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TOP 6 RECRUITING CHALLENGES OF 2022 AND HOW TO SOLVE THEM

WHITE PAPER





In today's competitive job market, finding and retaining top talent is more critical than ever. According to the iCIMS 2022 Workforce Report, more than 90% of business leaders said their organization would not meet goals without the right talent.

Leaders cited hiring or retaining talent as the biggest HR challenge in 2022. The reason for this is simple- candidates hold all of the cards in today's job market. They can easily find a job that meets their needs, and they are often unwilling to take a job if they don't see a clear path for advancement. Employers need to rethink their approach to talent acquisition, retention, engagement, and mobility to keep their workforce competitive.



With that in mind, let's look at the top recruiting challenges for 2022 and how to overcome them. You'll be able to develop an effective recruiting approach that will help your company grow in the future if you're proactive now and prepare for these issues.



1. LABOR/TALENT SHORTAGE

The first recruiting challenge of 2022 is the talent shortage. A survey by PWC said: The struggle to find enough people to hire has risen to the forefront as the top concern. Almost half (48%) of the respondents say that's the most significant risk to their business achieving its growth targets. In May, the unemployment rate was 3.6%, suggesting that the US is close to "full employment."

There aren't enough individuals remaining to fill all of the open positions.

To solve this problem, employers must be creative with recruiting strategies. They can't rely on traditional methods like job postings and employee referrals anymore. Instead, they need to focus on candidate experience and ensure their application process is simple and streamlined.

2. MORE PASSIVE CANDIDATES

The second recruiting challenge is that more candidates are passive. According to LinkedIn, 70% of the global workforce comprises passive candidates, meaning they are not actively looking for a job but would consider a new opportunity if it were presented to them.

The same study found that 87% of active and passive candidates are open to new opportunities.

To attract passive candidates, employers need to focus on their employer brand. They need to ensure they are promoting their company as a great workplace and highlighting their employees' stories. They can also use recruiting marketing techniques like content marketing and social media to reach out to candidates directly.





3. INCREASED COMPETITION

The third recruiting challenge is increased competition. With the talent shortage, employers compete for a smaller pool of candidates. This means they need to stand out from the competition and ensure their company is the one candidates want to work for.

There are a few ways to do this. Candidates today want to work for companies that value them and their experience. They want to know that their voice will be heard, and they will have the opportunity to grow and develop in their role.

To improve candidate experience, employers must focus on creating an efficient recruiting process. They also need to ensure their employees are trained to communicate with candidates properly. Finally, they should focus on creating a positive company culture that values employee input and feedback.



4. INEFFICIENT RECRUITMENT PROCESSES

The fourth recruiting challenge is inefficient recruitment processes. With the talent shortage, employers can't afford to waste time on candidates who are not a good fit for the role. Unfortunately, many recruiting processes are still manual and time-consuming. This means that employers spend more time than ever on recruiting, but they do not see the results they want.

To fix this problem, employers need to invest in recruiting technology. Many great applicant tracking systems (ATS) on the market can help employers automate their recruiting process. ATSs can help employers post jobs to multiple job boards with one click, track applicants through the hiring funnel, and even schedule interviews.



5. LACK OF EMPLOYER BRAND

The fifth recruiting challenge is a lack of employer brand. In today's job market, candidates have more choices than ever before. They can easily research companies and compare different employers. This means that employers need to make sure their company is the one that stands out.

To improve their employer brand, employers must focus on their online presence. They need to make sure their website is up-to-date and that they are active on social media. They should also create content that highlights their company culture and values. Finally, they should ensure their employees are happy and engaged in their work.

6. TALENT POOLS

The sixth and final recruiting challenge is a lack of talent pools. In today's job market, it's not enough to post a job and hope that the right candidates apply. Employers must be proactive in recruiting efforts and build talent pipelines full of qualified candidates.

There are a few ways to do this. First, employers can create targeted campaigns that focus on specific candidate personas. They can also use employee referrals and social media to reach out to passive candidates. Finally, they should consider using staffing agencies to help them find the best talent for their open roles.

While these are six of the biggest recruiting challenges, employers face in 2022 and beyond. With the ever-changing job market, employers need to be prepared for anything. The best way to do this is to stay up to date on the latest recruiting trends and best practices. By doing this, they will be able to adapt quickly and overcome any challenge that comes their way



LOOKING FOR WAYS TO SOLVE YOUR RECRUITING CHALLENGES?

Astrix Can Help.

We are a staffing agency that specializes in placing scientific and technical candidates. Our recruiters have in-depth knowledge of the industries we serve and can help you find the best candidates for your open roles.

We understand a variety of industries and apply a process-driven, customized approach to deliver staffing solutions tailored to the needs of each industry sector and corporate culture.

Contact us today if you're interested in learning more about how we can help you solve your recruiting challenges. We would be happy to discuss your specific needs and see how we can help.





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