

RECRUITMENT TRENDS FOR 2019: CONTEXT RECRUITMENT'S TOP 10



ARTICLE

JAN 2019



SO HERE WE ARE. 2019. ANOTHER YEAR HAS PASSED FASTER THAN A LIGHTNING BOLT.

As we start a fresh new year, we ask ourselves what does 2019 have in store for the recruitment industry? What do we need to be wary of and what can we capitalise on?

It comes with no surprise that everyone is talking about Brexit and the uncertainty that leaving the EU will bring.

**AT THE MOMENT WE ARE
UNCLEAR OF THE IMPLICATIONS
OF BREXIT, BUT WE DO KNOW
THAT THERE WILL BE SOME
CHALLENGES, AND THIS COULD
AFFECT TALENT.**

The only advice we can give our clients (and ourselves for that matter), is to review the potential impact of Brexit on your business and how you can mitigate the risk when the time comes...

Until then, we look at some of the other recruitment industry trends that all HR and recruiting professionals should be aware of. We have identified the Top 10 Trends for 2019:



**You don't pick talent
anymore, **talent picks you.****

We've been saying for some time that it's a candidate driven market out there.

According to research by MRI, 90% of the current job market is candidate driven - never has it been so hard to find ideal candidates with the in-demand skills required.

The 'war for talent' is real, and it continues. Companies need to sell themselves in order to entice candidates to join them...

RECRUITMENT MARKETING: AN EVEN BIGGER PRIORITY IN 2019.



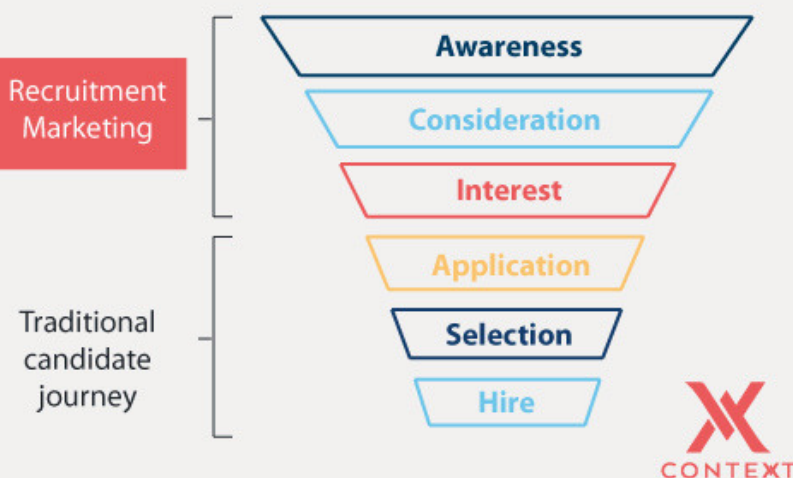
Recruitment Marketing emerged as one of the top trends in HR in 2018, in response to the 'war for talent', and is likely to continue into 2019 and beyond.

The candidate journey has changed in recent years from application, selection and hire to a much more complicated and longer funnel. In the first 3 stages, candidates search about a company's reputation and employee value proposition. They look for information about current employees, benefits, company culture, career and growth opportunities, often using review sites such as Glassdoor, Great Place To Work, Indeed, Comparably, Careerbliss and many more.

Companies need to use marketing tactics to trigger candidates' interest in the early stages of the candidate journey, promoting their Employer Brand on different channels such as social media, company career webpage, job boards, company blog, current employees, job descriptions, talent networking events, review sites etc.

Companies need to look carefully at whether they are showcasing their Employer Brand properly and ask themselves;

'IS THIS IS THE RIGHT MESSAGE, TO THE RIGHT CANDIDATES, AT THE RIGHT TIME?'



INBOUND RECRUITING: ENTICING CANDIDATES TO WORK FOR YOU

3

IN SUCH A CANDIDATE-DRIVEN MARKET, COMPANIES NEED TO BE PROACTIVE AT ENTICING CANDIDATES TO WORK FOR THEM.

In such a candidate-driven market, companies need to be proactive at enticing candidates to work for them. Candidates will be comparing businesses more than ever before, making it essential for you to differentiate and stand out.

Inbound recruiting is a strategy that creates a continuous flow of incoming candidates by focusing on attracting, engaging and converting candidates by building relationships, rather than just applications.

Effective inbound recruiting results in a positive candidate experience that helps companies build relationships with top talent and helps to build a positive Employer brand....

EMPLOYER BRANDING

4

Employer branding content that educates talent on company culture and values in an original and authentic way can slash your cost per hire and lead to more relevant applications.

In a recent study of HR managers by Jobbio, 79% said investment in employer branding drastically reduces hiring costs while 75% said that the quality of candidates has improved since investing in their employer brand.

In 2019, we will see more companies using video, article content and social media to reach new talent to showcase their employer brand.

79% said their hiring costs had reduced

75% said the quality of candidates had improved

CANDIDATE EXPERIENCE: GET IT RIGHT AND YOU WILL SECURE THE BEST TALENT



It's not just about presenting the right image to attract talent; it's the candidate experience that follows. If you get the candidate experience right, you will secure the best talent for today's hire, as well as build relationships with tomorrow's talent.

Now is the time for companies to create a more engaging, rewarding and interactive experience for candidates.

The recruiting process is a delicate one and a transparent, well communicated process can significantly transform the candidate experience and lead to better outcomes, for all.

We recognise the importance of the candidate experience and have identified, through research, that a poor candidate experience can damage your employer brand (see our whitepaper for further reading).

**FURTHER READING: SEE OUR WHITEPAPER
'IS YOUR CANDIDATE EXPERIENCE
DAMAGING YOUR EMPLOYER BRAND'**



**A POOR CANDIDATE
EXPERIENCE CAN DAMAGE
YOUR EMPLOYER BRAND.**

When working with Context Recruitment, clients can be assured that we will always deliver the best possible candidate experience to all our candidates, regardless of whether they are successful or not, helping to build your Employer Brand in a positive light.



CANDIDATE RELATIONSHIP MANAGEMENT: TALENT AT YOUR FINGERTIPS

6

It comes as no surprise that candidate relationship management (CRM) continues to be one of the key recruitment trends for 2019 as we continue to work in a candidate driven market.

CRM encompasses recruitment marketing, proactive sourcing, social media, internal and external talent pools and is supported by data and analytics. The goal is to find suitable talent before it is required, and then nurture it, and increase your pipelines of qualified candidates so that time to hire is instant.

CRM is particularly useful in the current skill shortage, and with 58% of companies saying a lack of quality candidates for key roles is the biggest challenge they face (PWC), having a database full of skilled and engaged candidates gives an extremely powerful competitive advantage.

58%

OF COMPANIES SAY A LACK OF
QUALITY CANDIDATES IS THE
BIGGEST CHALLENGE THEY FACE



According to the Global HR Innovation Study only 43% of companies have established talent pools to meet the future needs of the company.

*Ask yourself, do you
have established
talent pools in place?*

If not, we would recommend you manage your entire talent database and create pipelines that target your critical talent needs or areas of skill shortages, so that you are one step ahead of your competition.

43%

OF COMPANIES SAY THEY HAVE
ESTABLISHED TALENT POOLS TO
MEET THEIR FUTURE NEEDS.

NEW TECH WILL DISRUPT: THE RISE OF AI AND MACHINE LEARNING



2019 will see the continued rise of predictive analytics, Artificial Intelligence (AI) and Machine Learning in recruitment.

Predictive analytics will help minimise guesswork in the hiring process, enabling professionals to find answers to unknown factors i.e. what's the likelihood that the individual will accept an offer versus turning it down? And if a person joins a company, will they be a long-term asset to the company or quit after less than a year?

Whilst we recognise the effectiveness of using predictive analytics in recruiting, we are conscious that these are just predictions, and they are not fool proof; data needs to be used wisely and carefully.

More Artificial Intelligence will be used throughout the recruitment process. We are seeing innovation in smart technology that is taking out the bias to create diversity in the candidate pool. 'Applied', a platform by the Behavioural Insights Team has been designed to minimise different forms of unconscious bias that can lead to homogeneous talent pools.

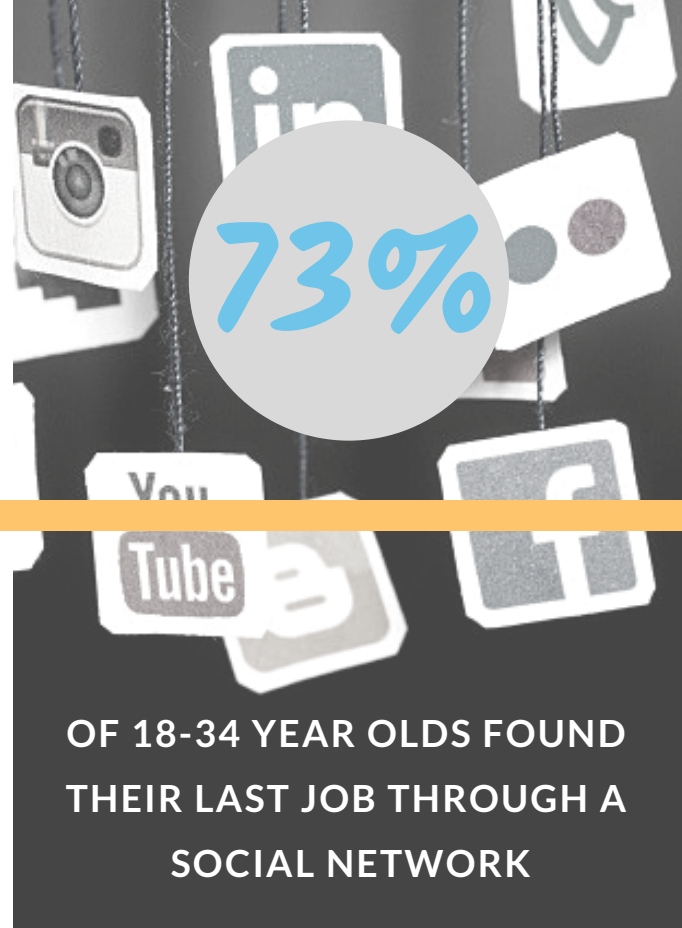
There's also various AI software used for interviews to track things like eye movement and stammering, which could indicate that people are nervous or not being entirely truthful (*a little invasive in our opinion!*).

Whilst we can see the benefits of using AI to develop and enhance the recruitment process, we believe any AI and machine learning should be used as an additional tool alongside the human touch, as we know that it is **people** who build lasting relationships, not computers.

“Digital and technological innovation will remain a key focus for the future, but it is important to recognise that real conversations and connections can never be fully replaced by technology”.

(Customer think)

SOCIAL RECRUITING: TODAY'S CHANGING WORLD



Millennials are changing the recruiting industry. Fact.

A study by the Aberdeen Group found that 73% of 18-34 year olds found their last job through a social network, which seems an incredible amount. It is therefore no surprise that 89% of companies now plan to recruit using social media (Betterteam).

Social recruiting offers the chance to tap into the lucrative passive candidate market (around 75% of candidates are not actively searching), as well as targeting selective candidates and screening potential applicants.

With the advances in social media technologies, we expect the popularity of social recruiting to increase in 2019 and beyond.



YOU CAN'T AFFORD TO IGNORE GDPR

The General Data Protection Regulation or GDPR went into effect in May last year to replace the current Data Protection Act with the goal to unify data regulations within the EU.

The GDPR wasn't and has never been a threshold that, once crossed, can be ticked off a to-do list and forgotten about. It should be a continual process for any business.

Procedures need to be monitored and periodically reviewed for compliance, regardless of the type or size of your company.

In 2019, we think we'll see improved definitions and guidelines for GDPR, which will help clear up some of the confusion surrounding the legislation, such as the vagueness around processing a person's data if there's 'legitimate interest'.

GDPR's impact will keep growing in 2019, as and when the legislation's full capabilities are realised.



FLEXIBILITY BECOMES NON-NEGOTIABLE



**51%
OF EMPLOYEES WISH
THEIR COMPANY OFFERED
MORE FLEXIBLE WORK
OPTIONS**

The Gig Economy has impacted the job market in multiple ways. Not only are more workers moving into contractor and freelance positions, this trend is changing their expectations.

It's clear that the traditional nine-to-five workday is outdated. A study by Global Talent Trends found that 51% of employees wish their company offered more flexible work options.

And a study by FlexJobs found that working parents ranked workplace flexibility ahead of salary, with a whopping 84% of working parents ranking work flexibility as the number one most important factor in a job.

In the war for talent, recruiters and HR professionals need a thorough understanding of what today's candidates are looking for, whilst employers need to do adopt a more permanent arrangement to workplace flexibility, such as offering remote working and developing a culture of trust.

FINAL THOUGHTS...

The HR and recruitment world is evolving every day, and as the global workforce becomes younger, it's imperative that recruiters and HR professionals remain up-to-date on these trends and are prepared to employ modern hiring methods.

As an organisation, identify the weaknesses within your current recruiting methods and be ready and willing to implement new hiring methods quickly to remain competitive.