

2019 RECRUITMENT TRENDS STUDY



2019 MRINETWORK RECRUITMENT TRENDS STUDY

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SURVEY HIGHLIGHTS

A

s global experts and leaders in the search and recruitment industry, **MRINetwork** recruiters conduct searches every day in virtually every industry at the executive, managerial and professional level. They have a keen awareness of the overall job market, as well as the factors and trends that shape it. In April we conducted the 2019 **MRINetwork** Recruitment Trends Study, surveying candidates and employers across the U.S. to assess attitudes about recruitment today where multiple interviews, personality tests, artificial intelligence, team interviews and gamification can all play a part in the evolving hiring process.

KEY FINDINGS

- Seventy-six percent of candidates said they expect to be able to apply for jobs and receive feedback via mobile devices. By comparison, only 30 percent of employers have a mobile-friendly application process.
- Top things candidates dislike about the application process are downloading their resume, and then still being expected to manually enter content displayed on the resume; submitting a resume for a job for which they are qualified, but knowing it may never be seen by a real person; and struggling to communicate valuable experience when they haven't had a linear career path.
- Most employers (52 percent) said their companies don't use recruitment technology. Of those that do, 30 percent use automation tools such as an applicant tracking system, and another 30 percent have a mobile-friendly process.
- Sixty-two percent of employers said their use of external recruiters has not changed, despite new recruitment technologies that have been introduced into the hiring process. Thirty percent of hiring authorities said use of external recruiters has either somewhat or greatly increased.

KEY FINDINGS CONTINUED

- Most employers (63 percent) said when comparing this year to previous years, the length of their firm's hiring process has not changed. Of those that noted a change, 18 percent said the process is slightly or much longer now. Availability of qualified talent (49 percent), changes to the internal interview process (44 percent) and time to attract qualified talent (43 percent) were ranked relatively the same.
- Just over half of hiring authorities (54 percent) said their company does not leverage the concept of employer branding. The 26 percent of employers that do leverage employer branding feel the use of the company website to support the employer brand, volunteer/community work and communication of the company as a great place to work are prioritized most.

ATTITUDES ON THE APPLICATION PROCESS

Expectations on Mobile Devices



CANDIDATES

76% of candidates said they expect to be able to apply for jobs and receive feedback via mobile devices. However, 24 percent of employees don't expect to apply with mobile devices.

Q1. CANDIDATES: Do you expect to be able to apply for a new position and receive feedback using mobile devices?



EMPLOYERS

30% of employers said they offer a mobile-friendly application process, compared to the 76 percent of candidates who expect this feature. This deficit means companies are more likely to miss out on top candidates who expect a modern, on-the-go approach to applying for a job.

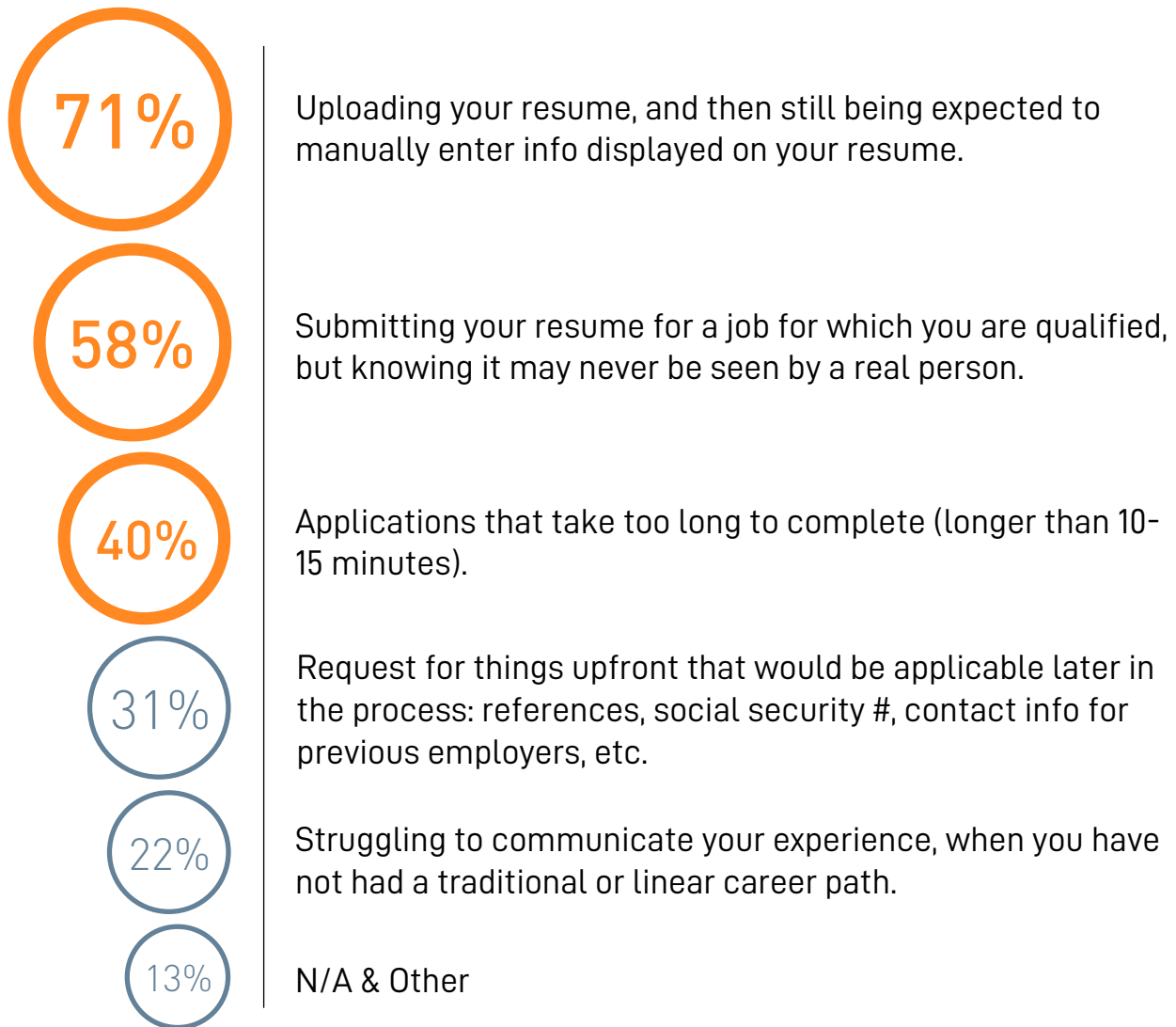
Q1. EMPLOYERS: Which recruitment technology does your company use?

ATTITUDES ON THE APPLICATION PROCESS

Frustrations with Applying

Candidates are overwhelmingly frustrated with online application processes that don't parse enough information from a downloaded resume and require additional manual entries. Other top frustrations include knowing their resume may never be seen by a real person, and the application taking too long to fill out.

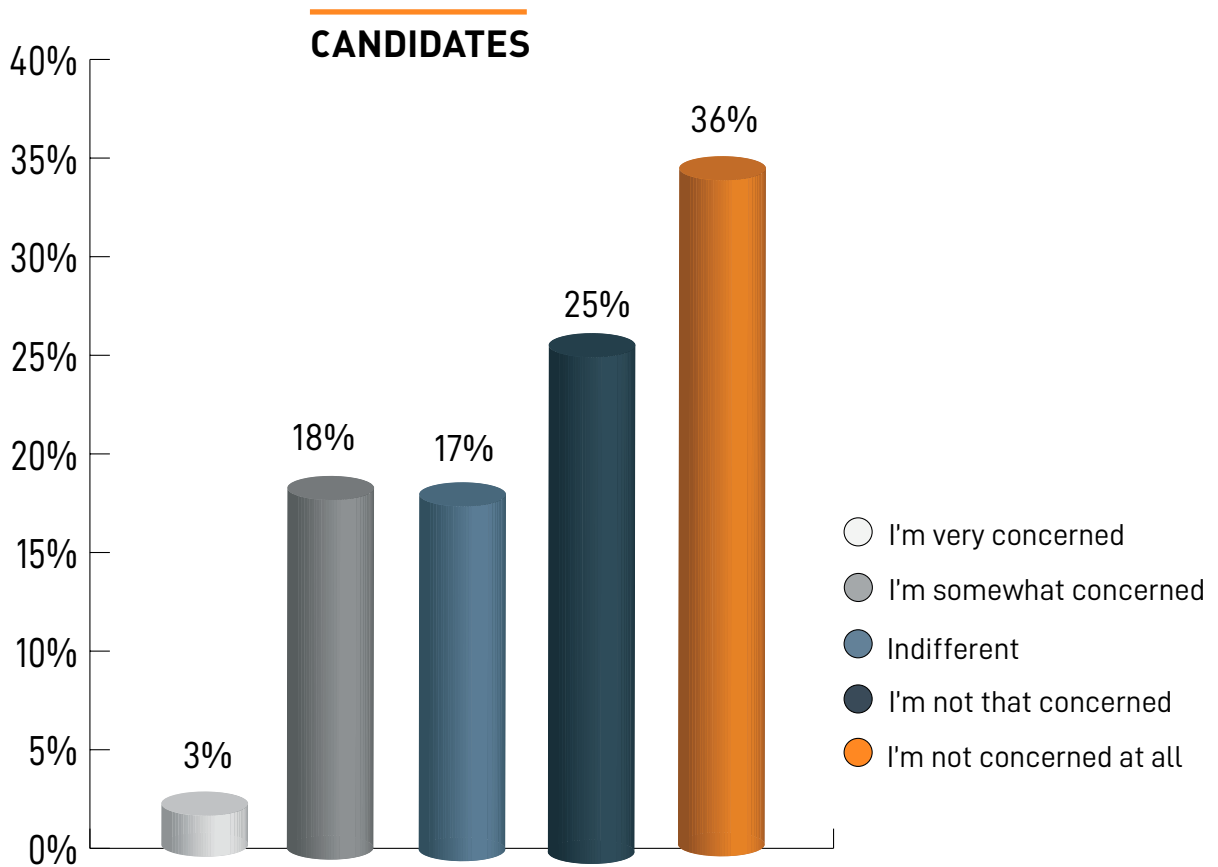
CANDIDATES



Q2. CANDIDATES: What are the top things you dislike about the application process? (Select up to 3 choices).

CONCERN ABOUT SOCIAL MEDIA ACTIVITY

Over 60 percent of candidates said they are not that concerned, or are not concerned at all, about employers judging them based on their social media posts. Of candidates that commented, lack of concern was due to not being active on social media, or taking precautions such as commenting under a pseudonym or separating personal from professional accounts.

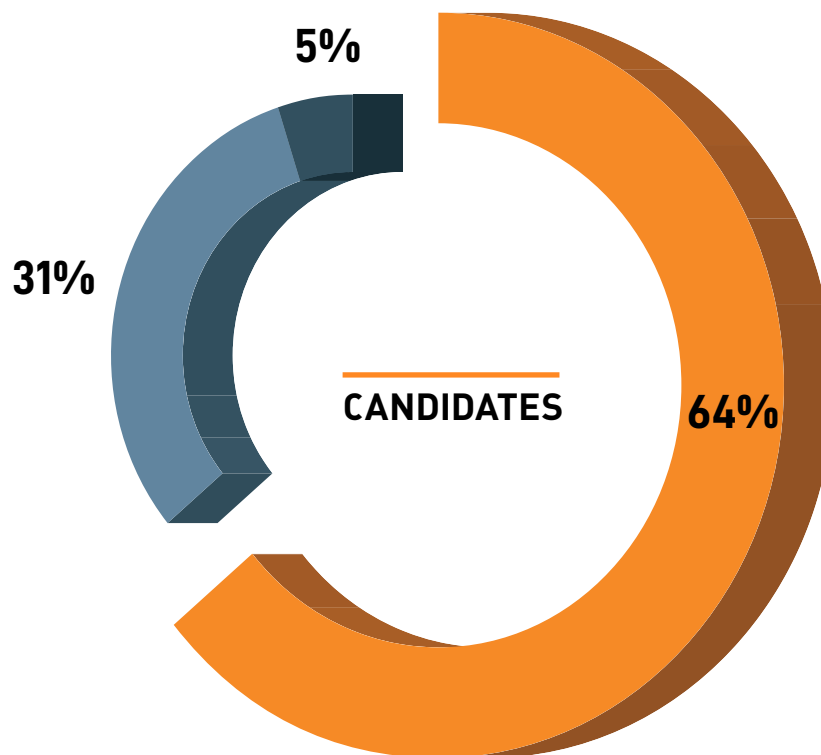


Q3. CANDIDATES: How concerned are you about a future or present employer viewing your social media posts and making a judgment about your character?

IMPRESSIONS FROM THE INTERVIEW

Influence of Interviews on Offer Acceptance

Ninety-five percent of candidates said their experiences during the interview process somewhat or strongly influence whether they will accept a position.



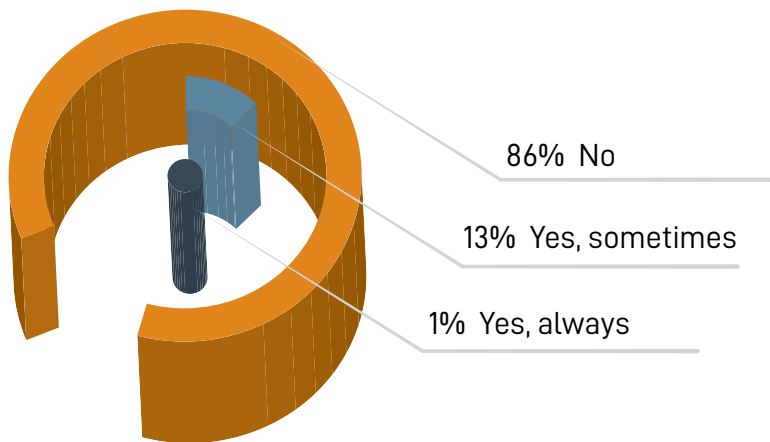
- Strongly influences
- Somewhat influences
- Very little influence

Q4. CANDIDATES: How significantly does your experience during the interview process influence whether you will accept a position?

IMPRESSIONS FROM THE INTERVIEW

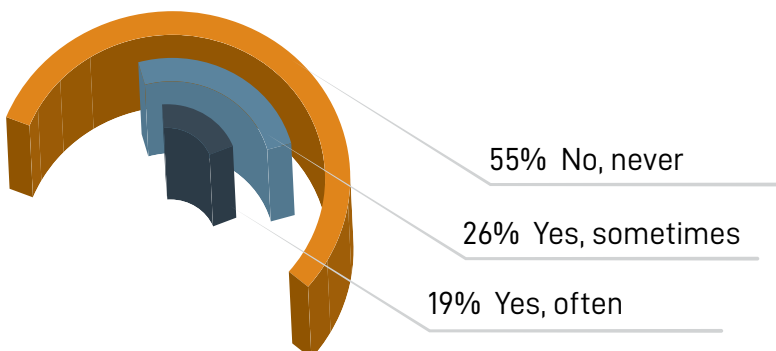
Posting Reviews After Interviews on Glassdoor

Most candidates (85 percent) said they do not post a review about their interview experience(s) on sites like Glassdoor. While, slightly over half (55 percent) of employers don't monitor what candidates say about interviews with their companies, 45 percent said they monitor sometimes or often, indicating a fair amount are concerned with reputation management.



CANDIDATES

Q5. CANDIDATES: Do you post your impressions about your interview experience with a company, negative or positive, on sites such as Glassdoor?



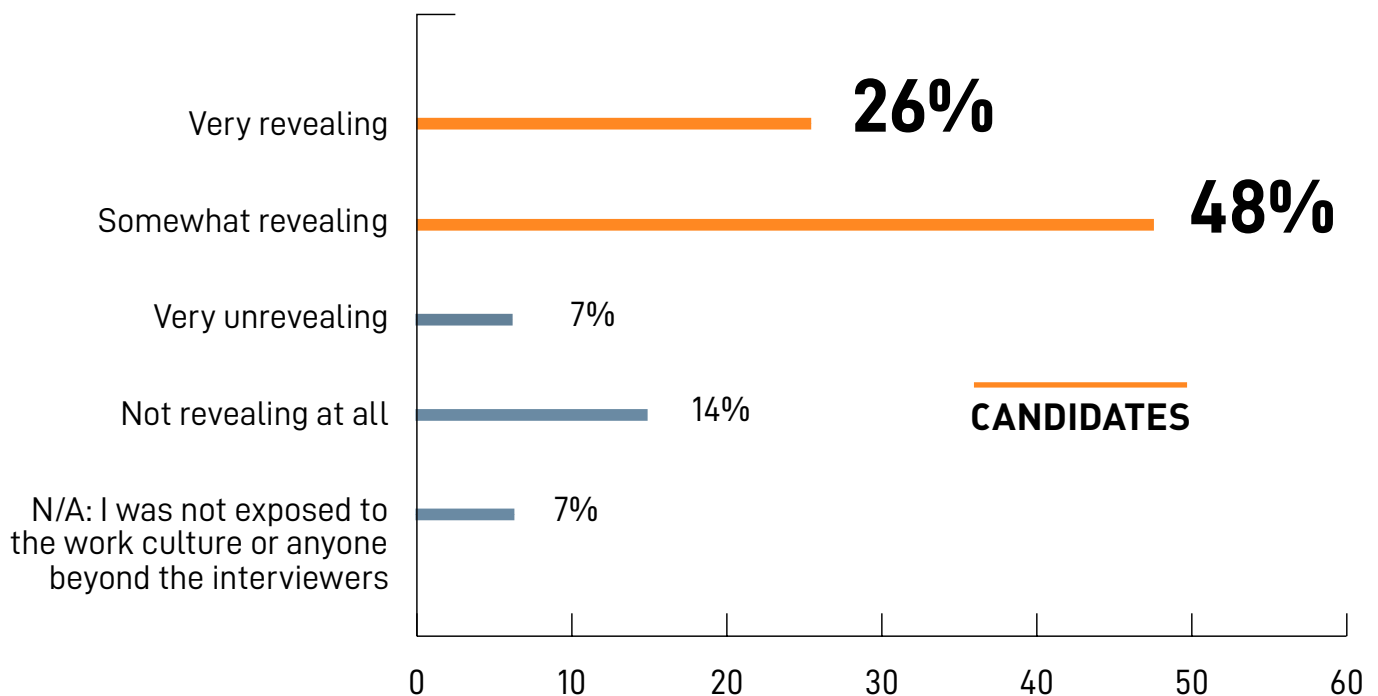
EMPLOYERS

Q5. EMPLOYERS: Do you monitor what potential candidates are sharing on social media platforms (such as Glassdoor) about their interviewing experiences with your company?

IMPRESSIONS FROM THE INTERVIEW

How Revealing Was the Interview Process of the Work Culture

Seventy-four percent of candidates feel the interview process is somewhat or very revealing about the company work culture.



Q6. CANDIDATES: Regarding your most current role, how revealing was the interview process of the work culture?

ATTITUDES ON THE RECRUITMENT AND HIRING PROCESS

Recruitment and Hiring Efficiency

Based on their most recent experiences, most candidates (74 percent) felt the interview process was efficient.



74%

of candidates are happy with the current processes in recruitment/hiring.



26%

of candidates are dissatisfied with the current processes in recruitment/hiring.

Q7. CANDIDATES: Based on your most recent job search, was the recruitment and hiring process efficient?

ATTITUDES ON THE RECRUITMENT AND HIRING PROCESS

Reasons for Hiring Inefficiencies

Of candidates who indicated that their most recent interview experience(s) were inefficient, their top complaints are regarding lags in communication, a lengthier process than expected, and the process as a whole.

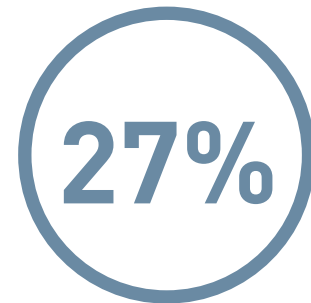
CANDIDATES



Lags in communication regarding scheduling, where you stood in the process, etc.



The whole process: The number of interviews, length and scope of the process was much more than I expected



The process was lengthier than what I expected

4. The number of interviews was more than what I expected	15%
5. The process was more involved than expected, and included additional testing to assess fit for the job.	8%
6. Other	22%

Q8. CANDIDATES: If you answered no, please explain why the process was inefficient. (Select the factor(s) that best describe your experience).

REASONS FOR LEAVING LAST JOB

CANDIDATES



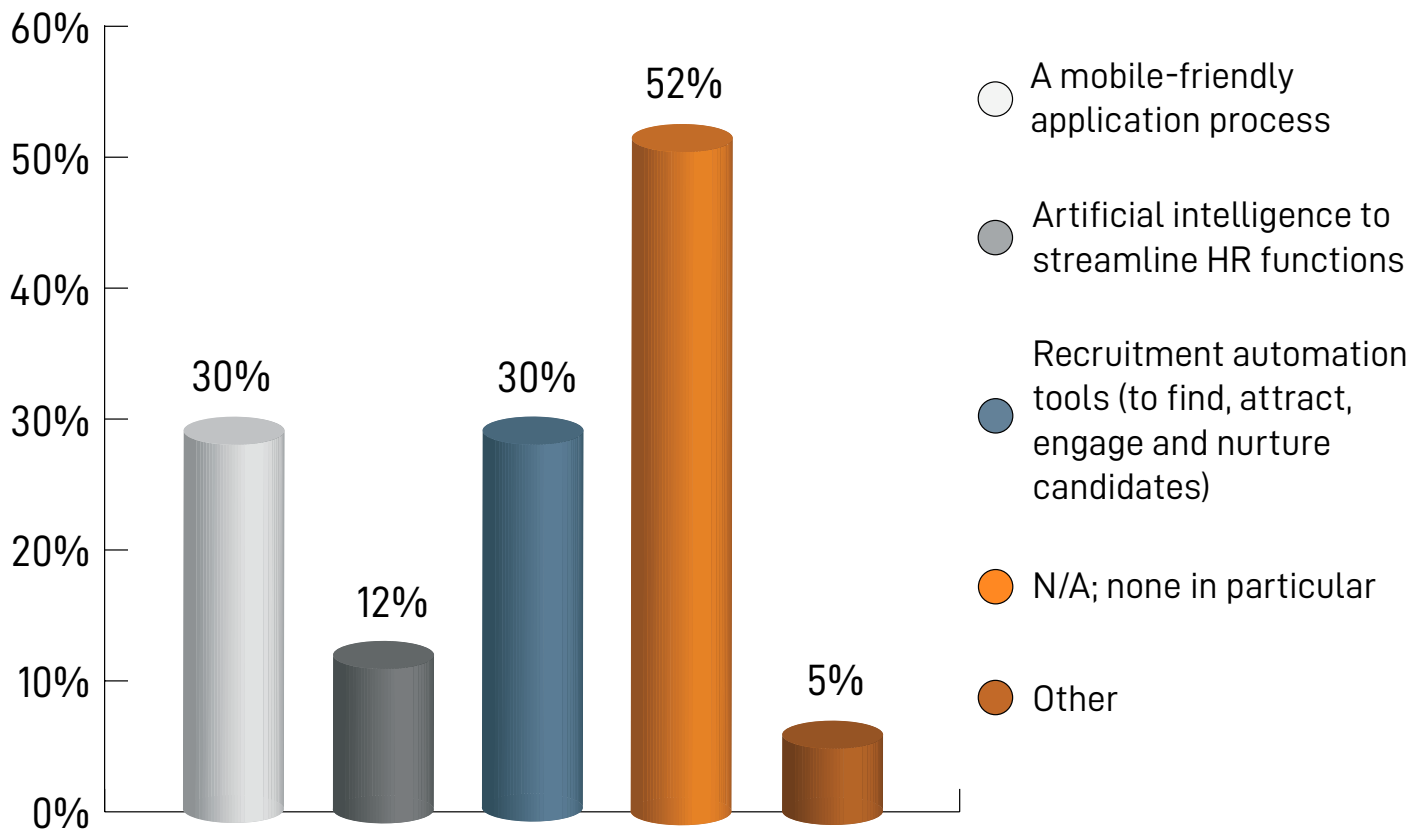
The top three reasons candidates listed for leaving their last job are the desire to advance their career, raise their compensation and because they didn't like to work for their boss.

Q9. CANDIDATES: What prompted you to leave your last job? (Please select your top 3 reasons.)

USE OF RECRUITMENT TECHNOLOGY

More than half (52 percent) of employers said they don't use any particular recruitment technology. Of those that do, a mobile-friendly application process and recruitment automation tools to find, attract, engage and nurture candidates were utilized most often.

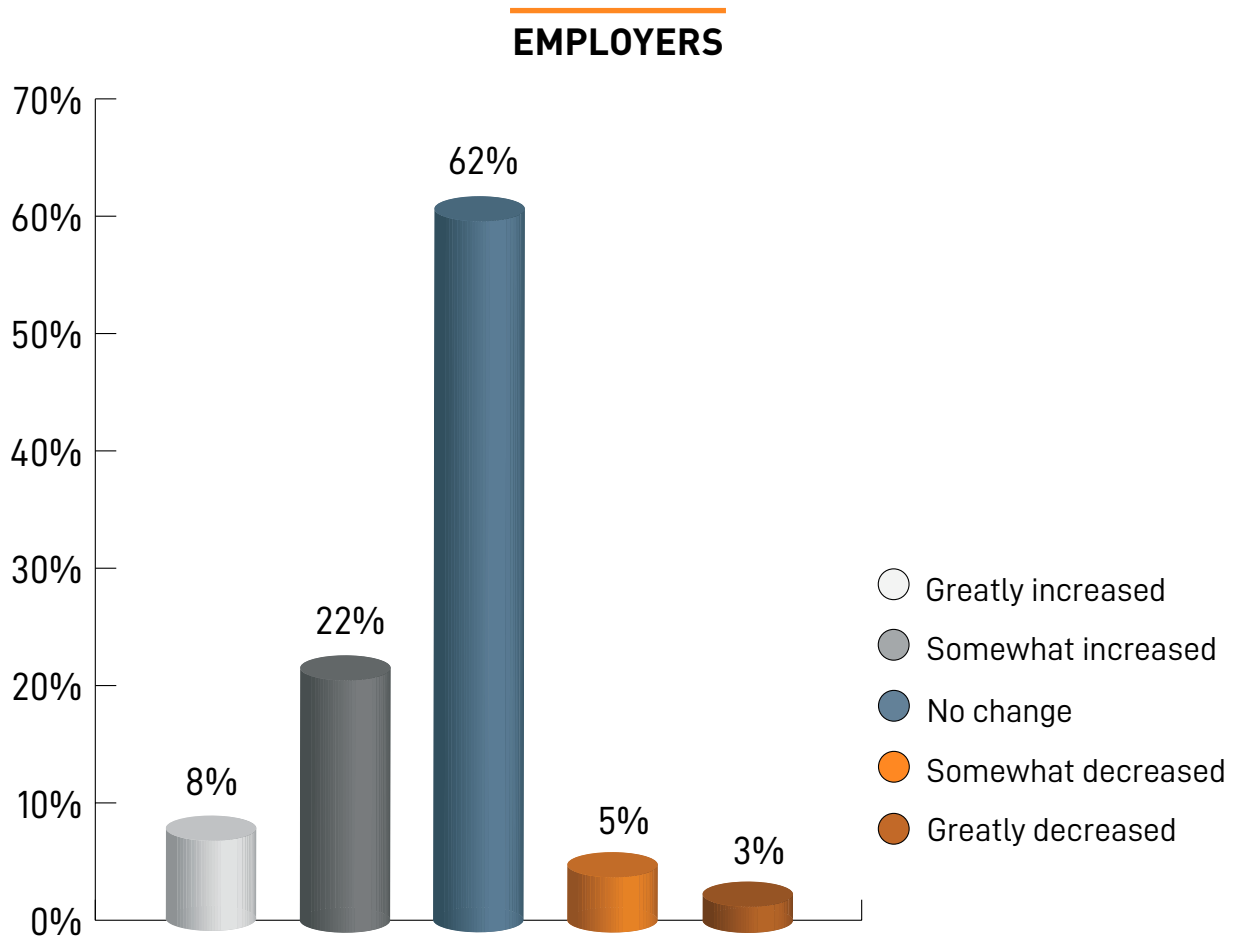
EMPLOYERS



Q10. EMPLOYERS: Which recruitment technology does your company use?

USE OF EXTERNAL RECRUITERS

While many employers (62 percent) said their use of external recruiters has not changed despite the introduction of new recruitment technologies, 30 percent have increased their dependence on agency recruiters. This implies that some companies are leveraging recruiters to help them interpret the information gained through enhanced recruitment tools.

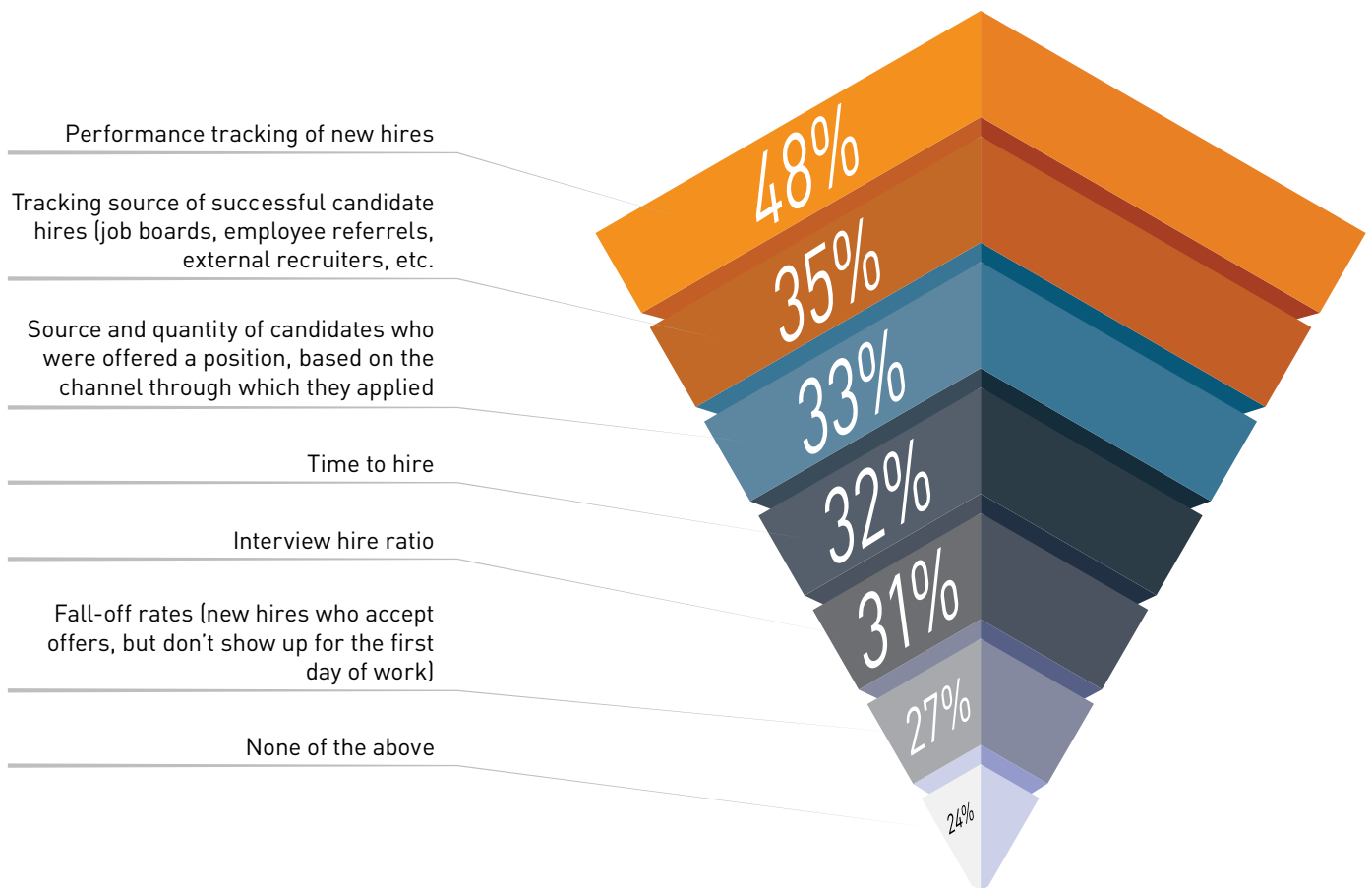


Q11. EMPLOYERS: How has your use of external recruiters changed as new technologies have been introduced into the hiring process?

USE OF RECRUITMENT METRICS TO ASSESS HIRE EFFECTIVENESS

The top recruitment metric being tracked for new hire effectiveness is performance tracking of new hires.

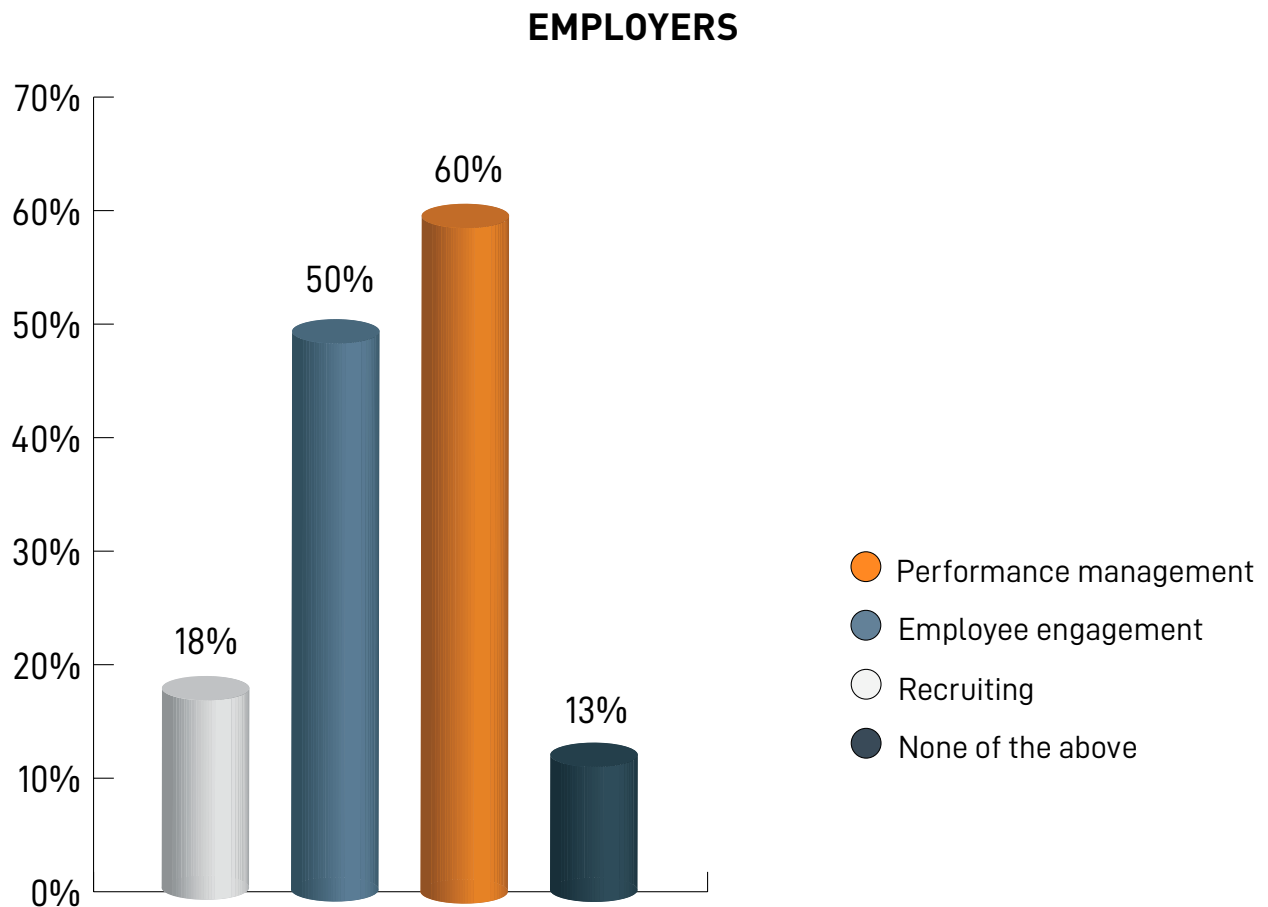
EMPLOYERS



Q12. EMPLOYERS: Which of the following recruitment metrics does your company use to analyze the effectiveness of permanent hires? (Please select all that apply.)

USE OF TALENT METRICS

Employers said performance management is the most important talent metric they track, followed by employee engagement.

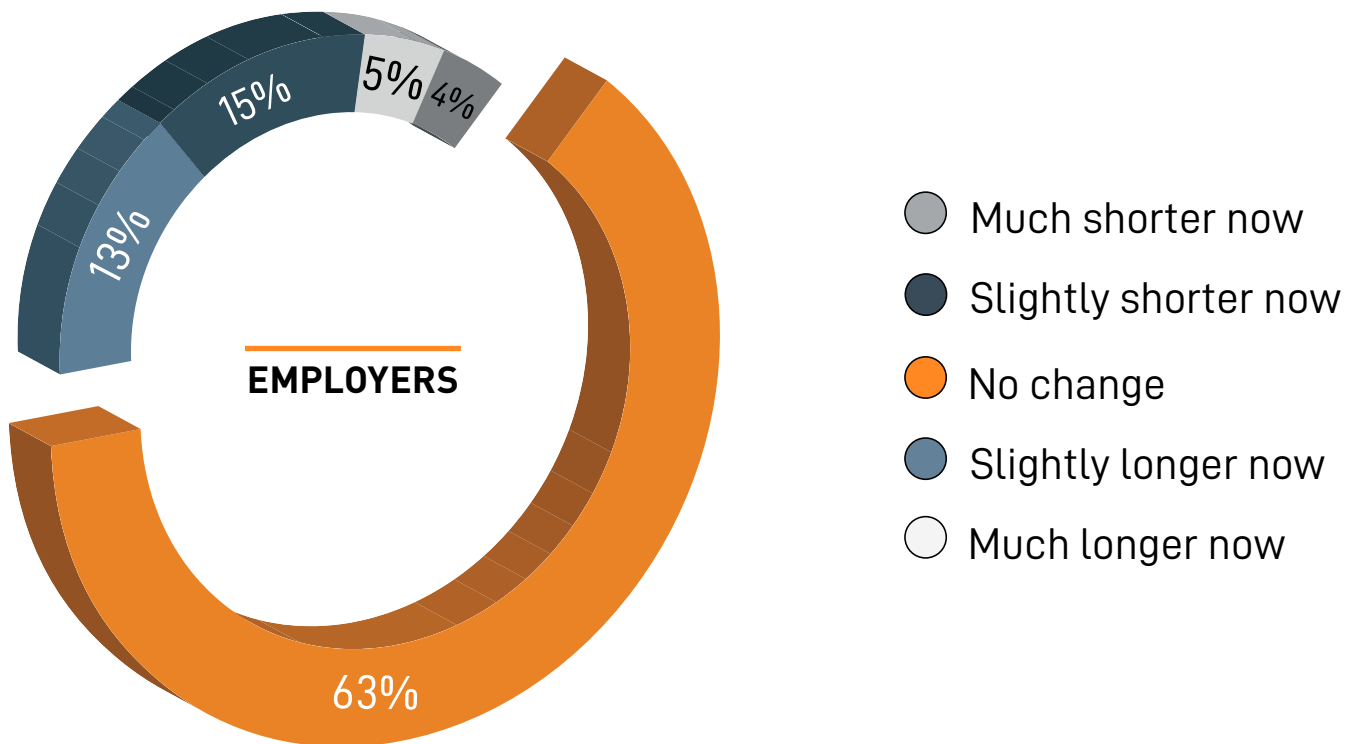


Q13. EMPLOYERS: Which of the following recruitment metrics does your company use to analyze the effectiveness of permanent hires?

LENGTH OF HIRING PROCESS

This Year vs. Previous Years

Most employers (63 percent) said the length of their recruitment process has not changed significantly vs. past years.

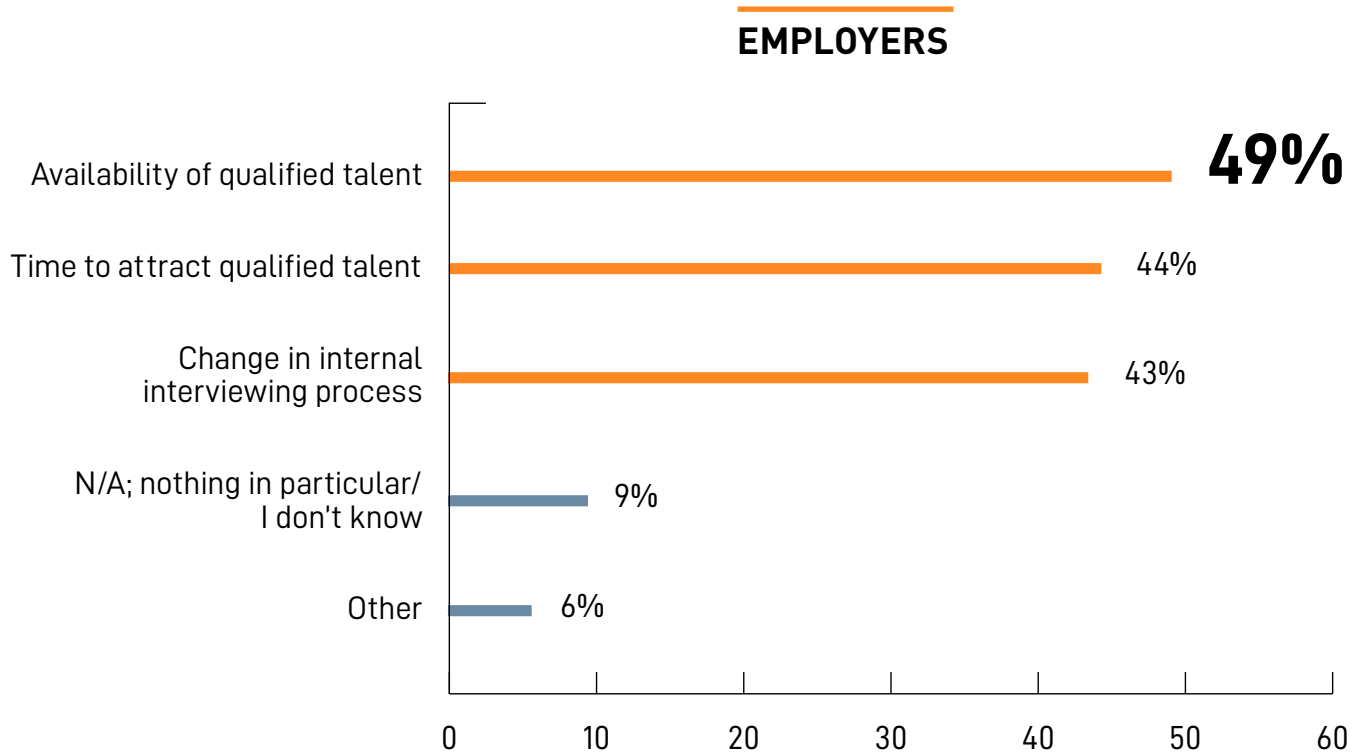


Q14. EMPLOYERS: Which of the following recruitment metrics does your company use to analyze the effectiveness of permanent hires?

LENGTH OF HIRING PROCESS

Reasons for Changes in Hiring Length

Of the 37 percent of employers who noted a change in the length of their hiring process, the availability of qualified talent was listed as the top reason. Time to attract talent and changes to the interview process were listed as other top reasons.

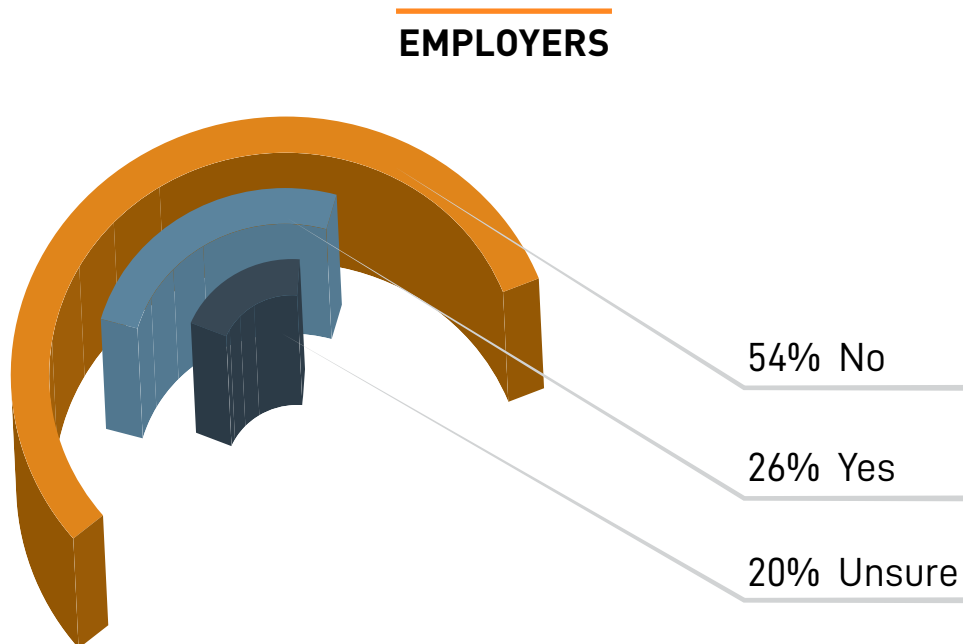


Q15. EMPLOYERS: Why do you think the length of your hiring process has changed?

EMPLOYER BRANDING

Areas Employers Prioritize in Employer Branding

Fifty-four percent of hiring authorities said their company doesn't leverage employer branding in their recruitment strategy.



Q16. EMPLOYERS: Does your company use the concept of employer branding in your recruitment strategy?

EMPLOYER BRANDING

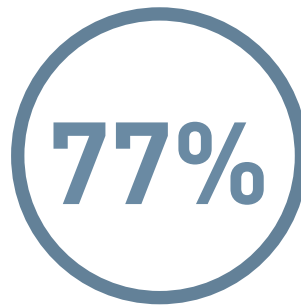
Areas Prioritized in Employer Branding

The 26 percent of employers that do leverage employer branding feel the use of the company website to support the employer brand, volunteer/community work and communication of the company as a great place to work are prioritized most.

EMPLOYERS



Use of company website to support the employer brand



Volunteer or community work



Communication of the company as a great place to work

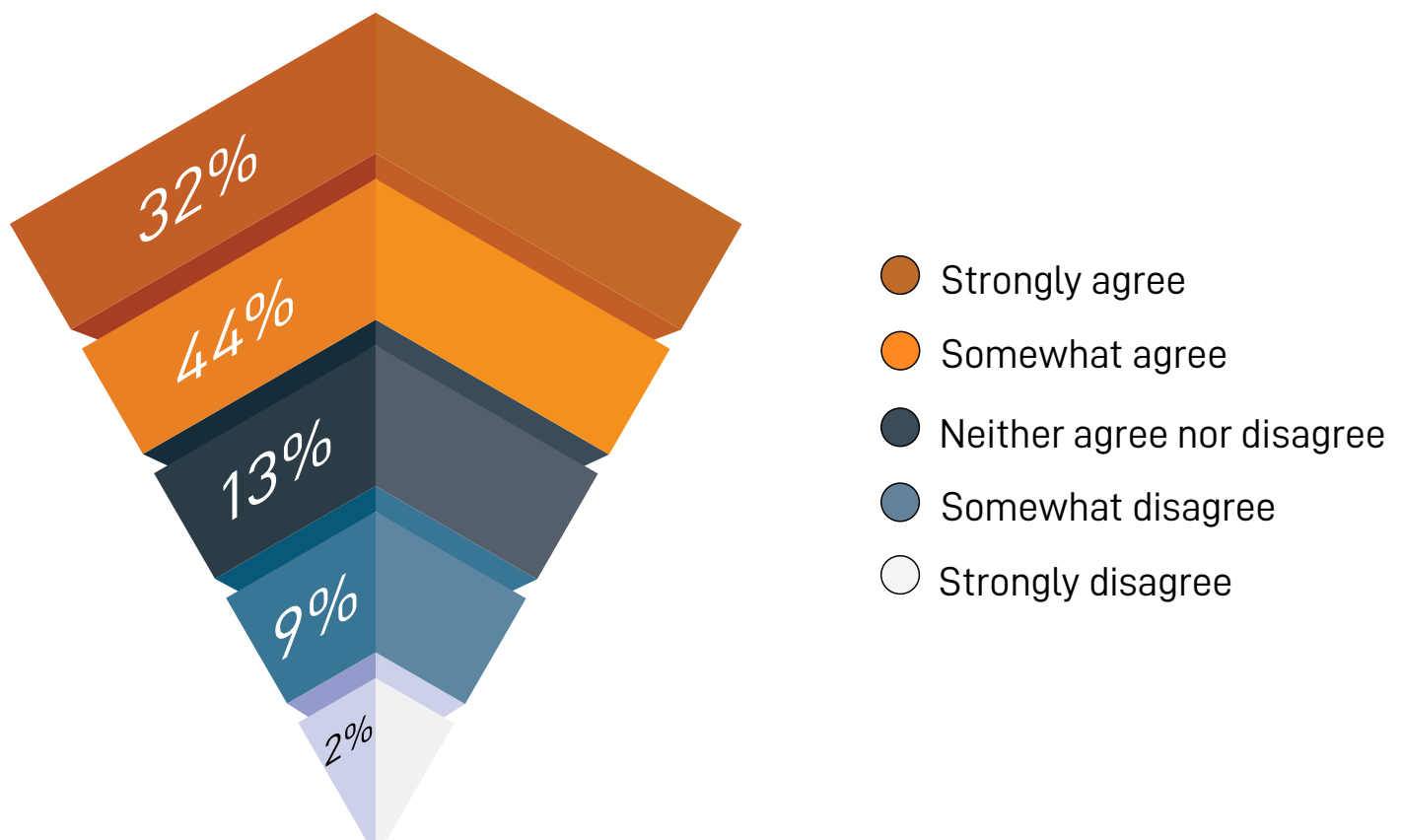
4. Deployment of a stand-alone career site	56%
5. Proactive reputation management (i.e. on Glassdoor)	54%
6. Other recruitment marketing	46%

Q17. EMPLOYERS: How does your company involve the following types of marketing in its recruitment strategies?

ONGOING TRAINING

Seventy-six percent of employers said they somewhat or strongly agree that their company provide employees training to meet the future needs of the organization.

EMPLOYERS



Q18. EMPLOYERS: To what extent do you agree or disagree with the following statement? My company provides current employees training to meet the future needs of the organization and the market.

CONCLUSION

As the study results show,

a variety of recruitment trends are impacting both the way in which hiring is taking place, and the ability to attract top talent within industries that are largely candidate-driven. Employers that are able to harness these aspects of hiring will have the most success attracting as well as retaining high performers.

As you look at your hiring plans for the year, use the survey findings to help you understand some of the pressure your candidate searches will be under. Of course, as you come up against challenges, **MRINetwork's** team of approximately 1,500 recruiters around the world will be able to help your organization find specialized managerial, executive and professional talent in almost every industry and function.

ABOUT THE SURVEY

The 2019 **MRINetwork** Recruitment Trends Study is based on a web-based survey conducted in April 2019 with 220 employers and nearly 200 candidates responding. The survey has an 8 percent margin of error with a 90 percent confidence. All data has been rounded to the nearest 10th.

The survey was conducted by **MRINetwork**, in partnership with a third-party research firm. For more information about the Study, please contact **Nysha King**, Media Relations Lead for **MRINetwork** at (215.372.1384 | nysha.king@mrinetwork.com).

This was the 1st edition of the study. Parties interested in viewing the most recent report can download the study at mrinetwork.com.



“You’re not just recruiting employees, but are sowing the seeds of your reputation.”



2019 **MRINetwork** Recruitment Trends Study

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