

# State of Recruiting 2012

We bring together **people** and **jobs**  
through **smart technology**

**TALENT**  
TECHNOLOGY

[www.talenttech.com](http://www.talenttech.com)



# Introduction

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Our **State of Recruiting survey** is proof corporate and economic growth is coming in 2012! As the **War for Talent heats up** and drives tough competition for the best candidates, building a **solid strategy for recruiting** is going to be the first piece of the puzzle. Recruiters are going to have to be **innovative** in how they **source the best candidates**. Speaking of sourcing, **social recruiting is new and hip**, and it's definitely become a top priority for many recruiters, but traditional sources like job boards are still proving to be a great source for talent. Human Resources is under-resourced; recruiters are crunched for time; **spending time wisely is key to finding top talent faster, smarter and cheaper!**

## Growth is Imminent!

The State of Recruiting 2012 survey conducted by Talent Technology reveals 63% of organizations expect economic pressures to ease up going into 2012. As a result, not only are these organizations looking to re-hire previously closed positions, but they are also looking to grow by 12%.

## The War for Talent Heats Up

Recruiters can expect to face tough competition as the war for talent grows given the reduced number of qualified applicants looking for jobs. Going into 2012, it will be highly beneficial for recruiters to ensure recruiting strategies are in place for sourcing, marketing to and engaging with the right candidates when they need them.

The **top 3 challenges** recruiters currently face are:

- Finding good candidates
- Filling positions quickly
- Engaging hiring managers

## Innovative Candidate Sourcing

As recruiters are looking for more innovative ways to market available positions and connect with more candidates, they can expect social recruiting to play an important role in the candidate sourcing process.

The **top 3 candidate sources** used by recruiters are:

- Job Boards
- Employee Referrals
- Corporate Website

## Social Recruiting is on the Rise

Social Recruiting has become a very popular recruiting tool. About 40% of our respondents indicated LinkedIn as their social network of choice, with 63% of using it to source candidates today.

Social recruiting activities are driving successful sourcing and marketing results, allowing companies to find the best candidates for the most difficult-to-fill positions, including:

- Skilled Positions
- Executive Level
- C-Level

## Time Spent Wisely

The **top 3 time spends** for recruiters are:

- Average time-to-fill a position is 45 days
- 15 hours a week sourcing candidates
- 4.5 minutes reading each resume

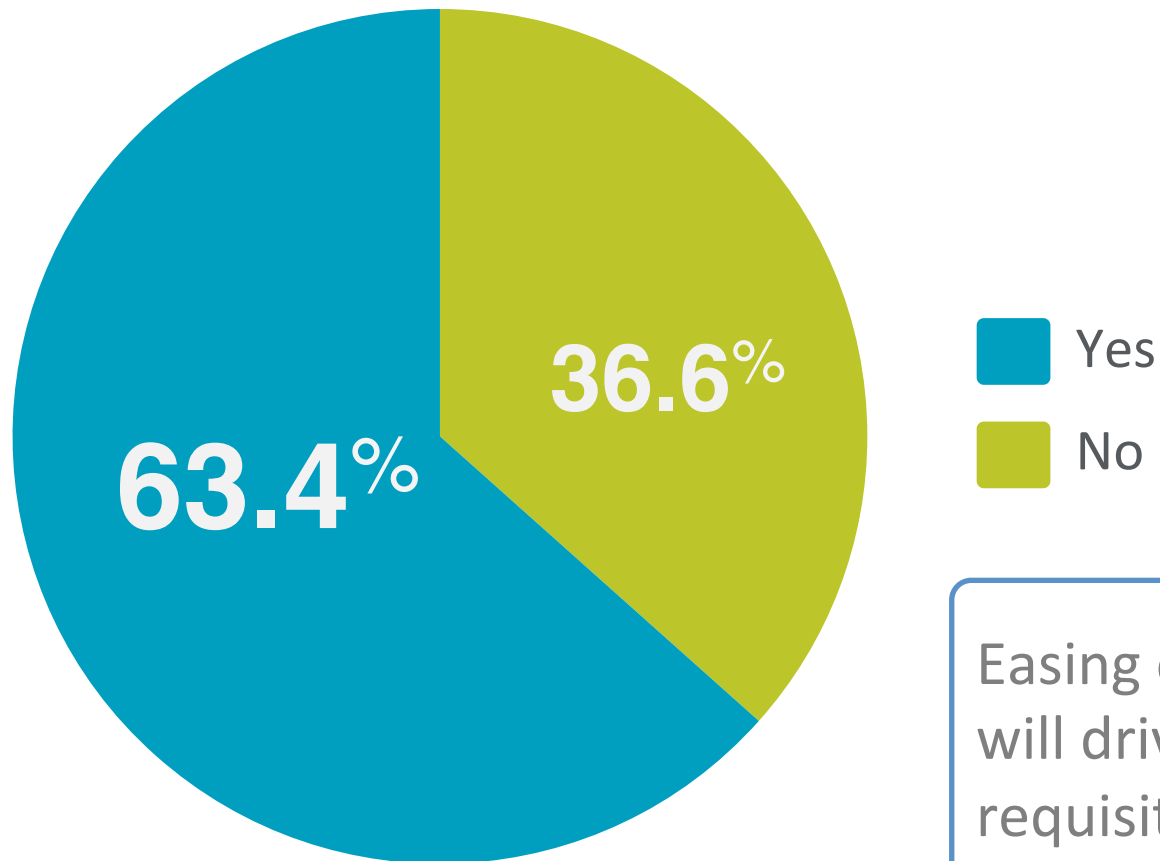
**Sourcing is very valuable** to recruiters at the beginning of the process as they understand if they aren't driving quality candidates into the hiring process, they will not be successful in recruiting the best candidates.

With the multitude of resources from where to source candidates, such as the in-house ATS, job boards, social networks and the open web, it's not easy to determine what works best.

**With the War for Talent heating up**, the best talent recruiters know they need technology to automate or streamline their sourcing, marketing and candidate engagement processes. If they don't make the shift, they risk losing out on top quality candidates due to recruiting inefficiencies.

# Are you seeing signs economic pressures are starting to ease up for your organization?

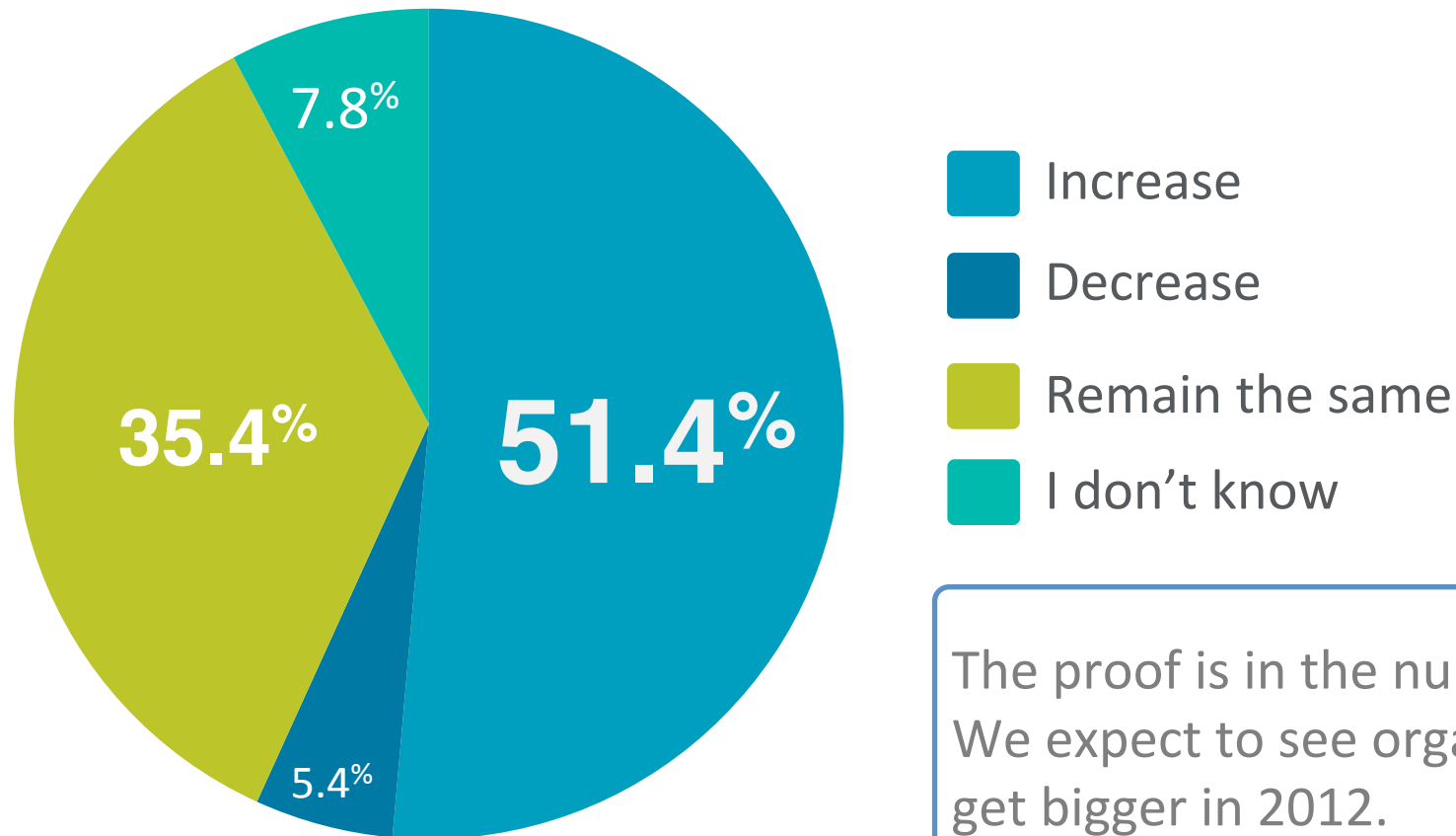
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Easing economic pressures will drive a surge in new job requisitions

# Does your organization expect to increase in size over the next 12 months?

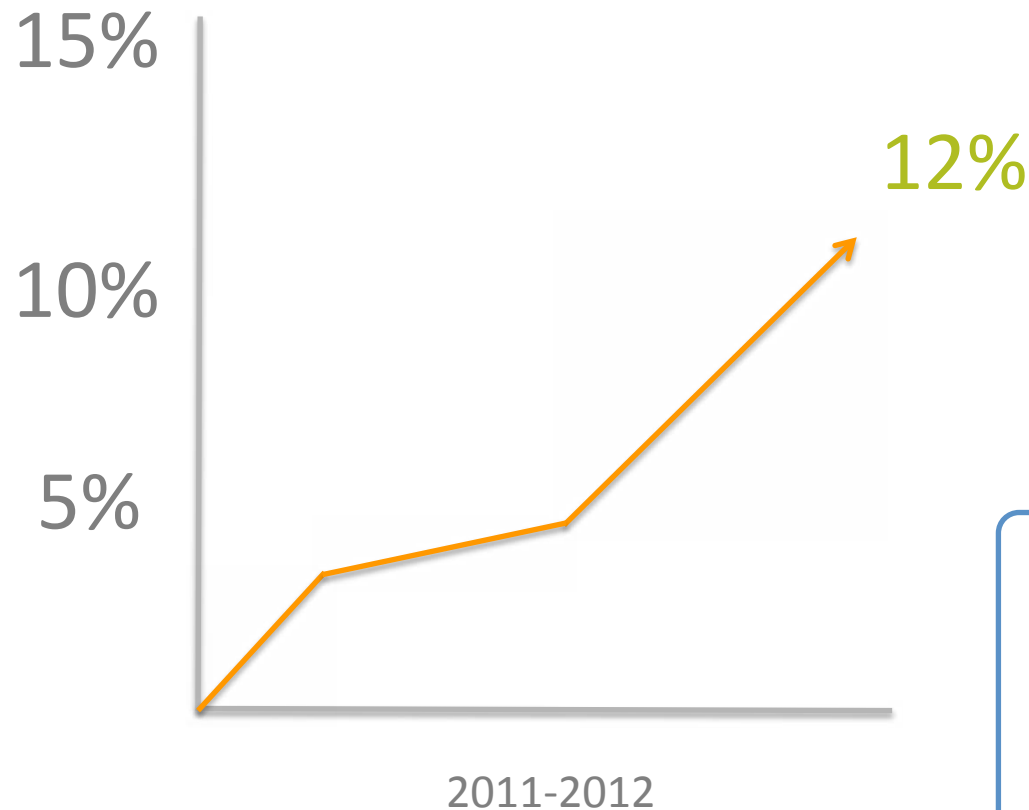
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The proof is in the numbers!  
We expect to see organizations  
get bigger in 2012.

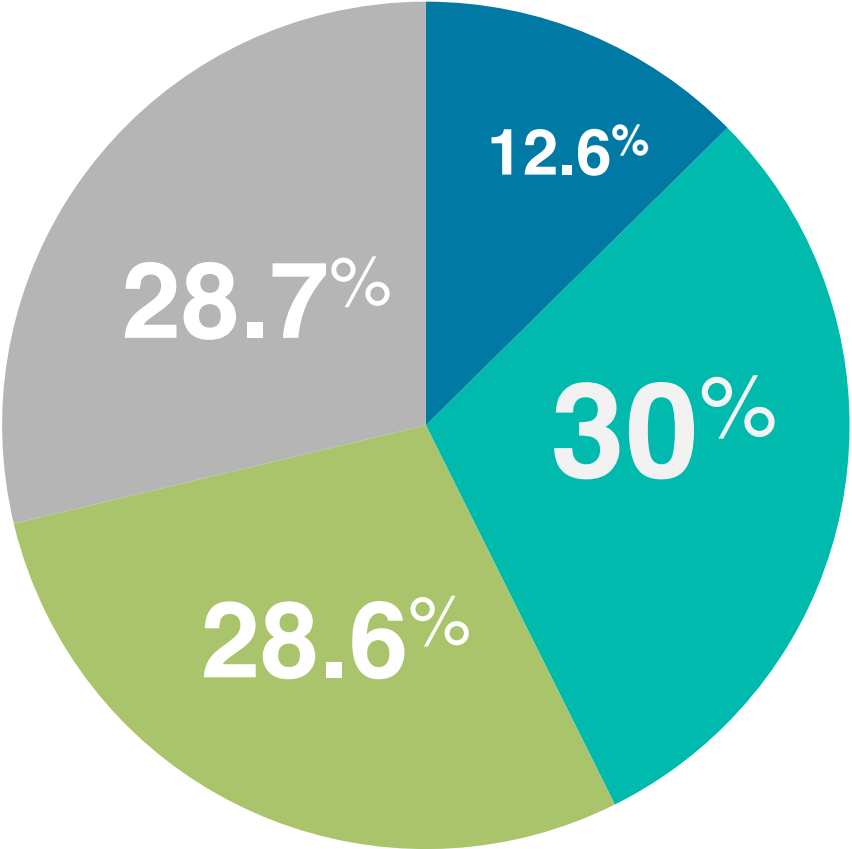
# By what percent do you think your organization will change in size?

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Organizational growth expected to exceed 12%, let the war for talent begin!

# In your opinion, will it be difficult to re-hire any positions you have let go over the last 18-months?



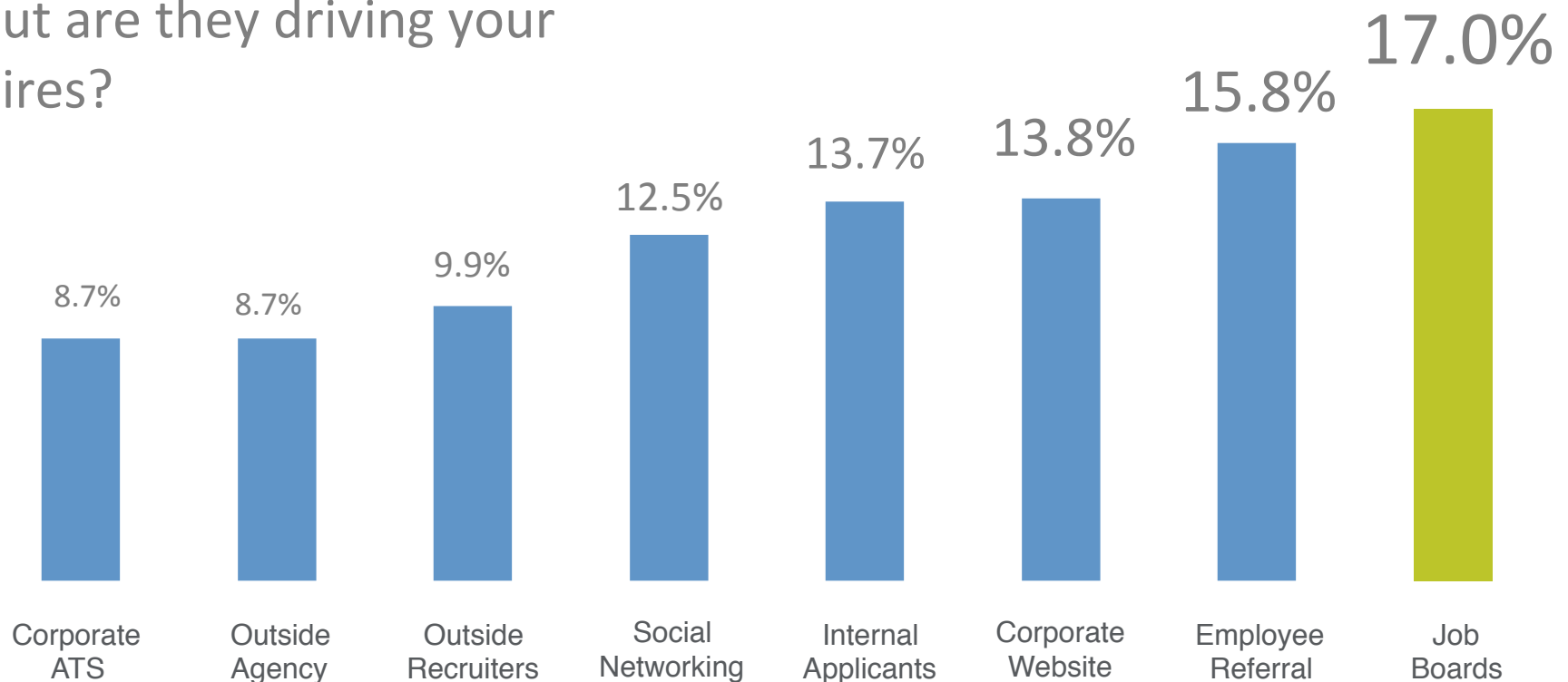
- Back to normal
- Easy
- Difficult
- I don't know

What's your recruiting strategy?

# What percentage of your candidates come from the following sources?

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Job boards drive applicants, but are they driving your hires?

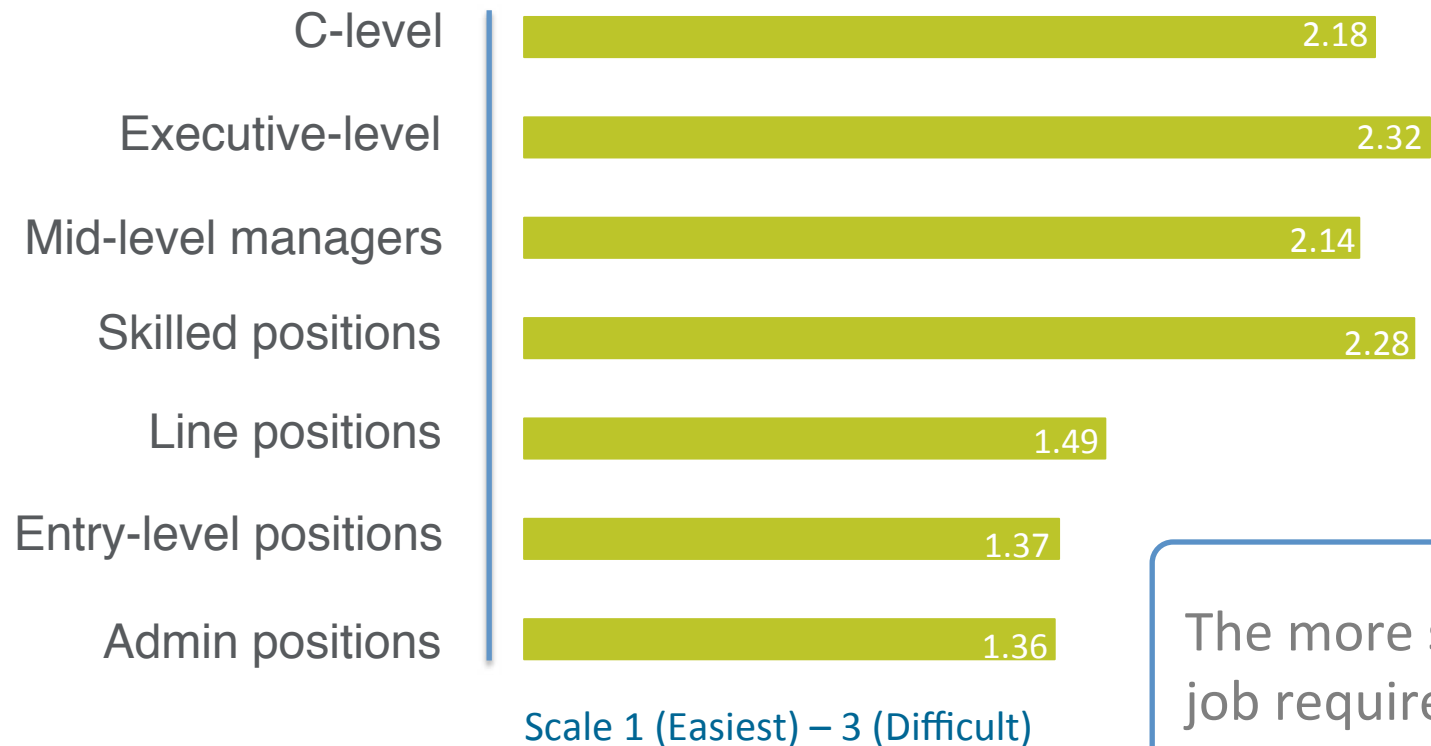


# What are your organization's biggest recruiting challenges today?



The best systems don't matter if you're not filling them with good candidates...

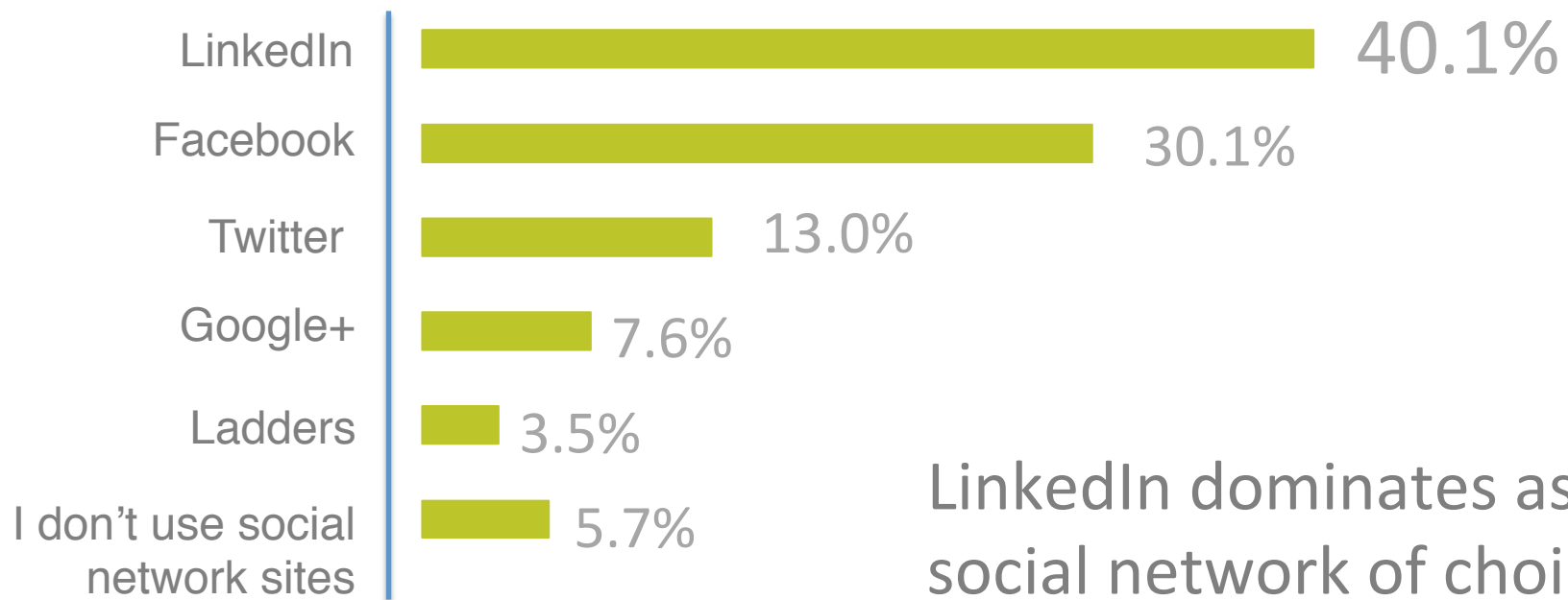
# How difficult is it for you to find candidates for different levels in your organization?



The more specific the job requirements, the harder to find qualified candidates

# Which social networking sites do you personally use?

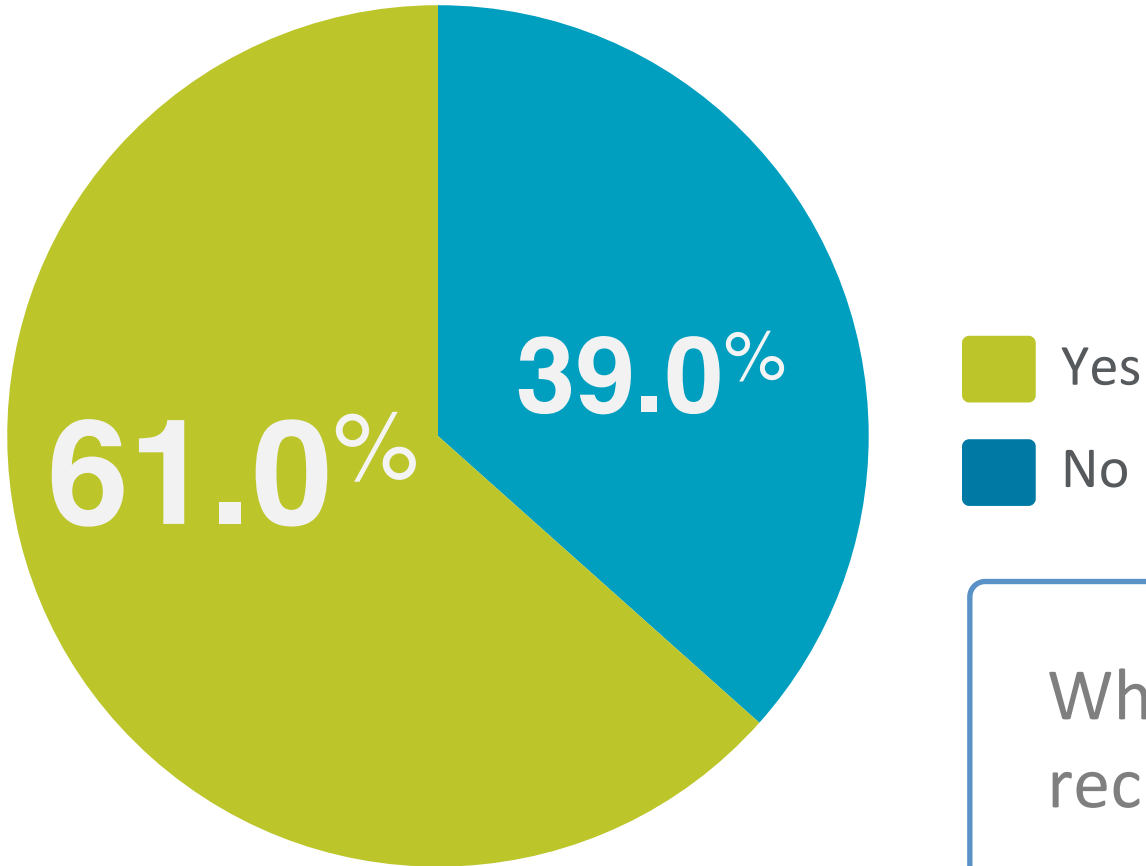
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LinkedIn dominates as social network of choice for recruiters

# Do you personally use LinkedIn for recruiting?

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What's your social recruiting strategy?

# On average, how many days does it take to fill a position?

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Recruiters spend an average of **45 days** filling open positions

		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

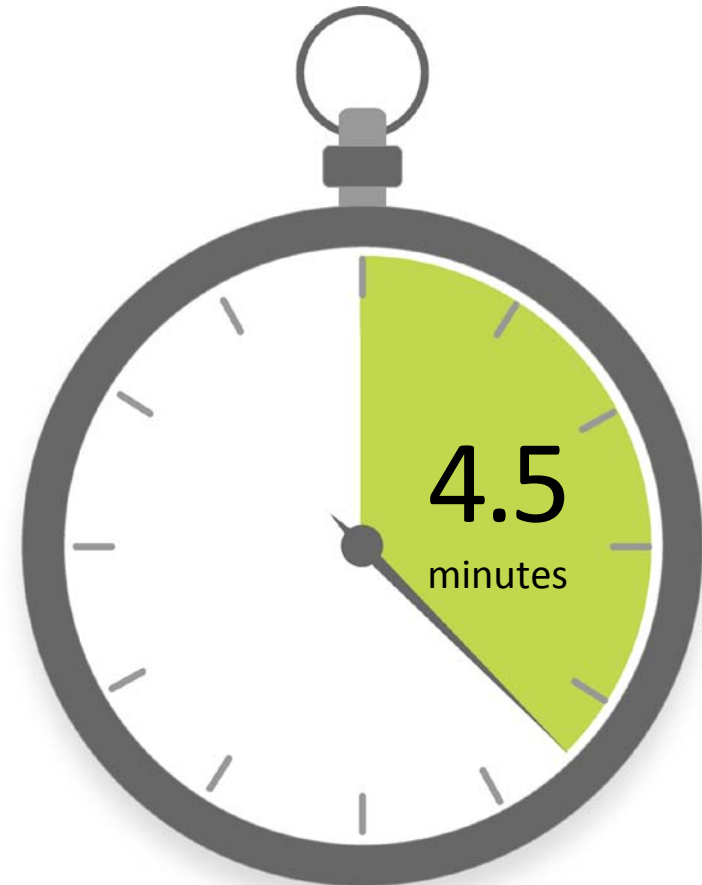
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

**45**  
Days

# How many minutes do you allocate to read a single resume?

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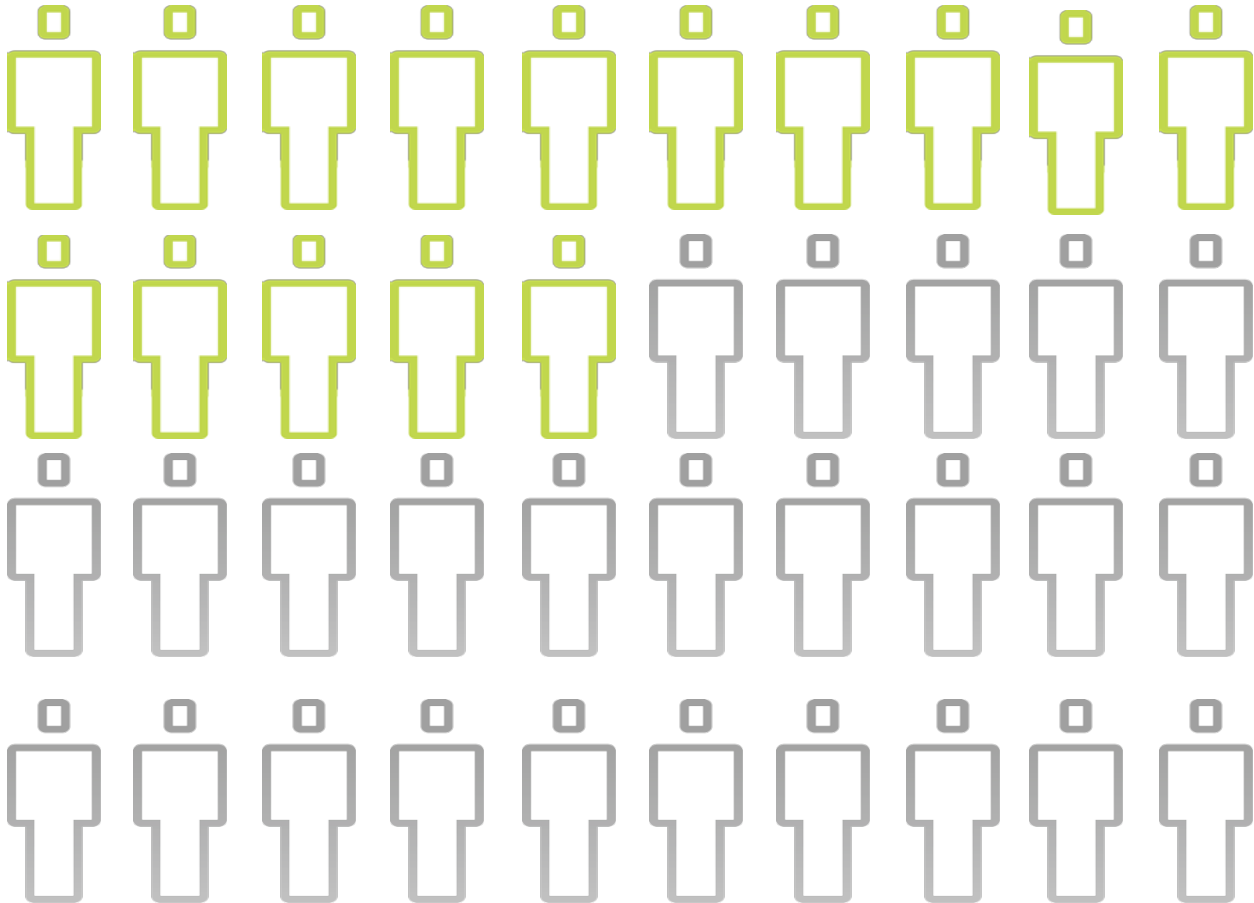
Is **4.5 minutes** enough time to assess someone's fit for an open position?



# How many hours a day do you spend sourcing candidates?

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Recruiters spend an average of **15 hours** out of a **40 hour** work week sourcing candidates.



# About this survey

## About this survey

In late 2011, Talent Technology conducted a online State of Recruiting Survey from August to September. The survey was sent to Human Resource and Recruiting Professionals through an email invitation and over 1100 individuals North America wide responded. The results of this survey were aggregated and published as you seen in this report.

## About Talent Technology

At Talent Technology, we strive to be the most important technology partner for organizations to connect people with the right job. Every time, every where.

By dramatically improving the experience for organizations to find great candidates and connecting those candidates with the right company through the effective deployment of great technology, we truly can help make our world more prosperous.

We believe that if you don't find the right candidates for the roles you need to fill in the first place, then moving them through the hiring process is pointless.

Billions of dollars every year are spent addressing this challenge, yet connecting candidates with the right job remains elusive for many organizations. In addition, regulatory compliance, the disruption of traditional recruiting from social media, and the lack of visibility into hiring performance make recruiting harder than ever.

Just like sales force automation systems need marketing or lead generation systems that find, attract, capture potential customer sales leads, recruiters needed a new category of software called 'Talent Generation' to find, attract, and capture candidates. In recruiting terms we call these steps source, market, and engage.



Talemetry is our marketing leading talent generation suite that delivers a unified solution for organizations to source, market, and engage candidates. We deliver a set of modules designed to let organizations of all sizes connect people and jobs.

## Contact Us

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