

5 WAYS TO MAKE JOB OPENINGS IRRESISTIBLE TO WORKERS

Jobcase

Go where the workers are.



THE BIGGEST HEAD-SCRATCHER IN TODAY'S HIRING MARKET: WHAT DO WORKERS WANT OUT OF A JOB?

Whether you're hiring fast to meet seasonal demand, or trying to hire the right candidates that'll stay loyal and keep coming back, the news is good – workers are still looking for jobs. The only difference is expectations have drastically changed.

We've dug up our top five ways, best practices, and good-to-knows that every recruiter or hiring manager should follow. So after taking a read through this article, consider sprinkling (or pouring) these findings into your workplace.

At Jobcase, all five of these things seem like second-nature, but it never hurts to have a reminder. After all, they do come straight from the workers' mouths.



1 SAY NO TO GHOSTING

When you have a dozen to-do's on your list, the last thing you have time for is a rejection email or call. They'll get the message when they don't hear from you anyway, right? But, those workers will also get another message: You don't care about their time and energy. And if they think you don't care, they're not likely to care when you're the one who needs help.

Where ghosting used to sit more in the wheelhouse of the employer, today (thanks in large part to the Great Resignation) workers are equally likely to be the ones ghosting employers. And that's bad news if you need to hire fast – as you don't want to be waiting for an answer that will never come.

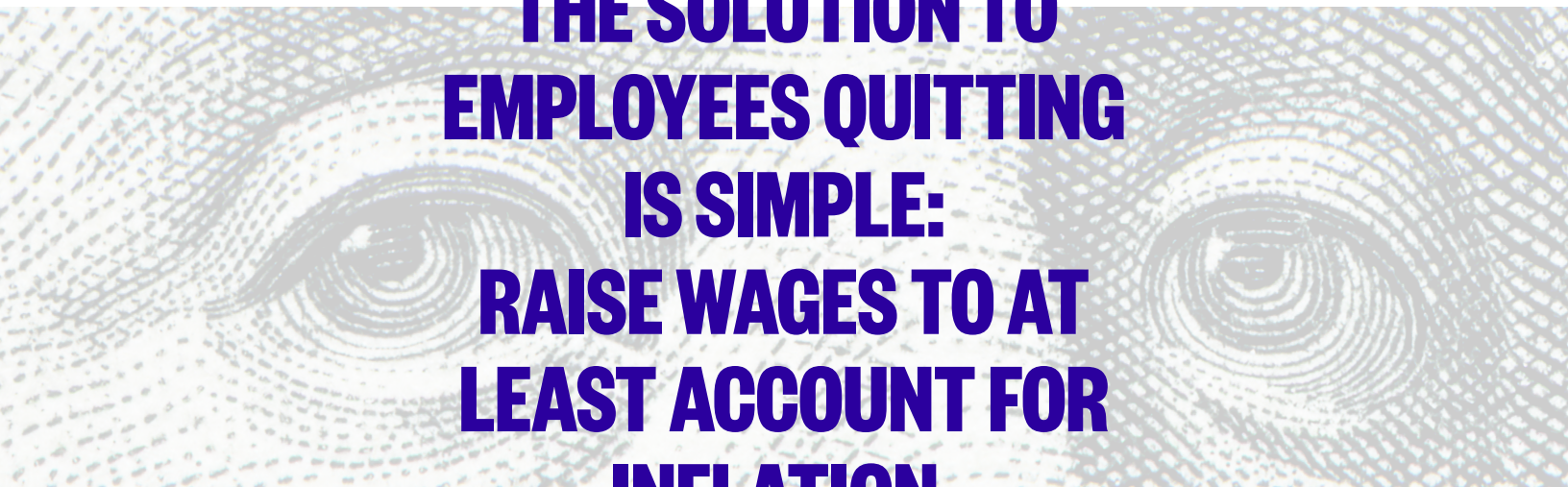
WORKERS ARE EQUALLY LIKELY TO BE THE ONES GHOSTING EMPLOYERS.

At Jobcase, we're all about the power of communication and making connections. Take seasonal hiring for example. Wouldn't you like to have a handful of candidates who might be available for the holidays, rather than irritated candidates who might ghost you right back?



2 RAISE WAGES TO HELP WORKERS FIGHT INFLATION

In 2022, the New York Times reported¹ that the number of Americans quitting their jobs was the highest on record. And according to the Labor Department², in November 2021 alone, 4.5 million people voluntarily left their job. Spurred in part by the COVID-19 pandemic, this new trend shows workers leaving to pursue better opportunities and better pay. In fact, the Federal Reserve Bank of Atlanta notes³ that job switchers get faster pay increases than those who stay loyal.



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Rapid inflation is also to blame with pay gains doing very little to actually help make ends meet. Laura Wronski, a research scientist at Momentive observes⁴ that really the only people better off now than a year ago are those who have gotten a pay raise that matches or beats inflation. The solution to employees quitting is simple: raise wages to at least account for inflation.

3 COMMIT TO DE&I INVESTMENTS

When we talk about diversity in the workplace we're really talking about hiring workers from a variety of categories including but not limited to religion, culture, race, sexual orientation, skills and abilities, etc. Committing to creating a diverse workplace means maximizing your potential to connect with a wider range of customers, increasing productivity, and ultimately, increasing revenue (which is always a great selling point).

The proof is in the numbers as the 2022 Greenhouse Candidate Experience Report⁵ found that 86% of workers seeking a job consider Diversity, Equity and Inclusion (DE&I) investments when evaluating a company. These workers are looking at benefits such as remote and flexible work as well as gender affirmation paid leave. Workers are also asking the Jobcase Community along with getting other employee reviews specifically for information pertaining to progress, opportunities, and a diverse leadership team or board, among other things.

It's important to go the extra mile and make people feel welcome by hiring diversely. You might not think something simple like pronouncing someone's name correctly will matter, but according to 43% of candidates, employers mispronounce their name at an interview, an act that can lead to a harmful form of othering⁶.

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4 INCLUDE PAY OR SALARY RANGE IN THE JOB LISTING

A great advantage of posting pay or salary range is that you have a higher chance of attracting workers. Not only does this upfront information help a candidate determine whether or not the job will allow them to support themselves or their family, but it saves you the time and energy of having to negotiate with someone who came in with different expectations. You'll hire faster, lose fewer workers, and show candidates you pay fairly across the board. You'll also stay competitive in a tightening job market.

In a recent study, LinkedIn found⁷ that over 70% of professionals wanted to hear about salary in the first message from a recruiter. This same study found that 59% of candidates pointed to salary as a leading factor contributing toward feeling fulfilled in a job.

YOU'LL HIRE FASTER, LOSE FEWER WORKERS, AND SHOW CANDIDATES YOU PAY FAIRLY ACROSS THE BOARD.

Many companies choose not to include information about pay in order to cut costs as much as possible. The problem? If you're penny-pinching you likely won't be helping candidates get to that fulfilled feeling that keeps them coming back for work. Eventually, they'll look elsewhere and the long-term costs of having to rehire and retrain might be more than simply posting a range that is competitive.



5 PRIORITIZE PERSONAL DEVELOPMENT

In August 2020, in what would shortly become known as “The Great Reshuffling,” resignation numbers began to see an uptick. For many, working from home gave time to reflect on both their personal and professional life, which led to the realization they wanted more out of...both.

According to a study by Growmotely⁸, in 2021, when employees were asked which benefits most appealed to them, more than half cited professional development and coaching in their top three priorities.

HELPING SOMEONE ADVANCE THEIR CAREER DOESN'T MEAN THEY'LL LEAVE YOU.



For many, the best jobs are the ones that offer a form of career progression. Contrary to what some might think, helping someone advance their career does not mean they will leave you. In fact, it's quite the opposite. Investment in growth can keep employees loyal and coming back for more work. Consider what options you can offer to help workers feel they're progressing. It might be something as small as cross-training or as useful as a certification or course.

WILL YOUR JOB OPENINGS STAND OUT IN THIS TOUGH CROWD?

It's important to meet workers where they're at, now more than ever before. The Great Resignation is still at play and hiring the right workers is still competitive. Don't be last to implement these five best practices that will get candidates through the door.

At Jobcase, we believe in treating others how they want to be treated. These five things all seem like common sense or the right thing to do, but to many companies they're either overlooked or not prioritized due to having a "bottom-line" mentality. But if we stop thinking about being good employers and start thinking about being good individuals, hiring the right workers for your company will come naturally.



Jobcase

Go where the workers are.

With 100M+ registered users and a #2 ranking among US career sites*, Jobcase is the hiring industry's best kept secret. Discover an online community where millions of hourly, skilled and gig workers connect to help each other get ahead at work.

*Comscore Media Metrix®, Career Services and Development, Total Audience, August 2022, U.S.

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