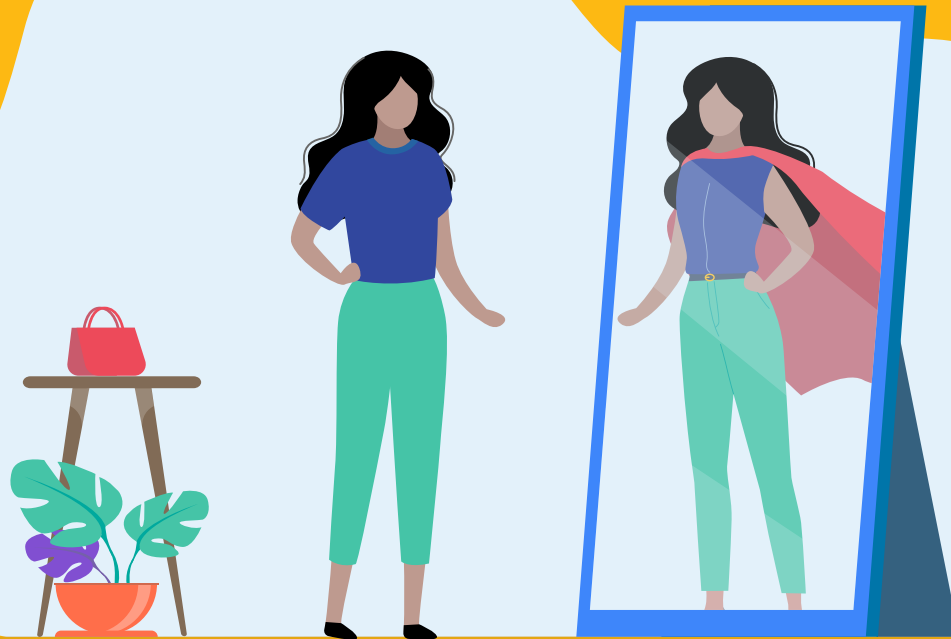


**JOBVITE**

# **How to Hire Top Talent Quickly**

Your playbook to hiring faster and better when talent supply is low



# Table of Contents

<b>Introduction</b> .....	<b>3</b>
<b>Hire Right When Talent is Tight - Best Practices</b> .....	<b>4</b>
<b>TA Challenge 1:</b> .....	<b>6</b>
Fast tracking high-volume hiring	
<b>TA Challenge 2:</b> .....	<b>8</b>
Attracting top talent for highly-skilled, knowledge-based roles	
<b>TA Challenge 3:</b> .....	<b>10</b>
Improving diversity and inclusion	
<b>TA Challenge 4:</b> .....	<b>12</b>
Anticipate and manage “the great resignation”	
<b>TA Challenge 5:</b> .....	<b>14</b>
Hire efficiently with a short-handed recruiting team	
<b>Conclusion</b> .....	<b>16</b>

# Introduction

Since March 2020, talent teams have been riding a rollercoaster of hiring trends. After several years of near-full employment, conditions changed almost overnight with the arrival of COVID-19.

Early in the pandemic, hiring freezes swept the country. Many companies were forced to make temporary (or permanent) staffing cuts. Job openings were scarce, and unemployment reached an all-time high since the Great Depression. Recruiters initially received an abundance of resumes for every open position — so while candidates were plentiful, finding the “needle in the haystack” with the right skills and experience was a challenge.

Today, the tables have turned once again. Hiring is on the rise. The need for workers is especially critical in consumer-related sectors, as people emerge from lockdown eager to once again dine out, shop, and travel.

But where are the job seekers? Our news feeds are filled with stories of companies struggling to fill open roles. Many of them are resorting to unusual measures — like [signing bonuses](#) and [cash incentives for interviewing](#) — just to get candidates in the door.

This is your playbook for hiring success in the current environment and beyond. First, we'll look at some best practices to 'hire right, when talent is tight', then look at five common challenges facing today's talent teams, and provide a game plan with the steps you can take to find and hire top talent, faster.

**These short-term fixes can only take you so far. If you want to achieve better hiring results in today's unique employment market, you need to take deliberate, intentional steps to improve your strategy, processes, and technology.**

# Hire Right When Talent is Tight

If talent professionals have learned anything from the Covid experience, it's the value of creative thinking. They've had to re-imagine the candidate experience from top to bottom including recruiting, interviewing, onboarding, and multiple other facets of talent acquisition. Much of that work was done on the fly out of sheer necessity.

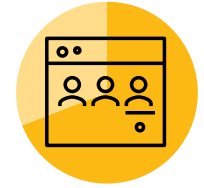
As more and more companies ramp up their hiring, that creativity can still be harnessed in thoughtful ways to optimize the overall talent acquisition process. The job market will undoubtedly continue to evolve, but these best practices will position your company for hiring success regardless of what the future holds.

## 1. Cast a wide net

Part of reaching candidates in a tight market is knowing where they're most likely to look for jobs and leveraging those same channels to promote your job openings. The data in your ATS can provide valuable insights on hiring trends, including the sources that consistently deliver top talent and successful hires. Our latest [Job Seeker Nation survey](#) found that candidates prefer to search for job openings on online job boards (60%), social media platforms (44%), and third, employer career sites (26%).

## 2. Simplify the application process

The fact is, your online application is probably too long. Why require a full application before the candidate is being actively considered? Instead, ask for the bare minimum as a first step. Once you determine whether they're a viable candidate, you can have them fill out a more complete application. Companies like [CDW](#) have been able to triple their number of applicants by simplifying their apply process. Then make the application easier by letting candidates pull their experience and qualifications from an existing professional profile. For example, Jobvite supports [Indeed Apply](#) which allows job seekers to apply for jobs directly through their Indeed profile.



### 3. Go mobile with applications

In today's world, mobile devices are so common that a mobile-optimized application process is simply expected—and anything less will turn job seekers off. In fact, [Glassdoor](#) recently found that 58% of candidates look for jobs on their phones and 35% would prefer to apply for jobs from their phones. Having a mobile-optimized application will lead to more candidates per job—plus anything you do to improve the overall application process will benefit desktop applicants as well.

### 4. Flag “Urgent Hire” jobs

Wouldn't it be great if there was an easy way to let job seekers know about high priority job opportunities? Well now there is. Both Indeed and LinkedIn offer “Urgent” tags on job titles and job descriptions to convey a company's urgent need for a certain role. These postings really stand out on the screen and job seekers can filter for “Urgent Hires” as part of their job search. An “Urgent” flag also lets candidates know they can expect a quick interviewing and onboarding process.

### 5. Highlight remote work opportunities

It's clear that remote (and hybrid) work is more than just a 2020 phenomenon. Many businesses are planning to make their work-from-home and flexible policies a permanent fixture. Remote work is an appealing benefit to many job seekers with 35% of workers stating in our [2021 JSN Report](#) that they have declined or would decline a job offer that required them to work full time on location, in an office, or at a worksite. So it's important to feature this information prominently in job descriptions.

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of candidates look for jobs on their phones and **35%** would prefer to apply for jobs from their phones.





Now, let's look at five common challenges facing today's talent teams and game plans to help you find and hire top talent, faster.

# TA Challenge 1: Fast tracking high-volume hiring

Amara is the senior recruiter for a large restaurant chain. The restaurant's hours and seating capacity have increased. To meet this rising demand, Amara needs to hire many servers, bussers, and line cooks for multiple restaurant locations—fast.

Filling dozens (or even hundreds) of openings at once may seem daunting, and Amara knew she needed to simplify the process. With a well-prepared game plan, Amara was able to adapt her team's approach and get a leg up on the competition.

## Amara's Game Plan

### Quickly broadcast open positions to the proven channels

Volume hiring often requires looking beyond traditional sourcing channels — especially since many restaurant, retail, and hospitality jobs are in smaller and mid-size towns where the local talent market may be saturated. Leveraging technology to broadcast these jobs can help you broaden your candidate range effectively.



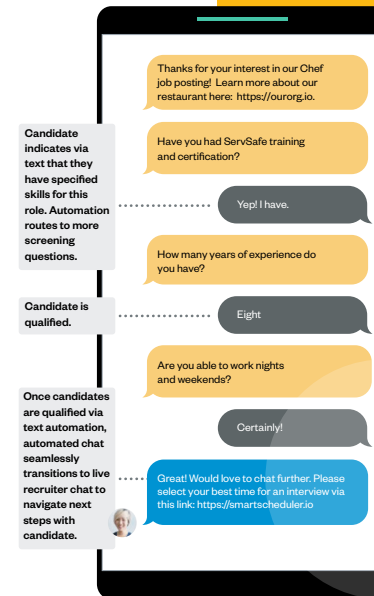
Jobvite's [Job Broadcast](#) automatically distributes your job descriptions to hundreds of sites, including industry-specific destinations, and provides a centralized place to manage all your job postings. Assign job boards based on specific job attributes to ensure jobs will be seen by the most relevant candidates. The best part? You can update all your job postings across all sites — from one system.

## Embrace text recruiting

When you need to hire a lot of people in a hurry, it pays to meet candidates where they are. In recent years, that means embracing recruitment automation like text messaging for candidate communications. In fact, our [2021 Job Seeker Nation Survey](#) found that 69% of job seekers prefer texts over email or phone communication for things like scheduling interviews. Texts also have an open rate percentage of [98%](#)! Automated texts through Jobvite's [Intelligent Messaging](#) can be used to confirm interview appointments, send video links, share relevant web pages, and are a great way to creatively engage your talent pool.

## Deliver an engaging candidate experience

Sometimes enticing candidates requires a unique and exciting experience—especially when you're targeting the next generation of talent. After all, you're not the only business with a "Now Hiring" sign in your window! Jobvite's recruiting technology enables talent teams to build innovative processes that really stand out from the competition. Our mobile apply process with [text to apply](#) offers a quick, intuitive experience for on-the-go candidates. And the automated audience segmentation functionality allows you to instantly send personalized texts to many candidates and manage responses to individual conversations — keeping your job opportunity top of mind on each candidate's phone.



*We need to hire fast, so it's frustrating when we email a candidate and we don't hear back."*

- Storm Schmitt  
Recruiter  
Trek Bicycle Corporation

# TA Challenge 2: Attracting top talent for highly- skilled, knowledge-based roles

Celeste is a talent manager for a financial services firm. The company was forced to downsize during the pandemic, and now they're able to start rebuilding their staff. She needs to find and hire qualified candidates for several highly skilled roles including brokers, advisors, and investment bankers.

Positions that require special licensing or certification can be difficult to fill, especially when candidates are in short supply. Luckily, Celeste uses Jobvite's technology and was able to grab candidates' attention, screen more efficiently, and fill those specialized roles as quickly as possible.

## Celeste's Game Plan

### Invest in your employer brand

It's almost impossible to overstate the value of a strong employer brand. Companies with a stellar employer brand spend less on recruiting because they don't have to work as hard to attract high-quality talent. According to [LinkedIn research](#), three quarters of job seekers consider an employer's brand before they apply for a job. And in a tight job market like we're seeing today, your employer brand could be the key to enticing top candidates who might not otherwise consider applying.

“

*We ended up hiring 120% of our plan, which allowed us to really drive growth going into 2021.”*

- Director of Talent Acquisition





Building and maintaining your employer brand is no small task, but it can provide major benefits over the long term. Your career site is a great place to start! A good career site is more than just a collection of job listings—it's a powerful recruiting tool and the “face” of your company. Jobvite's [Career Sites](#) tool puts your employer brand front-and-center to capture the attention of top candidates and make a great first impression.

## Elevate the candidate experience with automation

When you need to engage with a very limited pool of specialized candidates, delivering a great experience is key. But what does that actually mean? [According to our research](#), the most important factors are great communication from the employer (54%), ease of scheduling (47%), easy application process (45%), and a quick hiring process (30%).

The good news is that automation can help with all of these! Using tools like [text to apply](#), [Smart Self-Scheduling](#), and [chatbots](#) to help with screening interviews and ongoing communications, you can create a streamlined, personal experience for every candidate—while cutting down on tedious manual processes for your recruiters.

## Find the right match

Interactive matching tools help you find the “right answer” by filtering large amounts of complex information. They're common in places like dating sites and online quizzes—and now this AI-powered matching option is available in the recruiting world to ensure the most qualified candidates rise to the top. Jobvite's [Candidate Matching](#) helps recruiters sort through potential candidates and identify those most closely aligned with a job description. Jobvite ATS [integrates with LinkedIn Recommended Matches](#), allowing intelligent sourcing from the largest professional network, helping you more efficiently access qualified candidates. Automating previously manual processes lets recruiters quickly prioritize candidates and focus on those with the necessary skills and qualifications.



# TA Challenge 3: Improving diversity and inclusion

Anthony leads the talent acquisition team for a mid-sized tech firm. Hiring ground to a halt during the pandemic, but now they need to fill a wide variety of roles to keep up with business demands. Anthony's employer also has recognized the need for a more diverse workforce. It's never been more important to create a working environment that attracts the best talent regardless of age, race, gender identity, orientation, or ability. Thankfully, Anthony uses Jobvite's technology to support his firm's D&I journey.

## Anthony's Game Plan

### Create a diversity-focused experience across every channel

Your online presence is the first interaction most candidates have with your brand, so make sure it represents your company's values. Every channel — from your career site and blog to social channels and email communications — should convey a consistent, genuine message about your identity as a diverse and inclusive employer.

With Jobvite's [Diversity & Inclusion Pack](#), you can create and host content designed to attract and engage talented applicants from all identities and backgrounds. Our experts will assist you in building high-quality blog and social campaigns focused on inclusion, to enhance your employer brand and develop a more diverse pool of talent.



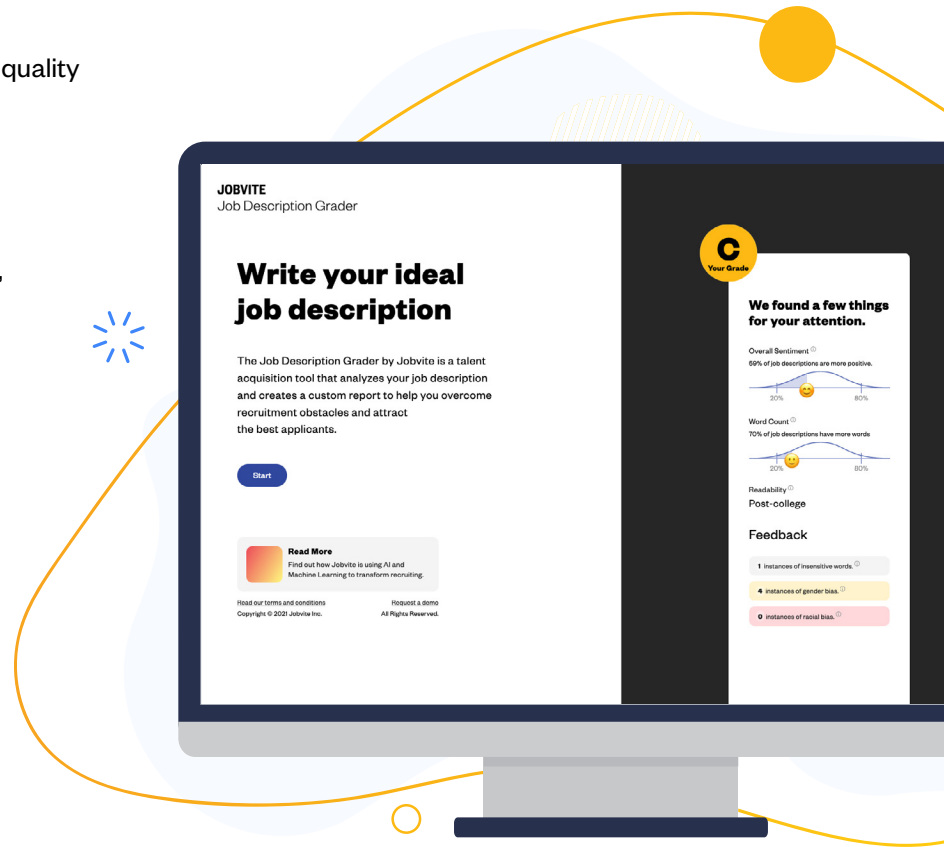
## Make sure your job descriptions earn an A+

When you need to hire a lot of people in a hurry, reaching the best candidates is critical. And that means creating job descriptions that are engaging, inclusive, and unbiased. Jobvite's [Job Description Grader](#) tool uses AI, analytics, and benchmarking — combined with current best practices in diversity and inclusion—to analyze job descriptions and identify requirements, experiences, and language that may restrict an applicant pool during screening and evaluation.

The result: more inclusive language in job descriptions, high-quality applicants, and a shorter time-to-hire.

## Reduce unconscious bias in the hiring process

The information that's typically included in a resume can provide clues to a candidate's gender, race, religion, location, or ethnicity—even from simple things like their name. Deploy Jobvite's [Bias Blocker](#) to de-identify resumes and chat transcripts to ensure talent are evaluated on skills and experience rather than personal biases. This sensitive information in candidate resumes can be intelligently de-identified, reducing bias, without compromising information that's critical to the hiring decision.



# TA Challenge 4: Anticipate and manage “the great resignation”

Debra is the Chief People Officer at a nationwide manufacturing company. In a recent executive meeting, company leaders were discussing the possible impact of the “[The Great Resignation](#)” that many news outlets are predicting. Debra is tasked with developing a plan for managing this potential workforce disruption.

Regardless of economic conditions, employee turnover is always going to factor into talent acquisition challenges—but it doesn’t have to stunt your business. Luckily, Debra uses Jobvite to help her nurture employees who want to stay with her company and mitigate the impact of those who choose to depart.

## Debra’s Game Plan

### Build your talent pipeline

Rather than waiting until you have a hiring crisis, make an effort to find and nurture highly talented and skilled candidates on an ongoing basis. [Automation](#) and [Intelligent Messaging](#) from Jobvite can help you build a stronger talent pipeline, so that you already have a candidate pool available when hiring needs arise. For instance, keep passive candidates engaged by segmenting your

**AccentCare  
increased their  
talent pool from  
7,000 candidates  
to 400,000  
candidates  
with Jobvite.**



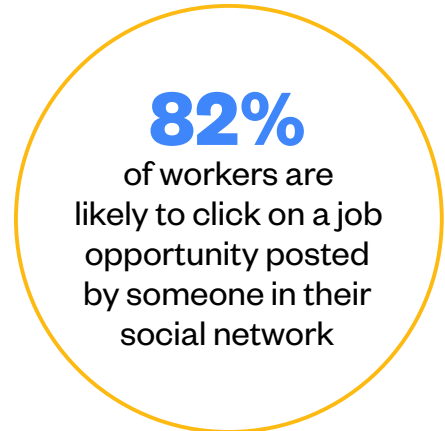
talent pool into strategic audiences based on skill set, geography, role, or level of engagement. Then nurture each audience via targeted text campaigns, job notifications, and relevant recruitment marketing content to help increase the likelihood of future candidate conversion.

### **Focus on internal mobility**

The number one reason employees leave companies is due to a lack of career development. That's why it's important to give your employees a variety of reasons to stick around—a major attractor being growth opportunities. Jobvite's [Internal Mobility](#) uses AI and machine learning to help you understand which of your employees may be looking for their next opportunity, and which internal roles offer the best fit for their experience and skills. A dedicated mobility portal makes it easy to publicize internal job openings and create a seamless candidate experience for employees and hiring managers as they research and apply for internal roles.

### **Lean into employee referrals**

Even when turnover rates are high, they typically represent a just small percentage of your total workforce. Why not tap into the satisfied majority to help you backfill your turnover? Employee referrals are a great source of high-quality candidates—and they're incredibly cost-effective. In fact, [82% of workers](#) are likely to click on a job opportunity posted by someone in their social network. Jobvite's [Employee Referral](#) tool improves sourcing speed and quality by making it easy for employees to share job openings and follow the status of their referrals. Automated incentives, leaderboards, and other gamification elements keep the program top-of-mind with employees as well.



# TA Challenge 5: Hire efficiently with a short- handed recruiting team

Morgan is the recruiting manager for a mid-sized retail chain. The company is ready to start rebuilding their workforce of sales associates, department managers, and warehouse personnel. The problem is, Morgan's team was reduced to just a handful of recruiters during the pandemic.

Talent acquisition leaders are expected to produce the best possible hiring outcomes, even when resources are stretched thin. Thankfully, Morgan uses Jobvite's complete TA suite to streamline hiring operations and free you're his team to focus on the talent — not the tasks.

## Morgan's Jobvite Playbook

### Automate candidate sourcing

The average recruiter spends as much as 30% of their time sourcing candidates. That's just not feasible when you're short-staffed and looking to hire at scale. With Jobvite's AI-powered sourcing tool, talent teams can automatically tap into resume databases and job boards to build a wider, more diverse pool of talent. AI-powered sourcing identifies the relevant skills and experience needed to excel at any job requisition and then searches the Candidate Relationship Management (CRM) database to find candidates who match those requirements. With more qualified candidates to choose from, you'll be able to make better quality hires with less manual sourcing work.



*“Jobvite’s technology has enabled us to reinvent the way we do recruitment. Not only has it streamlined and automated some of the most time-consuming tasks, it has also provided us with real insights that enable us to form a better recruitment strategy.”*

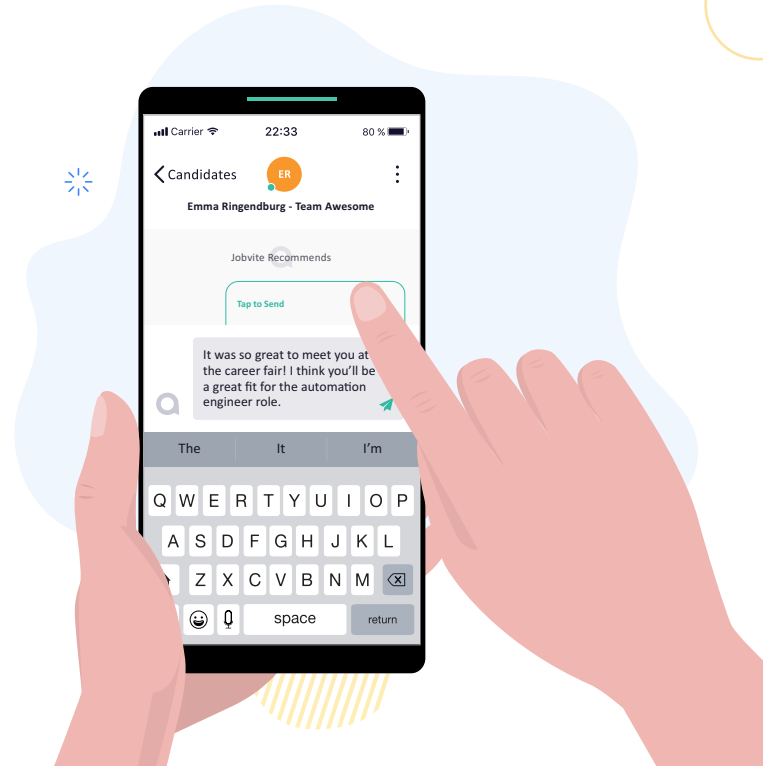
- Terry Swann  
Global Recruitment  
Manager  
Brandwatch

## Expedite the pre-screening process

Screening is time-consuming — which isn't ideal for an understaffed team. It's time to make the process more efficient. Textbots can automate screening, so the process continues even when recruiters are consumed with other tasks or even out of the office. Using [text interviews](#) to screen candidates, you'll be able to ask pre-selected questions and capture their responses instantly, allowing multiple conversations at once. When a candidate is qualified, the chat can be routed to a live recruiter to proceed with the next steps of the hiring process. And since these text transcripts are integrated in your recruiting software, collecting the conversation data happens automatically within your system of record. This allows other interviewers and hiring managers to review those chats and weigh in based on the candidate's screen.

## Reduce scheduling friction

Interviews are a critical part of the hiring process, but scheduling them can be both a hassle and a drag on time-to-hire. While you're trying to track down top candidates and coordinate schedules, they may already be meeting with your competitor. Jobvite's [Smart Self-Scheduling](#) lets you instantly send a set of proposed times based on interviewer availability and then automatically schedule the interview based on the candidate's response. Scheduling changes or unexpected cancellations are communicated instantly so neither side is left hanging.



# Conclusion

Across a variety of industries, companies are looking to fill a lot of open positions in a hurry. Expectations for recovery are high, but the return to full staffing isn't as simple as just flipping a switch.

It's important to have the right tools and technology in place to streamline talent acquisition workflows and increase efficiency. Jobvite empowers recruiters with solutions and services to find, engage, nurture, and hire top talent quickly. Let us give you the tools to save the day. Visit [jobvite.com](https://www.jobvite.com) and schedule a demo today.



**SCHEDULE A DEMO**



# 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, Schneider Electric, Premise Health, Zappos.com, and Blizzard Entertainment. To learn more, visit [www.jobvite.com](http://www.jobvite.com) or follow the company on social media @Jobvite.

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