

The 2022 Talent Aquisition Trends report



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Introduction

Candidate expectations from employers are constantly evolving based on technological, cultural, and societal changes. In turn, recruitment is also continuously changing to meet these needs. Businesses that embrace these changes are more likely to be aligned with candidates' expectations, becoming employers of choice for top talents. In today's market, hiring great people can be challenging, as we operate in a market driven largely by candidates. With this in mind, adopting future trends can give you a competitive advantage.

The recent dramatic shifts in the talent landscape have led to the emergence of various recruiting trends. These include an emphasis on data, employee branding, diversity, candidate experience, and remote work. In this article, we will analyze our top 3 upcoming recruitment trends that may change the face of talent acquisition, along with some practical tips to help you get started.



#Beyondtheresume

“To apply, send your resume and a cover letter.” The traditional way of recruiting is still being used by many recruiters and employers worldwide. The simplicity and familiarity of this method are what makes it still a popular choice among hiring professionals, however, it’s flawed in a lot of ways.

Resume-based hiring may not be enough to attract and acquire top talents anymore. Aside from being outdated, time-consuming, and expensive, with businesses spending around [\\$4000](#) per recruit, it offers limited and questionable assessment options. In addition, it is highly subjective. Since resume-based recruitment relies heavily on human opinion, it entails a high risk of making unconsciously biased hiring decisions and can promote a workforce that lacks diversity and inclusivity.

“How can we minimize biases?” you ask. Objective recruitment requires a data-driven and competency-based approach to hiring. This method allows recruiters and employers to focus on a candidate’s potential and skills rather than on elements of their background that aren’t as relevant. As a result, it mitigates the risks of making hiring decisions based on gut feeling by enabling decision makers to effectively identify candidates who are truly equipped to do the job.

In addition, competency-based recruitment can provide candidates with a real opportunity to showcase their talents, making it more interesting and less painful for them compared to legacy application forms. So, apart from helping you evaluate candidates better, skills-based hiring could also help you attract more and better applicants. Here are a few practical tips you could include in your hiring process.



Tips to adopt a skills-based hiring approach

Focus your job ads on skills and competencies

Start with changing your approach to job descriptions and ads. Instead of focusing on credentials and qualifications, highlight the main responsibilities of the job, the skills you are looking for, and what kind of results and metrics are associated with the position. This can include technical and soft skills, as well as personality traits your ideal candidate should have, while we suggest breaking these down into must-haves, should-haves, and nice-to-haves. Also, we recommend making it clear that you welcome applications from candidates even if they don't meet 100% of your requirements. This way, potential applicants can better assess whether their skills match what's needed for the role. In addition, this can eliminate the risk of missing out on qualified candidates.

Interested in learning more about how to enhance your job ad? Check out our guide [“15 ways to improve candidate experience through great job ads.”](#)

Change your recruitment and assessment process

If you are looking to hire candidates for their skills, minimize irrelevant resume filters based on years of experience, degrees, and certifications. Instead, focus on screening for the skills required for the role above all other parameters. In addition, you can consider using skills assessment tools that can include multiple-choice exercises, short-answer questions, or practical skill tests. These are great ways to test candidates accurately, giving you more relevant information on their abilities, qualities, and work ethic.

Use the right technology

When it comes to streamlining the recruitment and hiring process, we cannot ignore the benefit of AI and automation tools. These technologies continuously bring innovative, exciting, and accessible ways to source, attract, and assess the best talents. Implementing offline skills assessments for roles with a high volume of candidates can be challenging, so we suggest exploring SaaS tools that can allow you to automate this process at scale. Many available tools offer flexibility to match your requirements, making them look for specific skills in a large applicant pool to recommend the best matches. However, when using assessment technology, make sure you programme it objectively by providing the required training to your recruitment tech team.



#Remotehappiness

When the pandemic swept across the world, companies responded by implementing remote work policies to maintain their employees' safety while keeping the business running. Due to this, the way people look at the traditional office has fundamentally changed, especially among talents. Now, even though some companies are taking steps to return to the office, flexible work arrangements have already become one of the work trends that are here to stay.

According to a survey conducted by World Economic Forum, [98%](#) of people stated that they want the option to work remotely for at least part of the week for the rest of their careers. Also, [according to research](#), most candidates may prefer flexible work benefits over better job or salary offers. Lastly, [80%](#) of potential applicants said that they would undoubtedly reject companies that don't offer such flexibility. In short, the table has turned when it comes to working location.

So, to remain attractive to talents and retain a highly competent workforce, especially in the face of skill shortages, offering flexible work opportunities is a must. With more and more job seekers expecting opportunities for location or schedule flexibility from prospective employers, these benefits can give you a competitive advantage. Also, implementing such an approach could give you access to a wider talent pool, eliminating geographical barriers.



Tips to embrace flexible working

Start with recruiting remotely

If you are looking to embrace flexible working, your recruitment process can be the best way to showcase this to candidates. Instead of assessing applicants through in-person interviews and other office-based activities, we suggest exploring how you can maintain your process online. Technology can be your friend here, as there are several tools that enable flexible applications, assessment, interviews, and communication in general.

Apart from tech, a great flexible recruitment process can allow you to impress candidates with your culture and ways of working by adopting a flexible schedule and remote-first approach. For example, we suggest allowing candidates to select their preferred time and date for interviews, communicate with you asynchronously, and maintain the process location independent. This will set the scene in terms of what they can expect when working with you.

Adopt flexible working policies

A great flexible recruitment process needs to be complemented by flexible working options for your successful candidates. So, it's key to work with HR to ensure that the right policies and procedures are in place to offer flexible benefits to future employees. From location-related policies, including hybrid work, working from home, or working from anywhere, to schedule-focused initiatives, like 4-day-work-weeks and asynchronous work, your applicants will appreciate the flexibility.

A common misconception among employers is that flexible working can only take place in the services industry. In reality, every employer can offer flexibility to their workers regardless of their domain. For example, blue collar workers in the manufacturing industry could have the opportunity to select their shifts. Having said that, location independent work can only apply to work not requiring physical presence, so it may not be a feasible option for all your workforce.

Lastly, don't forget to educate your workforce, especially hiring and line managers. While the recruitment and HR functions can set strong flexibility foundations, hiring and people leaders are the ones executing these initiatives on the ground. So, we suggest getting executive buy-in and putting in place the communications and training required to make sure everyone is on board.

Showcase your flexible-first culture

Once you make sure everything is in place, don't lose the opportunity to share your flexible-first approach to working with candidates. Your employer branding strategy should highlight the benefits and competitive advantages and we suggest highlighting flexible working. You can do this in several ways.

Firstly, you could communicate that remote work is a central part of your culture. Then, you could update your values to ensure your audience knows you advocate for flexibility. Last but not least, we suggest having current employees speak about how they love working flexibly with you and the impact it's had on their lives.



#HR<3Marketing

Successful businesses have always been focused on their clients. In fact, offering a great client experience may create a strong competitive advantage, as it can turn prospects into clients and clients to brand advocates. However, when it comes to recruitment, the candidate experience has been largely neglected until recently. However, this isn't the case anymore as savvy employers know that if they're looking to hire the best talents, they need to treat them accordingly. Recruiters have adopted a marketing mindset in an attempt to understand their audience, attract them to apply, and convert them to employees.

The scope of recruitment marketing as a sub-function may vary depending on an employer's talent needs, however, it typically revolves around employer branding, content marketing, social recruitment, recruitment tech, and ultimately candidate experience. Here are some practical tips to make sure your efforts are on the right track.



Tips to optimize recruitment marketing

Build your candidate persona

All businesses are looking for skilled employees. However, the employers who hire the best are the ones who understand their audience in more detail. Apart from focusing on what you need from candidates, start focusing on what they need from you, too.

Understanding the needs, challenges, and desires of your audience can enable you to design compelling recruitment campaigns that attract your best people. So, we suggest investing time to get out there and speak with relevant talents. Once you gather information on the profile of your target audience, move to the practical details. At this stage, we suggest checking where these people hang out, how you can best communicate with them, and what would make them interested in your business. Then, you're ready to build and run a focused recruitment effort that produces relevant results.

Warm up your talent pool

Great recruitment is a long-term game. We get that you want the best people to apply today but this isn't likely to happen without the required prework. This is why building and nurturing your talent pool can be a key enabler throughout the talent acquisition process.

If you're wondering how to get started, the key is building an ongoing interaction with prospective applicants. After attracting them with your employer brand, it's time to warm them up and keep them engaged through value-adding interactions. For example, you could keep in touch with relevant talents through a newsletter, social media, or your own website. In any case, make sure you offer them real value for free instead of directly promoting your business.

Optimize your application process

Picture this. Your dream candidate has decided to apply for the job. Then, they come across a time-consuming, low-quality, and clunky online application process. It's not a secret that candidates abandon applications that aren't well designed, however, it's not all doom and gloom. If you design your application in a polished, efficient, and sophisticated way, candidates will be impressed further. Here's how you can do this.

Firstly, we suggest opting for an application process that is fast and easy to complete. While you need to evaluate applicants, it's imperative to show your respect for their time. Then, make sure your copy throughout the process is concise, succinct, and on point. Also, use the application process as an opportunity to showcase your brand further through relevant content and multimedia. Lastly, gamification can boost the candidate experience further by making the process fun.



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