



# Leverage Key Candidate Personas from the Employ Job Seeker Quadrant™

## Introduction

For employers today, understanding job seeker mindset and behavior is critical to connecting with them more effectively and staying competitive in a tight labor market.

The Job Seeker Quadrant™ and the persona descriptions provided here serve as a guide for companies and recruiting teams as they seek to get to know the motivations, triggers, characteristics, and behaviors of candidates looking for new roles.

- Diligent/High-Volume Job Seekers
- Sporadic/High-Volume Job Seekers
- Diligent/Selective Job Seekers
- Sporadic/Selective Job Seekers

	Diligent	Sporadic
High Volume	<p><b>Trigger:</b> Job Alerts and Economic Concerns</p> <p><b>Challenges:</b> Not Knowing Where to Look, Length of Time to Find Opportunities</p> <p><b>Apply Method:</b> Indeed/LinkedIn; Career Site</p> <p><b>Job Seeking Status:</b> 50%+ Actively Looking</p> <p><b>Approximately 10%</b> of Job Seekers</p>	<p><b>Trigger:</b> Bad Day</p> <p><b>Challenges:</b> Not Knowing Where to Look</p> <p><b>Apply Method:</b> Indeed/LinkedIn; Career Site</p> <p><b>Job Seeking Status:</b> 67%+ Open to New Job</p> <p><b>Approximately 25%</b> of Job Seekers</p>
Selective	<p><b>Trigger:</b> Burnout</p> <p><b>Challenges:</b> Difficulty Finding Jobs in Field</p> <p><b>Apply Method:</b> Indeed/LinkedIn; More Likely to Use Company Website Than Others</p> <p><b>Job Seeking Status:</b> Less Than Half Actively Looking</p> <p><b>Approximately 40%</b> of Job Seekers</p>	<p><b>Trigger:</b> Boredom and Burnout</p> <p><b>Challenges:</b> Finding Jobs in Field &amp; Deceiving Job Descriptions</p> <p><b>Apply Method:</b> Submit Resume to Person at Company; Company Website</p> <p><b>Job Seeking Status:</b> Half Actively Looking</p> <p><b>Approximately 25%</b> of Job Seekers</p>

## Diligent/High-Volume Job Seekers

- Trigger:** Job Alerts and Economic Concerns
- Challenges:** Not Knowing Where to Look, Length of Time to Find Opportunities
- Apply Method:** Indeed/LinkedIn; Career Site
- Job Seeking Status:** 50%+ Actively Looking
- Approximately 10%** of Job Seekers



Candidates characterized as this persona are likely to look internally in their organizations for new opportunities. Frequently updating their resume, these candidates will apply even if they doubt the employer is hiring. They can get frustrated with the job application process and abandon an application if it takes too long.

Most of these candidates are optimistic it will take them less than one month to find a new job. They're likely to apply for a job with a large salary range with an organization that has strong company leadership. The way to make a big impact on these candidates is by offering an easy scheduling process for interviews.

## Sporadic/High-Volume Job Seekers

- Trigger:** Bad Day
- Challenges:** Not Knowing Where to Look
- Apply Method:** Indeed/LinkedIn; Career Site
- Job Seeking Status:** 67%+ Open to New Job
- Approximately 25%** of Job Seekers



Candidates characterized as this persona are the most satisfied in their current job and are also most likely to look internally for new roles within their current company. These job seekers are known to frequently update their resumes, but are the most likely to apply with no intention of taking a new job.

As these candidates skew younger in age, one of their primary motivations is looking for career advancement opportunities. From a job search perspective, they are likely to abandon job applications if they require registration, but accept if they don't hear back from employers for jobs they've applied to.

## Diligent/Selective Job Seekers

- Trigger:** Burnout
- Challenges:** Difficulty Finding Jobs in Field
- Apply Method:** Indeed/LinkedIn; More Likely to Use Company Website Than Others
- Job Seeking Status:** Less Than Half Actively Looking
- Approximately 40%** of Job Seekers



Candidates characterized as this persona are less likely to look internally within their current organization for new roles and less likely to apply for a new job if they believe an employer won't hire them for the position. They are also more likely to abandon a job application if it takes too long.

Half of these job seekers are unlikely to apply for a job with a large salary range. This group of job seekers also typically attributes the explanation of a company's mission and values as a good candidate experience.

## Sporadic/Selective Job Seekers

- Trigger:** Boredom and Burnout
- Challenges:** Finding Jobs in Field & Deceiving Job Descriptions
- Apply Method:** Submit Resume to Person at Company; Company Website
- Job Seeking Status:** Half Actively Looking
- Approximately 25%** of Job Seekers



Candidates in this persona are the least likely of any group to use social media or update their resumes for an application. This group has a greater proportion of older workers, including Baby Boomers and Generation X, and are least likely to apply for a role if they believe the employer won't hire them.

Candidates in this category are also unlikely to put significant amounts of time into an application or to have learned a new skill in the past 12 months. These candidates also believe the hiring process takes too long and want personal rejection notes, emails, or notices if not selected for a role.

## Tap Into Job Seeker Triggers Today

For a full view of the four job seeker personas, download the Employ Quarterly Insights Report: *Examining Employer and Job Seeker Realities in the Current Job Market: How Employers Can Respond to Candidate Preferences, Perceptions, and Personas.*

[Download the full Q1 2023 Employ Quarterly Insights Report here:](#)

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