

tap.talent

RECRUITMENT & EMPLOYER BRANDING

MOST IMPORTANT RECRUITMENT AND EMPLOYER BRANDING TRENDS FOR 2022



RESEARCH REPORT

INTRODUCTION

We at Tap.Talent make it our business to conduct continuous research on what makes top talent tick and recruitment thrive. We are therefore excited and proud for being able to present you once again with fresh and exciting insights into 2022's most important and impactful Recruitment and Employer Branding trends.

We tap into how technological advancements and automation continue to give recruiters a significant competitive advantage, how companies deal with the

deficit of soft skills in the hiring market, and why having a strong employer brand remains a powerful tool for any business who is looking to attract the best available talent.

In short, we focussed on what matters most when it comes to making an even bigger impact with your recruitment efforts. We wish you to have fun reading our report and are confident that our findings will help you with attracting talent that is the best for your business.

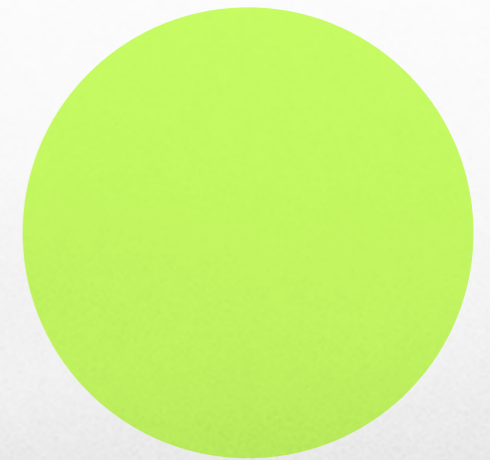


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TRENDS IN RECRUITMENT FOR 2022

HR AUTOMATION

Around 72% of employers predict that elements of their talent acquisition will be automated within the next decade (Source: CareerBuilder). Integrating HR automation allows companies to cut up to 17% in hiring costs and 26% in HR staff hours.

HOW DOES AUTOMATION HELP IN RECRUITMENT?

HR automation tools are increasingly used by recruiters in their tasks. These integrated technology solutions help to find, attract, engage, nurture, and convert candidates to become applicants. By automating the hiring process, these tools help streamline recruitment, making it more efficient and faster.

An increasing number of firms are using AI in their recruitment processes as well. A recent survey found that 50% of firms use AI to source and screen candidates, in addition to using it to schedule them for interviews (Source: Modern Hire).

Businesses that still disregard the advantages of recruitment automation tools are likely to lose their candidates to tech-savvy competitors. On average, HR managers lose 14 hours a week, manually completing tasks that could be automated. That's a considerable waste of time and productivity (Career Builder).

HR AUTOMATION TRENDS HIGHLIGHTS



More businesses are automating their recruitment practices.



Today's HR automation solutions are integrated with other tools like HRIS and ATS.



Automating the hiring process helps simplify, streamline, and hasten recruitment.

AI POWERED HEAD - HUNTING

Artificial intelligence has penetrated the HR hiring environment, and the initial outcomes are promising. Recruitment vendors and HR managers agree that AI technology is never meant to replace recruiters. It's designed to vastly improve their roles.

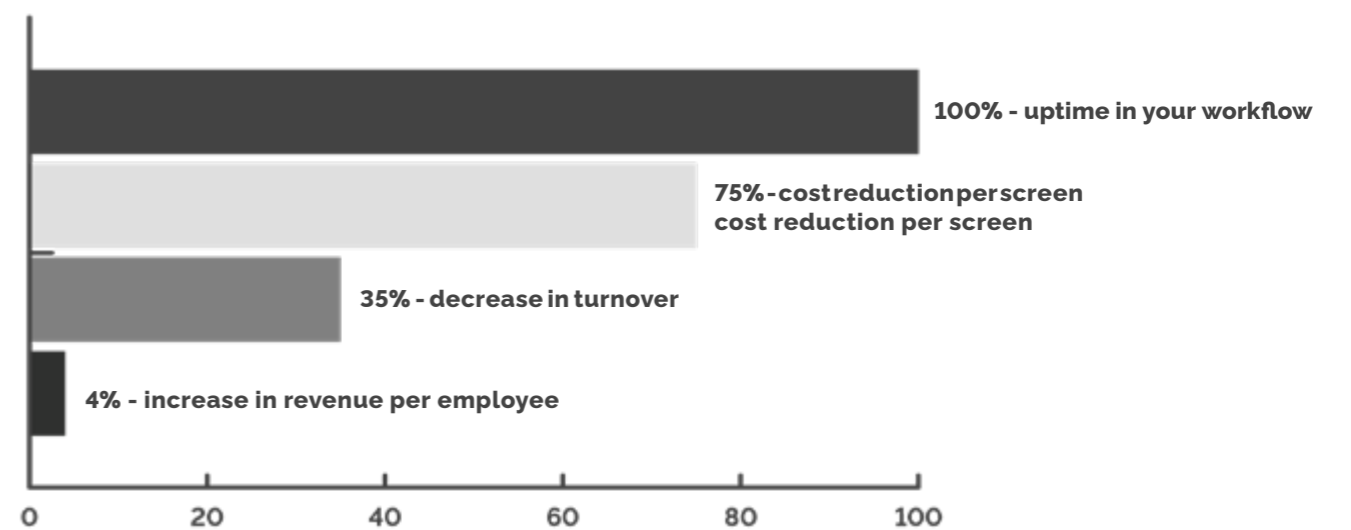
HR software vendors are also increasing their use of AI for candidate evaluation purposes. This entails the use of candidate data, NLP, and pattern recognition for gaining valuable insights into candidates.

HOW VALUABLE IS AI IN HR PROCESSES?

The entry of AI into the recruitment space involves two major purposes. These are to leverage automation by removing manual tasks and improve the candidate experience. The use of conversational chatbots is becoming a popular AI deployment in recruitment. These chatbots can now effectively engage candidates at the various contact points during the hiring journey.

AT PRESENT, HR CHATBOTS CAN DO THE RIGOROUS TASK OF PRE-SCREENING CANDIDATES WITH EASE. THEY CAN MONITOR EMPLOYEE ISSUES USING REAL-TIME ANALYTICS AND USE SENTIMENT ANALYSIS TO SOLVE THESE ISSUES. THEY'RE ALSO BECOMING A STAPLE IN ONBOARDING ACTIVITIES AND EMPLOYEE ONLINE LEARNING PROGRAMS.

BENEFITS OF AI RECRUITMENT



AI-POWERED HIRING TRENDS HIGHLIGHTS

- AI TECHNOLOGY IS NOW BECOMING ESSENTIAL TO THE ENTIRE RECRUITMENT JOURNEY.
- THE KEYS TO INCREASED AI DEPLOYMENT ARE ACCESS TO BIG DATA, PATTERN RECOGNITION, AND NATURAL LANGUAGE PROCESSING.
- THE USE OF AI IN HIRING CONTINUES TO INCREASE, SUCH AS IN PRE-SCREENING, NEW HIRE MONITORING, AND ON-BOARDING PROGRAMS.

ORGANIZATIONS ARE HIRING FOR SOFT SKILLS

The US is experiencing a widespread skills deficit, which is expected to increase to a shortage of 29 million skills by 2030 (Source: Deloitte, 2021). Most of these missing skills will be soft skills. Thus, the ongoing recruiting trend for soft skills across all industries.

From today and the near future, around 66% of all new jobs will mainly rely on soft skills. Some of such top soft skills are collaboration, problem-solving, and communication.

HOW CRUCIAL IS HIRING FOR SOFT SKILLS?

Around ten years from now, workplace demand for social skills will increase in all industries (Source: McKinsey). In the U.S., such demand will grow by 26%; in Europe, the growth will be by 22%. This demand for important soft skills didn't emerge in a vacuum. It really is part of the burgeoning skills shortage.

Recruiters had long been hiring for soft skills. What has changed is that hiring for these skills now involves a set of converging factors in the workplace. And these converging hiring trends are expected to hasten further.

Most Hiring and Firing Decisions Come Down to Soft Skills



Source: LinkedIn Global Talents Trend 2020

SOFT SKILLS HIRING TRENDS HIGHLIGHTS

- RECRUITERS TODAY ARE HIRING MORE FOR SOFT SKILLS.
- THE SHORTAGE OF SOFT SKILLS MAKES UP MOST OF TODAY'S SKILLS GAP.
- SOFT SKILLS ARE ESSENTIAL TO ADDRESS THE DEMANDS OF THE CURRENT WORKPLACE.

SOCIAL MEDIA RECRUITING

One of the most popular recruitment trends today is social recruiting (Recruiter). This HR strategy pertains to the various ways of using social networks for finding, attracting, and hiring talents. Moreover, during the Coronavirus outbreak, many people turned to social media to satisfy their need to stay connected and informed. This makes social media channels a highly important place for companies to connect with job seekers.

IS SOCIAL RECRUITING EFFECTIVE?

The popularity of social platforms as a recruitment channel is evident in the number of companies

using them to find candidates. A full 94% of professional recruiters are on social media to post jobs and network with their extensive community (Source: Betterteam, 2021). Moreover, 59% of employees said that their company's social media presence was one of the reasons why they chose to join their organization.

You can use your free or premium Facebook or LinkedIn accounts to search for promising candidates. Once you've reached them, you can easily engage them towards building a relationship with your brand.



Source: Infinity Social Media and Jobcast

SOCIAL RECRUITING TRENDS HIGHLIGHTS

- SOCIAL MEDIA-BASED RECRUITMENT IS AMONG TODAY'S MOST POWERFUL HIRING STRATEGIES.
- ALMOST ALL BUSINESSES ARE NOW USING SOCIAL RECRUITING.
- YOU CAN USE SOCIAL NETWORKS TO PROACTIVELY SEARCH FOR POTENTIAL CANDIDATES.

RISE OF PROACTIVE RECRUITER

Yesterday's recruiters' role is different today and tomorrow. Armed with efficient technological tools and know-how, they're more empowered to better engage with candidates and colleagues.

These accessible, easy-to-use HR technologies are key to streamlining and accelerating the hiring workflow. Such innovative tools enable hiring managers and recruiters to have closer relationships as well.

TALENT ACQUISITION COMPETITION.

With their enhanced capabilities, today's strategic recruiters must thrive in a highly competitive talent market. And it's becoming a totally distinctive environment for business enterprises.

Strategic recruiters search outside and inside their companies to fill vacancies. They know that untapped talents abound internally. They're proactively developing internal mobility and career paths, too.

3 Success Factors in Transforming your Recruitment



Source: IBM's Recruiting 2021

TRENDS IN EMPLOYER BRANDING FOR 2022

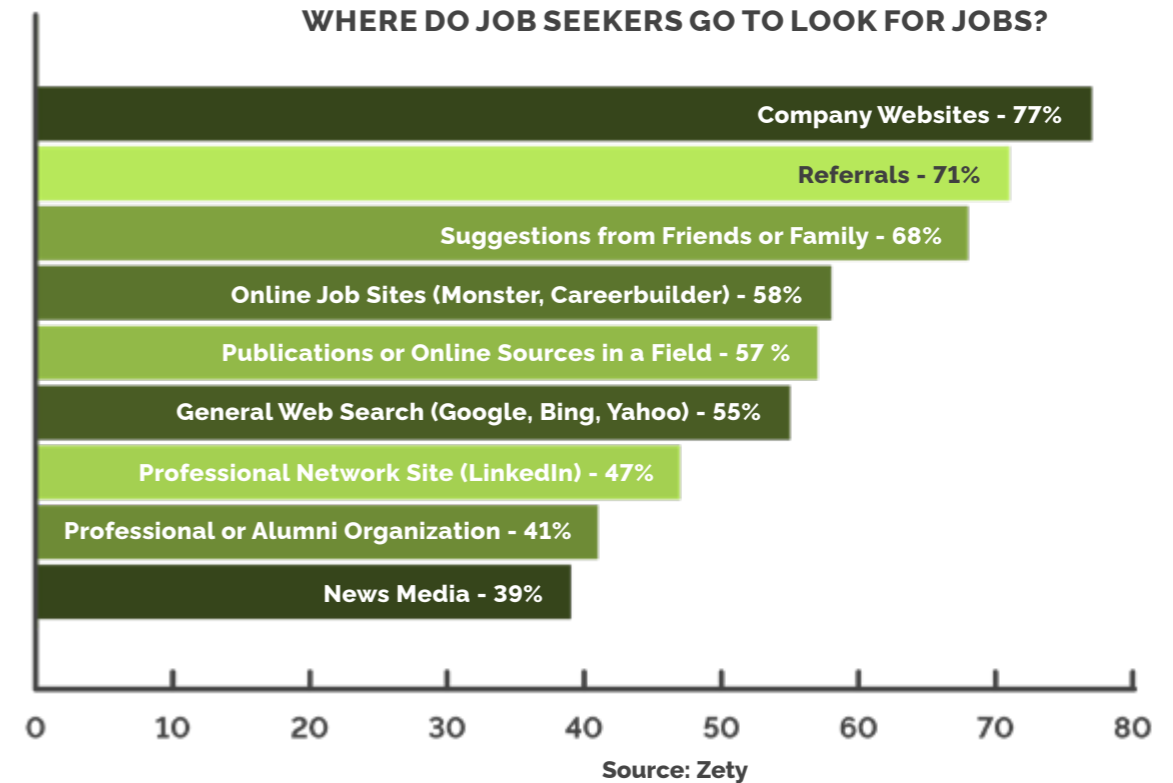
PROACTIVE RECRUITER TRENDS HIGHLIGHTS

- THE ROLE OF TODAY'S AND TOMORROW'S RECRUITERS ARE CHANGING FAST.
- RECRUITERS ARE NOW ACTIVELY LOOKING FOR TALENT WITHIN AND OUTSIDE THEIR COMPANIES.
- THEY'RE DYNAMICALLY FACILITATING CAREER DEVELOPMENT AND INTERNAL MOBILITY AS WELL.

DIGITAL PRESENCE

Although the health crisis has increased the rate of online interactions, we cannot blame the pandemic alone for modern workers primarily using digital channels to research career opportunities. Research has shown that 77% of candidates explore their desired employer's website, while 58% rely on dedicated job sites such as Monster or CareerBuilder.

WHERE DO JOB SEEKERS GO TO LOOK FOR JOBS?

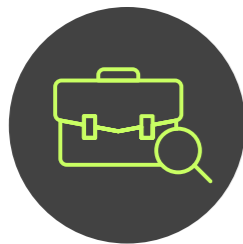




REMOTE WORK IS THE NEW WORK

In 2022, companies that become reluctant to Work From Home (WFH) will have the most to lose. Already, jobs posted on job boards with the "remote" mention get 300% more applicants than those without, according to the website's recent research. In a global research

study, McKinsey argued that over 50% of corporate and government workers would want to work from home 3 days per week following the pandemic. Almost a third of workers wish to work from home permanently.



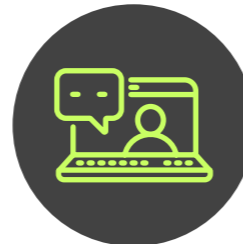
SEEK OUT JOB SITES

Share your job ads on job platforms – but be sure to portray your brand consistently across all digital channels. It's not enough to merely slap on your logo and expect people to connect with your employer brand. It would help if you made sure that your ads convey your brand values clearly and that your tone of voice is consistent.



DON'T SKIP SOCIAL

Social recruiting is one end of the social spectrum, but you shouldn't neglect your employer brand on social media when looking to impress potential candidates. Even when there aren't any openings, your social channels are vital for presenting your brand story the right way.

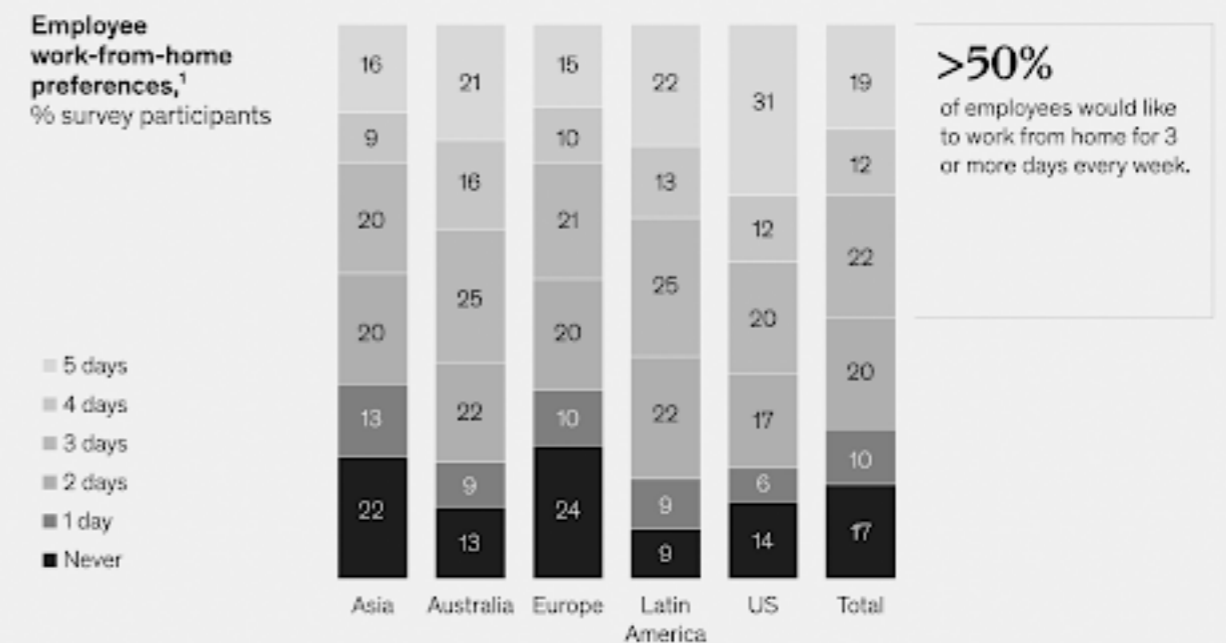


SET UP A DEDICATED CAREERS PAGE

This is the main place on your website to show your brand's employer personality and values. It's the ideal chance to briefly describe your culture and introduce yourself to all the candidates who come to your site.

The majority of employees would like to work from home at least three days per week in the future.

Employee work-from-home preferences,¹ % survey participants



¹Question: How often would you prefer to work from home in the future?
Source: Reimagine Work: Employee Survey (Dec 2020–Jan 2021, n = 5,043 full-time employees who work in corporate or government settings)

Although it's here to stay, remote work will be equally challenging in 2022. Several of the most notable challenges will be maintaining employee engagement, retention, and morale. For decades, it

has been proven that in-person collaboration keeps people active and motivated at work, meaning that company leaders will need to figure out new ways to preserve the connection.

Most employees would prefer a more flexible working model after the pandemic is over.

Working models pre-COVID-19 and desired working models post-COVID-19, % survey participants



Source: Reimagine Work: Employee Survey (Dec 2020–Jan 2021, n = 5,043 full-time employees who work in corporate or government settings)

McKinsey & Company

BECOME MORE FLEXIBLE!

Maintaining a strong company culture when working remotely can be challenging. In 2021, we've learned that employees can be productive in a WFH scenario. To preserve that productivity without

compromising on employee engagement, the key is to become open to providing flexibility. Trust is earned and both companies and their employees have had nearly two years to prove that.

DIVERSITY, EQUITY & INCLUSION

The necessity for a fairer representation and inclusion in businesses throughout the world has been growing stronger over the past few years. And though it is still going through a rapid transformation, it seems to have now finally become an essential constituent of modern recruitment. It is no longer a "nice to have skill" for businesses, but a solid, "must-have" attitude and a key focus.

Findings from McKinsey's "Diversity Wins" report prove with numbers that businesses with more gender and ethnic diverse executive teams are more likely to have above-average profitability. The likelihood of financial outperformance is 25% higher for companies in the top-quartile for gender diversity in leadership and 36% higher for those with ethnic diversity.



EMPLOYEE WELLNESS & BURNOUT

Nearly two years of unpredictable, chronic stress triggered by the pandemic has made employees feeling less productive, unmotivated, unengaged, and unable to focus. In 2021, burnout has never felt more real.

2021 was an opportunity for organizations to open their eyes and acknowledge that caring about employees goes beyond implementing wellness programs.

For any company looking to be more authentic and transparent in 2022, the key is to let your guard down and actively talk to people. C-suite executives and leaders must show more compassion and understanding. The more they interact with their people, the better chances they have to connect with them on a human level.

CULTURE OF TRANSPARENCY

In 2022, more employers will need to evaluate their brand culture with transparency in mind. A brand's culture epitomizes everything you stand for as a business – unless there's a discord between your desired identity and your actions.

- **AS PART OF YOUR EMPLOYER BRAND STRATEGY, ORGANIZE REGULAR EMPLOYEE SURVEYS (ANONYMOUS IF NECESSARY) TO GAIN INSIGHTS INTO WHAT NEEDS IMPROVING.**

- **INTRODUCE AN OPEN-DOOR POLICY TO ENCOURAGE WORKERS IN EVERY DEPARTMENT AND LEVEL TO INTERACT AND SHARE IDEAS, WORRIES, AND SUGGESTIONS.**

- **OPENLY RECOGNIZE EMPLOYEE ACHIEVEMENTS AND EXPRESS YOUR GRATITUDE FOR EVERYONE'S CONTRIBUTIONS TO YOUR BRAND'S SUCCESS.**

- **MAKE SURE THAT THE WAY YOU CONDUCT EMPLOYEE EVALUATIONS IS CONSTRUCTIVE AND EFFECTIVE.**

- **SHARE YOUR BRAND'S CRUCIAL MILESTONES WITH THE ENTIRE ORGANIZATION.**

EMPLOYER BRANDING EXAMPLES

ING TECH POLAND

ING Tech Poland is a perfect example that shows the positive effects of a strong employer branding program.

Kamila Heitzman, HR Expert and manager of Employer

Branding and Diversity & Inclusion at ING Tech Poland, mentioned in a recent interview how their workforce grew from 400 people in 2014 to more than 2,000 people today. [\(Source\)](#)



Like most tech companies, ING Tech Poland operates in one of the most competitive talent markets. They realize that while remuneration is one of the biggest drivers for talent to choose an employer, it does not stop there. Talent wants to develop themselves and grow into an area where they can be true professionals or simply become better at what they do.

To many, Financial Services often come across as extremely formal, hierarchical and not to mention, resistant to change. This is one of the reasons why ING has put significant efforts into shaping a value

proposition which promises and enables individuals to continuously develop themselves both personally and professionally.

This is a promise many companies want to fulfill, but what is interesting in the case of ING Tech Poland is how they communicated these values. It was important they did it in an original, authentic, and engaging way. One of their greatest successes in getting their message across was through a series of thought-provoking podcasts.



In addition to their podcast series, they also offered amazing opportunities to young people to mingle among financial experts and take part in risk modeling challenges, often in an informal atmosphere.

Initiatives such as these, significantly increased their chance to connect with budding talent and stay top-of-mind of great talent. They engage with talent that goes beyond recruitment. In fact, they have built and continue to grow a talent community to empower their workforce for the long term.

Source

MAIN TAKEAWAYS FROM ING TECH POLAND

- Money is a key driver but does not define a company as being a great employer. People want to feel valued and able to fulfill their full potential in a friendly and supportive working atmosphere.
- For companies to stand out with their employer brand, they need to find innovative and distinct ways to set them apart. Always seek to project your brand in new ways while communicating what matters most to the talent you wish to attract.

SAMSUNG POLAND

Tech giant Samsung Poland has been recognized for the third time as being the most attractive workplace in Poland in 2021, according to the Randstad Employer Brand Research survey. [\(Source\)](#)

According to all the respondents of the survey, Samsung has excelled time and time again in areas such as job stability, remuneration, work-life balance, friendly atmosphere and last but not least career development prospects.

One of the most successful examples of Samsung Electronic Polska's employer branding activities is

their **Samsung Candidate Hub**. This hub enabled top talent from all over the world to show off their skills in algorithmics and NLP which in turn helped Samsung to create a community that is gathered around the Samsung Brand. This has worked wonders for Samsung's brand recognition in Poland.

They successfully engaged over 380 programmers and more than 12,600 people who showed a clear interest in the Algorithmic challenges. In total 604 individuals registered for the program which allowed Samsung to gain unique insights in the skills of the pool of potential talent.



Source: ChallengeRocket.com case study

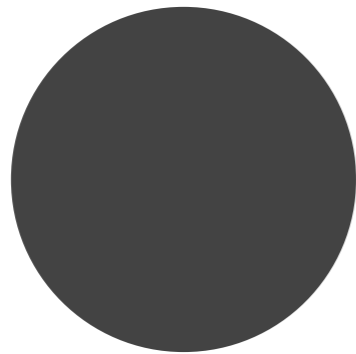
Source

The hub has not only proven valuable to just Samsung. Candidates who apply for the program get instant feedback from one of the biggest tech compa-

nies in the world which gives them confidence, an idea of what skills they could improve on, and also how well they would do during onsite interviews.

randstad
employer
brand research
2021





FINAL THOUGHTS

Thank you for reading our latest research. We hope that the examples of some of the biggest companies, trends that drive talent to apply and stay with your company and the valuable market insights in this report will be of help in your endeavors

in finding the best talent available for your business. We encourage you to keep an eye out for our future publications and to provide us with feedback to help us create even better insights that suit your recruitment needs.