



# Fill Your Specialized Roles *Fast*

Hire Talent to Accelerate Your Business in the Digital Era

## Hiring Priorities Are Rapidly Evolving

The thriving economic landscape presents more potential for businesses to scale up through global expansion, mergers and acquisitions and tech-enabled operations. New priorities, technologies and functional roles are coming into focus to keep pace, which introduces specialized positions across all industries.

While existing employees can be upskilled, recruitment is a top focus to fulfill demand for a new generation of skills and tech-centric roles. Employers must scramble to hire for emerging needs such as software engineering in retail and nursing informatics in healthcare.<sup>1</sup>

**HR leaders are under growing pressure to recruit suitable candidates to match their organization's growth trajectory.**

**Here are their top challenges**

**40%**

are challenged by competition from other employers

**36%**

fail to find applicants with aligned work experience

**35%**

cannot find applicants with the right technical skills

**35%**

find no interested applicants at all

**Employers have an opportunity to strengthen their existing approach to meet new hiring demands.**

Many positions are new entirely to an organization and have no predetermined benchmarks for what success looks like. That's why modern recruitment tools that help you source, screen and engage are essential to avoid candidate drop off, lengthy time-to-fill and poor hiring decisions.

**Vacancies not only stall strategic plans but can also cost your business an average of \$680 per day.<sup>2</sup>**

*"In increasingly competitive talent markets, where organizations are seeking many of the same advanced skill sets, utilization of advanced engagement and marketing solutions throughout the recruitment process is becoming a strategic requirement."<sup>3</sup>*

**Gartner**

1. JBarrows Sales Training, Executive Priorities, 2019 2. Insource, A Vacant Position Is More Costly Than You Think, 2017 3. Gartner, Hype Cycle for Human Capital Management Technology, 2019

## How to Fuel Your Business with Specialized Recruitment

### Be the first to build genuine relationships

- Create talent pools based on specific skillsets
- Engage ideal candidates with personalized communications
- Measure engagement to focus your time on high-potential candidates
- Communicate with text and chatbots to promote a tech-savvy brand 24/7

**70% of recruiters and hiring managers say that finding talent in the first place is their biggest challenge.<sup>4</sup>**

**Candidates spend 60% of their time browsing employer websites.<sup>5</sup>**

### Stand out as an employer of choice

- Craft job descriptions to encourage specific candidates to apply
- Appear at the top of the right job seeker's search results
- Greet career site visitors with a genuine message and employee value
- Provide an option for talent to share career interests and stay in touch
- Automate outreach to avoid appearing unresponsive

### Get creative about skills verification

- Share pre-screening questions via text message to expedite the process
- Consider live or recorded video interviews to gauge culture fit
- Use a job simulation to predict performance of critical tasks
- Verify past employment and education before the offer

**A mismatched skillset is the leading cause of failed hires for 30% of senior managers.<sup>6</sup>**

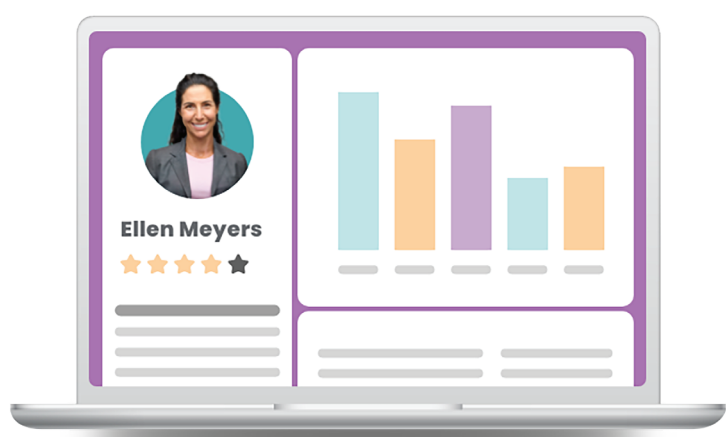
4. LinkedIn, The 33 Most Recruited Jobs, 2018 5. TalentBoard, North American Candidate Experience Awards Research Report, 2018 6. Robert Half, Employers' Recruiting Woes, 2019

## Arm Your Team with the World's Leading Talent Cloud

Many employers hinder their own productivitystock talent modules included with their HCM. What they may not stock talent modules included with their HCM.



**icims**  
The Talent Cloud



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