

A Day in the Life: What It's Really Like to Be an Hourly Candidate

Another Day, Another Job Search

For hourly job candidates, there are only so many hours in a day. When you get in front of them—make them count.



Meet Hope,
an hourly worker looking
to find a new job.

8:00 am



Hope jumps on her computer.
The first job description she finds has two paragraphs on company history, followed by a list of 20 detailed job duties.
After scrolling for a while, **she still can't tell if she's qualified.**
She gives up and moves on.

8:30 am

Fifteen job listings later, she finds a promising one.
But **benefits are important to her, and they aren't highlighted in the job description** (despite the employer having excellent benefits).
She doesn't want to chance it, so she doesn't apply and keeps looking.



9:00 am



Hope is starting to get discouraged. She's not finding a lot she's qualified for or interested in.
There's a reason for that.
Several **job postings that were an ideal match used internal job titles inconsistent** with what Hope was typing in the search bar.
This means she never even saw them.

10:30 am

After a coffee break, Hope is back at it. She finally finds a role she wants to go for.
But when she tries to apply, she's required to create a separate account.
It's taking too long and she runs out of time before needing to leave for her current job.
She abandons the application.



The candidate drop-off rate for people who click 'Apply' but never complete an application is a whopping 92%.

1:45 pm



On her work break, Hope sits in her car for a phone interview with a recruiter.
But **the recruiter can't answer any of her questions.** Hope gets frustrated.
She's invited to have an interview with the hiring manager.
But the manager is on vacation for a week. Hope gets more frustrated.
She can't wait that long. She has to pass on the opportunity.

4:30 pm

Hope finds a co-worker to cover for her for a few hours.
She goes on an in-person interview where the **hiring manager makes her feel like she's just a number.**
She quickly loses interest.



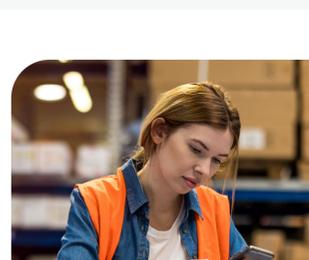
5:00 pm



A recruiter calls Hope to follow up on an application she submitted last week. Finally! She almost forgot about it.
The hiring manager wants to interview her tomorrow at 3 pm and she can't because of her work schedule. **They won't budge on changing the time, the day, or allowing a Zoom call.**
She pulls herself out of the running for the role.

8:45 pm

Hope hears back from two potential employers simultaneously. They both think she could be a fit.
One asks her to **complete two interviews, a 30-minute assessment, and a reference check.** The other one does not.
Since compensation is comparable, she pursues the job with fewer steps.



10:30 pm



Hope realizes she missed a voice mail earlier that day.
It's a potential employer with a job offer.
They're **offering significantly lower than what others in the area are paying.** Hope is offended.
She makes a mental note to decline the offer in the morning. And tells her friends to avoid that company, too.

11:00 pm

It's the end of another exhausting day of searching.
Hope knows the right position is out there. If only those hiring understood how to help.

