

JOBVITE

2021 RECRUITER NATION REPORT

Agility: The Essential Ingredient for Recruiting Success



INTRODUCTION

Every year, Jobvite surveys hundreds of recruiters and HR professionals for its annual *Recruiter Nation Report* to determine where the industry's priorities lie and current hiring trends. As uncovered in this year's report, recruiters are confronting a dramatic shift from one year prior when the world was facing job losses, layoffs, and staffing reductions.

Today, the country is seeing a return to early 2020 employment numbers, with the economic recovery allowing many companies to rapidly increase staffing levels. However, priorities and expectations in the workplace have shifted, and workers are making it clear that they expect more than the status quo. As workers' confidence continues its upward trajectory, recruiters are facing new challenges to win over top talent while also managing increased stress levels and higher turnover rates.

This new reality has made it clear: *agility* is the new essential ingredient towards successful recruiting. Hiring teams have been empowered to reimagine recruiting processes and become more adaptable to labor market trends. According to the report findings, 78% of recruiters' priorities have shifted and 40% said recruiting budgets have increased. Organizations are responding to these challenges by automating more processes to quickly get talent through the door and embracing initiatives that align with candidates' values and priorities.

However, the report also finds that companies failing to adapt to the ever-evolving workforce or build an equitable workplace will face more difficulty in attracting high-quality talent. Sixty percent of recruiters surveyed believe organizations will lose high-quality employees if they do not transition to remote-first working while 40% said candidates have turned down an interview or job offer due to a lack of diversity in an organization.

Jobvite's *2021 Recruiter Nation Report* aims to help talent acquisition leaders understand:

- Industry recruiting priorities and investments
- Stress levels of recruiters today
- Challenges in hiring quality talent
- Importance of D&I initiatives
- Salary negotiation in today's hiring climate
- Valuable metrics for tracking recruiting success
- Top-rated sources for hiring
- Trends in social media for recruiting
- Candidate evaluation factors and measurement
- Effective benefit and perk offerings
- How recruiters are using AI and automation

KEY TAKEAWAYS

Improving quality-of-hire, improving time-to-hire, increasing retention rate, and growing talent pipeline remain recruiters' top recruiting priorities. [Page 4 >](#)

Recruiting budgets have increased and are likely to get even bigger in the next 6-12 months. [Page 5 >](#)

Recruiters believe the volume of candidates will increase as more states terminate or plan to discontinue enhanced unemployment coverage. [Page 7 >](#)

Quality-of-hire is the most valuable metric recruiters use to track recruiting success, while lack of skilled/qualified candidates and competition from other employers remain top challenges. [Page 10 >](#)

Instagram, YouTube, Snapchat, and TikTok continue their upward momentum as more recruiters leverage the social media channels to attract job candidates. [Page 11 >](#)

Two out of three surveyed recruiters report increased stress levels at work as more organizations face recruiter turnover and rapid increases in hiring and staffing levels. [Page 14 >](#)

Over the past four years, previous job experience and cultural fit have all sharply diminished in importance among recruiters. [Page 15 >](#)

Even though inquiring about an organization's diversity and inclusion initiatives has become more common over the past year, one in five companies have no goals for improving diversity. [Page 16 >](#)

Over the past year, almost half of surveyed recruiters have seen candidates turn down an interview or job offer due to the lack of diversity in the workforce. [Page 16 >](#)

An overwhelming majority of organizations have increased flexibility for working parents throughout the pandemic, and most will continue to offer more flexibility for working parents going forward. [Page 18 >](#)

Three out of four surveyed recruiters report an increase in negotiating for higher salaries among candidates and current employees—an over 20 percentage point jump in a year. [Page 19 >](#)

Most recruiters see higher participation in referral programs, and organizations are making more hires from internal employees. [Page 20 >](#)

Organizations are currently outsourcing more jobs to freelancers and gig workers than last year, with plans to outsource even more moving forward. [Page 20 >](#)

One in two recruiters plans to increase their use of texting in the recruiting process in the next year. [Page 21 >](#)

A majority of recruiters have seen candidates turn down an interview or job offer due to a lack of flexibility and remote work options in an organization. [Page 22 >](#)

TALENT ACQUISITION PRIORITIES

Recruiting has likely changed forever



78% of recruiters' priorities have shifted over the past year

Where staffing agency and in-house recruiters differ



Recruiting priorities have shifted more for staffing agency recruiters and consultants (86%)



than for in-house recruiters (69%)

Top recruiting priorities (next 12 months)

Improving quality-of-hire: 48%

Improving time-to-hire: 28%

Increasing retention rate: 26%

Growing talent pipeline: 25%

Updating recruiting technology: 21%

Improving diversity: 18%

Biggest downward shifts in recruiter priorities (2017 vs. 2021)

2017	2021	
52%	25%	Growing talent pipeline: (52% vs. 25%)
35%	16%	Growing employer brand: (35% vs. 16%)
40%	28%	Improving time-to-hire: (40% vs. 28%)
26%	16%	Improving candidate experience: (26% vs. 16%)
18%	10%	Nurturing passive talent: (18% vs. 10%)



Biggest upward shifts in recruiter priorities (2017 vs. 2021)

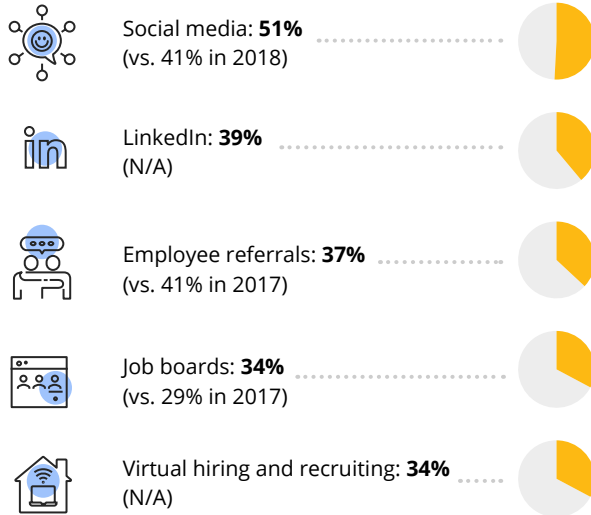
2017	2021	
2%	10%	Preparing to automate processes and improve efficiency: (2% vs. 10%)
1%	8%	Managing downsizing/layoffs: (1% vs. 8%)
13%	18%	Improving diversity: (13% vs. 18%) (but down from 22% in 2020)
16%	21%	Updating recruiting technology: (16% vs. 28%)



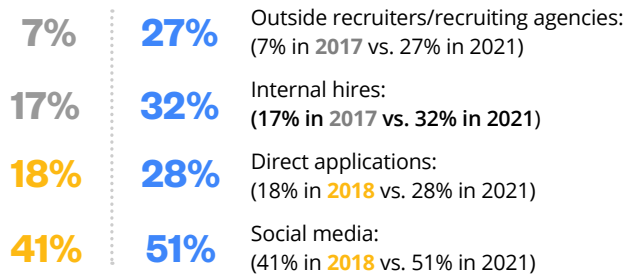
TOP INVESTMENTS

How are recruiters leveraging budgets?

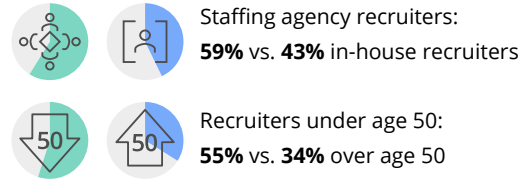
Recruitment investment focus (next 12 months)



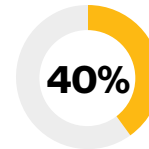
Biggest recruitment investment shifts



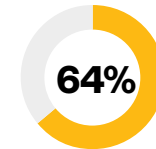
Who expects increased investments in social media?



Companies are supporting recruiters with bigger budgets



40% of recruiters say recruiting budgets increased as a result of COVID-19



64% expect recruiting budgets to increase in the next 6-12 months



Seeking high-quality candidates?

With room for more sophisticated recruiting processes, now may be the time to learn how to optimize your recruitment marketing with Talemetry by Jobvite.

[LEARN MORE >>](#)

NEW AND CONTINUED HIRING CHALLENGES

Recruiters navigate new challenges in 2021

Why recruiters are concerned about hiring quality talent



Lack of skilled/qualified candidates: **47%** (vs. 67% in 2017)

A new worry: Requirements for candidates to work onsite or in an office: **33%**



Competition from other employers: **40%** (vs. 60% in 2017)



Diving into the data: Looking at challenges over a multiple-year period helps illustrate the ongoing shifts of various industry trends to provide better insights for recruiting organizations.



Diminishing challenges over the years



Lack of budget: **28%** (vs. 43% in 2017)



Lack of employer brand awareness: **27%** (vs. 33% in 2017)



Location: **16%** (vs. 24 % in 2017)



Employer brand is getting better—learn how to level up your recruitment marketing practices with this resource, [“How to Build a Great Employer Brand,”](#) from Jobvite.

Growing challenges

Too many candidates: **21%** (vs. 4% in 2017)

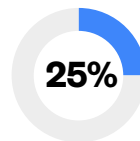
Communications with candidates throughout the hiring process: **28%** (vs. 20% in 2017)

Misalignment between recruiters, hiring managers, and/or interview panelists: **23%** (vs. 13% in 2020)

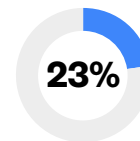
The challenge of too many candidates is not the same across the board. Staffing agencies (**28%**) are facing this challenge of “too many candidates” more than in-house recruiters (**14%**).



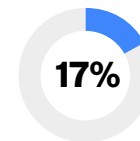
New challenges in 2021



Too many steps in the process: **25%**



Health and safety concerns including COVID-19: **23%**

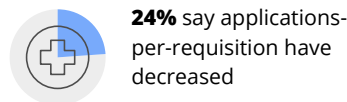
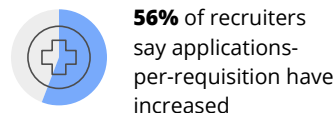


Lack of diversity in the workforce or lack of plans to increase diversity: **17%**

NEW AND CONTINUED HIRING CHALLENGES *continued*

Recruiters navigate new challenges in 2021

COVID-19 has caused an uptick in applications for some, but not all



Application increase isn't the same across all industries—the following have experienced the biggest decrease in applications



71%

in-house recruiters in the security industry



58%

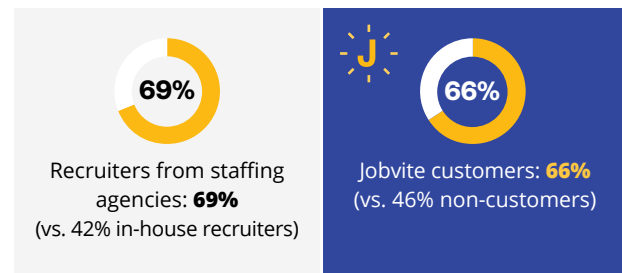
in-house recruiters in the hospitality industry



53%

in-house recruiters in the media/entertainment industry

Who is seeing the biggest application increase?

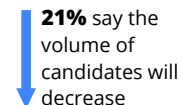
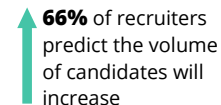


Staffing agencies are seeing increases in applications while in-house recruiters are not. One reason that in-house recruiters are experiencing a decrease in applications could be due to barriers of entry for job seekers. According to Jobvite's *2021 Fortune 500 Candidate Conversion Audit*, only 30% of applicants who start the application process actually complete it.



Unemployment coverage

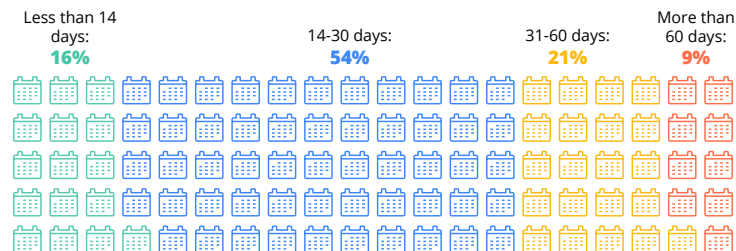
As more states terminate or plan to terminate enhanced unemployment coverage:



New finding: Seventy-five percent of recruiters report that their jobs include finding and hiring gig workers/freelancers.

How long are job openings taking to fill?

70% of recruiters are filling jobs in less than 30 days



VIRTUAL AND VIDEO ARE HERE TO STAY

But in-person connections are still on top

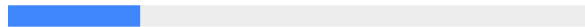
Hiring moving forward



61% say the hiring process will be a combination of virtual and in-person



22% will conduct all virtual hiring



Opinions on the most effective way to interview are changing



In-person conversations: **62%**
(vs. 77% in 2020)



Video: **21%**
(vs. 11% in 2020)

Who is moving to all virtual hiring?



Staffing agency recruiters: **30%**
(vs. 13% in-house)



Current Jobvite customers: **30%**
(vs. 15% non-customers)



Recruiters in the West: **29%**
(vs. 17% in the South)

What will the most common interview methods be over the next year?



In-person: **34%**



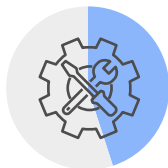
Video: **27%**



WHERE RESUME VALIDITY IS IMPORTANT

With recruiters, just be yourself

65% of recruiters have caught a candidate misrepresenting something on their resume including:



Technical skills:
45%



Experience:
44%

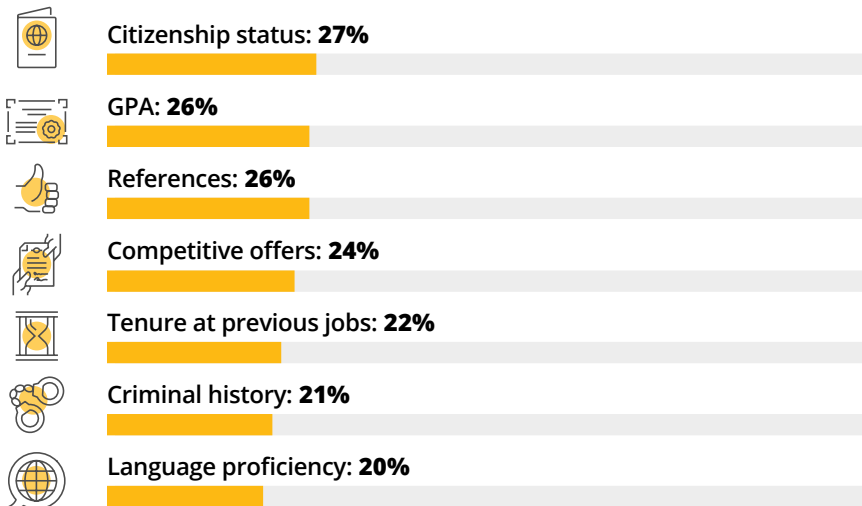


Salary history:
37%



Education history
or degrees: **36%**

Candidates are also likely to misrepresent within resumes when it comes to:



Jobvite insight:

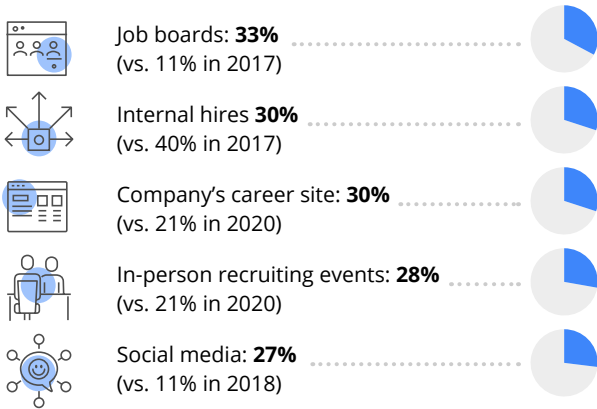
Recruiters want candidates that are authentic and trustworthy. When it comes to your resume, cover letter, or LinkedIn profile, being honest and transparent will take you the furthest in the job search.

RECRUITMENT MARKETING

Powering successful recruiting

Top hiring sources for high-quality candidates

Many sources producing the highest quality candidates have increased compared to previous years.



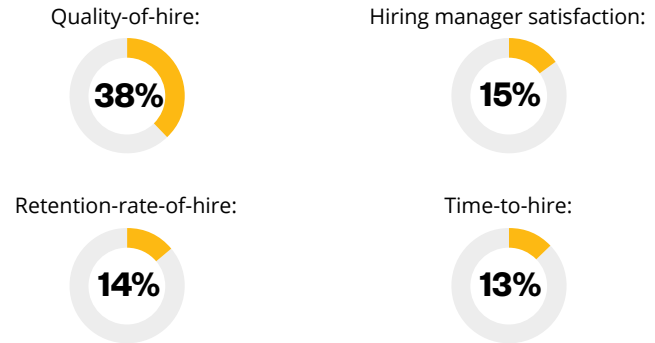
Top tools for growing employer brand

A strong employer brand remains crucial to attracting candidates. The channels recruiters find most effective for growing employer brand have all seen drastic increases over the past year.



Tracking recruiting success

Quality-of-hire remains the most valuable metric recruiters use to track recruiting success, although it is down 10 percentage points from 2020.



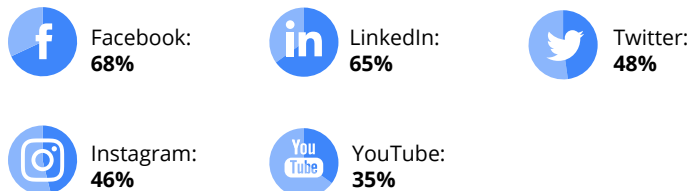
Learn why leveraging social profiles is important to converting candidates in Jobvite's [2021 Fortune 500 Candidate Conversion Audit Report](#).




SOCIAL MEDIA RECRUITING

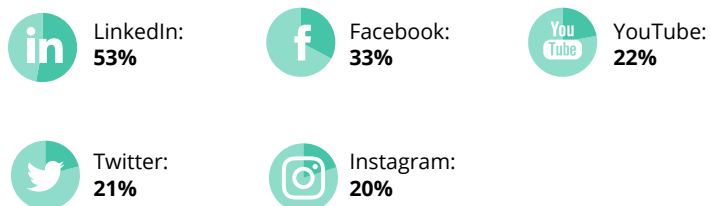
Instagram, Snapchat, and TikTok continue upward momentum


Social media channels most used for recruiting

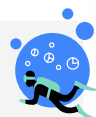


 **Instagram** has experienced a dramatic increase in usage by **28%** since 2017, which is driven mostly by recruiters under the age of 50.

Social channels that source the highest quality candidates



 **Snapchat** usage is also on the rise, with **20%** of recruiters using it—an increase of 15 percentage points since 2017.



TikTok usage on the rise

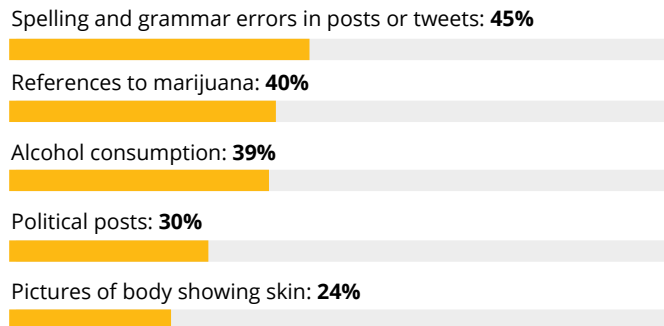


TikTok usage continues to surge among recruiters, with **16%** of recruiters using the platform for recruiting efforts—more than doubling results from the previous year. Younger recruiters, ages **25-34**, incorporate TikTok into recruiting strategies more than recruiters over the age of 35.

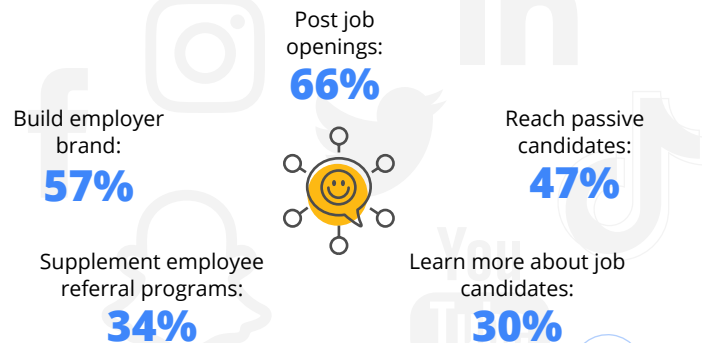
SOCIAL MEDIA RECRUITING *continued*

Instagram, Snapchat, and TikTok continue upward momentum

Biggest recruiter turn-offs when it comes to social media



How recruiters leverage social media



Viral social media challenges are popular, but could hurt job prospects. Nearly 20% said participating in viral challenges or dances would negatively impact their decision to move forward with a candidate.



Jobvite insight: Current Jobvite customers heavily rely on social media to build employer brand and reach passive candidates, but are less likely to use social media to learn more about different job candidates and potential employees.



ONBOARDING

Bringing new employees up to speed



62%

A majority of surveyed recruiters (**62%**) believe that onboarding is more effective when done in-person than virtually,



25%

Despite this, in the next year, only one-quarter (**25%**) plan to have completely in-person onboarding for a majority of employees,



24%

while one-quarter (**24%**) believe both are equally effective.



54%

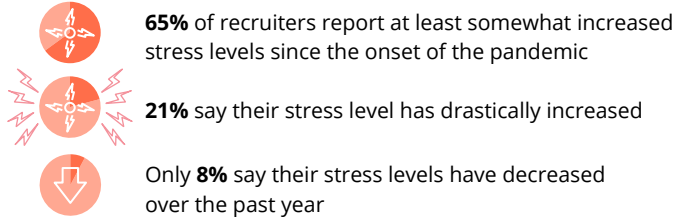
while more than half (**54%**) plan to have a combination of remote and in-person onboarding.



THE CURRENT STATE OF RECRUITERS

Areas of focus and stress

Stress levels still on top



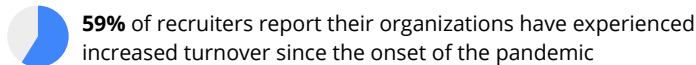
2021 hiring

39% of recruiters say their organizations are increasing staffing levels and hiring rapidly—an increase of 13 percentage points since the previous year

Another **35%** say their staffing levels have remained constant

Only **17%** say that headcount and hiring have been reduced—a decrease of 17 percentage points since the previous year

The great resignation

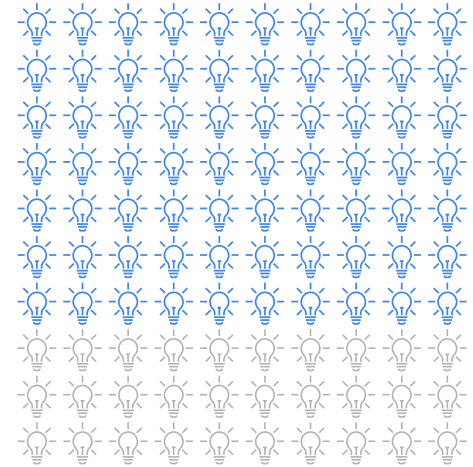


Get **#talentacquisition** learning opportunities at your fingertips by enrolling in **Jobvite Academy**, an online learning center where recruiters go to acquire new skills, strengthen existing capabilities, and learn how to get better recruiting results.



Recruiters are investing in their own skills

70% of recruiters plan to take additional professional courses, earn certifications, and continue their education to enhance their expertise as recruiters



Who is doing the most to advance their education and recruiter expertise?

Recruiters ages 35-49: **78%**

Male recruiters: **75%**



Jobvite customers are taking advantage of learning opportunities

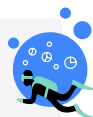


84% of Jobvite customers are elevating their recruiter skills through professional development opportunities

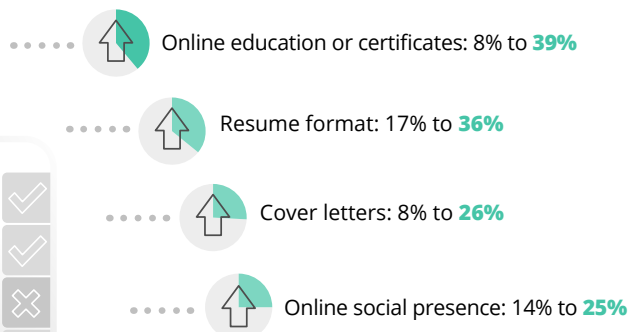
CANDIDATE EVALUATION

What matters (and what doesn't) to recruiters

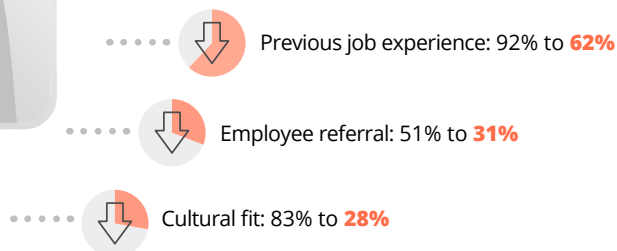
Recruiters' evaluation of candidates and decision-making priorities seem to be very much in flux, with data revealing that recruiters may be more open-minded about a candidate's potential.



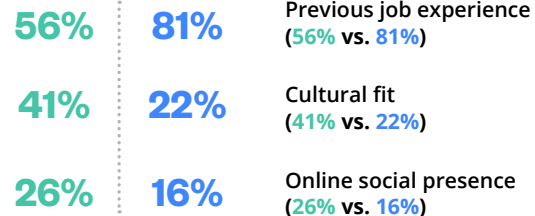
Factors rising in importance (2017 to 2021)



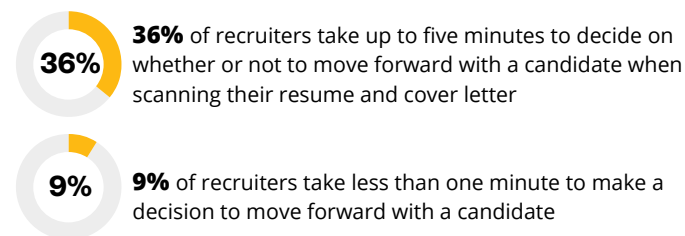
Factors declining in importance when evaluating candidates (2017 to 2021)



These factors differ based on a recruiter's age (ages 18-29 vs. ages 50-64)



Making a strong impression



Younger and quicker

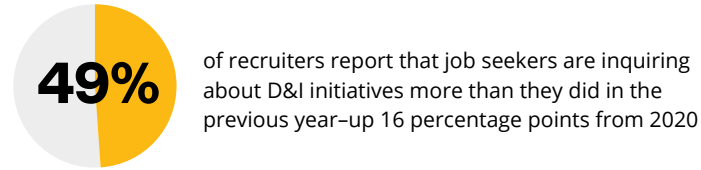
Recruiters ages 18-25 spend way less time making decisions about candidates



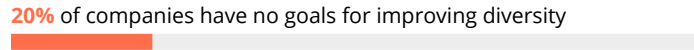
DIVERSITY AND INCLUSION

Attracting more underrepresented job seekers

Inquiring about an organization's diversity and inclusion (D&I) initiatives has become increasingly more common



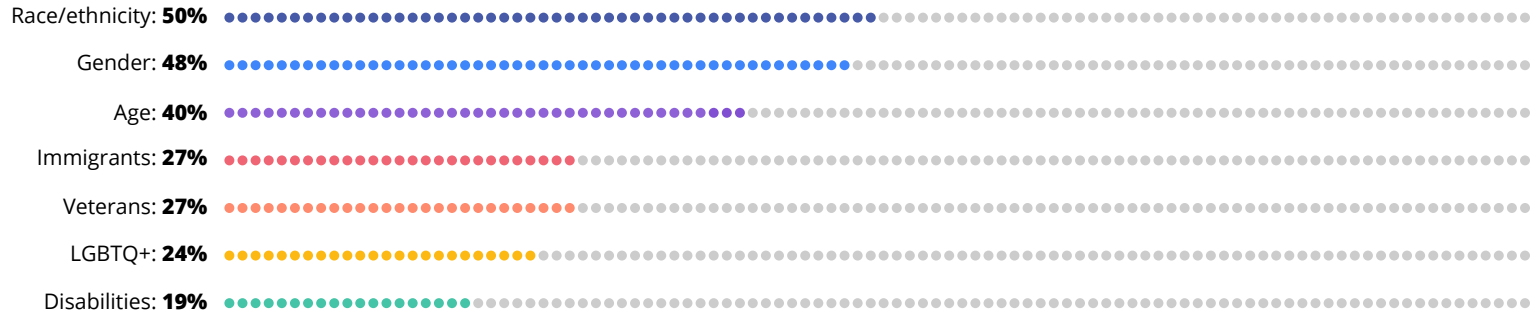
Behind the curve



Older recruiters and **recruiters who are not current Jobvite customers** are most likely to report having no D&I goals

Goals for improving diversity

The majority of companies have specific goals with respect to:



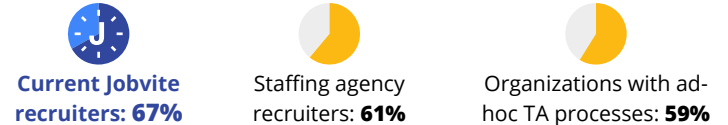
D&I efforts are the future

68% believe that diversity in hiring will be a priority for TA professionals in the next year

61% of organizations are putting more emphasis on diversity than they did in 2020

44% say candidates have turned down an interview or job offer due to a lack of diversity in the workforce

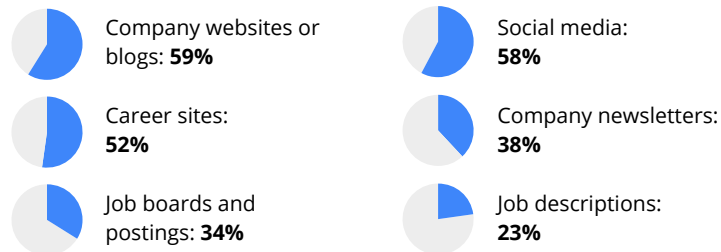
Who is more likely to observe an increase in inquiries about D&I?



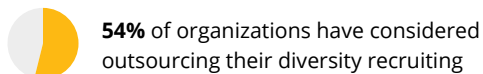
DIVERSITY AND INCLUSION *continued*

Attracting more underrepresented job seekers

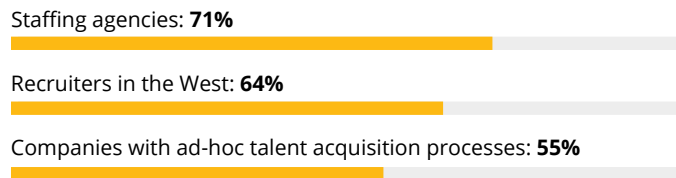
Most common channels for communicating goals around improving diversity



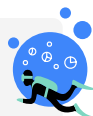
Outsourcing diversity recruiting



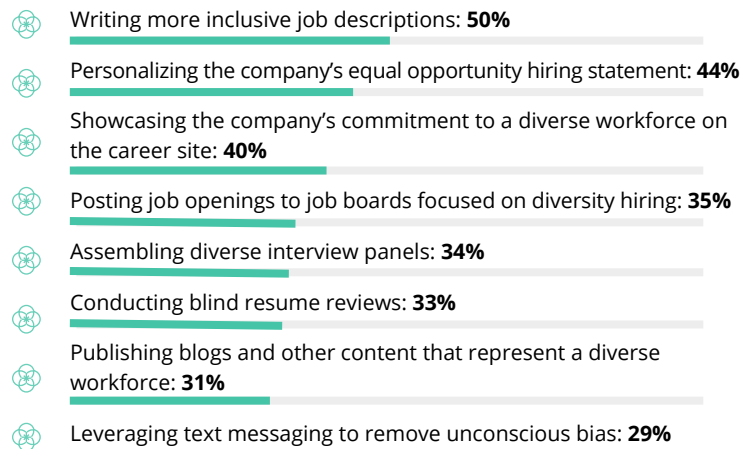
Outsourcing diversity recruiting is most commonly considered by:



In case you didn't know: Section 508 and WCAG help ensure that websites, apps, and electronic documents like PDFs are accessible to people of varying abilities.



Most commonly used strategies to attract and engage underrepresented talent



Universally designed candidate experiences

64% of organizations have a hiring process and technology that is accessible to section 508 or Web Content Accessibility Guidelines (WCAG) 2.0 standards

Among those who don't, **46%** plan to offer additional opportunities by creating an accessible and universally-designed candidate experience



Try Job Description Grader by Jobvite, a talent acquisition tool that analyzes your job description and creates a custom report to help you overcome recruitment obstacles and attract the best applicants.

BENEFITS AND PERKS

What workers want from employers

Most effective perks in attracting new candidates



Medical/dental coverage:
51%

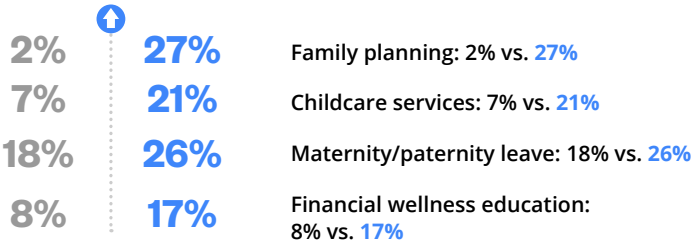


401(k):
49%



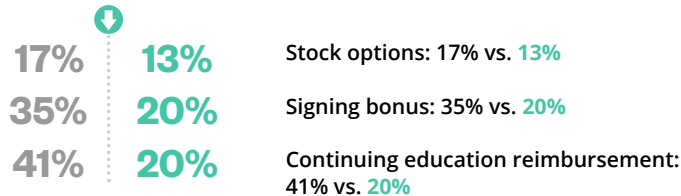
Work from home / flexible work hours:
44%

Benefits on the rise (2017 to 2021)



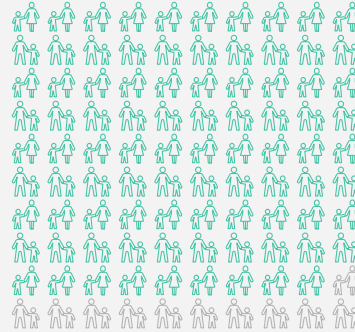
Diminishing in effectiveness (2017 to 2021)

These perks have diminished in effectiveness since 2017

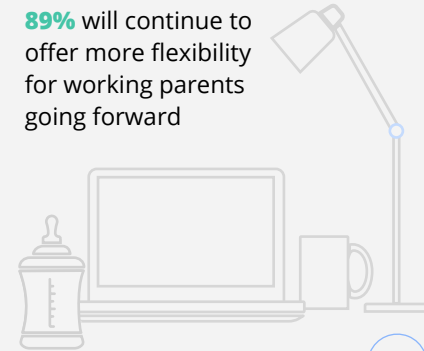


More flexibility for working parents

84% of surveyed organizations have increased flexibility for working parents throughout the pandemic



89% will continue to offer more flexibility for working parents going forward



The increase in flexibility for working parents aligns with Jobvite's [2021 Job Seeker Nation Report](#) findings which revealed working parents experienced increased stress levels as a result of the pandemic.

SALARY AND NEGOTIATIONS

Workers have the upper hand in salary negotiations

A huge bump in negotiating salaries

73% of surveyed recruiters report at least a moderate increase in negotiating for higher salaries among candidates and current employees—up more than 20 percentage points since 2020



Salaries have also drastically increased



56% report average salaries across their industry have increased in 2021



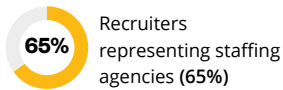
48% report an average salary increase of more than 10%

Side hustles are on the rise

54% of recruiters are also seeing more employees taking on side jobs



This is more common for:

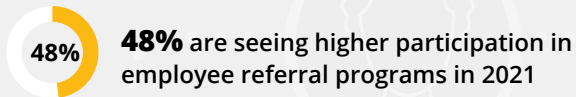
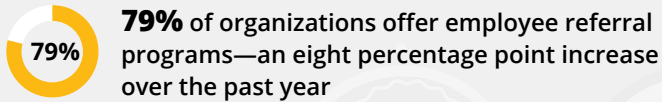


This aligns with findings from Jobvite's *2021 Job Seeker Nation Report*, which found that **53%** of workers surveyed say they plan to have a second source of income outside of their regular 9-5 jobs.

REFERRALS AND INTERNAL MOBILITY

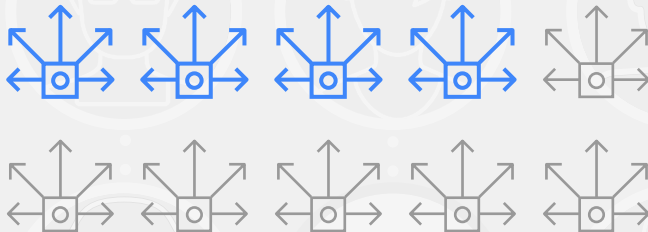
Powerful ways to unlock top talent

Referral programs are on the rise



Internal hires remain vital to hiring success

40% are making more hires from internal employees since the onset of the pandemic



It's a freelancer's world

35% of organizations are outsourcing more jobs to freelancers and gig workers—a **13%** upward shift since 2020



54% of organizations plan to outsource even more jobs moving forward

TEXTING, AI, AND AUTOMATION

Human touch + automation = increased efficiency

Recruiters continue to be comfortable using text messaging to source and communicate with applicants

60% believe texting is effective in engaging and communicating with current applicants

54% plan to increase their use of texting in recruiting processes in the next year

52% believe texting is an effective means of sourcing potential candidates

Organizations are using AI for more recruiting processes than they previously did (2020 to 2021)

34%	39%	Job recommendations on career sites: 34% vs. 39%
27%	34%	Job description recommendations: 27% vs. 34%
24%	32%	Candidate screening with automated messages: 24% vs. 32%
18%	30%	Chatbots: 18% vs. 30%
23%	29%	Candidate engagement scoring: 23% vs. 29%
16%	27%	Communicating information to candidates or new hires via automated texts: 16% vs. 27%

Younger recruiters leverage AI much more frequently than their older peers

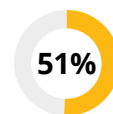
37% of recruiters ages 18-34 screen candidates via automated messages, compared to only 14% of recruiters over age 50

37% of Millennial recruiters communicate information to candidates and new hires via automated texts, compared to only 9% of recruiters in the 50+ age group



Providing all the right tools, but wondering how to increase usage on your team? Check out some of our [favorite tips](#) to help get you started on implementing new technology and increasing your organization's user adoption.

Chatbots



51% report that their organization uses chatbots in the recruiting process



Diving into the data: There is a big gap between staffing agencies (**66%**) and in-house recruiting (**35%**) when it comes to leveraging chatbots.

How are recruiters using chatbots?



Interview scheduling: **53%**



Automated screening: **50%**



Employee referrals: **44%**



Candidate sourcing: **41%**



Career site conversations: **38%**



Text-based recruiting: **36%**

REMOTE WORK

Lack of remote work options could hurt companies

Hybrid offices are here to stay



70% of organizations will have a hybrid in-office and remote work policy going forward



Only **14%** will have a 100% in-office policy



Three days in office, two days remote is, by far, the most popular office/remote pattern: **47%**

Lack of remote work turns off candidates

In the past year, **54%** of recruiters have seen candidates turn down an interview or job offer due to a lack of flexibility and remote work options in the workplace



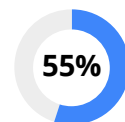
57% believe the lack of work from home policies make it harder to attract potential candidates



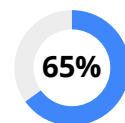
60% believe organizations will lose employees if they do not transition to a hybrid, fully remote, or remote-first culture



Career tracks



55% believe that organizations should have differentiated career tracks for workers who are on-premise/on-site and workers who work in different physical locations



This belief is strongest among recruiters representing staffing agencies: **65%**



INDUSTRY CONTRIBUTORS

Jobvite is pleased to share the results of the *2021 Recruiter Nation Report* and thank these industry thought leaders who contributed questions in order to help us drive insights and better understand this nation of recruiters.



Hung Lee
Curator,
Recruiting Brainfood



Julie Sowash
Executive Director,
Disability Solutions



Tamara M. Rasberry
Director, HR & Operations,
National Community Reinvestment
Coalition

ABOUT THE STUDY

Zogby Analytics was commissioned by Jobvite to conduct an online survey of 817 recruiters in the U.S.

Jobvite supplied Zogby Analytics with a list of their leads 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 one respondent could only access the survey one time.

Based on a confidence interval of 95%, the margin of error for 817 is +/- 3.4 percentage points. This means that all other things being equal, if the identical survey were repeated, its confidence intervals would contain the true value of parameters 95 times out of 100.

Subsets of the data have a larger margin of error than the whole data set. It should also be noted that there has been a change in methodology between 2017 and 2018 so conclusions about trends in the data between these two years should be drawn with caution.

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.

The firm conducts multi-phased opinion research engagements for banking and financial services institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies, and Federal agencies. Zogby's dedication and commitment to excellence and accuracy are reflected in its state-of-the-art opinion research capabilities and objective analysis and consultation.

ABOUT JOBVITE

Jobvite is leading the next wave of talent acquisition innovation with a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Talent Acquisition Suite weaves together automation and intelligence in order to increase recruiting speed, quality, and cost-effectiveness. Jobvite is proud to serve thousands of customers across a wide range of industries including Ingram Micro, Exelon, and Premise Health.

JOBVITE

