

May Hiring Trends Coffee Briefing



Raj Lal (he/him)

**Director of Indirect Sales,
Totaljobs
Host**

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Before we kick off...

- This webinar will be recorded
- Drop any questions and comments in the chat box
- We'll email you all research discussed, plus the slides and recording of this session tomorrow – keep an eye out!
- Follow Totaljobs on LinkedIn for the latest research and upcoming webinars



What we will cover

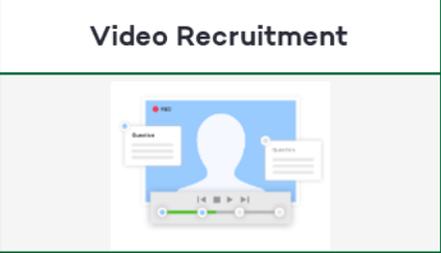
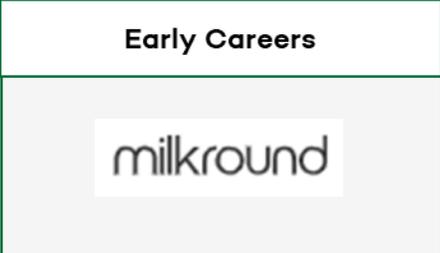
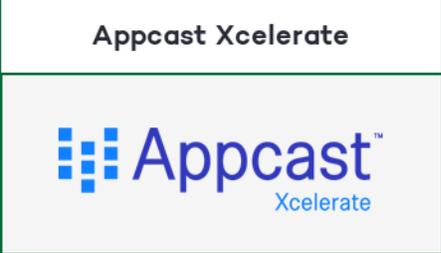
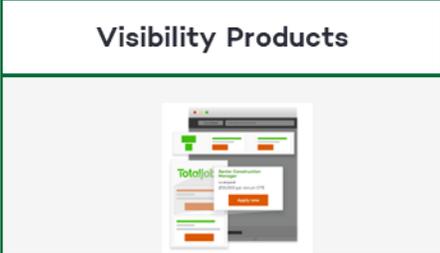
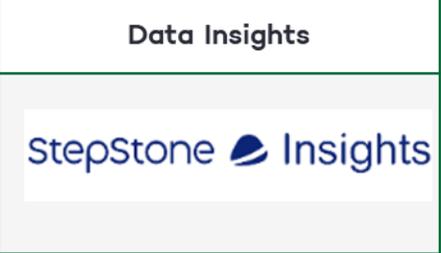
- A bit about Totaljobs and me
- What's happening now in recruitment
- State of play
- What's next in recruitment
- What businesses are doing to address the current hiring challenges
- Our solutions to help recruiters and employers
- Panel discussion



About us



Our Solutions

Equality Boost	
Employer Branding	
Global Hiring	
Video Recruitment	
Early Careers	
Appcast Xcelerate	
Visibility Products	
Data Insights	



What's happening *now* in recruitment?

Drawing upon insights from our **Hiring Trends Index**
(survey of 1,002 HR leaders)

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The logo for Totaljobs, consisting of the word "Totaljobs" in white text on a green rectangular background, with a smaller green square positioned directly below it.

State of play



- The UK economy started 2023 better than expected.
- The GDP showed growth in January and the Chancellor announced that the UK avoided a technical recession.
- The OBR now predicts the unemployment rate will **peak at 4.4%** only, instead of **4.9%**.
- The CPI rate was easing at the start of the year, but it unexpectedly rose to **10.4%** in February 2023.
- More people have been joining the labour market in the recent months.
- We've recently seen an increase in **employer confidence** for hiring the talent they need from **53%** last quarter to **57%**.

The current trends in recruitment

Key trends:

The main challenges in recruitment

Labour/skills shortages within my industry

37%

Offering salaries in line or higher than inflation

34%

Lengthy time to hire

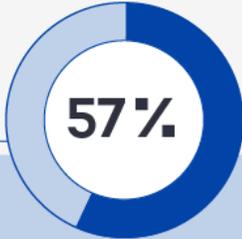
25%

Offering benefits that attract top talent

20%



of businesses increased recruitment in Q1 2023



of businesses are confident they will recruit the people they need in Q2 2023

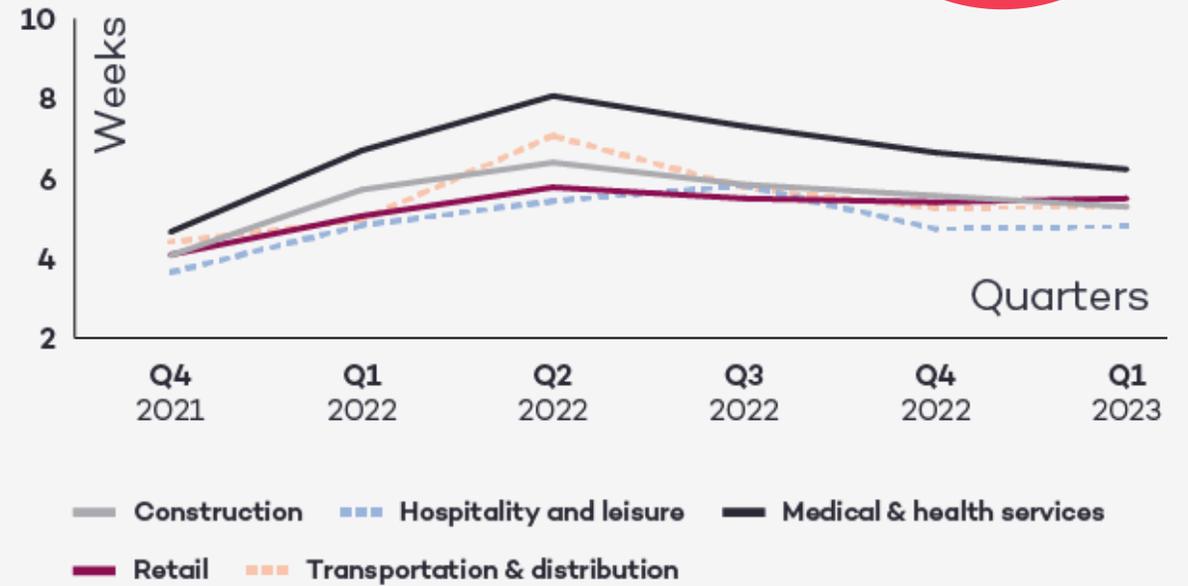
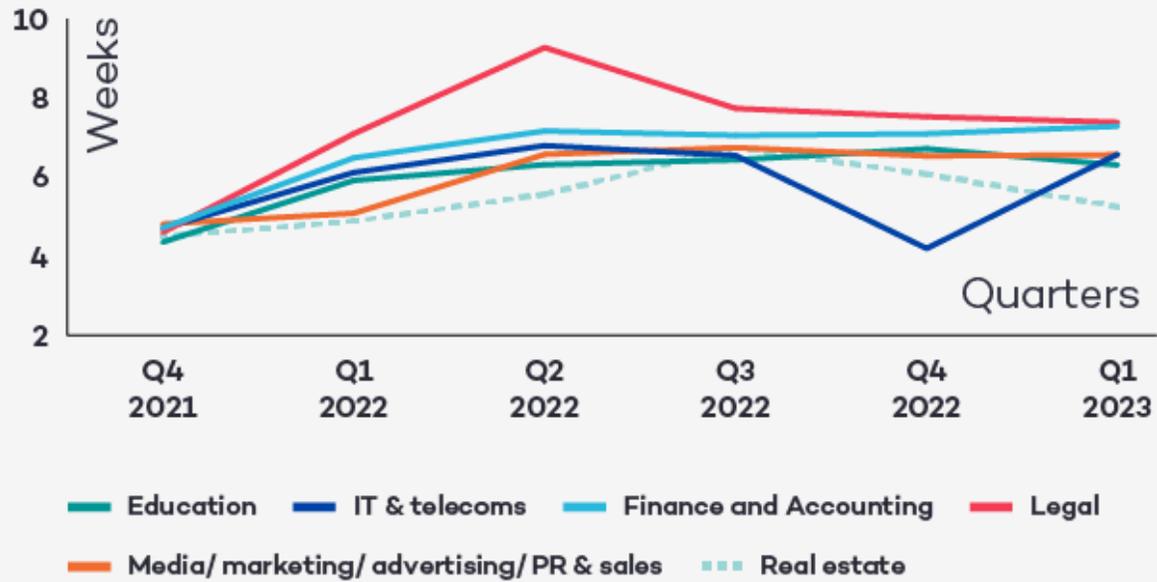


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Source: Totaljobs Hiring Trends Index Q1 2023

The average time to hire

6.4 weeks



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What's *next* in recruitment?



Jobseekers continue to prioritise higher salaries

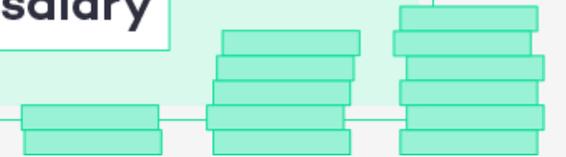
One third

of employees resigned to pursue a higher salary



57%

of those seeking a new job in 2023 are after a higher salary



28%

of businesses plan to increase recruitment in Q2 2023



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What **actions** are businesses taking?

1 in 3

Employers advertise specific salary information in their job ads



Businesses

VS

Skills/Labour Shortages

Upskilling existing staff

35%

Offering increased salaries and/or bonuses

29%

Providing more flexible working arrangements

25%

Providing increased staff benefits

19%

Employing more entry-level talent

18%

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Hire faster with Programmatic Targeting

- With the **average time to hire** sitting at **6.4 weeks**, employers need a wide candidate reach and accurate targeting tools.
- Our **programmatic display advertising** puts your job in front of the most relevant people as they browse through the web.
- You can **achieve up to 3 times better click through** than the industry average, so your budget works harder to provide you with the best available candidates.

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Highlight your brand

- **52%** of jobseekers are educating themselves on company performance and reviews.
- Develop a **strong employer brand** that helps you stand out.
- Employer branding experts Universum provides insights and advice to **shape your value proposition**.



UNIVERSUM

Let's talk



Julius Probst (he/him)

Labour Economist

Totaljobs



Samantha Beggs (she/her)

Campaigns Manager

REC

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Thanks for joining

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