

October Workforce Report

▶ Holiday Hiring Preview



October insights at a glance

Looking at this month's hiring data is a bit like stepping in a time machine and landing back at this time last year. Just like in September 2022, **we started to see a dip in labor market activity last month.**

We could chalk up those slight decreases to a seasonal slowdown brought on by the Labor Day long weekend. But when that happened last year, activity never came back, and all **key indicators continued to decline** through the end of the year.

Could this be **the beginning of the end** for this year's solid labor market? Or were employers just enjoying one last long summer weekend and will they continue their hiring activity into the fall?

This month's **Holiday Hiring Preview** looks at whether organizations and applicants have been ramping up efforts and how that activity compares with last year. We take a closer look at retail and transportation, two industries that generally see an uptick in holiday hiring, to get a feel for market sentiment going into the 2023 holiday season.



The **iCIMS October Workforce Report** gives a monthly snapshot of 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.

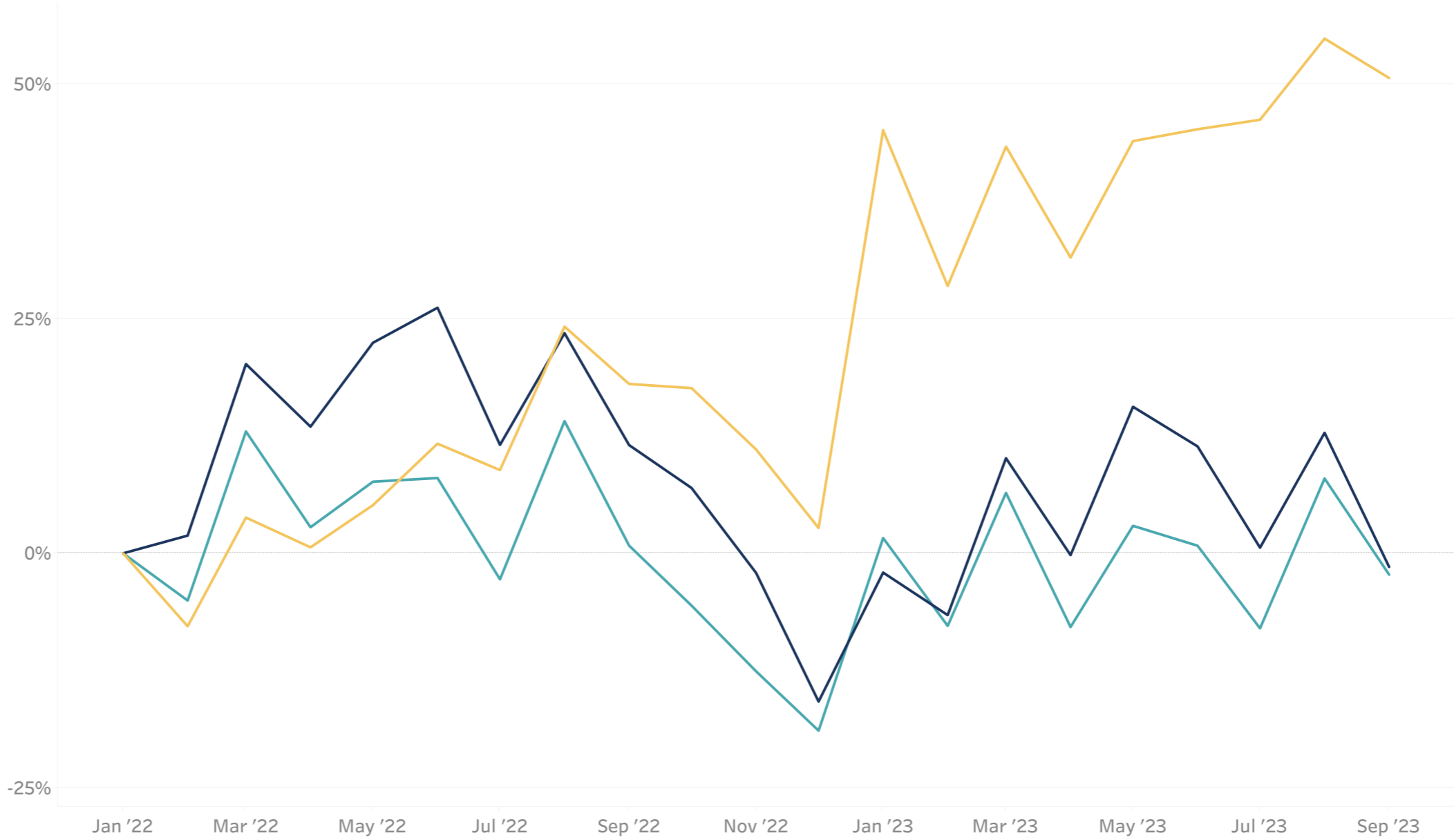
Read on for the latest workforce trends and insights.



Déjà vu all over again?

While employer activity has remained steady throughout 2023, hires and job openings took a slight dip last month. This might be the end-of-summer slowdown that we've seen before.

This activity mirrors the job market at the same time last year. However, last year, employer and applicant activity remained on a steady downhill through the end of 2022. We're watching this closely to see if it's the beginning of the end for this year's strong labor market or if employers are just taking a brief pause before ramping up for the holidays.



Platform indicators

Job openings, applications and hires
Jan. 2022 – Sept. 2023

↑
51%
Job applications

↓
-1%
Hires

↓
-2%
Job openings

since Jan. 2022





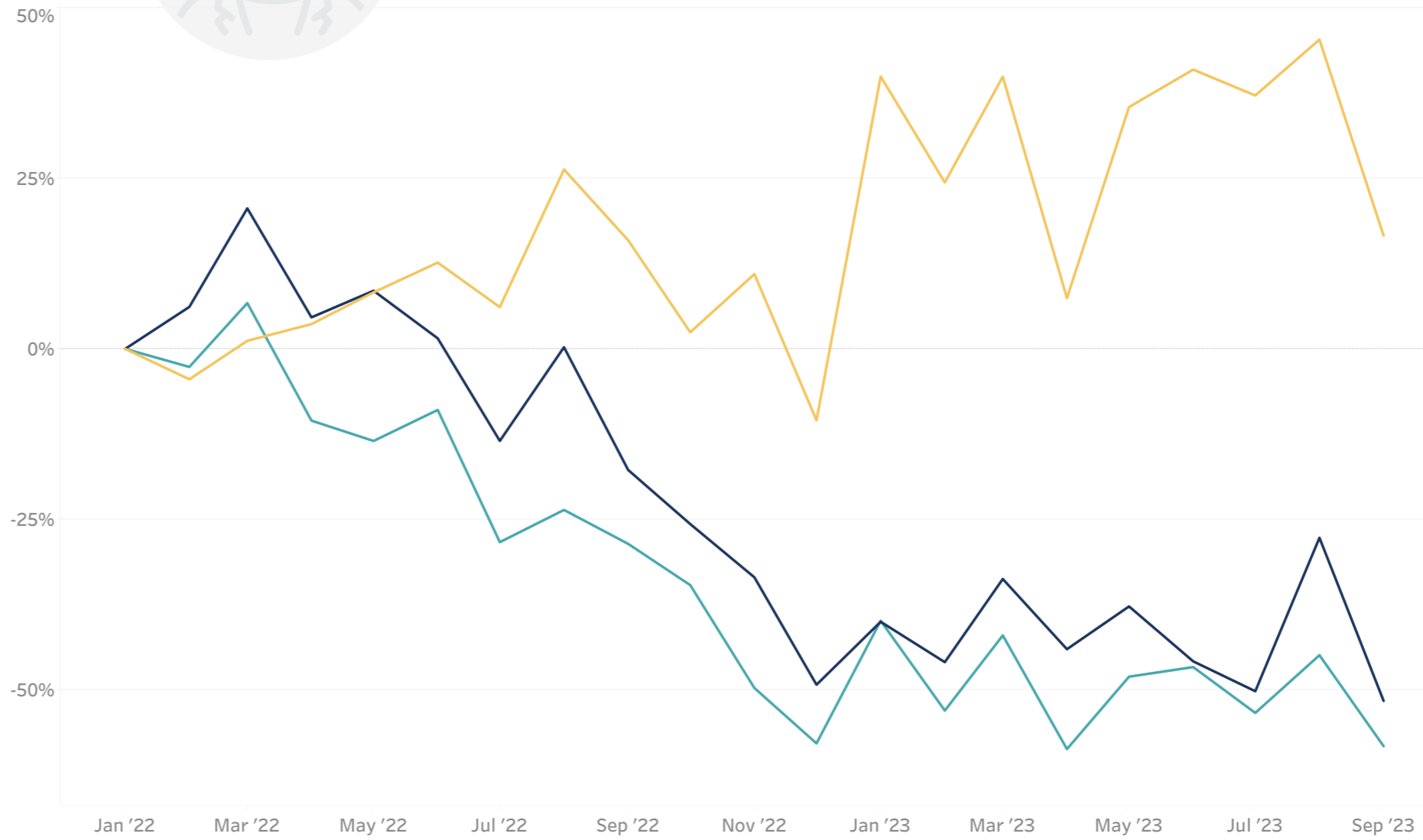
Does anyone want to be a recruiter anymore?



Applications for recruiter roles decreased by 20% since last month, which makes us wonder: Are talent acquisition candidates waving the white flag and giving up?

The healthcare industry saw nurses leave the profession in droves following the pandemic, which only exacerbated the talent shortage.

Is recruiting heading in the same direction? And are trimmed down teams doing more with less becoming the new normal?



↑
17%
Job applications

↓
-52%
Hires

↓
-58%
Job openings

Recruiter platform indicators
Job openings, applications and hires
Jan. 2022 – Sept. 2023

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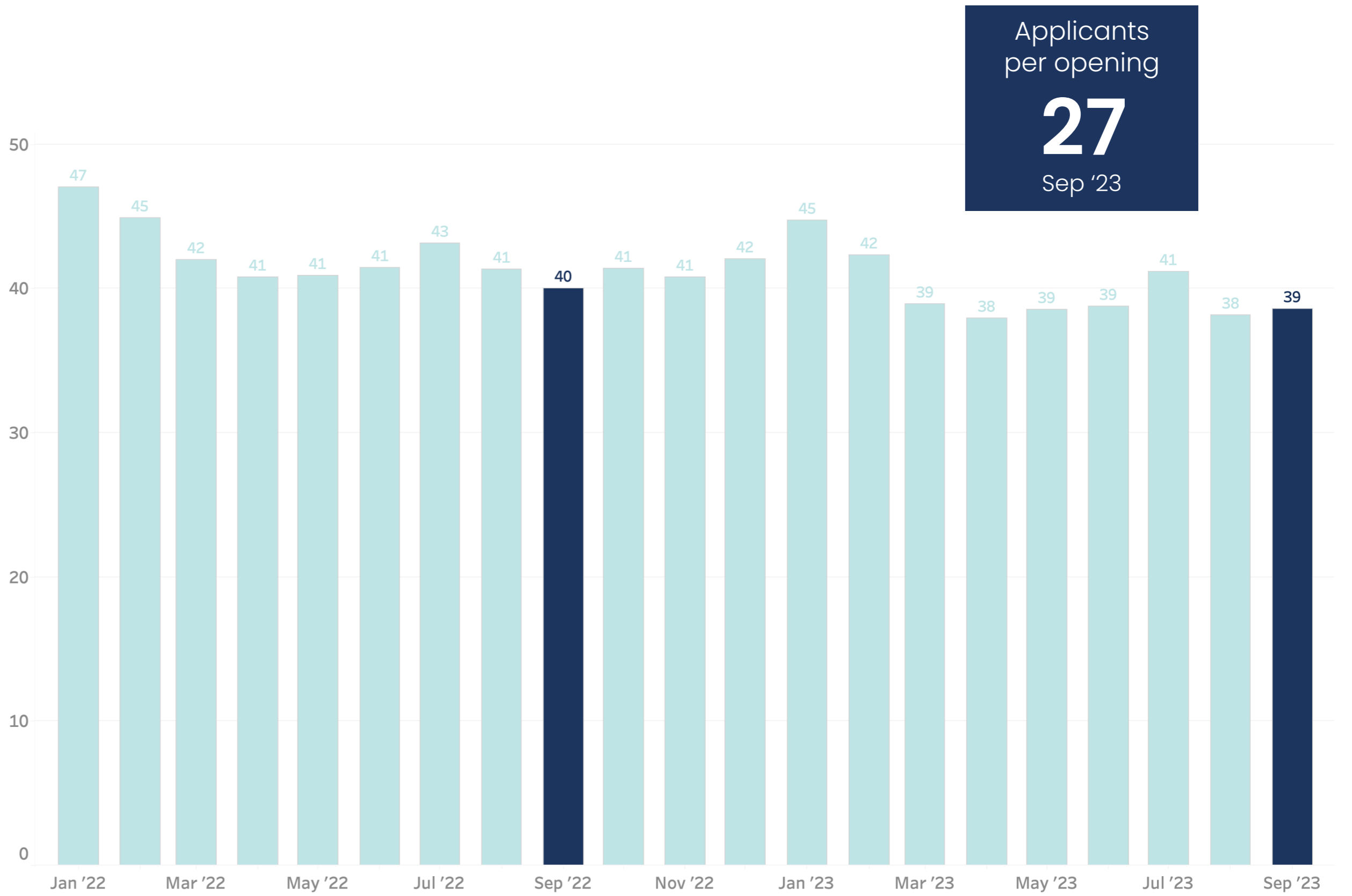


Slimmed down TA teams keep hiring moving

Overall time to fill has kept a steady pace all year at about 6 weeks (39 days), despite overburdened TA teams and an influx of applications.

Has speed become a top priority for employers? If so, what kind of candidate experience awaits applicants?

We know from the [iCIMS 2023 Talent Experience Report](#) that a poor candidate experience could affect companies' bottom line.



Overall time to fill
Jan. 2022 – Sept. 2023



Job seekers pay attention to headlines

Are candidates steering clear of chaos?

In the week following the United Auto Workers going on strike, applications for manufacturing roles dropped by almost 10%.

Are instability and bad press pushing job seekers toward different careers?

This aligns with data in our Class of 2023 Report where 52% of new grads said they wouldn't apply to a company that had recently announced layoffs.



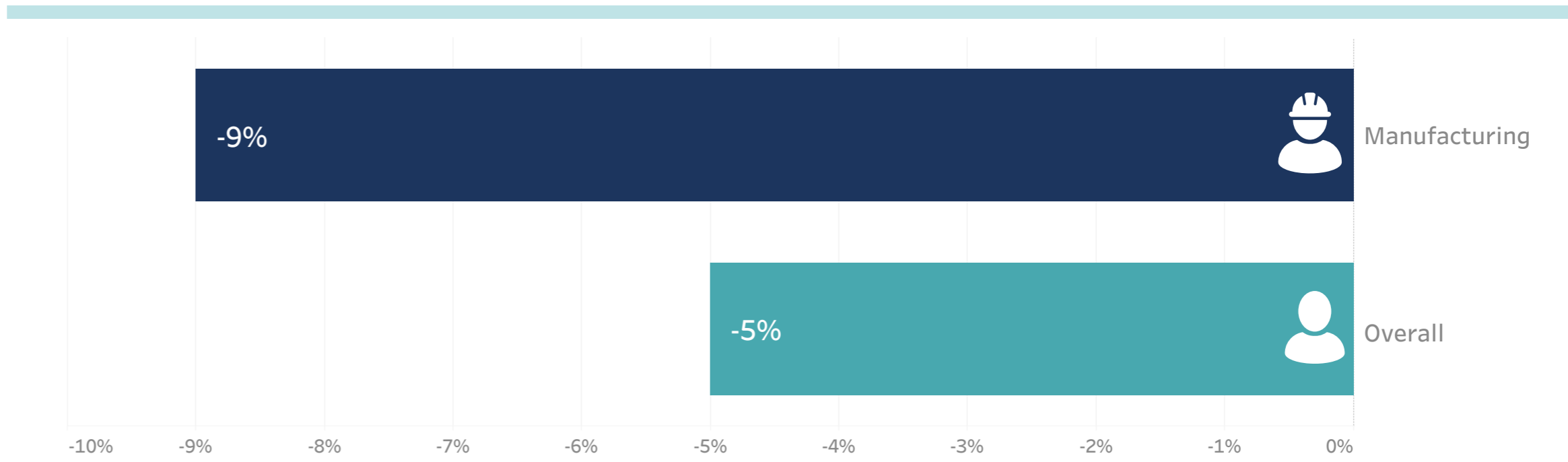
Autoworkers strike expands again against GM and Ford

Auto Workers Strike
U.A.W. Halts Work at 3 Plants in Contract Fight With Automakers





What is UAW? What to know about the union at the heart of industrywide auto workers strike



Job applications for manufacturing and overall industries
Sept. 17, 2023 – Sept. 24, 2023



QUARTERLY FOCUS:

Holiday hiring preview

Will the 2023 holiday season be naughty or nice for the labor market? We took a close look at two industries typically impacted by the holidays to get a feel for employer and candidate sentiments.



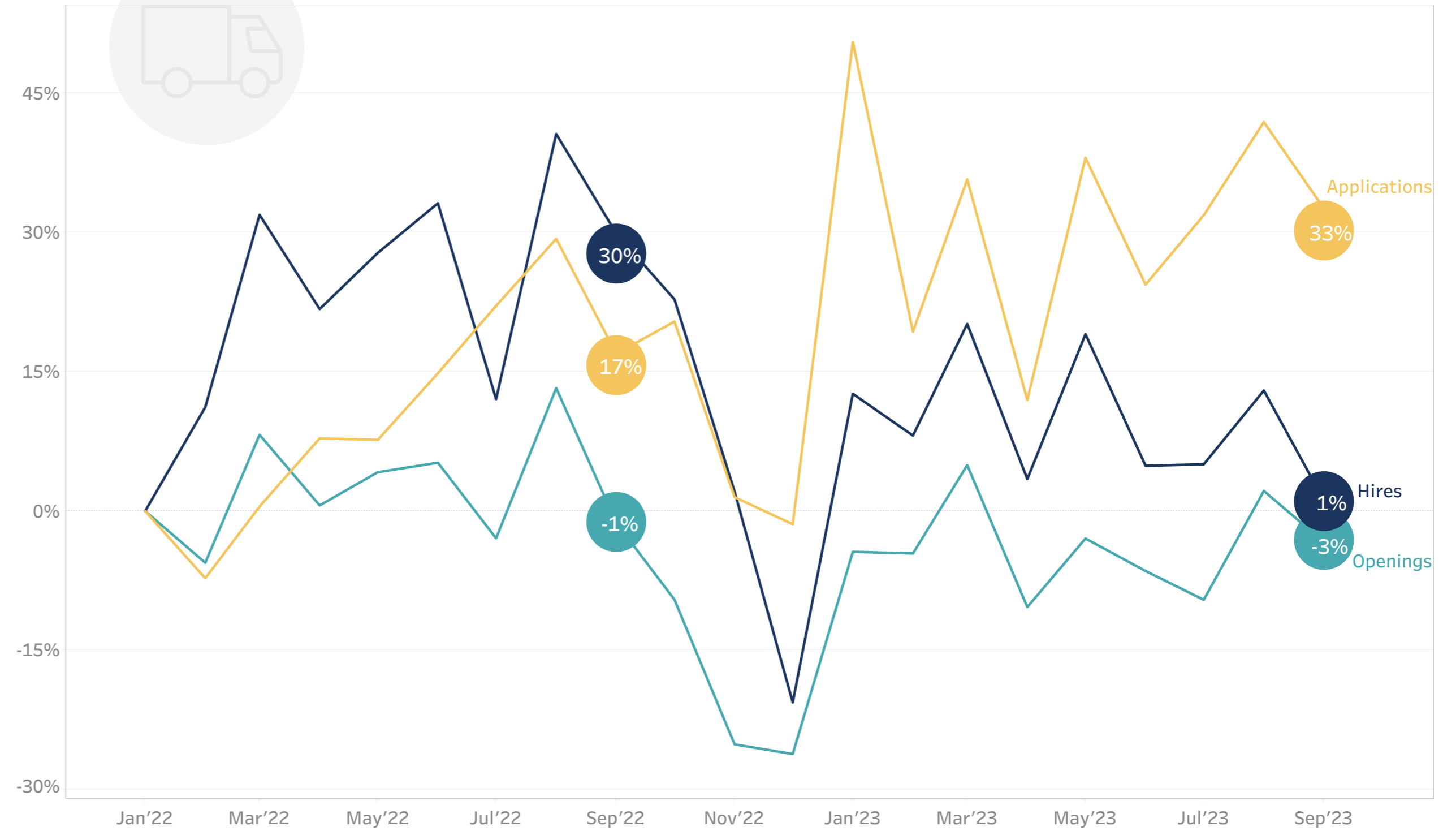
Hiring for transportation roles has declined



What's the hiring vibe around the 2023 holiday season?

iCIMS data shows that employer activity in the transportation industry has declined year over year. But could that be a byproduct of increased retention rates?

Either way, job seekers remain interested – applications are up 16 points since last September.



Transportation platform indicators
Job openings, applications and hires
Jan. 2022 – Sept. 2023

When holiday travel takes flight, PSA Airlines is ready

How do you keep planes in the air and not stuck on the runway in a tight labor market? For PSA Airlines, a wholly-owned subsidiary of American Airlines, it's all about creating frictionless candidate experiences to keep roles filled and its fleet ready to take off for nearly 90 destinations across the U.S.

When the talent team wrapped all its pre-screening for flight attendant candidates into iCIMS Video Interviews, it **cut the application time in half**.

Recruiters discovered that texting rather than calling candidates within 24 hours of application completion made it more likely for them to follow through with an interview.

“Filling high-turnover positions was all about understanding what our candidates had to go through when applying for a job with us. Making the application process easier allows us to stay competitive.”

Director of Talent Management, PSA Airlines



How iCIMS helps PSA Airlines' hiring soar

Drastically cut its flight attendant application from 22 mins to less than 10 mins

•

Shaved background screening from a high of 25 days to just 10 days

•

More than doubled the number of flight attendants in its hiring classes

•

Cut time to fill by four days

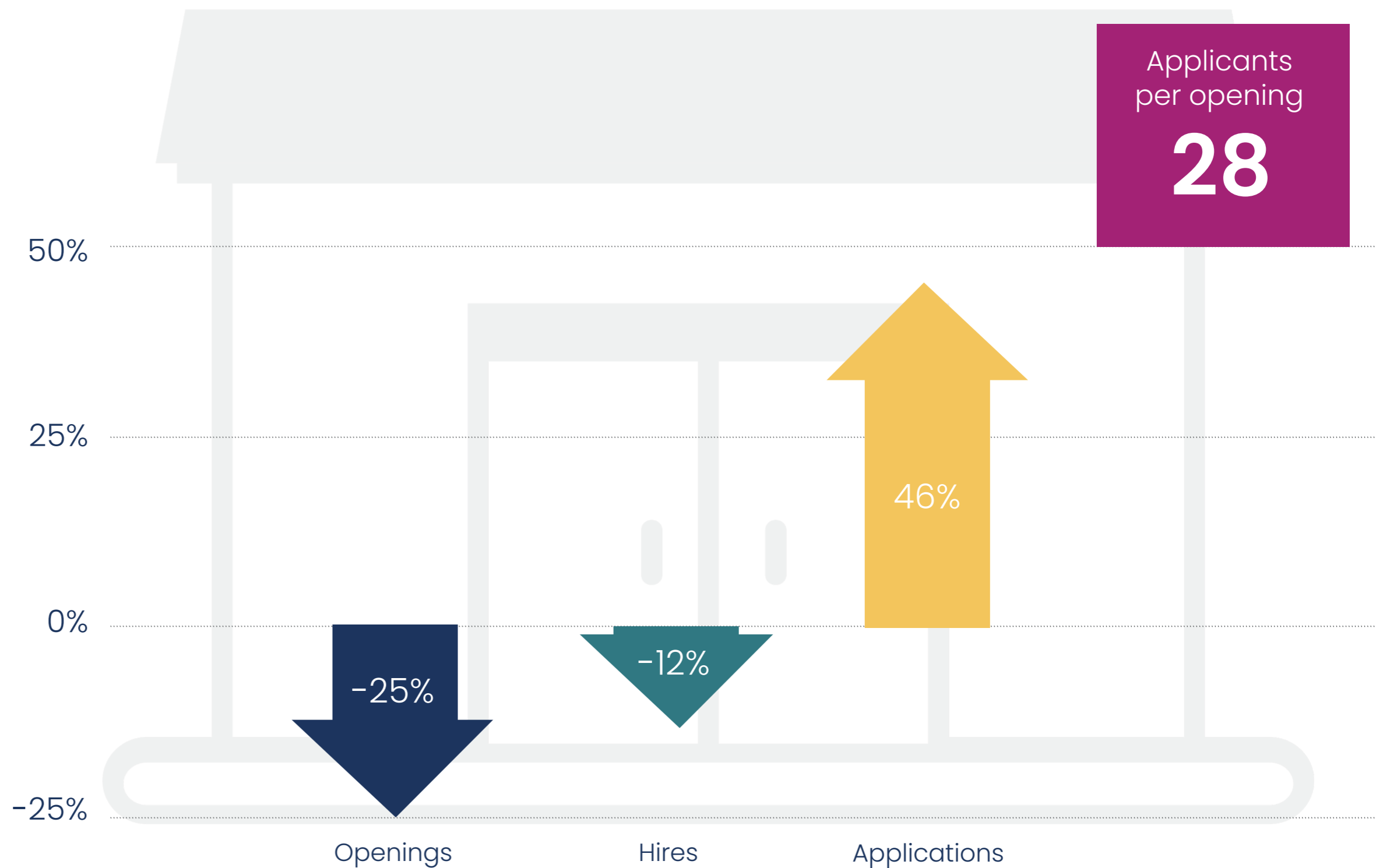


A stocking full of retail applicants

Good tidings for retail employers – applications are up 46% from last September.

Not long ago, hiring managers were just looking for warm bodies to fill roles. But an expanding applicant pool affords more time to be strategic and find the right candidates.

To keep talent pools engaged, marketing automation can help deliver personalized messages to job seekers based on roles and interests in a “set it and forget it” workflow.



Retail key indicators
Sept. 2022 – Sept. 2023

Target to hire 100k seasonal workers with the help of iCIMS

Retail giant Target is spreading early holiday cheer with an announcement that they would be adding 100K “part-time heroes” in 2023.

To help hit that hiring bullseye, Target highlights employee-generated videos on their career site. This lets employees tell the company’s story in their own words and gives job seekers an insider’s look at company culture and employee satisfaction.

The screenshot shows the Target Careers website interface. At the top, there is a navigation bar with the Target logo and 'TARGET CAREERS' text, and a link to 'LEARN MORE ABOUT TARGET CAREERS'. Below this is a large hero image featuring five diverse individuals in red superhero costumes with a yellow heart on their chest, set against a blue background with radiating lines. A 'Candidate FEEDBACK' button is visible on the right side of the hero image.

Below the hero image is a 'Search jobs' section with a search bar labeled 'keyword'. Below the search bar, there is a promotional banner for 'Part-Time Heroes Wanted. Spark J...' with a play button icon and a duration of 0:12. Below the banner, there is a short paragraph of text: 'We're hiring heroes like you to help our guests supply chain facilities and 400,000+ team men... From the novice to the experienced, we suppo... authentic self to work and encourage all to let t...'

Below the search section are three video testimonial cards:

- Matthew**, Senior Information Security Analyst, 0:12 duration. Question: 'What do you like most about working at Target?'. Quote: 'One of the things that I most enjoy about working at Target is I feel like I'm ...'
- LAWAYNE**, Home Based Lead Specialist - RDR, 0:10 duration. Question: 'How did you know Target was the right choice for you?'. Quote: 'I knew Target was the right choice when they offered me three things; flexible ...'
- Shondae**, Transition Lead, 1:00 duration. Question: 'How does Target create an inclusive culture for its team members?'. Quote: 'How has Target created an inclusive culture? Let's start with the investments ...'

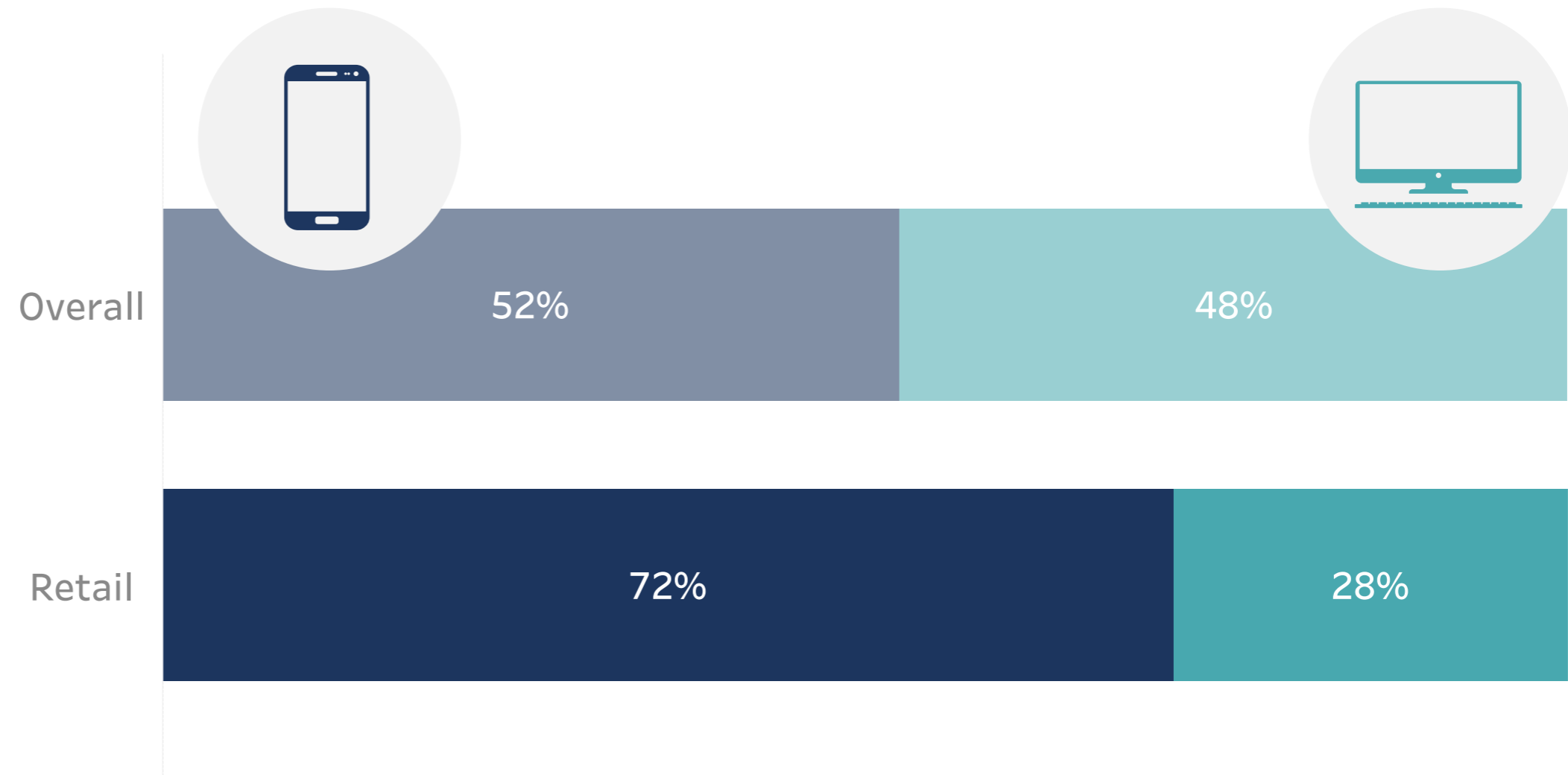


Mobile devices account for 3 out of 4 retail applications

It should come as no surprise that job seekers are increasingly choosing to apply for jobs by phone.

Data from the [iCIMS 2023 Talent Experience Report](#) shows that almost half of job seekers (47%) said that texting was the preferred method of communication from employers.

[The Cheesecake Factory](#) makes it easy for candidates to apply by texting “cakejobs” from any mobile device.



Applicants by device type
Sept. 2023



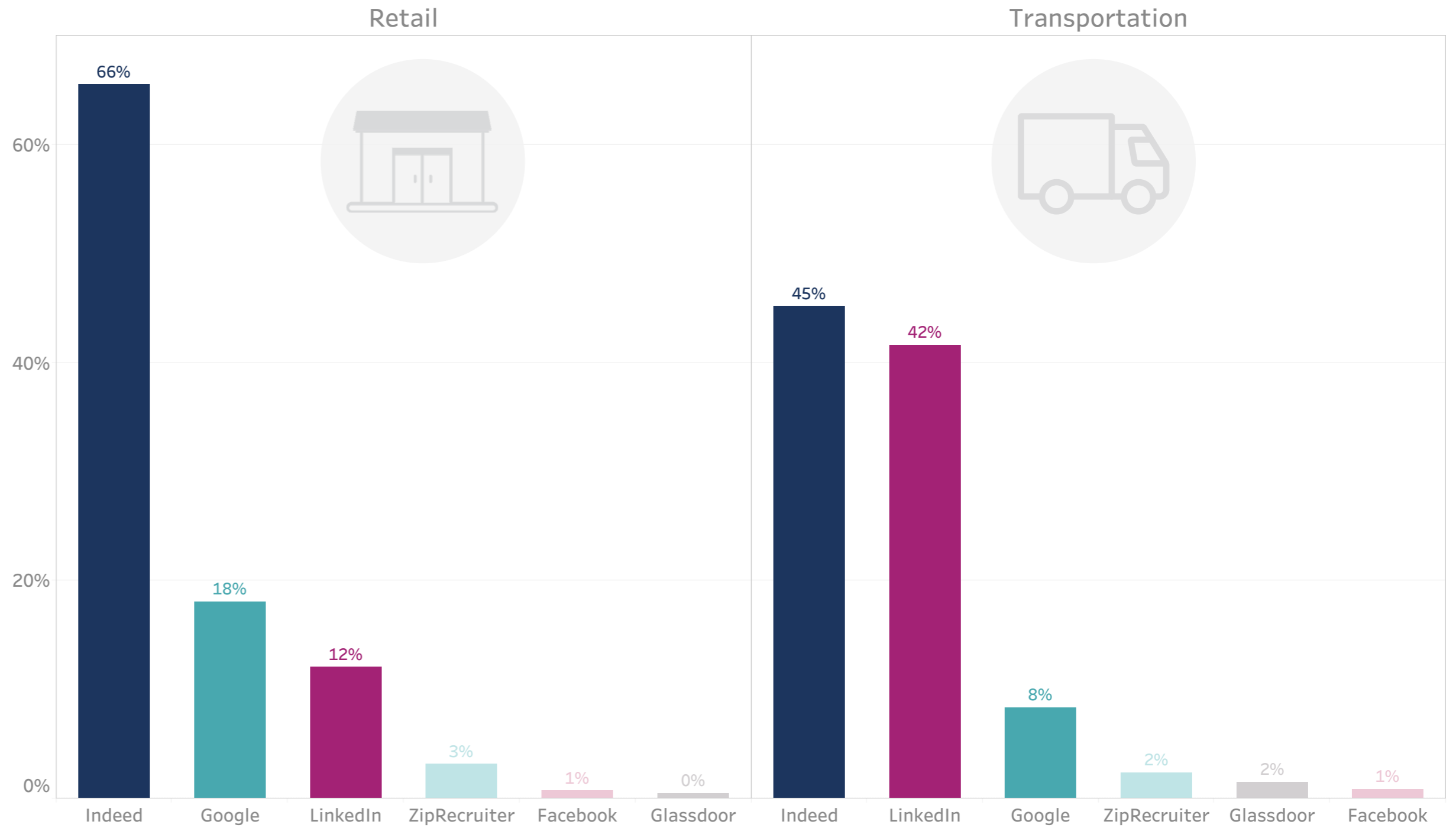
Looking for holiday workers? Check Indeed.

Where are all those holiday job applicants for retail and transportation roles coming from?

For both industries, Indeed is the top source, accounting for 66% of retail applications.

For transportation roles, job seekers split application preferences between Indeed and LinkedIn.

As of September, the number of applicants through Glassdoor, Facebook and ZipRecruiter were low for both industries.



Applicant distribution among top 6 job boards
Sept. 2023

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Want more great insights?

iCIMS 2023 Talent Experience Report

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

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 other industries.



About iCIMS

iCIMS is a leading provider of talent acquisition technology that enables organizations everywhere to hire great people. For more than two decades, iCIMS has been at the forefront of talent acquisition transformation, empowering organizations with the right tools to meet their evolving needs across the talent journey. The iCIMS AI-powered hiring platform is designed to drive efficiency, cut recruiting costs and build exceptional experiences for candidates and recruiters.

Visit www.icims.com to learn more.

Talent data is vital to driving business forward, especially now.

iCIMS Insights provides data that is:

- Real-time
- Cross-industry
- Dual-focused on employers' and job seekers' intentions and activity

Data derived from:



~2.7 million global users



~6,000 customers



180+ million applications in 2022



6+ million hires in 2022