

# 10 recruiting trends for 2023

In this post, we will look at several recruiting trends for 2023. By looking at the trends below we can see where recruiting is headed to in the next few years.

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## 1. Proactive recruiting

There's a growing skills gap and increasing difficulty to find good talent. More and more recruiters are resorting to candidate engagement, a practice used up until now to source candidates for C-level positions. Remember that at this stage, it's important to collect feedback from candidates regarding the whole recruitment process. This helps you understand if the process is stressful for them and you can inculcate that feedback into your process to make things smoother. Potential candidates today have no dearth of options and a recruitment process that annoys them will eventually find very few takers. You can also use this handy list of [Excel interview questions for candidate screening](#). I have used it personally plenty of times and it always saves the day for me.

## 2. Employer branding

Before someone applies, they research a business's reputation and brand identity. That's why employers now know the importance of both maintaining and improving their brand image. Applicants will want to associate themselves with a respectable business, a fun business that understands millennials and

Gen Z. In fact you can use a [review plugin](#) and display employee reviews and testimonials on your site's career page. This helps build your case. In either case, it's important to keep a consistent brand presence on all social media channels like Facebook or LinkedIn. It really helps to use [social media management software](#) to schedule posts in advance. This type of software also helps you to aggregate the communication into a central place and get your HR involved when a potential candidate has some questions about your company or brand.

### 3. Candidate experience

With the demand for skilled candidates outweighing the number of candidates available, job seekers are now more selective with the companies they choose to work with. Employees gravitate toward brands. A brand is a perception a company creates for itself. Candidates with experience provide increased benefits to the employer and as such remains a top consideration when recruiting.

As recruiters increasingly rely on technology to streamline recruitment for candidates, all of us would do well with a human touch to the experience. A trend to watch is the personalization of tech experiences to avoid candidates feeling disconnected. This is what's expected of a brand with a [global payroll](#).

### 4. Diversity, equity, and inclusion

[Diversity in hiring isn't a new trend](#). However, it remains a popular and growing trend. Inclusion, equity, and [diversity practices](#) have thrown the spotlight on candidates' perceptions of an employer's brand and their decisions to choose job openings.

As a result, employers need to pay attention to the details, the language they use, the screening practices and ensure they're unbiased.

Businesses should also offer benefits to employees to improve their sense of happiness, productivity, retention, and loyalty.

### 5. Work flexibility

Most businesses operate with a diverse team that includes writers, freelancers, and interns. Because of how intense and how competitive the market is, more employers offer creative benefits like hybrid work schedules. This has helped them differentiate themselves and create an attractive workplace for candidates.

This is great for independent workers who love the fact they can work from anywhere they want and whenever they want.

## 6. Internal mobility

On top of external recruitment efforts to fill the skills gap employers are also giving some importance to internal mobility and looking for human capital before investing in time-consuming recruiting drives. It's cost-effective and offers opportunities to employees to bridge the skills gap and cultivate a stronger employer brand.

## 7. Transferable skills

Certain industries present a dearth of talent. Employers have started to look beyond their industry to other industries to find talented people. This resulted in a shift from experience-based hiring to hiring based on transferable skills. Instead of looking at previous work experience, recruiters focus on transferable skills to boost their talent pool. I am talking about skills like problem-solving, adaptability, communication, creativity, and financial literacy to name a few.

## 8. Data-driven recruiting

With this trend, planning, and decision-making are based on data obtained through HR technology platforms like ATS and other recruitment areas. This helps reveal important insights telling you which parts of your strategy work well and which parts need improvement. You can also use some *Expensify alternatives* to make managing expenses easy throughout several departments. It also helps you budget for employee salaries and ensure they're paid on time. When recruiting, everything matters.

## 9. E-recruitment

Online recruitment is the trend of using web, software, and similar technology to attract candidates and review their applications and *resumes*. As technology advances, the recruiting process will become more simplified as a result. Online recruitment method includes social media recruiting and the use of software like Applicant Tracking Systems and HRIs.

# 10. Attracting Gen-Z

While Gen-Z fills up internships and entry-level positions it's important to peer into the future and invest in the new generation. Gen Z is making its way into the workforce. Some brands use Facebook stickers on their Facebook profiles to come across as a fun brand.

It's only obvious. Everyone likes fun brands.

With 60 million new young and talented job seekers training to enter the US Job market, the presence of Gen Zs is going to be more and more prominent.

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