

The Year of the **Workplace Rebrand**

Recruitment Outlook **2022**





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Introduction

Recruitment practices have shifted *drastically* since the 2020 pandemic. And, with the rise of work-from-home jobs and digital recruiting practices, we're unlikely to ever return to the traditional model. Last year, we discussed how Alabama companies face new expectations about the workplace landscape and culture, and that theme continues into 2022.

The tables have also turned on unemployment rates. Statistics from the Alabama Department of Labor show that, compared with a **13.2%** unemployment rate for Alabama in December 2021 at the crux of the pandemic, unemployment rates were at a low of **3.1%** in November 2021. We expect low unemployment to continue into 2022. As companies got back to business this year,

job-seekers started to gain the upper hand. Low unemployment rates have led to more open jobs than candidates to fill them. As a result, candidates hold more power in deciding where they prefer to work. That means organizations will have to work harder to stand out in their branding and offerings to attract the best talent.

This paper will cover *crucial* changes we expect in recruiting in 2022 and how Alabama employers can best keep up.



Key Alabama Recruitment Stats and Figures

Seasonally Adjusted	December 2021	January 2021
Alabama	3.1%	3.1%

Alabama



Hiring difficulty
Moderately difficult - 5



Estimated salary
\$57k-\$87k



Supply
2,011,153



Demand
95,355



Relative supply
Low

HIRING DIFFICULTY

Current Relative Supply

Low

20 candidate per opening

Typical posting duration

Average

63 days

Your competition

Decreasing

19.08% lower

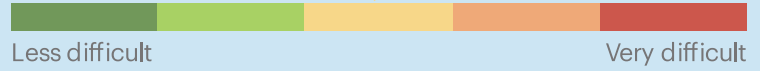
Competitive concentration

Very dispersed

More minor employers

5

Moderately difficult



SUPPLY AND DEMAND

21

21 candidates per current opening

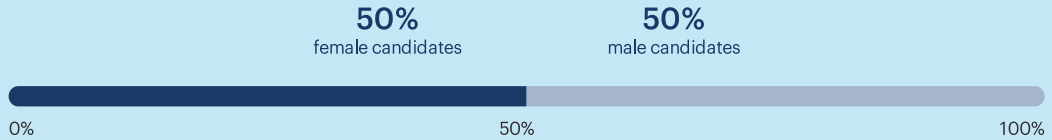
Candidate Supply	Demand
2,011,153	95,355

POSTING DURATION

	30 days or less	51%	50%
all positions			
this position		83%	81%
	90 days or less		
	180 days or less	93%	92%

GENDER DIVERSITY

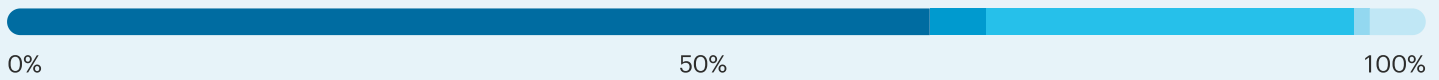
Female
Male



Ethnic Diversity

White Latino Black
Asian Other groups

35%
diverse candidates



Ethnically diverse locations

Rank	Location	0%	79% Diverse candidates
1	Alice MSA, TX		79%
2	Visalia-Porterville MSA, CA		78%
3	Kingsville MSA, TX		78%
4	Yuma MSA, AZ		75%
5	Hereford MSA, TX		73%
6	Fresno MSA, CA		72%
7	Kapaa MSA, HI		71%
8	Hilo MSA, HI		70%
9	Indianola MSA, MS		70%
10	Taos MSA, NM		68%
11	Hanford-Corcoran MSA, CA		65%
12	Houston-The Woodlands-Sugar Land MSA, TX		65%
13	Silver City MSA, NM		59%
14	Vallejo-Fairfield MSA, CA		58%
15	Helena-West Helena MSA, AR		57%

Birmingham



Hiring difficulty
Moderately difficult - 6



Estimated salary
\$54k-\$83k



Supply
508,754



Demand
24,857



Relative supply
Very low

HIRING DIFFICULTY

Current Relative Supply
Very low

20 candidate per opening

Typical posting duration
Average

65 days

Your competition
Decreasing

20.74% lower

Competitive concentration
Dispersed

More minor employers

6

Moderately difficult



SUPPLY AND DEMAND

20

20 candidates per current opening

Candidate Supply	Demand
508,754	24,857

POSTING DURATION

	30 days or less	51%	49%
all positions	30 days or less	51%	49%
this position	90 days or less	83%	80%
	180 days or less	93%	92%

GENDER DIVERSITY

female	male
50% female candidates	50% male candidates

Huntsville



Hiring difficulty
Moderately difficult - 6



Estimated salary
\$71k-\$113k



Supply
219,132



Demand
13,774



Relative supply
Very low

HIRING DIFFICULTY

Current Relative Supply
Very low

16 candidate per opening

Typical posting duration
Average

63 days

Your competition
Decreasing

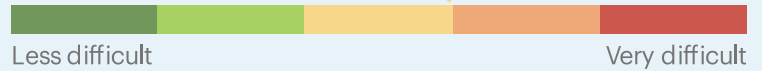
19.53% lower

Competitive concentration
Very Dispersed

Many equal employers

6

Moderately difficult



SUPPLY AND DEMAND

16

16 candidates per current opening

Candidate Supply	Demand
219,132	13,774

POSTING DURATION

	30 days or less	51%	49%
all positions	30 days or less	51%	49%
this position	90 days or less	83%	81%
	180 days or less	93%	92%

GENDER DIVERSITY

female	male
47% female candidates	53% male candidates

Mobile



Hiring difficulty
Moderately difficult - 6



Estimated salary
\$52k-\$79k



Supply
171,452



Demand
6,506



Relative supply
Low

HIRING DIFFICULTY

Current Relative Supply
Low

26 candidate per opening

Typical posting duration
Average

59 days

Your competition
Decreasing

18.02% lower

Competitive concentration
Very Dispersed

Many equal employers

6

Moderately difficult



SUPPLY AND DEMAND

26

26 candidates per current opening

Candidate Supply	Demand
171,452	6,506

POSTING DURATION

	30 days or less	51%	49%
all positions	30 days or less	51%	49%
this position	90 days or less	83%	82%
	180 days or less	93%	92%

GENDER DIVERSITY

female	male
50% female candidates	50% male candidates



How Can Alabama Companies Adjust to the New Candidate-Centric Job Market?



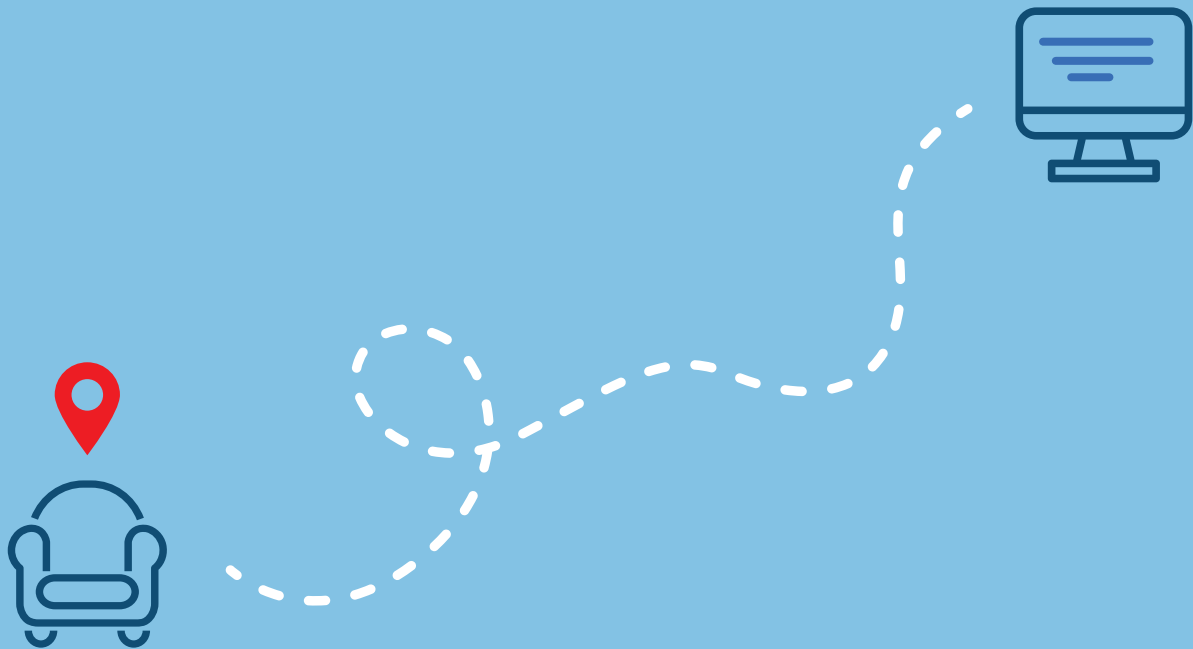
Companies are still navigating unique and unpredictable waters in recruitment and hiring practices. The new workforce is job searching with higher standards now that they have diverse choices. Job seekers are looking for employers who will “*walk the walk*” in providing a great place to work beyond just an open position. Employers will also realize the need to act fast on offers — candidates may be juggling *multiple* interview processes at once.

Since the pandemic, Alabama organizations have witnessed a shift towards more **digital recruitment processes**. In 2022, there will continue to be an emphasis on modern practices that attract quality job seekers. Since candidates are often pursuing multiple opportunities at once right now, recruiters will need to rely on streamlined application processes, quick decision-making, and candidate-first marketing to remain appealing to quality talent.



Companies will need to re-evaluate their branding and marketing processes to improve employment and retention rates. Part of that includes making sure the workplace meets the needs of the younger, more tech-savvy, and the work-life-balance-centric workforce. With Millennials getting older and Generation Zers starting to work, expectations for high-tech in the workplace will just increase.

In addition, Alabama employers must do more with their messaging to recruit people not currently in the job market. The best candidates might not be looking for a job right now, but they could quickly become available in the near future. And, when they do, companies will need to ensure the candidate thinks of their opportunity first. These are all changes employers will need to prioritize to keep up in the new year.



Remote Recruitment Is Here to Stay



As social distancing guidelines loosened, many workers could return to the office in 2021. But many companies are now offering long-term remote work options, and IDC has forecasted that remote workers will make up **60%** of the workforce by 2024. In

that same vein, remote recruitment processes have become the norm, which many candidates have grown to expect.

Hiring managers can now conduct virtual interviews and consider candidates who might not be local, saving time and money in the process. While more traditional companies will need to adjust to digital-centric methods, they can also recognize the benefits of remote operations. As one example, employers can reach a

broader talent pool while streamlining the hiring process.

Alabama employers had to adjust to a new normal in recruitment and hiring last year that will persist into the foreseeable future. It will continue to be important for businesses to adapt to new technologies and digital recruiting models.



Pickier Candidates Means Fierce Competition Between Companies



As we touched on above, the 2021 job market has left candidates with much of the power. Due to low unemployment rates, candidates are not settling for any old job that matches their skill sets. Company ethics, values, and culture also matter. Candidates also know they can be more *selective*, taking more time before accepting an offer.

Companies that lack modern, techy branding might struggle to keep up in this job seeker-first period. The aging population is leaving the workforce as they retire, doing away with more traditional models. Employers will need to consider ways to attract new quality talent with more than a standard job posting.



65%



of employees believe they can find a better opportunity at another company

Retention Has Become More Challenging Than Ever

Another challenge facing companies this year is employee attrition rates. Gone are the days when it was mainstream to stay at one company until retirement — candidates today are constantly keeping an eye open for new opportunities.

Data from the U.S. Bureau of Labor and Statistics shows that quit rates were at a high of three percent in September 2021, the highest percentage in a data series since December 2000. In addition, employee retention statistics show **65%** of employees believe they can find a better opportunity at another company.

Many are calling this the “Great Resignation” due to more people quitting and the shortage of candidates. Workers feel confident that they will land on their feet if they leave their current jobs. But retaining employees pays off: high retention rates can increase company profits by up to four times.

Employers must face an important question: how can we best hold onto talent in 2022? The answer lies in what current job seekers care about most.



The 2022 Strategy: Rebranding and Adapting to a New Frontier



Alabama companies will need to adapt to current times if they want to bring in the best candidates. Job seekers have many options right now — and if a company and position don't feel right to them, the candidate will quickly look elsewhere.

Plus, with so many work-from-home options, candidates are not restricted to local companies. Alabama businesses are now competing with workplaces around the country that offer fully remote jobs. It's time to look at your company branding

and compare it to the current work landscape. Employers can attract (and hopefully retain) the best employees by addressing the concerns above and moving towards the type of workplace ideal candidates expect.



It's About More Than Being a “Great Place to Work” — Upgrade Your EVPs

Good employer value proposition (EVP) — how candidates and employees see a company — is more necessary than ever before. Company appeal is now about so much more than the job duties and required skills. Employees want to feel *connected* to a company's values and culture, and it's now commonplace to scope out company websites and social media channels for more information. Of course, not every job seeker is an excellent fit for every company, and that's okay. Businesses need to understand the culture and brand they want to express

and the ideal candidate they want to attract. That includes an effective branding and marketing strategy to connect with the best team members.

Alabama companies will need to prioritize **rebranding** efforts to showcase what it's like to work there. Candidates will be seeking like-minded businesses that match their values and work style. While branding was important in 2021, it will also be a crucial strategy for employee recruitment and retention in the new year.

How Companies Can Maximize EVP

As we move into 2022, here's what employers should prioritize to build their EVP and brand:

- ✓ **Talk to stakeholders in the company about what makes it a great place to work.** Analyze data and trends on what is most valuable for employees in your industry.
- ✓ **Prioritize diversity and inclusion.** A [report](#) from McKinsey & Company shows that companies with greater diversity are more profitable. When employees feel heard and included, they're more likely to stay and develop company loyalty.
- ✓ **Offer benefits for dedication and good work.** Reward employees who go the extra mile, showing them that you value team members as more than a name on the payroll.
- ✓ **Stress a connected company culture.** Culture will be a prevailing theme in 2022. For millennials, a company's “[people and culture fit](#)” is more important than anything else. Your organization will need to think about what type of culture you cultivate for employees.
- ✓ **Invest in the human connection.** Many employees are struggling with the isolation we all felt during the pandemic. Branding and recruitment should provide the reconnection candidates seek after so much social distancing.



Flexibility Wins for Employers in 2022

To attract talent, companies will need to adapt to current candidate expectations. Since the pandemic, employees have had a taste of remote and work-from-home setups — and they aren't ready to let them go. According to a report from Atlassian, **84% of surveyed employees want the new flexible working conditions to stay.**



there has been an uptick in higher salary negotiations



It has become more common for candidates to turn down offers because a position lacks enough flexibility. Employees now see more autonomy over their own schedules as a true expectation rather than a nice perk or benefit. More candidates are also asking about flexibility in child care and parental leave.

The same goes for salaries in many cases. Candidates know their market values in 2021-2022. Because of the low unemployment rates we're experiencing, there has been an uptick in higher salary negotiations as companies are forced to offer more and compete for employees.

How Companies Can Become More Flexible



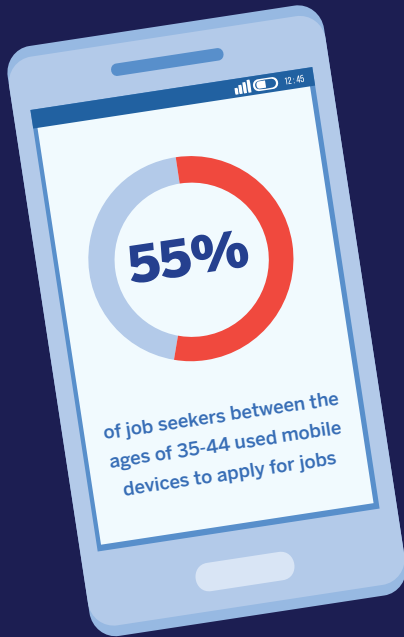
Some Alabama organizations might struggle with the idea of more flexible conditions at first. *However*, research shows that flexibility has benefits for employers and employees alike. According to a study published this year, employees on a flexible work program were happier and less likely to experience burnout or stress than employees not on a flexible schedule.

In 2022, candidates will be looking for more accommodations and adaptations such as:

- Telecommuting or remote work options
- Shorter workweeks, such as getting Fridays off with longer workweeks Monday through Thursday
- Providing less control on how, when, and where employees work during the week
- More paid time off or unlimited PTO, parental leave, and other benefits that promote a greater work-life balance



Lean Into Digital Processes



Generation Z is entering the work world now, which means we'll start seeing candidates who grew up with technology. A [report](#) from the Workforce Institute shows that **21%** of Gen Zers would not tolerate outdated technology in a workplace, and **26%** said they believe poorly-working technology would impact work performance.

It's not just the younger work population embracing digital, though. Statistics from Glassdoor found that **55%** of job seekers between the ages of 35-44 used mobile devices to apply for jobs. Many people regularly use smartphones or tablets to go online, which is vital for companies to remember.

Have You Gone Digital?

According to [LinkedIn](#), the top three recruiting and marketing channels for small- to medium-sized businesses are the company website, online professional networks, and social media. Your brand will need to show up online where candidates can easily learn more about you:



- Optimize your website for mobile devices, and have a Careers page that lists open jobs.
- Post regularly on social media sites like Facebook and Instagram, engaging with potential job seekers.
- Use social media to show what a day of work looks like at your company, or feature strong employee testimonials on what they love most about working with you.
- Set out a digital marketing and recruitment strategy for how you'll stay engaged with potential recruits.



Define Who You Are as an Employer

Strong branding helps everyone — companies with solid employer branding experience lower turnover rates and better employee engagement. Candidates are also more likely to work for businesses that demonstrate solid and cohesive brand awareness.



In 2022, Alabama companies can benefit from making employer branding a primary part of their HR strategy. They'll need to know who they are as a company and what they can offer based on what candidates care about most.

How to Build Employer Branding

Your company will need solid branding and messaging to compete in the new year. Here are some strategies for upgrading your branding:



Ask questions. Who are you as a company? What makes you different from competitors? What value do you offer to potential employees? What do your current employees like about working for you? How would you describe your company culture and values? The answers to these questions will form the basis of your brand.

Use storytelling. Help candidates connect with your brand through stories about your company and culture.



Treat current employees well. Happy employees are more likely to be engaged, take pride in their work, and tell their friends. If there are conflicts with current employees, the world will find out about it quickly thanks to the internet. Prioritize keeping existing employees happy and maintaining good relationships with former employees.

Stay active online. Social media is one of the best channels for engaging with potential employees regularly. Focus on high-quality, exciting content that speaks to the type of recruits you want to attract.



Remain empathetic. Remember that there's a real person between each resume — even when you receive hundreds of them. Stay kind and compassionate through all touchpoints and steps of the candidate process.



Recruit *Passive* as Well as *Active* Candidates

Employees are *not* staying at companies for years at a time like before. Some of the best talents are keeping one ear to the door for better opportunities even while actively employed. Alabama companies can target these employees through marketing that moves the candidate from passive to actively excited about joining the organization.

According to LinkedIn, passive candidates make up **70%** of the global workforce. Only **30%** are active job seekers, so companies' recruitment strategies should not neglect the gainfully employed. Workplace branding campaigns will need to reach candidates already employees somewhere else — even those of competitors and partners.

A good recruitment marketing strategy will reach candidates at all steps along the path from passive to active. Some candidates will be entirely passive, still content at their current positions, while others will come across a marketing post before engaging further.



Strong branding and a recruitment strategy that engages candidates at six steps of the talent acquisition process will help you engage and attract the top candidates. Your ads and messaging should speak to the candidate of each stage and grab their attention quickly.

Stage One: Aware But Not Looking



Passive candidates are not currently looking for new job opportunities. They are content with their current positions, in most ways, while still keeping up with other businesses and opportunities in their industry.

This candidate might see company posts or ads through sponsored content, organic and paid social media posts, or digital display advertising. They could see news articles or blog posts talking about the company, or maybe they have a friend or family member who works there.

At this candidate stage, companies should:

- ✓ Build brand recognition so that targets become familiar with your brand through repeated exposure.
- ✓ Mention what makes your company stand out from others.
- ✓ Use creative pictures and videos to engage.
- ✓ Invite targets to learn more about you through “learn more” calls to action.

Stage Two:

Exploring the Possibilities



The next stage happens when an employee gets curious. They think about what it might be like to move to greener pastures — and if those greener pastures even exist. They start opening up to the idea of a new job if it comes along. Speed is critical here. Your strategy should get the candidate’s attention right as they are starting to look at other companies (like yours).



The candidate might see a social media post from you or read a blog post on your company. Maybe they browse your company’s **About and Careers** pages to see what open positions you have and what it’s like to work for you.

Marketing channels for stage two can include paid social media boosting, Geofencing that targets based on location, digital display advertising, and sponsored content.

At this candidate stage, companies should:

Build trust by sharing why candidates should work for you over other companies.

Create and share long-form content like blog posts and white papers that establish you as an expert.

Show how your company, culture, and values match the candidates.



Stage Three:

Digging Deeper Into Available Options



If your marketing was relevant to the candidate, they could dive deeper into what you offer. Through regular exposure to your brand, the candidate feels a sense of loyalty and trust towards your company. They begin to imagine what it will be like to work with you.

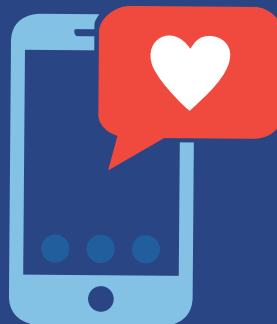
At this point, the candidate will search for more information about your company and culture. That can include looking up reviews on sites like Glassdoor, seeing if anyone has discussed a “day in the life” working for you and looking for details about the work conditions and benefits you offer.

Marketing channels can include paid social media videos, hyper-targeted responsive digital displays, pre-roll, mid-roll, and post-roll videos, and SEO and SEM strategies to appear in search rankings.

At this candidate stage, companies should:



Segment re-messaging campaigns to fit the pages the candidate visited



Create and share blog posts, social posts, testimonials, and other content showcasing the company



Use Geofencing to target candidates at work



Stage Four:

Reaching Out to Learn More



By stage four, the candidate is looking even deeper into your company and opportunities. They want to learn everything they can about being your employee. Steps could include reaching out to someone the candidate knows who already works for you, reading through company reviews, going back to your blog posts and social media pages, and reading employee profiles on your site or social media.

Marketing channels here focus on re-messaging to digital display networks and Facebook.

At this candidate stage, companies should:



Have a short application or “learn more” contact form on your websites for candidates who want more information before formally applying.



Create a high-quality video or webinar that covers the biggest FAQs applicants ask.



Designate a candidate advisor or work with recruiters who can speak with candidates in lower pressure settings before formal interviews.



Promote all of the above through re-messaging campaigns to website visitors who viewed relevant pages.



Stage Five:

They're In — Applying for the Job

At this point, the candidate has decided they want a shot at your position, and they apply for the job. While this is good news, you're not out of the woods yet. User experience will have a significant impact.



In this time of low unemployment, candidates are in-demand — they know they have lots of options. You'll need to ensure their application process is streamlined and straightforward; otherwise, you could lose them. From passive interest to the job offer, your entire hiring method will also impact the overall view candidates have towards your brand.

For this candidate stage, companies should:

- ✓ Ensure the application process is smooth, from uploading resumes to sending a confirmation email that you received their application.
- ✓ Update candidates in the hiring process, including letting them know if they were not a fit.
- ✓ Use applicant tracking systems to follow the candidate process.



Stage Six:



Hired and Loving the Brand

At last, the candidate has become your employee. But your work isn't done. After onboarding and training, you'll need to keep fostering a healthy and supportive environment to keep employees excited.

The new employee might shout out the company on LinkedIn or other social media channels. Brands can take advantage of this by sharing the employee's enthusiasm and welcoming them aboard.

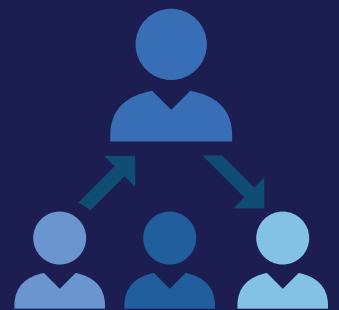
For this candidate stage, companies should:



Like and share any public shoutouts from employees after hire.



Use employee testimonials on social media and your website.



Connecting the employee with support groups within the company and encouraging sharing about their experiences.



Conclusion

Many of the adjustments Alabama companies experienced in 2021 will remain and become even more imperative into 2022. If companies want to stand out in their industry to hire and retain the best talent, they must upgrade their branding game. One thing is clear: **traditional recruiting methods are too stale to rely on successfully anymore.**

A solid rebranding and marketing strategy is necessary to keep up with the current landscape. Businesses should get clear on their values, culture, and messaging about the type of workplace they can offer. That includes prioritizing diversity, flexibility, and more remote opportunities as much as possible.



Are you set up to attract top-tier passive and active candidates in 2022? AMG can help your company create the best plan of action for your workplace and needs. We employ the most up-to-date recruitment processes in the industry. While we're local, we have a national reach. Reach out today, and we'll help ensure you're ready for the new year and beyond!



Alabamamediagroup.com
advertise@al.com



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