



Year after year, Jobvite surveys hundreds of recruiters and HR professionals for its annual Recruiter Nation Survey report to determine where the industry's priorities lie and what current hiring trends are. As uncovered in this year's report, recruiters believe that many of the shifts brought forth in 2020 – from new and virtual interviewing and onboarding methods to investments and priorities – will be here to stay.

and change in 2020, the impact is being felt by talent acquisition professionals from organizations of all sizes and across all industries. Unsurprisingly, the majority of recruiters today report an increased stress level at work since the onset of the COVID-19 pandemic along with diminished headcount and hiring.

those beliefs and priorities are being brought into the job search.

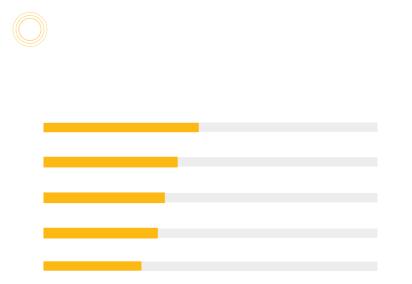
important factor for recruiters in today's increasingly remote work environment.

with recruiters reporting an increase in candidates negotiating for higher salaries.

This year's Recruiter Nation Survey report aims to help recruiters and talent acquisition leaders across the U.S. understand:



Recruiting priorities have shifted more for					
recruiters (79%)	recrui/ActualText <feff0009>>></feff0009>	BDC	()Tj E001	n qrecrui/ActualText <feff0009></feff0009>







THE TALL TALES JOB SEEKERS TELL TO GET HIRED

When job seekers stretch the truth

Technical Skills:

Citizenship status: 21% in 2020, compared to 11% in 2017

Education history: 26% in 2020, compared to 18% in 2017

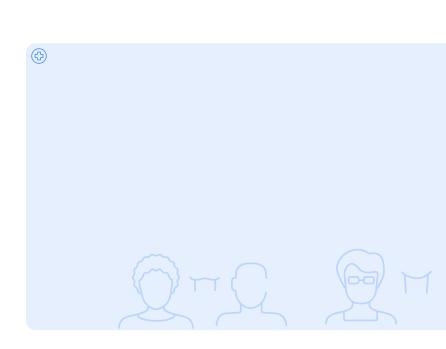
19% in 2020, compared to 14% in 2017

Salary history:



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RECRUITMENT MARKETING

What's powering successful recruiting

Tracking recruiting success

Quality-of-hire is the most valuable metric surveyed recruiters use to track recruiting success, increasing by 27 percentage points since 2017.

say quality-of-hire say retention rate say time-to-hire of hire

Top hiring sources for high-quality candidates

Internal hires remain the top-rated source for hiring, followed by employee referrals and job boards.

internal hires employee referrals job boards

Most common content included in career site job posting

equal opportunity employment

salary

advancement opportunities

perks

THE SPEED OF TALENT Recruiter efficiency is key



Collection of data and practices must be compliant with the requirements set forth by the General Data Protection Regulation (GDPR).

Using text messaging to source potential candidates is more common

At large companies: of recruiters representing companies with 500+ employees vs. among recruiters from companies with less than 500 employees



Among male recruiters: vs. among female recruiters

vs. for in-house recruiters

If a recruiter could choose one technology to make the job easier:

33% say a new applicant tracking system

33% say new customer relationship management technology

46% of recruiters



Other relevant TikTok / Snapchat findings:

The technology and IT-hardware industries are using TikTok the most

more positive results.

believe that TikTok produces the highest quality candidates and

think the same of Snapchat

compared to in-house recruiters

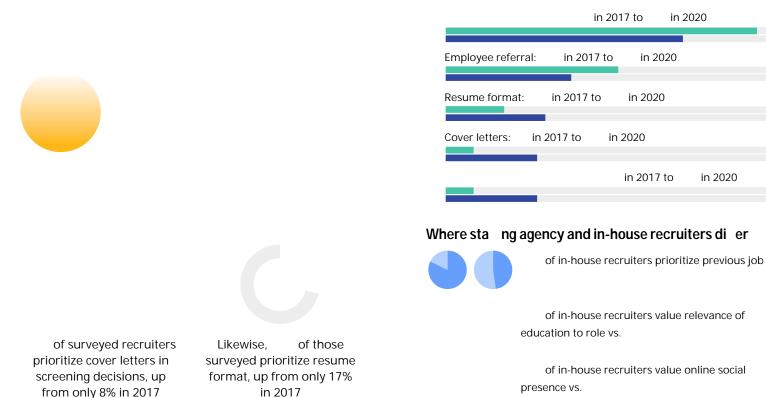
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CANDIDATE EVALUATION

What's important in the eyes of the recruiter



Major shifts in factors considered by recruiters when evaluating candidates

in 2020



Continuing education reimbursement has decreased the most –19 percentage points – since 2017

Casual dress code: down 17 percentage points since 2017

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LARY & NEGOTIATIONS

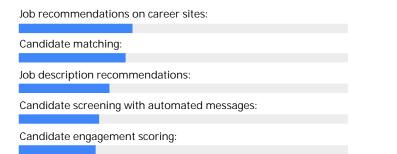
bite economic slump, candidates aren't afraid to negotiate



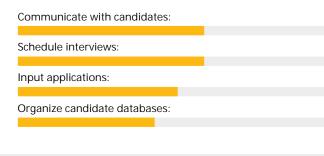
ARTIFICIAL INTELLIGENCE (AI) AND AUTOMATION

Recruiters increase efficiency with a human + machine approach

How are recruiters using AI?



What tasks do recruiters use AI software to help with?





Al also helps deliver a positive candidate

norm for the majority of candidates, according to the

Where sta ng agencies vs. in-house recruiters



Impact of AI



of recruiters believe AI makes their jobs better



say it makes it better in some ways but worse in others

believe AI makes their job better



Jobvite is pleased to share the results of the , and thank these industry thought leaders who helped to contribute to the great questions that are driving insights to help us all better understand this nation of recruiters. Jobv32is nat2a.672 326a348 c-23Ts6h.8 c294 44.65T34. bettere 1093t2a.672 32TalentSCNsquis/









Zogby Analytics was commissioned by Jobvite to conduct an online survey of 802 recruiters in the U.S.

Jobvite supplied Zogby Analytics a list of contacts 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 each respondent could only access the survey one time.

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.

institutions, insurance companies, hospitals and medical centers, retailers and developers, religious institutions, cultural organizations, colleges and universities, IT companies, and federal agencies. Zogby's

research capabilities and objective analysis and consultation.