

Navigating record job vacancies with your recruitment

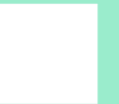


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Market outlook

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Vacancies hit record high

- A record **1.1 million** job vacancies were advertised in the UK between July and September 2021.
- The Totaljobs Hiring Trends Index found that **43% of British employers increased their recruitment in Q3**.
- In October, the number of job vacancies on Totaljobs were **up 94% year on year**.

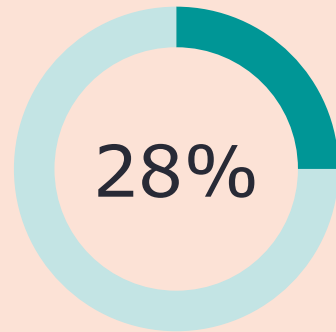


Source: ONS, Totaljobs research of 1,000 HR Decision Makers October 2021, Totaljobs website data

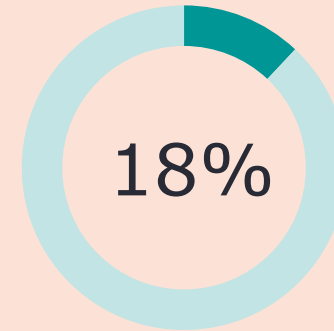
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The response from recruiters

While over half of businesses remain confident in hiring the people they need, many have taken to increasing their recruitment investment.



of businesses are increasing
recruitment spend for
specialist roles



of businesses are increasing
recruitment spend for
non-specialist roles

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Stalling candidate activity

- Online **searches for jobs have fallen by 20%** since 2019.
- Over the summer **7% fewer people visited job websites** in the UK.



The factors at play

The pandemic has hit candidate confidence, while Brexit has driven a population drop

Over a million

people have left the UK, returning to Europe and other countries



1 in 3

people have put off applying for a new role during the Covid-19 pandemic

The working population of the UK will fall by a third in the next 10 years

-33%

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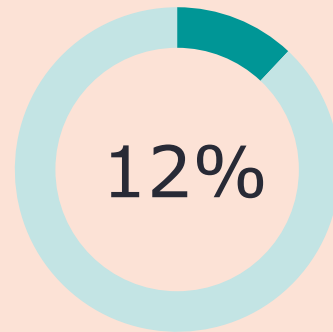
Source: ONS, Totaljobs research of 1,000 UK workers - September 2021

Candidate activity set to rise

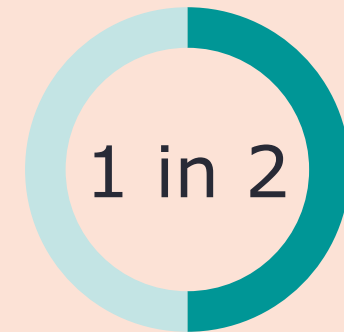
Candidate activity could be set to bounce back this winter



people are beginning their job search now



expect to be in a new role before 2022



Say they are open to new opportunities

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Source: Totaljobs research of 1,000 UK workers - September 2021

What's to come?

Candidates expect to re-enter the job market with vigour

Candidate confidence on the rise:

48%

are more selective when applying for roles

42%

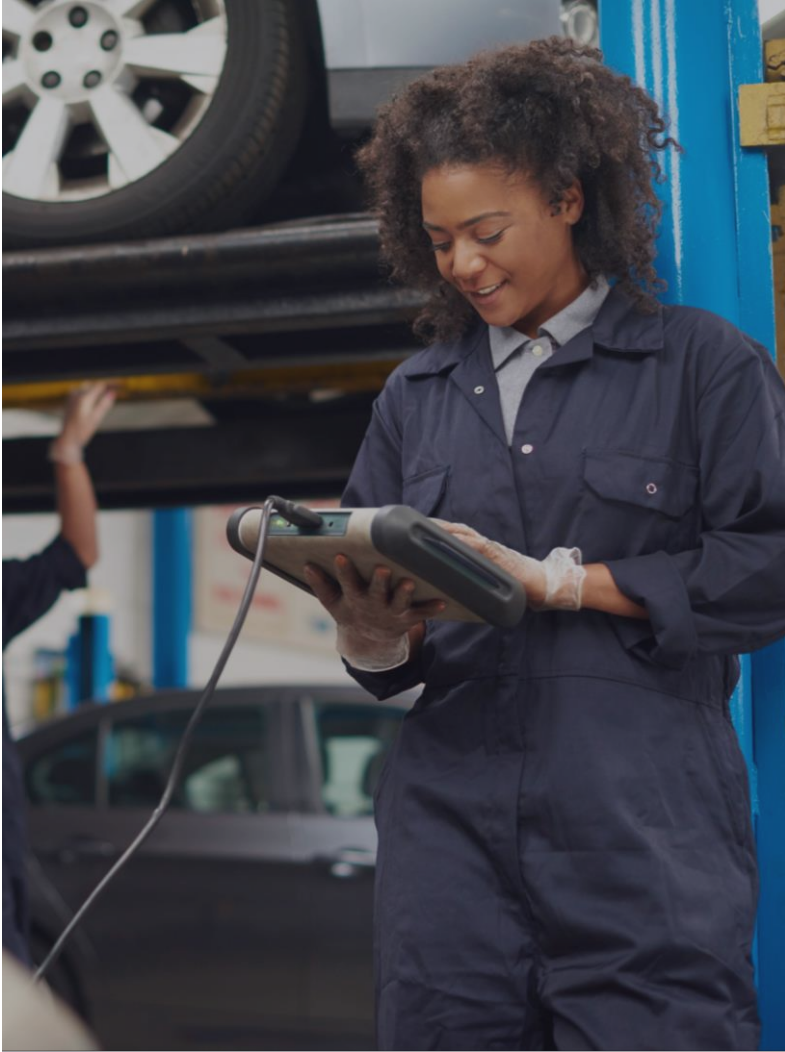
are more prepared to negotiate with a new employer

29%

believe their skills are more valuable in a post-Covid jobs market

Source: Totaljobs survey of 2,003 UK working adults in September 2021.

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Actions for employers

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Shift recruitment methods to meet market trends

With half of people open to changing roles, consider how you can unearth new talent pools.

Reach out to passive candidates using targeted emails, or via the Totaljobs CV Database.

Embrace programmatic advertising tools such as Totaljobs Performance and only pay for the applications you want to receive.

Hire for transferable skills and benefit from the three quarters of people who are considering a career change post-pandemic.

Put your DE&I strategy into practice by using Totaljobs' Equality Boost product to increase applications from underrepresented groups through targeted display advertising.

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Tailor your offer to candidate expectations

Consider the wants and needs of potential hires. 9 in 10 people expect to work at least partially remote going forward while 2 in 3 people are looking for greater flexibility in the hours they work.

Benchmark against your competitors using our [salary guides](#) can help you see how you shape up against your peers – in order to entice the best talent.



Source: Totaljobs' Global Talent Survey of 209,000 people worldwide

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Source: Totaljobs website data

Building the right advert

Choose a recommended title. Normalising your job titles ensures your ad appears in related searches, notifications, alerts and recommendations – maximising your reach.

Include a full postcode to increase applications by up to 50%.

List business perks. Our research shows candidates are more likely to apply for jobs where benefits are listed.

Be exact with your salary to increase applications by up to 20%.

Use the Totaljobs Gender Bias Decoder to increase response by making your ad more inclusive.

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