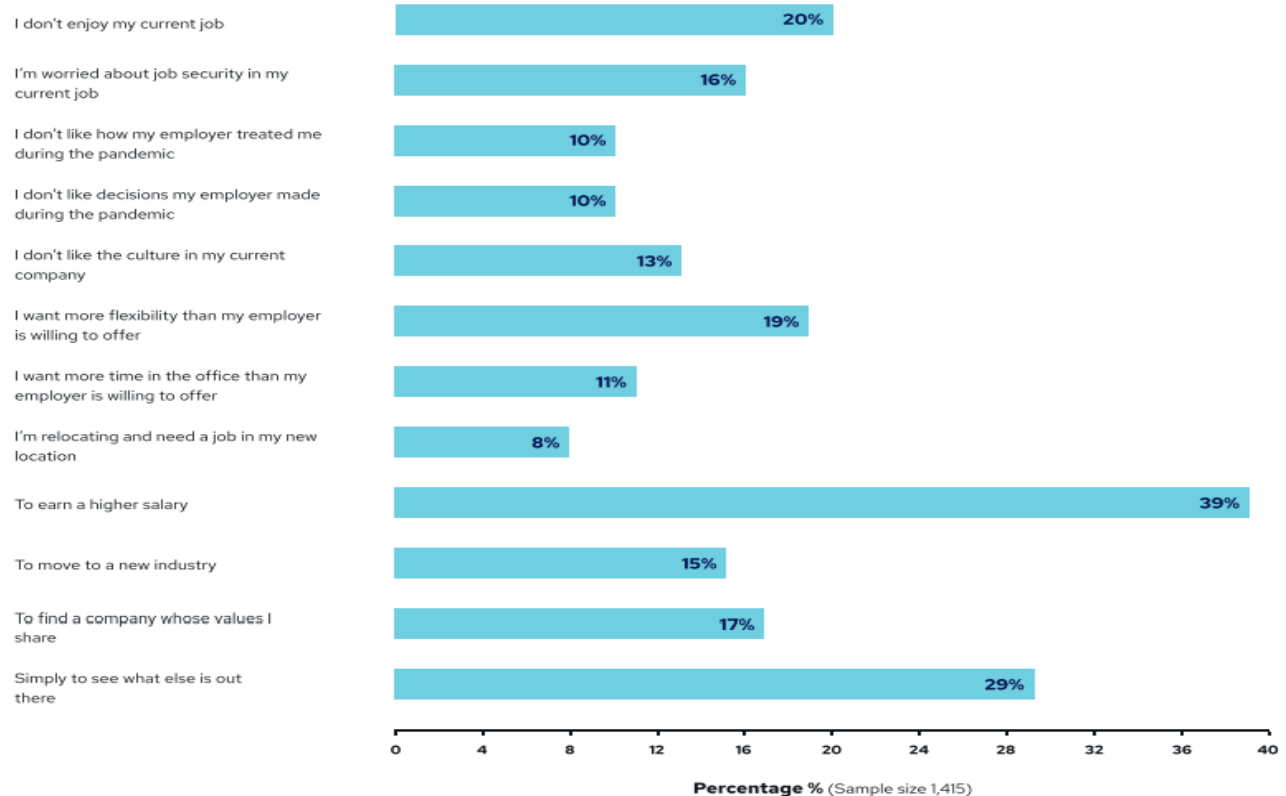
- As with when Reed.co.uk last surveyed UK adults about their job search behaviour and sentiment (February 2021), salary remains the most common reason for people to be looking for a job right now - with almost four in 10 (39%) saying this is the case for them.
- Over half (53%) also indicate that if their employer raised their salary, it may make them stay with the business. With so many vacancies open right now, and not being filled, people know that they have the power to demand more and, if this research is anything to go by, they certainly will make their requests known.
- We've already seen salaries rise by an average of 1% this year (as of 24th August 2021), with lower-paid roles paying up to £25,000 experiencing the biggest wage inflation at 4%. There will clearly be a cap on how far this wage inflation can go, but there may not be a cap on workers' expectations.

Cash is (still) king

- Little variation is evident between men and women when it comes to reasons for looking for a job - with salary the biggest factor for both - however differences do begin to emerge when looking across different age groups:
- Almost a quarter (23%) of those aged between 18 - 44 years old are looking for a job because they want more flexibility than their employer is willing to offer, compared to just 14% of those aged between 45 – 64
- Over a fifth (21%) of those aged 18 - 34 years old are looking to move to a new industry, compared to just 10% of those aged 45 - 64 years old
- Outside of this, almost three in 10 (29%) say they're looking for a job simply to see what else is out there, while a fifth (20%) say they don't enjoy their current job

Cash is (still) king

Why are you looking for a job right now?





Poll Question

Who believes they
currently have the
perfect balance
between remote and
office working?

Flexibility

- The highest proportion (37%) of workers say that their employer's working expectations post-pandemic are 'just right', with a good balance between remote and office working, a similar proportion don't believe their employer has found the right balance.
- Almost a fifth (19%) say their employer is not giving enough flexibility and that they want to work remotely more. And, on the converse, 17% say their employer is giving too much flexibility and that, actually, they want to be in the office more than they're being allowed to.
- While flexible working can seem like an impossible challenge to get right, the key thing is to ensure employees have a certain level of choice and autonomy over how, when and where they spend their working day. Keeping front of mind the fact that what works for one group of people won't necessarily work for another.

Recruitment 2022

- We're coming out of a time of significant, unprecedented upheaval and uncertainty in the jobs market.
- A large number of people will resign from their jobs in the coming months for all manner of reasons, and there will be nothing that their employers can do to prevent this from happening.
- However, especially for the 30% of workers who say that they're not currently looking for a job (but are open to opportunities), businesses may have a real opportunity to craft a new, modern employee experience that will enable them to thrive as an employer of choice in a post-pandemic world.

Recruitment 2022

- Of those who said there are current labour shortages in their sector, 82% said they felt optimistic that their labour shortages would improve in 2022*
- Our most recent brand campaign launched in September 2021, and centred on helping jobseekers around the UK 'love Mondays again' - featuring everything from lovable dogs to delicious-looking doughnuts. Here's the campaign in a nutshell:
 - Thousands of ads running across the country
 - 234m impressions through our outdoor advertising
 - 90m impressions across social media (and counting)
 - 14m impressions across radio & Spotify

Recruitment 2022

- And it's certainly been working!
- We've seen positive uplifts in brand awareness, sentiment and consideration. And we found that people are 73% more likely to use us based on our current creative.
- We'll be helping the UK love Mondays again all throughout 2022, with more ads launching in January. Watch this space!

Feel free to contact me



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<https://www.linkedin.com/in/michael-jay-947684159/>

Whitepapers:

- Candidate experience
- The great resignation

Please ask myself or Greg for a copy of these.





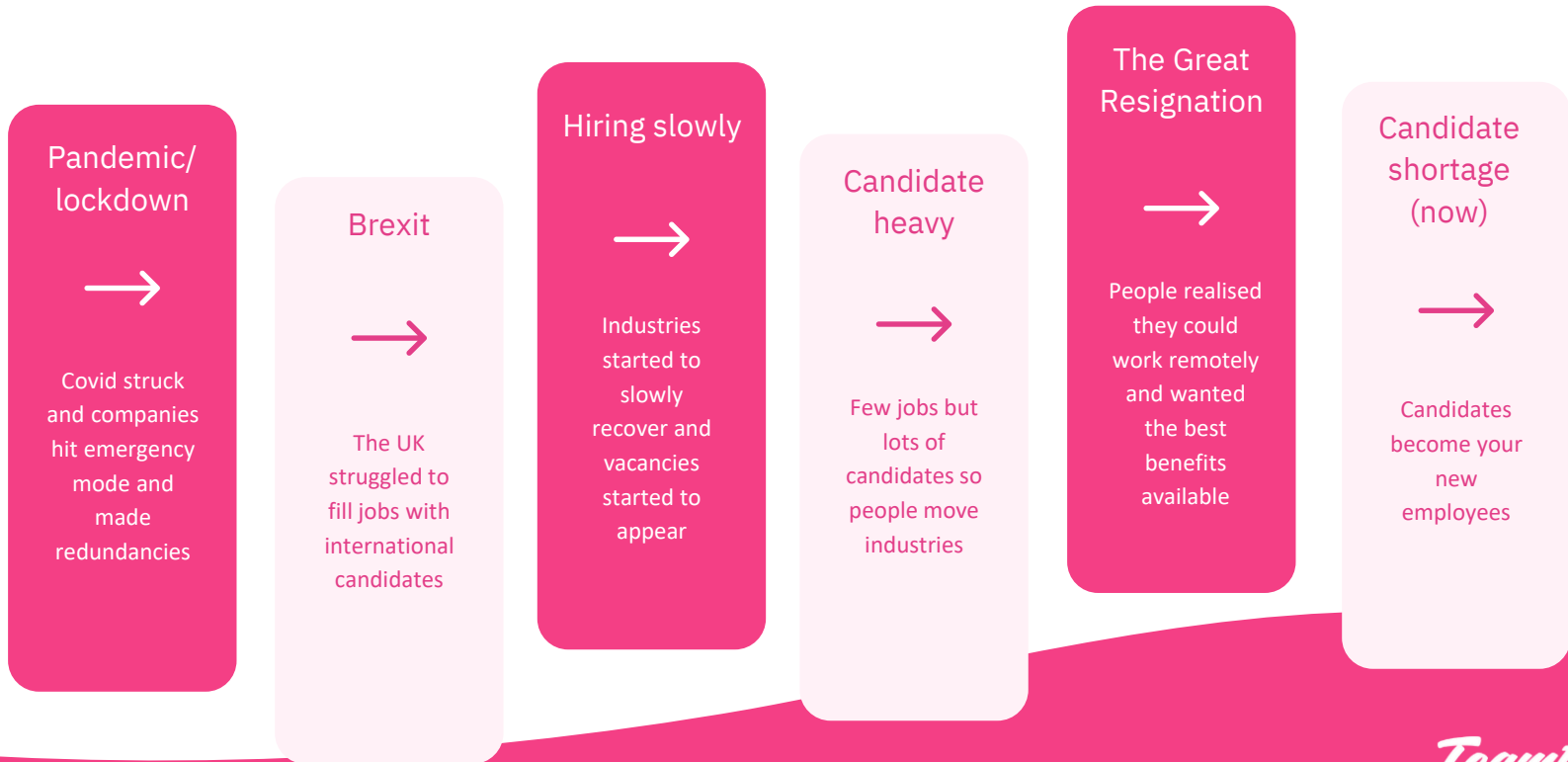


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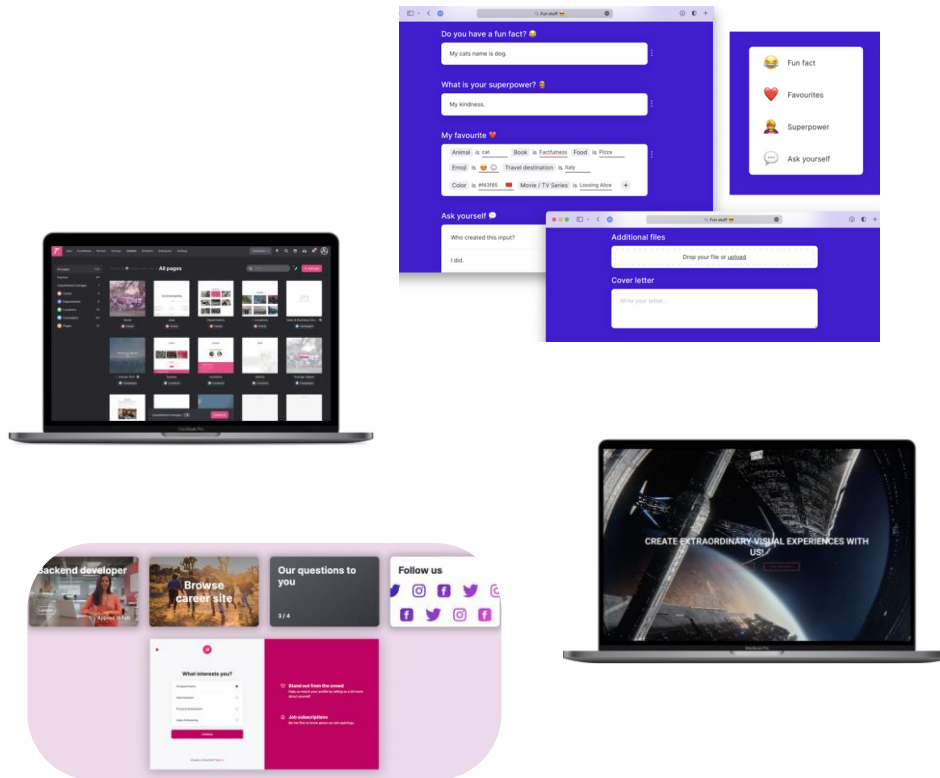
WHAT'S BEEN HAPPENING WITH RECRUITMENT?





POLL

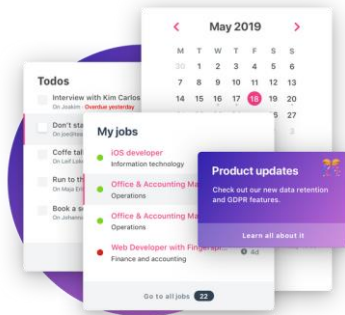
Is Employer branding a big part of your recruitment strategy?



CANDIDATE EXPERIENCE & EMPLOYER BRANDING

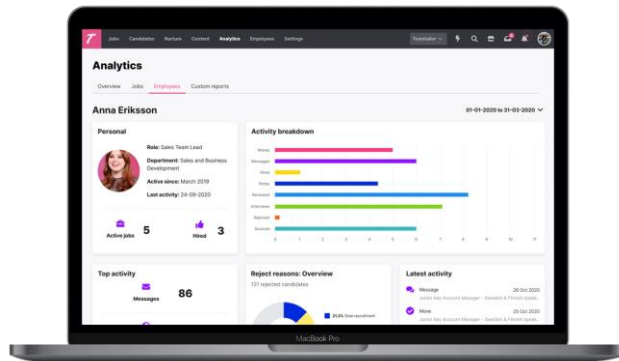
- Careers sites
- Creating an emotional connection
- Reduced cost of hire by 35%
- Candidates need the best experience
- Upholding your reputation in the market
- Built-in SEO

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ANALYTICS

- How has analytics helped recruitment?
- Are we in an age of data recruitment?
- It unlocks the potential to learn from and improve processes
- Traditional vs Predictive hiring
- How does this help Hiring Managers?



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14:00 - 15:00	14:00 - 15:00	14:00 - 15:00	14:00 - 15:00	14:00 - 15:00	14:00 - 15:00	14:00 - 15:00
15:00 - 16:00	15:00 - 16:00	15:00 - 16:00	15:00 - 16:00	15:00 - 16:00	15:00 - 16:00	15:00 - 16:00
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⚙ Grid settings 🌐 Europe/Stockholm - GMT+01:00

Either send all available slots, pick out a few or set a specific time slot.

Interview kit

General screening

Email reminder

An interview kit provides your interviewers with instructions and questions to ask during the interview.

Send an email reminding users to fill out the interview kit if they haven't submitted it within 24 hours after the meeting.

Inbox 11

+ Add trigger

Smart move
Move to Reviewing

Reviewing 3

+ Add trigger

Interview 1

+ Add trigger

Add note
Coming for an intervi...

Technical interview 0

+ Add trigger

Send message
Subject: Technical Int...

Offered 0

+ Add trigger

To-do list
Add 1 todo



AUTOMATION

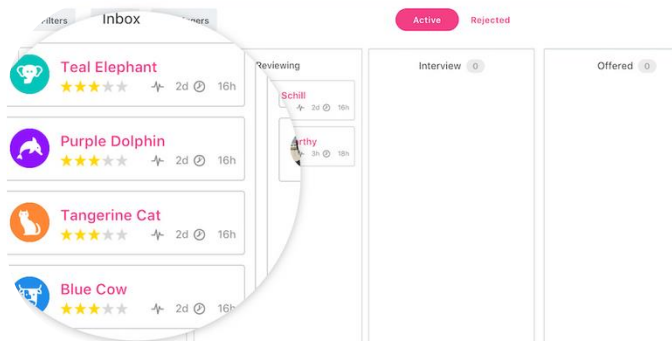
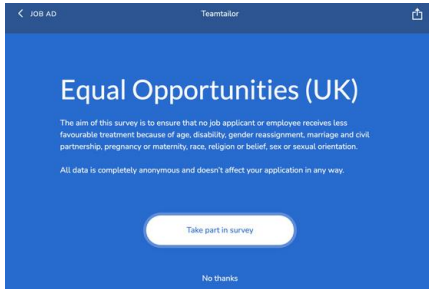
- How has automation helped recruitment?
- Does automation kill the human element?
- Huge developments in AI
- Improving candidate experience
- How does this help Hiring Managers and the team?
- Automated NPS scoring

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POLL

In your opinion, does your company do enough with D&I?



DIVERSITY & INCLUSION

- How has tech helped diversity and inclusion
- Integration with far reaching job boards
- Helps to eradicate unconscious bias
- Anonymous mode
- Clever systems that use intelligent hiring strategies (Applied)
- Maersk - online game studio
- Training for Hiring Managers

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USING TECH TO HIRE REMOTELY & INTERNATIONALLY

- Tech partners help manage international hires
- Video integrations for interviews
- Diverse job boards that reach far and wide
- HR/development platforms help with employee growth
- Reporting to improve your reach
- Multiple language careers sites
- Video questions
- External recruiter access / specialist recruiters

All sites > Default career site > All pages

A unique career

Home

Career

Jobs

Career

Departments

Career

Locations

Career

Surveys

Send surveys to your candidates to learn more about who applies and who gets hired at your company.

[New survey](#)

Marketplace

Improve your recruitment by using our integrations with some of the top services in the industry. Select the ones that suit your workflow and get started.

Partners	All partners	
All	Adway	AlexisIR
Assessment		
Background checks	ADWAY	alexis
Candidate experience	Digital talent acquisition powered by automated technology.	With AlexisIR you can focus on your people. Simplify & automate your People ops. Gather all employee data in one place. Automate onboarding to offboarding and everything in between. Adapted for companies that work in offices, remotely or both.
Chatbot		
E-Signing		
Employer branding		
HR system		



TO CONCLUDE

To conclude, recruitment is changing very fast and the issues and problems that exist are changing faster than ever. However, by making sure you have the right software in place, you can make sure you're safe guarding your business... and also save yourselves a lot of headaches...



Teamitailor

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CONTACT DETAILS

Try Teamtailor for free – contact Teilo Morgan

Exclusive webinar offer: 3 months for free

- We're offering all webinar attendees 3 additional complimentary months when signing up for a year.
- Let us help you make the best first impression by optimising the candidate experience from the start.
- If you sign up within the first Quarter of 2022 you'll get 15% off

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FURTHER RESOURCES

Training Courses

We offer an extensive range of on-site and online training courses, including Management Training and Health & Safety Training

www.hrsolutions-uk.com/training-courses

Webinars

Our 2022 webinar schedule has now been announced! Save your space on our free webinars on HR and Health & Safety topics.

<https://www.hrsolutions-uk.com/upcoming-webinars/>

HR and Health & Safety News

Sign up to our newsletter to stay in the loop with HR and Health & Safety news.

<https://www.hrsolutions-uk.com/newsletter-sign-up-2/>

www.hrsolutions-uk.com

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Useful Links

Reed.co.uk

- Whitepapers:
 - Candidate experience
 - The great resignation
- Please ask myself of Greg for a copy of these.

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Further Information



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YOUR

FEEDBACK

MATTERS

TO US

After the webinar, we shall be sending a short survey to capture your feedback, it would be appreciated if you could complete this survey so that we can constantly improve.



www.hrsolutions-uk.com