

# Fill Your Specialized Retail Roles, *Fast*

A Flexible Recruitment Approach to Thrive in the Digital Era

## Hiring Priorities Are Rapidly Evolving

The age of ecommerce is shaping the retail industry with online marketplaces, personalized experiences, accelerated merchandise cycles, and data privacy concerns. HR professionals must place full focus on their workforce to keep pace.

\$4.5 trillion is expected to result from ecommerce by 2021.<sup>1</sup>

### Current State of Hiring in the Retail Industry

EASIEST-TO-FILL RETAIL ROLES	
ROLE	TIME TO FILL (DAYS)
Customer Service Representatives	32
Bookkeeping, Accounting, and Auditing Clerks	34
Retail Salesperson	36

HARDEST-TO-FILL RETAIL ROLES	
ROLE	TIME TO FILL (DAYS)
Marketing Managers	61
Market Research Analysts	49
Accountants and Auditors	47

\*The average time-to-fill for employers across all industries using the iCIMS platform in 2018 is 43 days, compared to Deloitte's research of U.S. employers which finds a 47-day median.<sup>2</sup>

BENCHMARKS (AVERAGE)				
	2016	2017	2018	
Applicants per role	23	19	16	In 2018, retailers filled roles with 13% fewer applicants in 4 fewer days on average than the year before, however 87% of those positions were traditional roles like salespeople, supervisors, and customer service representatives.
Applicants per hire	19	16	14	
Time to fill (days)	42	39	35	
Contingent/part-time hires (%)	38%	37%	39%	

1. Shopifyplus, The Global Ecommerce Playbook, 2019

2. Deloitte Consulting LLP/ Robin Erickson, PhD, Ben Carroll, Raju Singaraju- Talent Acquisition Benchmarking: Top 5 Findings, 2018

Retailers must shift their approach to fill new, difficult-to-fill roles. Help your team compete for highly-skilled talent to drive customer retention, brand presence, and revenue with support from modern recruitment technologies.

## How to Stay One Step Ahead

### Say top of mind with job hoppers

- Seek out referrals to connect with talent aligned to your brand values
- Build authentic relationships with quality candidates before competitors
- Track engagement to focus efforts on passionate candidates
- Attract on-the-move talent 24/7 with an entirely mobile experience

**Nearly 40%** of applicants now apply via a mobile device, compared to only 20% in 2016.<sup>3</sup>

### Bring your brand to the forefront

- Make your career site easy to navigate on the fly
- Immerse job seekers in your values and benefits
- Target job descriptions to attract newer skill sets
- Be found quickly and easily in a job search
- Automate outreach to accomplish more in less time

**4** In iCIMS' analysis of top talent sources for retail companies, it found that in 2019, **employer career sites remain superior, driving significantly more applications and 4x as many hires as third-party job boards.**<sup>4</sup>

### Close the gap to avoid drop off

- Support applications submitted from any device
- Provide easy resume upload through social media or photo capture
- Support questions around the clock

**5** **What's surprising, is that only 54%** of retail applications started in 2019 were completed. That brings the potential to double hiring efficiency in 2020 with a deeper focus on the application process.<sup>5</sup>

3-5. iCIMS, Internal System Data (January -August 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.



### Talent Powers Transformation

iCIMS is the talent cloud company that empowers organizations to attract, engage, hire, and advance the right talent that builds a diverse, winning workforce. iCIMS accelerates transformation for a community of more than 4,000 customers, including a third of the Fortune 100, that employ more than 30 million people worldwide.

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