

# September Workforce Report

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# Insights at a glance

The iCIMS September Workforce Report provides an exclusive look into the latest labor market activity and trends. Data is drawn from our proprietary database of employer and job seeker activity, which includes hundreds of millions of data points across job openings, job applications and hires.

Now that Labor Day has come and gone, we know from this month's Insights data that a lot of people were not taking it easy this summer. Instead, they were actively looking for jobs.

**Application volume in August soared** to the highest level we've seen since the beginning of 2022.

This month's report also looks at how **employer and job seeker activity around recruiter roles** has picked up slightly and the **state of manufacturing hiring**, including the wave of applications coming in for tech-related roles in the manufacturing industry since the start of the year.

Get a sneak peek at our [all-new iCIMS 2023 Talent Experience Report](#), which looks at what job seekers, both internal and external, want right now — and how top brands are meeting those expectations.

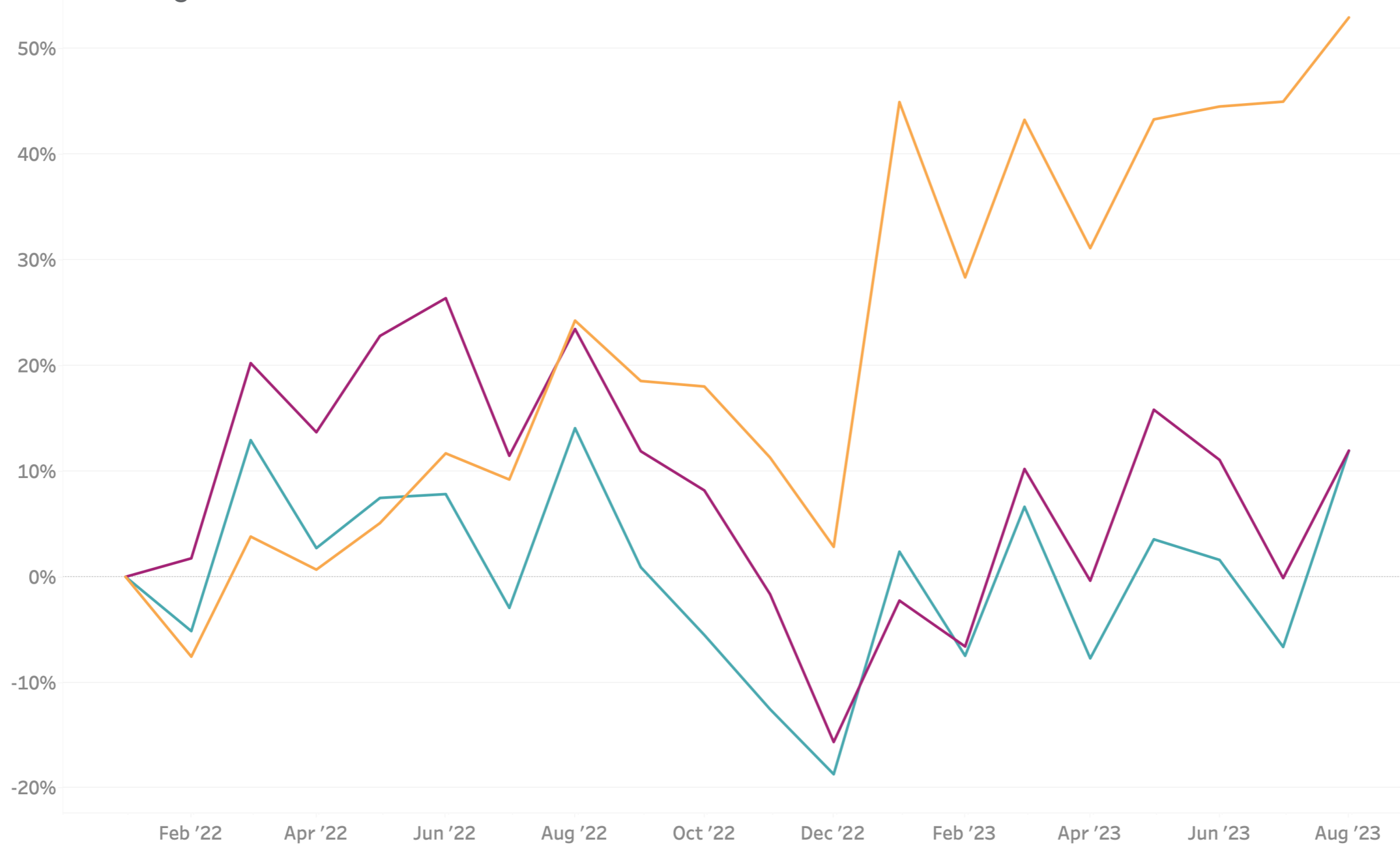


Read on for  
a full view of  
the latest trends  
and insights.



# Recession? Inflation? Rate hikes? Candidates are over it.

After two years of speculation about where the economy is going, job seekers are moving forward and pushing application volume to its highest level since 2022.



**53%**  
Job applications

**12%**  
Hires

**12%**  
Job openings

since Jan. 2022

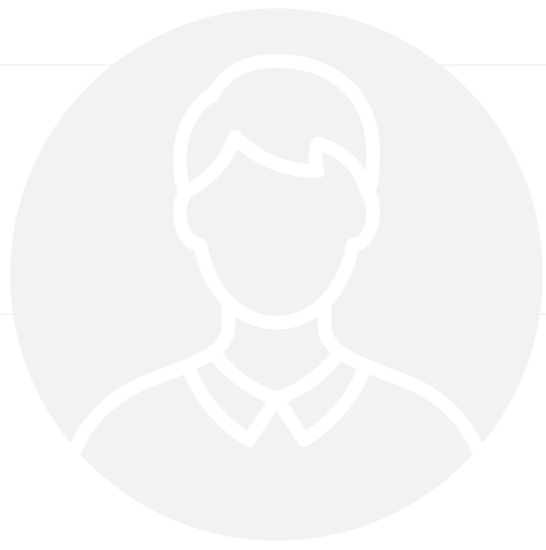
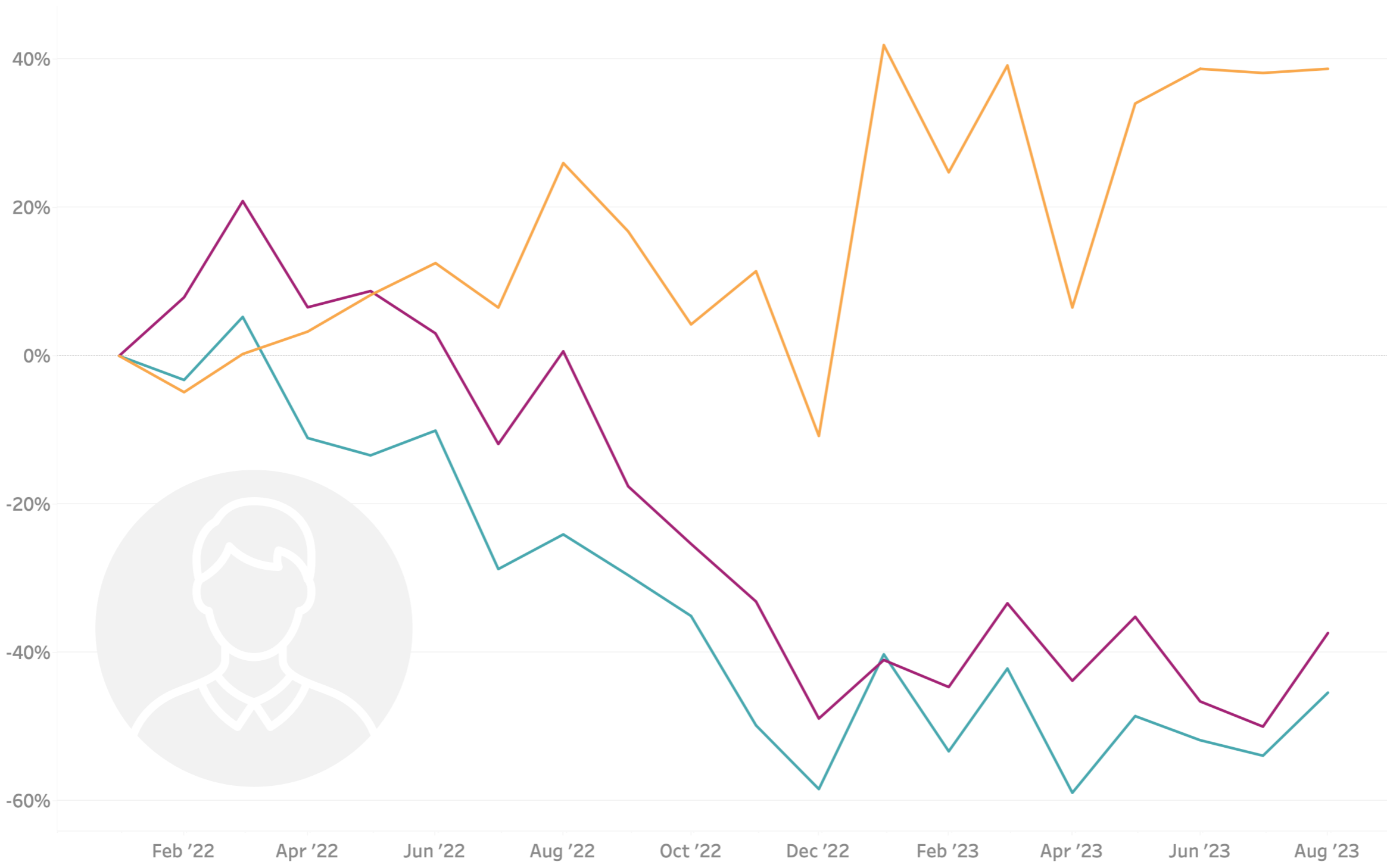
**Platform indicators**  
 Job openings, applications and hiring activity  
 January 2022 – August 2023

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# Demand for recruiters continues to be low

With HR teams operating at reduced capacity following months of layoffs, recruiters are being asked to do a lot more with a lot less.



  
**39%**  
Job applications

  
**-37%**  
Hires

  
**-45%**  
Job openings

since Jan. 2022

**Recruiter platform indicators**  
Job openings, applications and hiring activity  
January 2022 – August 2023

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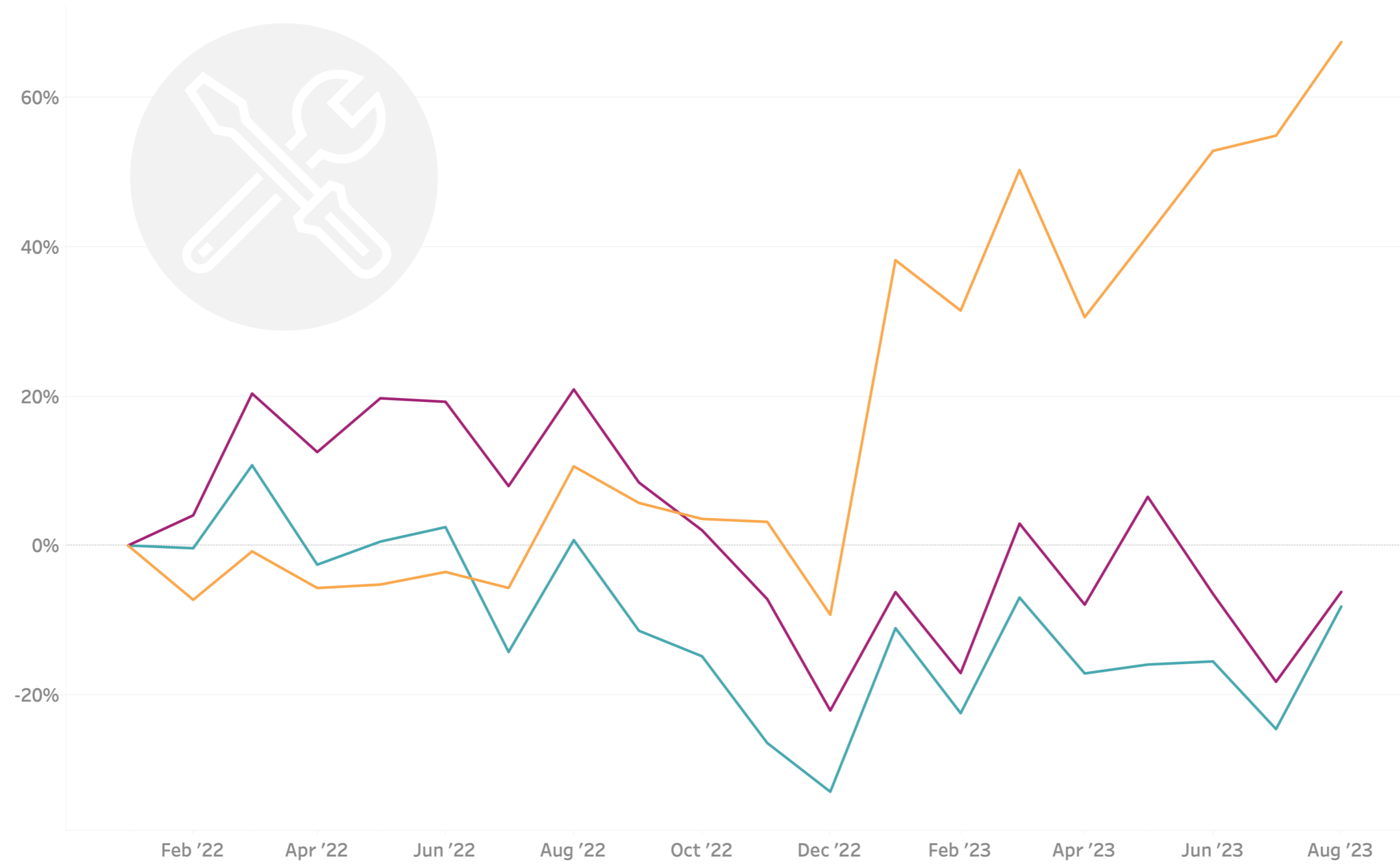
# What manufacturing looks like right now





# Increasingly, manufacturing jobs gain in popularity

An industry that historically struggled to attract talent has seen a surge in application volume this year.



**↑**  
**67%**  
Job applications

**↓**  
**-6%**  
Hires

**↓**  
**-8%**  
Job openings

since Jan. 2022

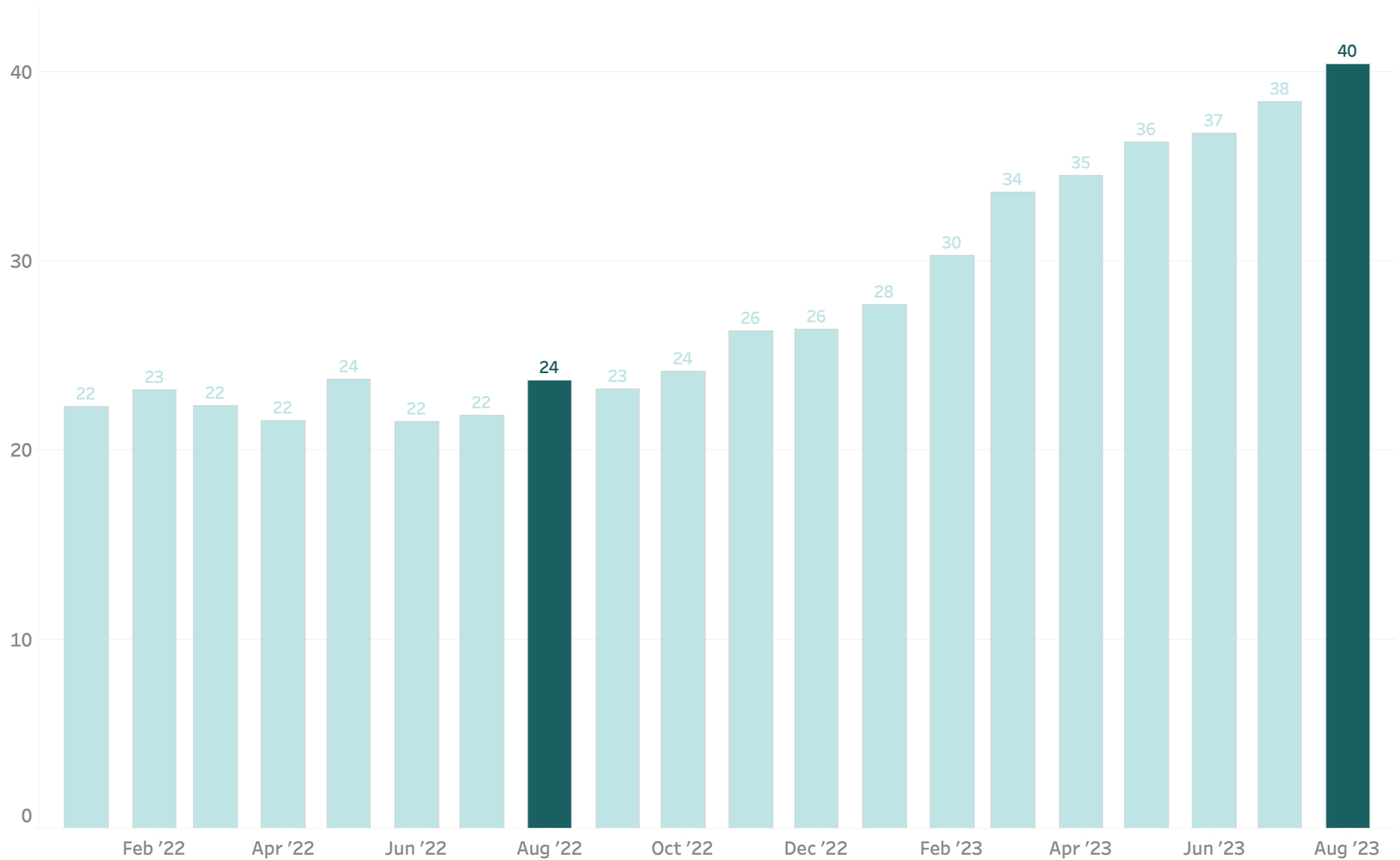
**Manufacturing platform indicators**  
 Job openings, applications and hiring activity  
 January 2022 – August 2023

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# Applicants per opening for manufacturing soared 70% in one year

The manufacturing industry has attracted significantly more APO than the overall labor market, which clocked in at 26 APO last month.



Overall labor market  
**APO 26 in August 2023**

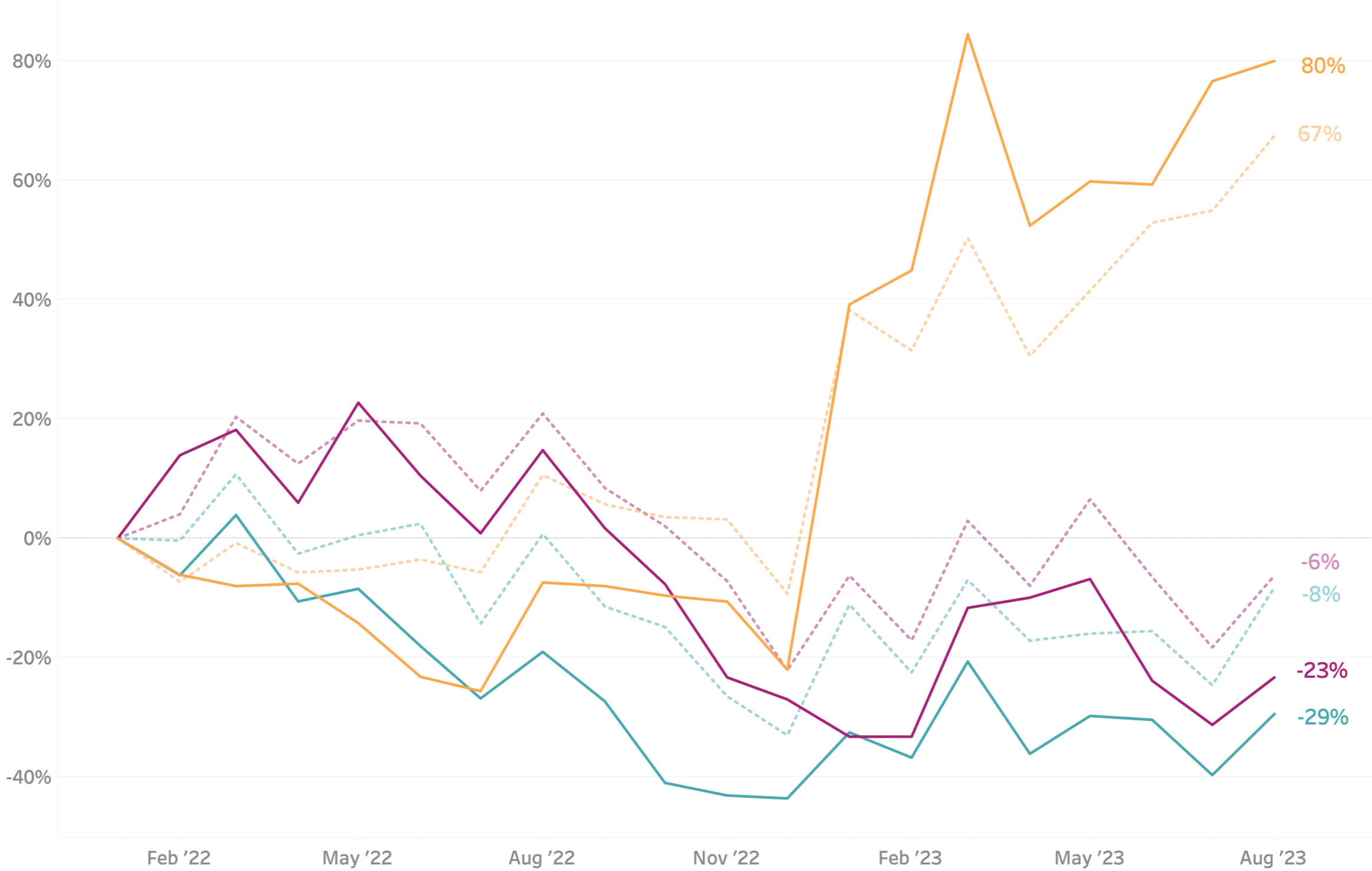
**Applicants per opening**  
 January 2022 – August 2023

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# Tech workers see manufacturing as a new frontier

Tech-related roles within the manufacturing industry have seen an influx of applications this year.



**Manufacturing tech jobs**

- Openings
- Hires
- Applications

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**Manufacturing overall**

- Openings
- Hires
- Applications

## Manufacturing tech platform indicators

Job openings, applications and hiring activity

January 2022 – August 2023

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# Younger workers make up about 60% of manufacturing applicants

Almost 6 out of 10 applicants are under 35, with almost 30% falling between 18 and 24.



**Manufacturing applicants by age**

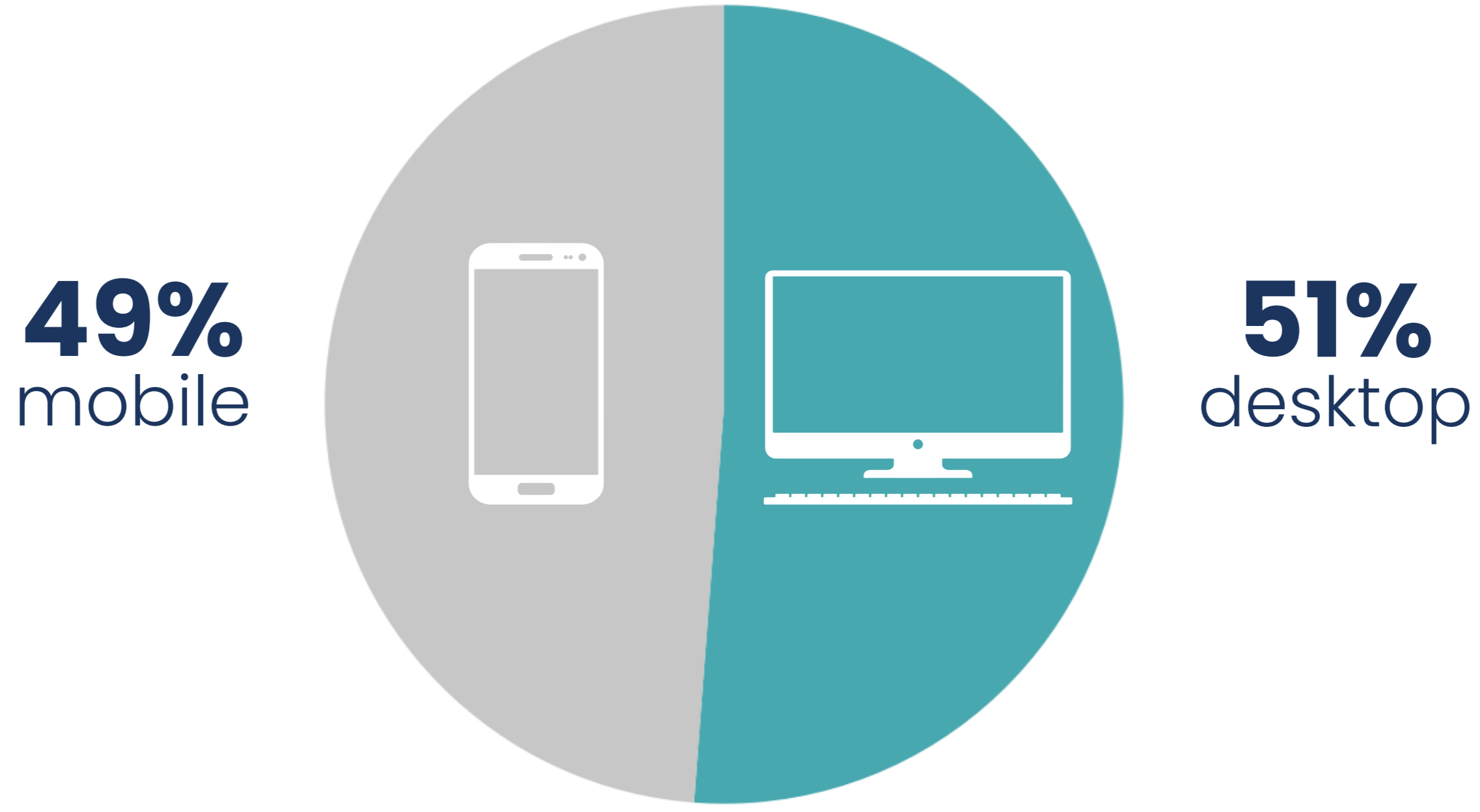
August 2023

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# Mobile devices now used by almost half of manufacturing job seekers

Cell phones quickly jumped from being used by about 40% of applicants in January 2022 to just about half in August 2023 – but slightly lower than overall labor market applicants where 53% prefer mobile devices.



**Manufacturing applicants by device type**  
August 2023

What talent wants  
**(right now)** and how  
top brands meet  
those expectations.





# A bad candidate experience will affect your bottom line

Job seekers are looking for consumer-like experiences in their candidate journey and a subpar interaction would change their perception of your brand – and send them to your competition.



of respondents would be **less likely to be a consumer of a brand** if they had a bad experience applying or interviewing for a job.

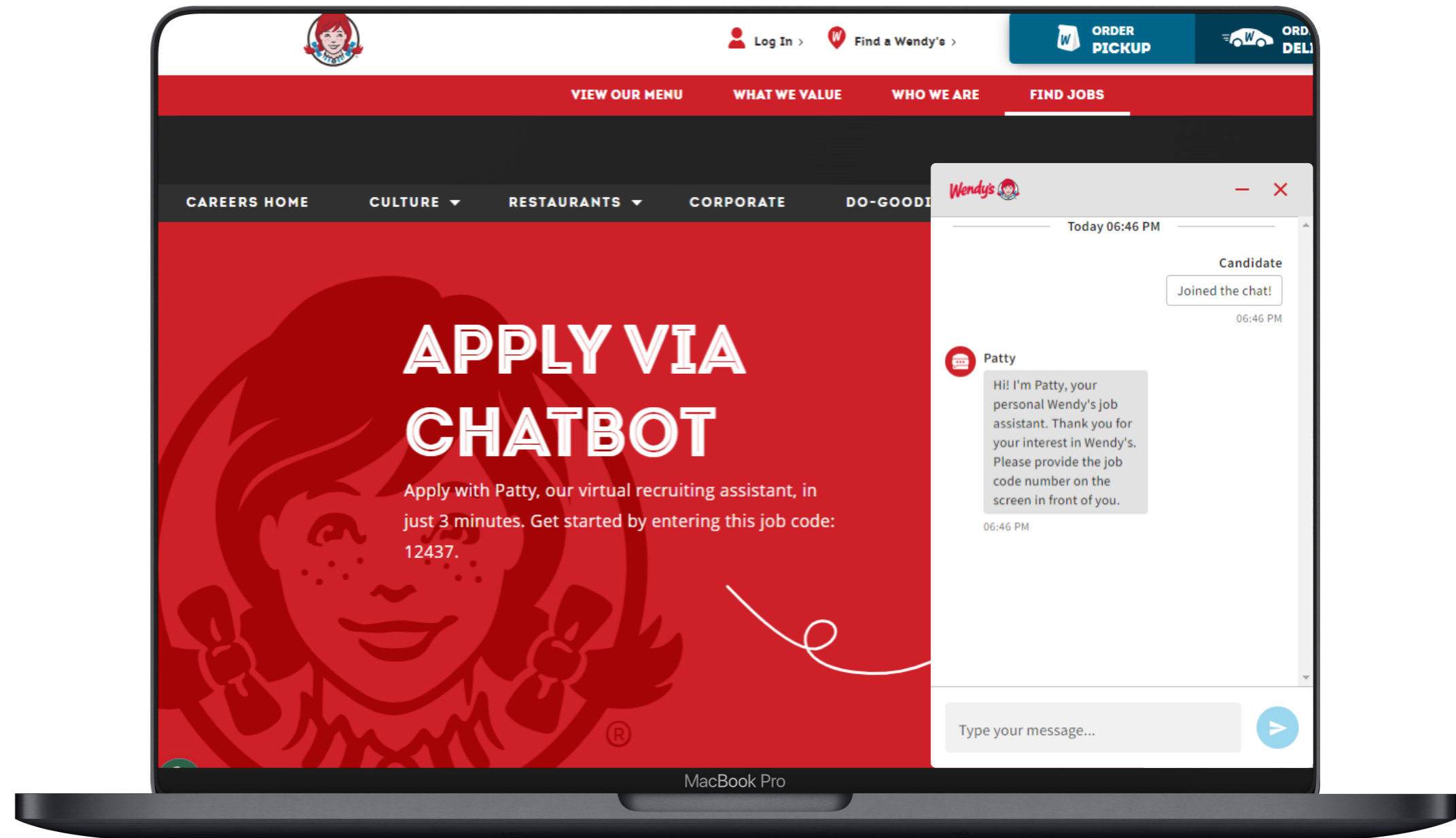
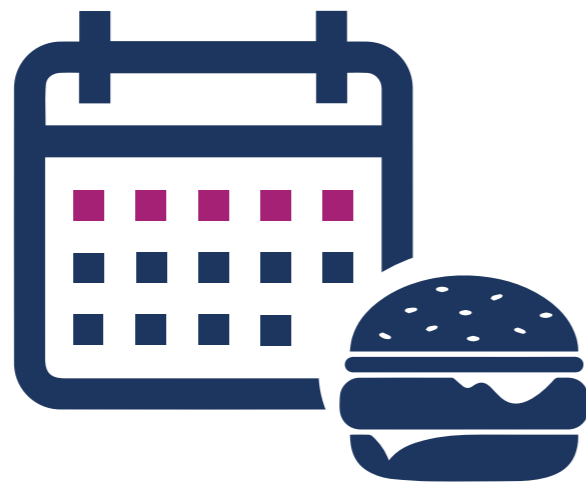
# Do you want a frosty with that job application?

Wendy's used a chatbot named "Patty" to reduce time between apply to hire time to get candidates behind the counter quickly.

For The Wendy's Company, ensuring restaurants are fully staffed is one of the most important pieces of the customer experience and **keeps fans coming back for more.**

To get candidates behind the counter fast, the company has a chatbot named "Patty" to help restaurant crew and shift candidates **fill out the application and schedule an interview in under two minutes.**

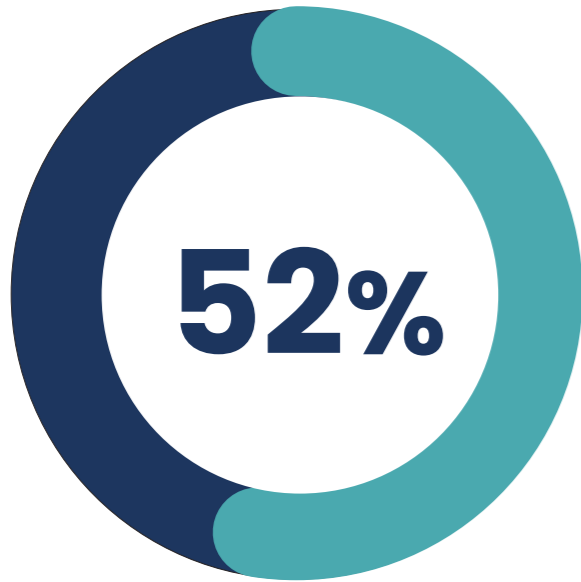
**5 days**  
from apply to hire



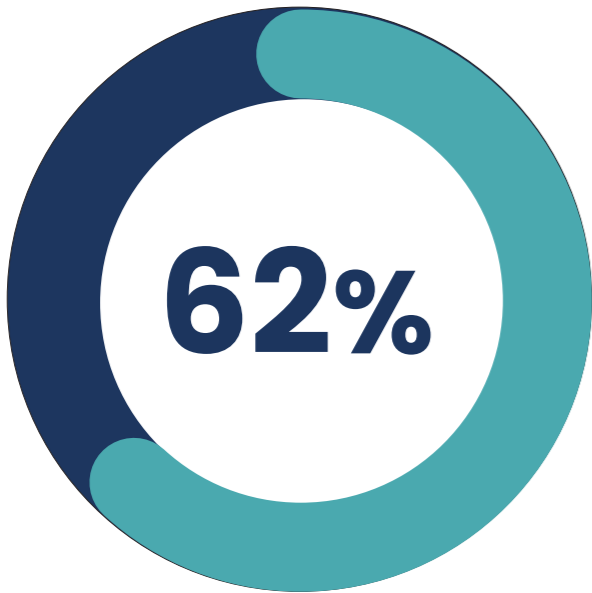


# What do candidates want? A job search with tech that's not old and clunky.

Job seekers want a process that's fast and meets them where they are, but many have not encountered modern HR tech during their search.



**have not viewed an employee testimonial video** to learn more about what it's like to work for a company.



**haven't taken advantage of a chatbot** for 24/7 support.



of people would have liked the opportunity to apply or submit a resume via text message.



of respondents said texting was their preferred form of communication for application updates.



# CommonSpirit Health lets employees play company storytellers

The country's second largest healthcare system uses HR tech to improve candidate experience.

**Staffing the second-largest healthcare system in the U.S. is like operating a mini city.** On top of doctors and nurses, there are many other seats to fill, like housekeepers, cooks and accountants.

**By adopting HR tech tools like texting and employee testimonial videos, CommonSpirit Health improved its candidate experience and lightened recruiters' workload.**

**Videos amplify employee voices** to tell the company story across its career site, in job descriptions and on social media. **Leveraging text messaging made it easy for candidates to schedule interviews and onboarding appointments** right from their phones.

Reviewed over  
**772K**  
applications

Filled over  
**54K**  
hires

Cut application  
process time to  
**3-5 mins**



*"I think it's all about storytelling. When we can amplify our employees' voices, it makes much more of an impact on the candidate experience."*

- VP of Candidate Experience  
CommonSpirit Health

[Read the full story](#)



# The chance to spread their career wings

When asked what it would take to keep them from looking for new jobs, employees overwhelmingly said they wanted the opportunity to grow with their employer.

What would keep respondents happy with their current employer and prevent them from looking for a new job?





# Want more great insights?

## iCIMS Class of 2023 Report

Want to know what's top of mind for new grads as they enter the job market? Download our eighth **annual iCIMS Class of 2023 Report** to learn how to engage Gen Z talent and build your 21st-century workforce.

## iCIMS Insights+

For a deeper look into industry trends and real-time changes in the labor market, **iCIMS Insights+** is available to iCIMS customers and provides exclusive access on the metrics that matter the most to talent and business leaders in health services, finance, manufacturing, education, retail trade, technology and more.

## iCIMS 2023 Talent Experience Report+

Find out what talent wants (right now) in the inaugural iCIMS **2023 Talent Experience Report**, which takes a deep dive into both internal and external job seeker sentiment and how top brands — including iCIMS — are meeting those expectations.



## About iCIMS

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 nearly 6,000 customers, including 40% of the Fortune 100, that collectively employ more than 33 million people around the world.

For more information, visit [www.icims.com](http://www.icims.com).

## About iCIMS Insights proprietary platform data

iCIMS Insights provides a deep understanding of the talent market through data drawn from its platform. iCIMS' proprietary database includes employer and job seeker activity from more than 6,000 customers and hundreds of millions of data points across job openings, job applications and hires. iCIMS customers represent key sectors of the U.S. economy, with expansive geographic, industry, and occupational representation. As the leading talent cloud company, iCIMS' expertise and data intersect to deliver unparalleled insights helping business and HR leaders to better understand workforce trends and drive competitive advantage.