

Recruiting Tactics That Work in a Tight Labor Market



Overcoming the tight labor market has required recruiters to change their approach. See what's actually working to attract candidates in the current hiring environment.

Remote Work

By focusing on remote work and hybrid work environments, recruiters can demonstrate the company's flexibility.



45%
of Job Seekers

Employ data reinforces this, finding that 45% of job seekers would be willing to accept a lower salary to work remotely, making this recruiter strategy effective in attracting talent.



48%
of Recruiters

48% of recruiters report they've had candidates turn down an interview or job offer due to a lack of remote work options in their workplace.

DEI Initiatives

Recruiters who have been successful in attracting talent indicate they have focused on the diversity, equity, and inclusion (DEI) initiatives of their organization.



65%

65% of recruiters said their organization is putting more emphasis on diversity in hiring in 2022 than in 2021.



69%

69% said diversity will be a priority for recruiters and talent acquisition professionals in the next year.

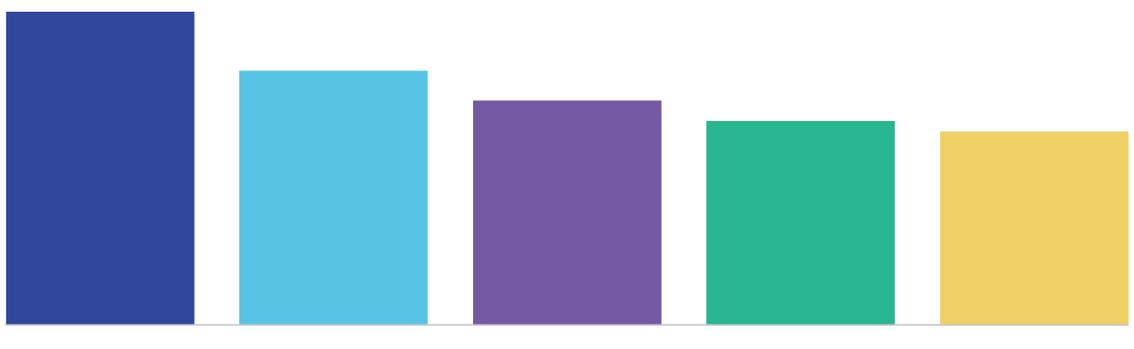


27%

27% have had candidates turn down an interview or job offer due to a lack of diversity in their workforce over the past year.

Useful Recruiting Tactics

Recruiters have found that focusing on well-defined recruiting tactics can have a significant impact on their recruiting outcomes. In the last year, recruiters have refocused their efforts on:



48%
Posting on more job boards or increasing job board spend

43%
Actively engaging with former applicants or employees

40%
Actively engaging with passive candidates

38%
Website or career site investments

37%
Investing in new talent acquisition technologies

Recruiting Tactics No Longer Useful

It's also important to examine what is ineffective in recruiting today based on the experiences of recruiters. Within the current labor market, recruiters report that they have stopped using the following tactics that once worked in their organization but no longer work today:



35%
Free Posting to Job Boards



34%
Waiting to Provide Recruiter Feedback and Response



31%
Waiting Weeks to Generate an Offer



31%
Personal Networks

Tackle the Talent Shortage

To tackle the talent shortage and recruiter burnout, talent acquisition teams should understand what most resonates with candidates in the current hiring landscape.

Download the [Employ Quarterly Insights Report](#) for deeper insight into today's unique hiring market and trends

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