



Finding and hiring the right talent is hard.
We make it easier for you.

Q2 2021

Talent Acquisition Industry Insights

The **Advanced RPO** quarterly digest of recently published news and reports is designed to be a resource for business leaders and executives managing talent acquisition.



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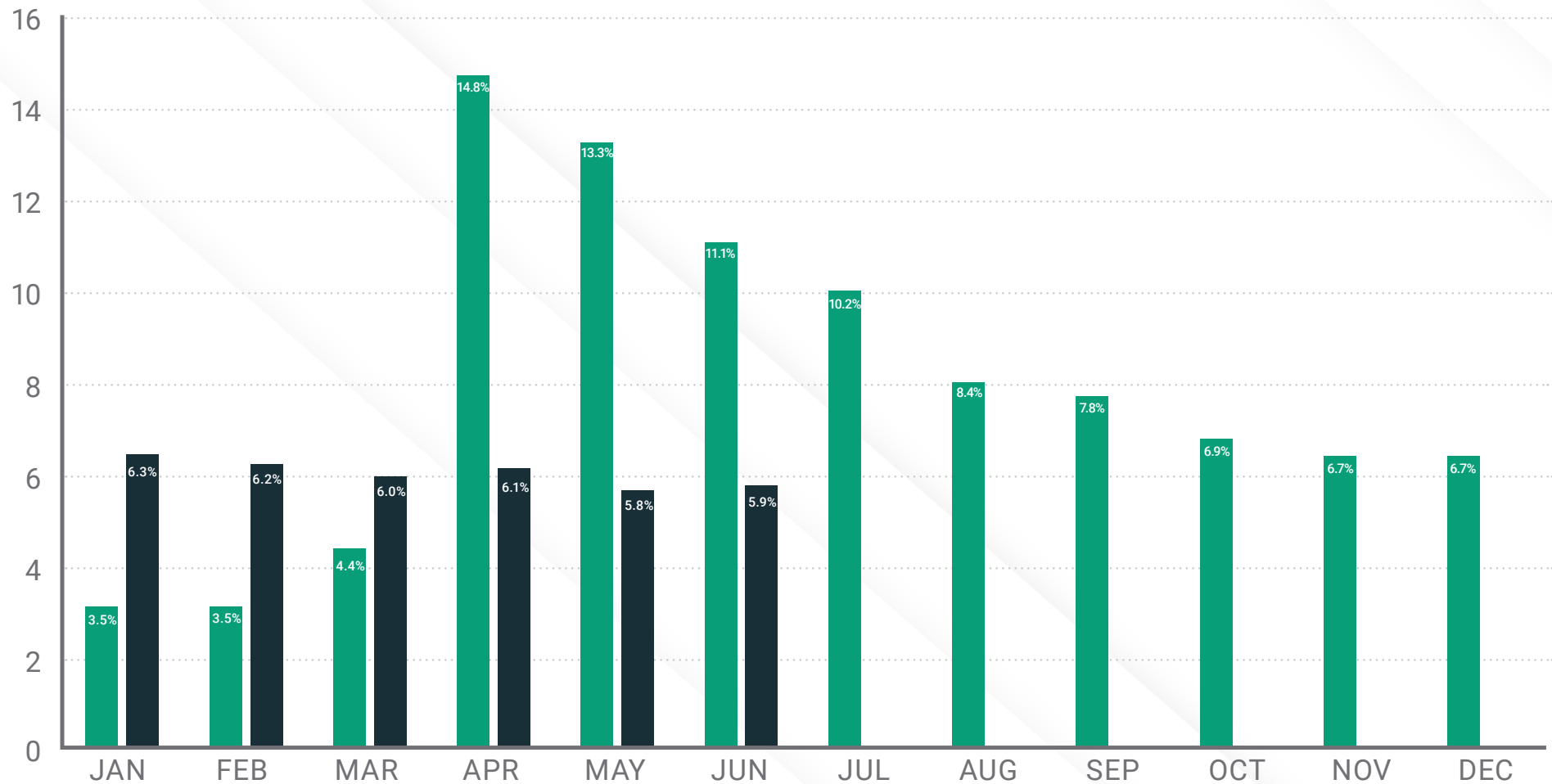
U.S. Unemployment Rates

2020 & 2021

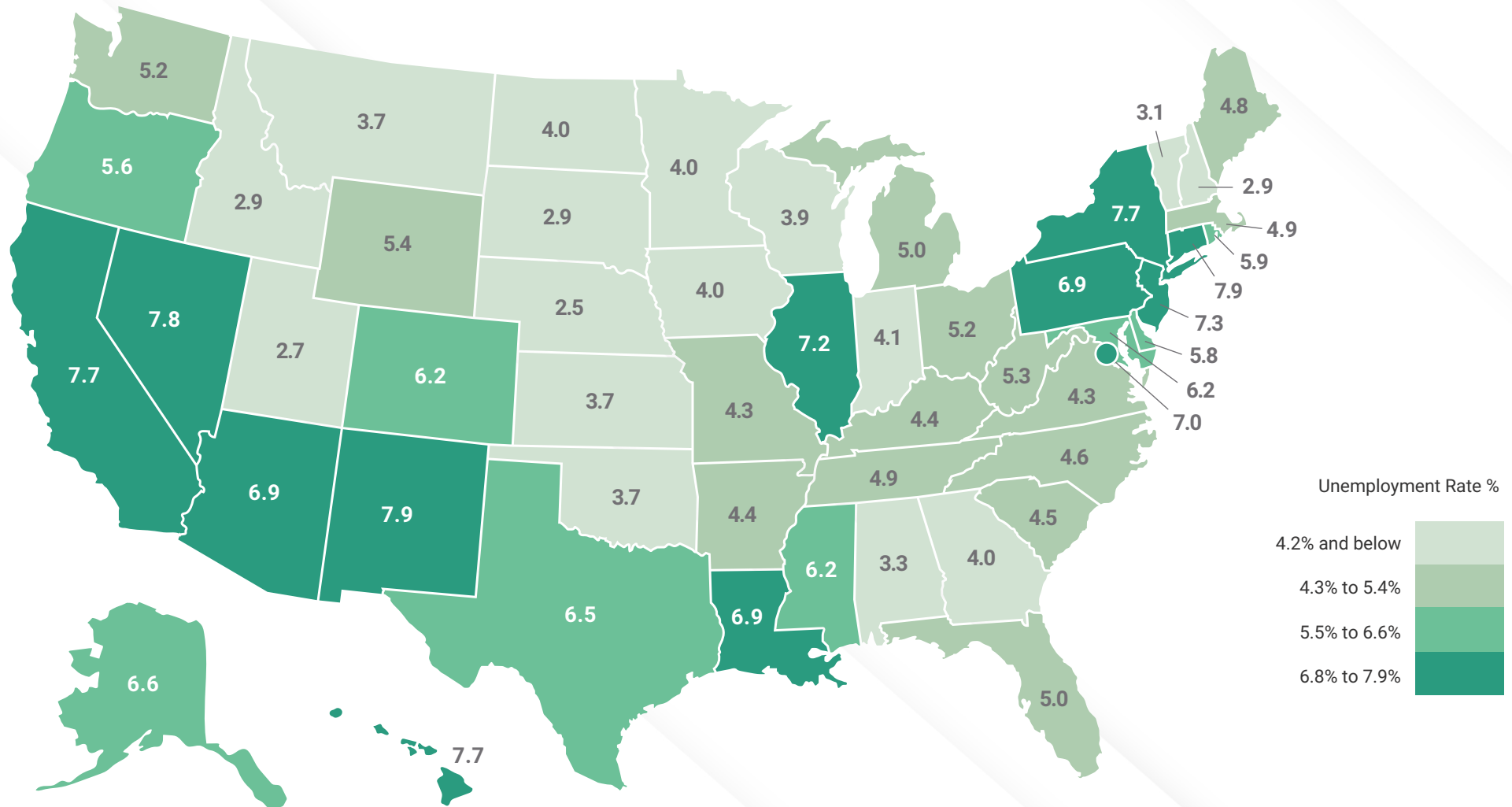
Current Unemployment Rate = 5.9%

2020

2021



U.S. Unemployment Rates by State

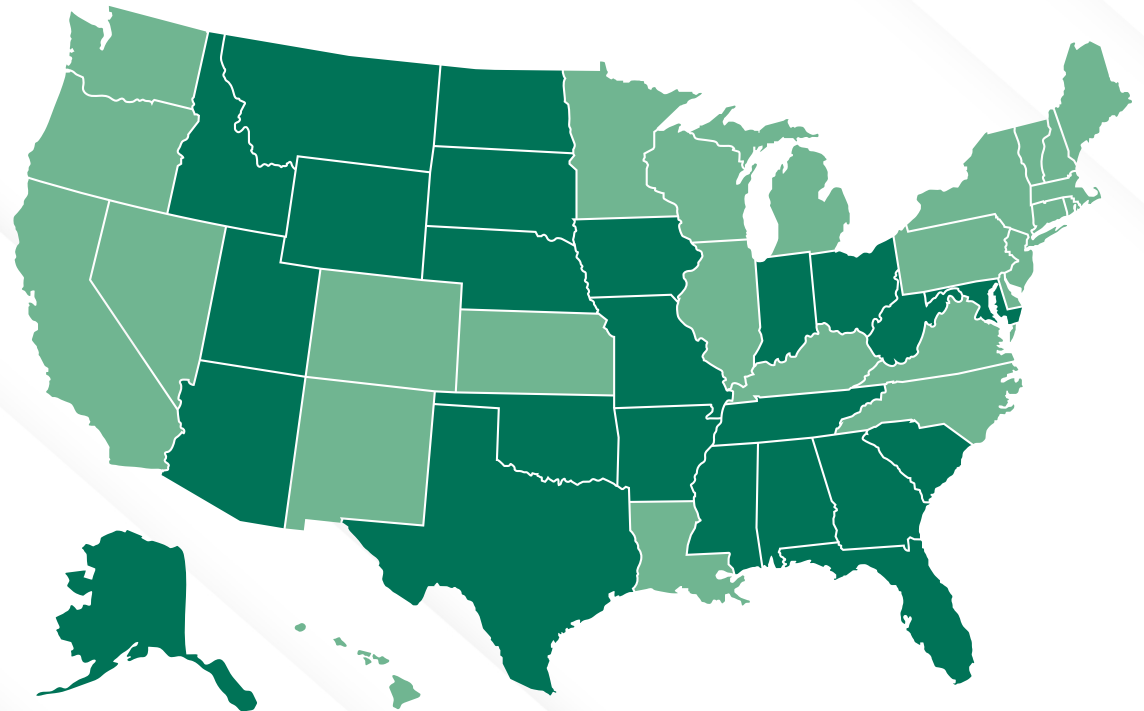


Labor Supply & Demand Headlines

Businesses are desperate for workers

The vast majority of job seekers want a new job in the next three months, but even of those who say their job searches are urgent, **more than 20% don't want to start a new position immediately.**

25 states are withdrawing early.



Where's the growth?

LinkedIn job posts with the highest month-over-month increases in May:

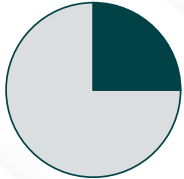
- 1 Financial Advisor**+249%**
- 2 Retail Sales Specialist**+170%**
- 3 Store Associate**+167%**
- 4 Customer Assistant**+152%**
- 5 Product Designer**+105%**
- 6 Solutions Engineer**+95%**
- 7 Automation Test Analyst**+90%**
- 8 Technical Project Manager**+88%**
- 9 Teller**+78%**
- 10 Sales Director**+60%**

Jobs with the most demand overall, according to LinkedIn:

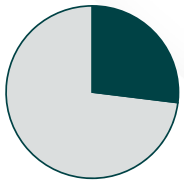
- 1 Software Engineer
- 2 Salesperson
- 3 Store Associate
- 4 Registered Nurse
- 5 Animal Groomer
- 6 JavaScript Developer
- 7 Project Manager
- 8 Retail Salesperson
- 9 Driver
- 10 DevOps Engineer

Headline #2:

Change is at an all-time high



25% of Americans changed occupations last year



27% expect to change jobs this year



Almost 40% changed jobs, roles, or managers



Almost 4 million Americans quit their jobs in April
(a 20-year high!)

Headline #3:

Incentives, incentives, incentives

The number of job postings that mention incentives has doubled since last July.

Job searches for hiring incentives have **increased 134%** since the beginning of the year.

- **Amazon** - \$1,000 sign-on bonuses for many warehouse & transportation jobs
- **Ollie's Bargain Outlet** - \$1,000 sign-on bonuses to staff 200 open distribution center jobs
- **Tops Markets**, a supermarket chain - \$2,000 bonuses to hire around 100 distribution center workers



Trend Watch:
Is remote work the
new signing bonus?
Time will tell.

“The talent market has evolved dramatically. 4-day work weeks, letting candidates pick their positions, and transforming work-life-balance are some of the ways companies are winning talent today.”

- Tanya Cohen
Director, Advanced RPO

Headline #4:

7 in 10 U.S. white-collar workers are working remotely vs. 14% of blue-collar workers

From October 2020 to April 2021, at least 8 in 10 workers in **four occupation categories** have been working remotely:



86% Computer-oriented or mathematical fields

86% The life, physical or social sciences

81% The arts, design, entertainment or media

80% Financial services, insurance, real estate or consulting

Of those **working remotely now**:



26% Prefer it

17% Want to return to the office

9% Want to remain remote due to the coronavirus

The Impact on HR

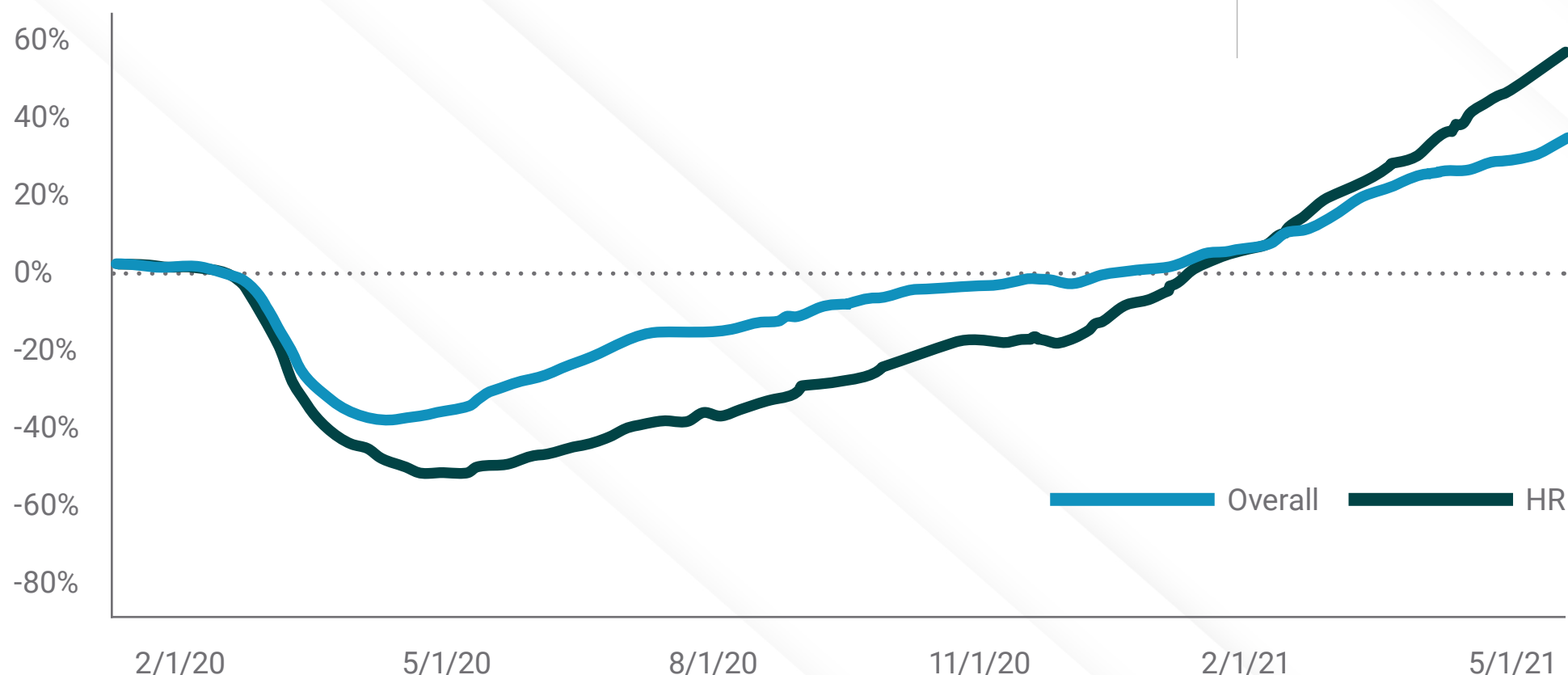
The dramatic demand for HR professionals

Job posting increases pre-pandemic vs. today

HR job postings up sharply

% change in job postings since February 1, 2020, seasonally adjusted to June 18, 2021.

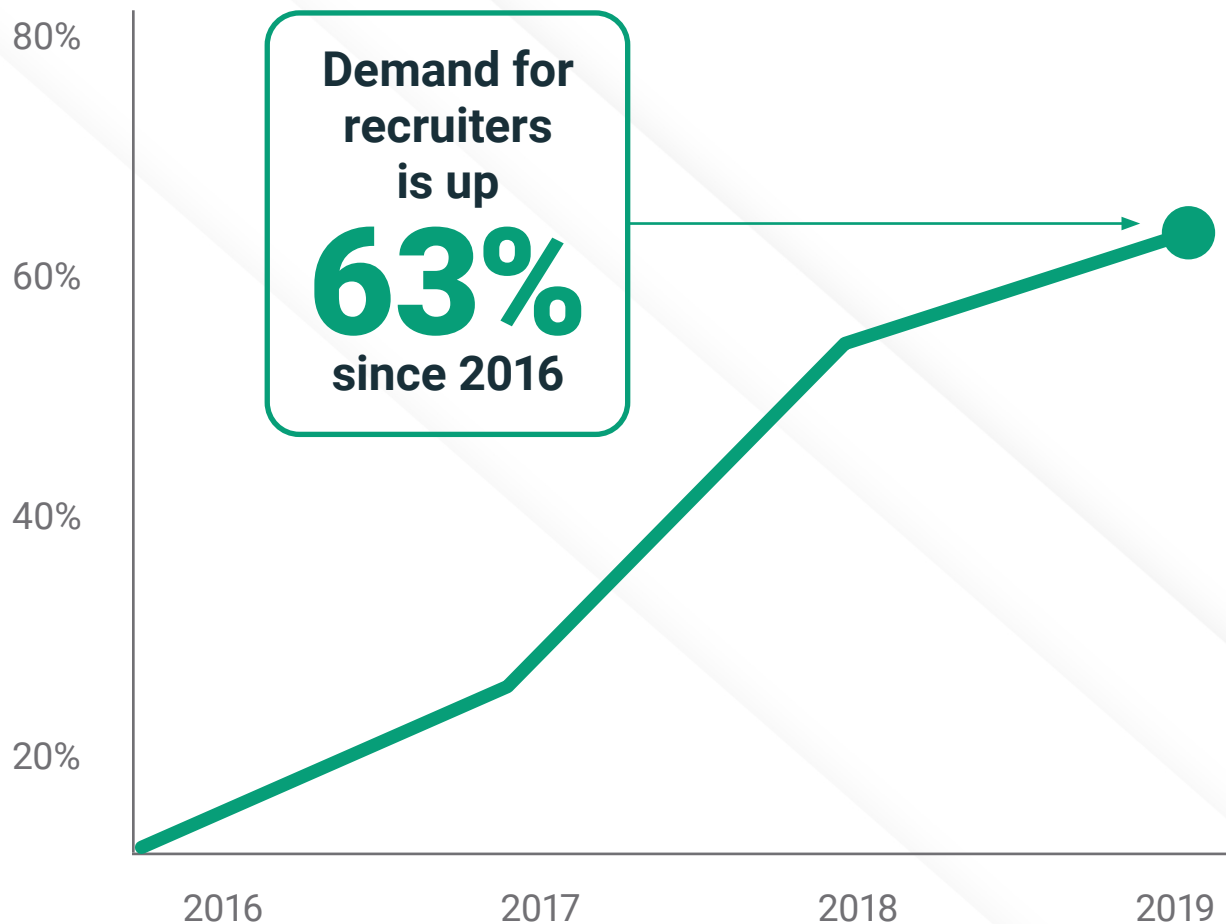
All jobs: **30.5%**
HR jobs: **52.5%**



Now recruiting: recruiters

Demand for recruiting is on the rise

% growth of demand for recruiting professionals since 2016 based on LinkedIn data.

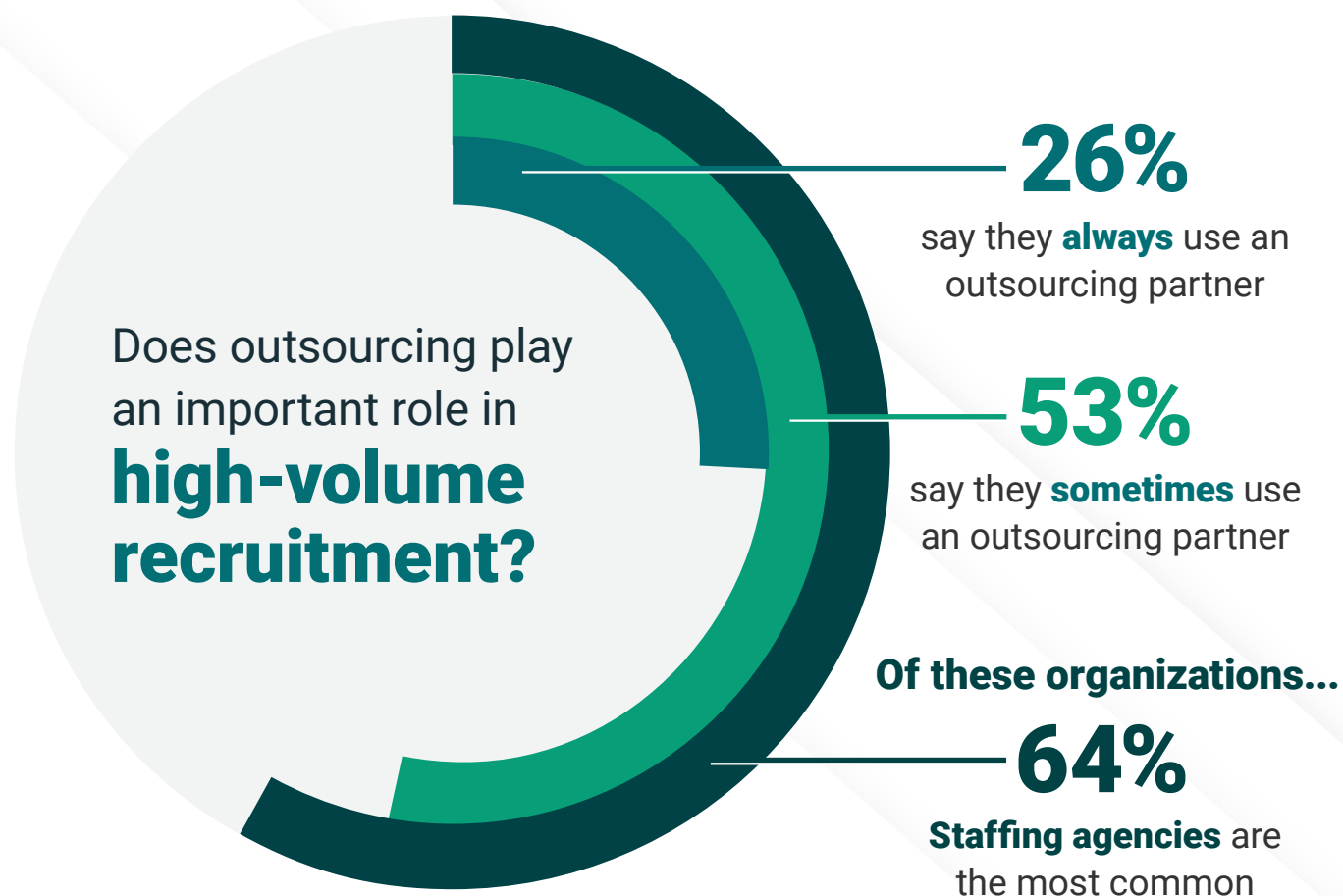


of recruiter
job postings:

269,960

Also in demand? Recruitment Process Outsourcing (RPO) partners

High-volume hiring in today's environment takes some help.



What do high-volume recruitment leaders do differently?

Always outsource at least some part of high-volume recruitment to another entity:

41% vs **15%**

Newer industries are adopting the RPO model:

- Public sector/government
- Fast-growth technology companies

Attracting Talent in Today's Market

Applicants are down

On average, employers have been receiving **3.5 fewer** applications per job opening.

Application stats:



In 2020, the overall **CPC rate increased by 11.3% year over year.** CPC went up because of increased competition, lower apply rates and the fact that more clicks were needed to get the desired number of applicants.



Desktop apply rates went down 6.7% and **mobile apply rates went up 21.2%** in 2020 year over year.

4 ways to maximize the company careers page

- 1 Tell your story.
- 2 Add employee testimonials.
- 3 Include vision and mission statements.
- 4 Show off your team.

Industries with the highest average apply rates in 2020:



Food Service	10.60%
Human Resources & Staffing	8.20%
Administration	7.11%
Customer Service	7.05%

Industries/functions with the lowest average apply rates in 2020:



Insurance	2.15%
Legal	3.39%
Transportation	3.65%
Healthcare	4.13%

A quick look at growth trends in a few key industries

Life Science

Life sciences employment reached a record high in March 2021, driven by biotechnology and other industry advancements.

\$20.4 trillion → **2020 to \$22.5 trillion in 2021 (9.9% CAGR)** → **expected to reach \$28.5 trillion by 2025 (CAGR of 6%)**

Medical Device

After a dip in 2021, the medical device market should grow at a CAGR of 5.2%.

2019 was \$448 billion → **2020 should be around \$443 billion** → **2027 should be \$671 billion**

Technology

Strong industry growth is expected for years to come, led by the tech industry's largest market - the US.

Projected to reach \$5 trillion in 2021 (4.2% growth) → **with a 5% CAGR through 2024**

Financial Services

Improved operations are driving continued growth for the banking industry.

\$20.4 trillion in 2020 → **\$22.5 trillion in 2021 (9.9% CAGR)** → **expected to reach \$28.5 trillion by 2025 (CAGR of 6%)**

A quick look at growth trends in a few key industries

CPG

Even though overall revenues increased by 21% year-over-year in Q2 2020, **economic activity will not reach pre-pandemic levels until late 2021, and employment will not improve until well into 2022 or even 2023.**

Renewables

Renewables were the only energy source for which demand increased in 2020.

“In 2020, annual renewable capacity additions increased 45% to almost 280 GW – the highest year-on year increase since 1999.

Business Services

The global business software and services market size will grow at a CAGR of 11.3% from 2021 to 2028.

“Driving growth in this industry? A rapid increase in the volume of enterprise data and growing automation of business processes.”

Supply Chain

The total global logistics market will grow by 4.7% through 2024.

“North America’s total logistics market is expected to grow by 2.8% through 2024, while APAC is predicted to grow by 6.5%.”

A DEI Update

Diversity, inclusion and belonging



“Diversity is having a seat at the table, inclusion is having a voice, and belonging is having that voice be heard.”

The number of HR leaders identifying DEI efforts as a top priority was **1.8 times higher in 2020 than in 2019.**

There has been an **800% increase in job postings** for dedicated diversity recruiters.

DEI leaders list **“setting goals and tracking DEI progress through metrics”** as one of their two top priorities for 2021.

Hidden disabilities

30% of white-collar workers have disabilities, but only

39% of employees with disabilities disclose this information to their managers



Hidden disabilities include:

- ADHD
- Mental health conditions
- Learning disabilities

The best way to support employees with hidden disabilities?
Make DE&I a company priority.

The Gartner Inclusion Index

Measure inclusion by the degree to which employees agree with these statements:

Fair treatment: Employees at my organization who help the organization achieve its strategic objectives are rewarded and recognized fairly.

Integrating differences: Employees at my organization respect and value each other's opinions.

Decision making: Members of my team fairly consider ideas and suggestions offered by other team members.

Psychological safety: I feel welcome to express my true feelings at work.

Trust: Communication we receive from the organization is honest and open.

Belonging: People in my organization care about me.

Diversity: Managers at my organization are as diverse as the broader workforce.

Words to Know

Broaden your recruitment vocabulary

BIPOC:

Black, Indigenous, and People of Color.

Candidate care:

to help job seekers, even reluctant ones, navigate the process and partner with them every step of the way to their next career opportunity

Employee activism:

actions that employees take in response to specific societal events or company policies and practices, often in the form of public protests, social media campaigns, information distribution to fellow employees and more

The Great Resignation:

major increase in people quitting their current job after the pandemic is over

Hidden disabilities:

conditions that aren't easily perceived by outside onlookers; also called "invisible disabilities"

Broaden your recruitment vocabulary

Neurodiversity:

the concept that certain developmental disorders are normal variations in the brain, and those with these features also have certain strengths; also called “neurodivergent”. Besides ADHD, neurodiversity commonly refers to people with:

- Autism spectrum disorder

- Dyslexia

- Dyspraxia

- Other learning disabilities

Pixelated workforce:

one where people of all ages, backgrounds, and education are working in jobs they never dreamed about

A virtual concierge:

a type of customer experience (CX) technology that can provide guests with conversational and contextual assistance; also called a “digital concierge”

Work from anywhere:

a work style that can mean anything from working remotely, to working partially in the office, to freely working when and where employees desire



We know that finding and hiring the right talent is hard.

At Advanced RPO, we make it easier for you. We are the powerful recruiting engine behind growing organizations. We partner with businesses to create recruiting scalability and workforce agility through our flexible end-to-end, hybrid and project RPO solutions. Our tenured team of experts has perfected our high-touch, technology-enabled approach that results in seamless, consistent processes and experiences, a stronger employer brand and impactful relationships with high-quality hires.

For more information, visit:

advancedrpo.com

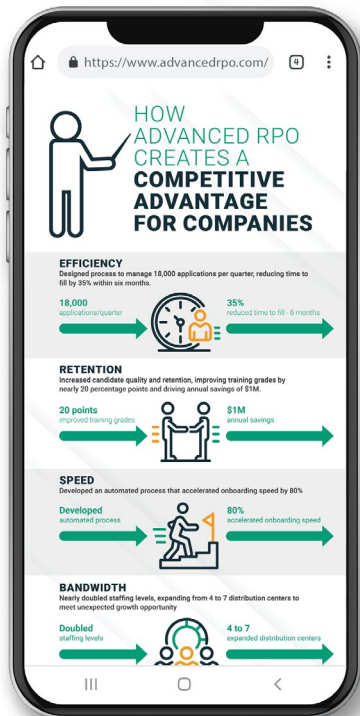
312-263-0400

Some challenges we help solve:

- » **Recruiting costs are too high and unpredictable:** We help you gain control of recruiting costs by optimizing your processes for efficiency and savings.
- » **We cannot hire fast enough to meet growth goals:** Our adaptability means your agility. Our scalable, on-demand solution gives you the power to handle hiring spikes with flexibility to adapt to changing business initiatives.
- » **We don't have the recruitment expertise to meet the specialized hiring needs:** Recruiting is our core competency. Our experts, on our large team of experienced recruiters within niche skill sets, can help you find your experts.
- » **We do not have a passive sourcing strategy:** Over 70% of the candidates our clients ultimately hire are passive. We have dedicated experts who focus on the most current and effective passive sourcing tactics.
- » **I only have a short-term hiring need:** Our project solution offers the same value adds as our RPO solution. You get access to our team of experts and industry-leading candidate and hiring manager experiences for the length of the project.



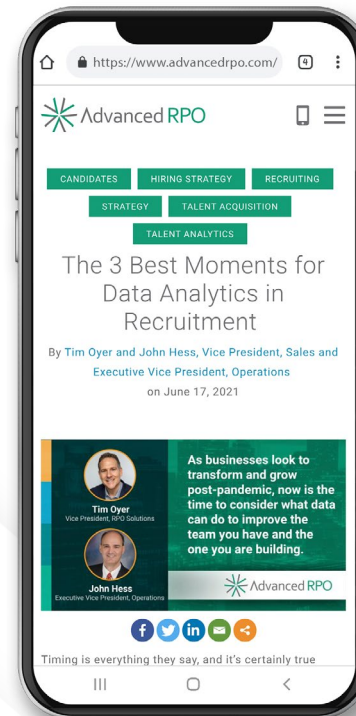
Other Resources:



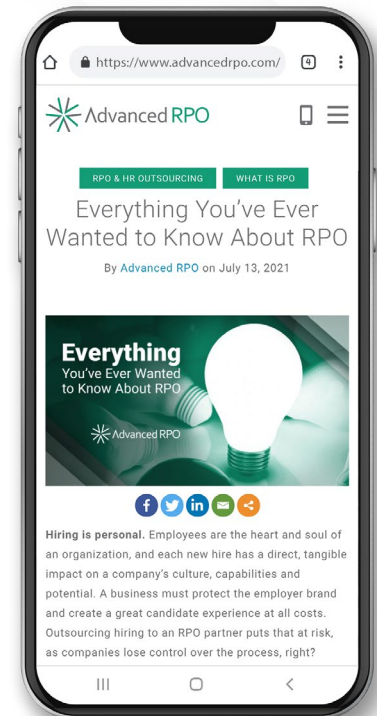
**INFOGRAPHIC:
RPO 101**



**WEBINAR:
OVERCOMING THE
CHALLENGES OF
VOLUME HIRING**



**BLOG:
THE 3 BEST MOMENTS
FOR DATA ANALYTICS
IN RECRUITMENT**



**EBOOK:
EVERYTHING YOU'VE
EVER WANTED TO
KNOW ABOUT RPO**

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“It’s impossible today to attract talent with one-size-fits-all recruiting strategies. Each industry and geography is completely different from one to the next. Recruiting winners will do everything they can to boost their brand overall while using very specific tactics to increase candidate flow.”

- Kevin Armstrong
Program Director, Advanced RPO

