



# Recruiter Sentiment Study

First Half 2013

[MRINetwork.com/RecruiterSentiment](http://MRINetwork.com/RecruiterSentiment)

As leaders in the search and recruitment industry, **MRINetwork** recruiters conduct searches every day in virtually every industry at the executive, professional, and managerial level. From their vantage point, our recruiters have a keen awareness of the overall job market and the factors that affect it. In January, we once again conducted the **MRINetwork** Recruiter Sentiment Survey to evaluate the current employment landscape and to project its direction in the months ahead.

Data reporting the U.S. economy had actually shrunk by 0.1 percent on an annualized basis in the 4<sup>th</sup> quarter of 2012 wasn't released until after the survey was fielded. However, it's apparent that **MRINetwork** recruiters working in the managerial space didn't see the same slowdown. Instead, they actually saw an increased competition for top candidates through the end of the year.

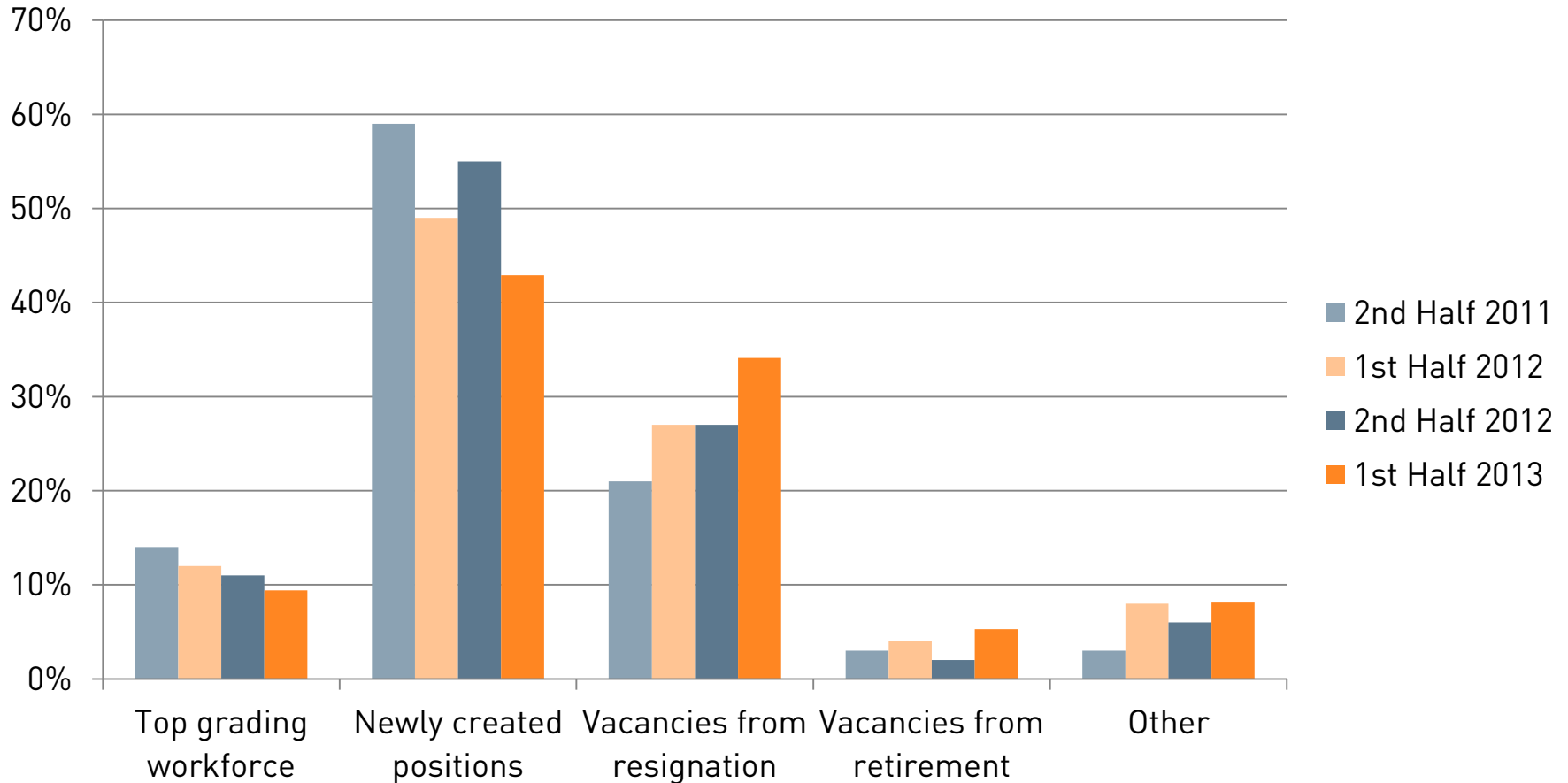
Many respondents to the survey pointed to more aggressive counter offers that in recent years with employers making more tempting and lucrative offers. This talent environment is making it more important than

ever to focus selling the company, job, and opportunity to top candidates. As one respondent noted, employers often forget that there is selling involved in both sides of hiring. The candidate sell themselves to the employer, but employers also need to sell themselves to candidates long before they even have selected one.

Moving in to 2013 all indications are that hiring will continue to increase. As you look at your hiring plans for the year I hope the following information will help you to understand some of the pressures your candidate search will be under. Of course, as you come up against challenges, **MRINetwork's** team of more than 3,000 recruiters around the world will be able to help your organization to find specialized managerial and executive talent in almost every industry and function.

Rob Romaine  
*President of MRINetwork*

## What Is Causing Job Openings?

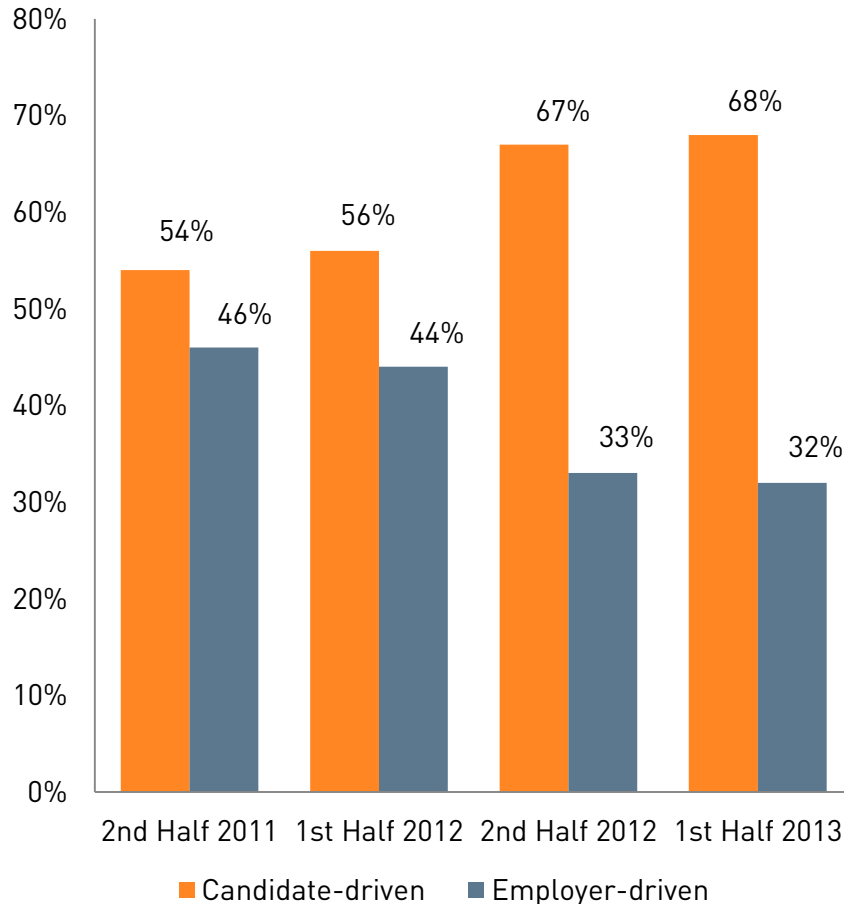


Q1: Of the job orders you are seeing today, what is the primary reason for the opening?

## Comments on the Causes of Job Openings Today

- Companies are continuing to downsize and employees are expected to take up the additional "slack." After a period of time, they realize the importance of having a full-time person in a key role they have passed onto others to do.
- Clients are expanding into new markets while concurrently replacing people who are not meeting expectations.
- People have been ready to move if they felt there was a chance to create a better work culture for themselves.
- Companies have not hired new positions or replaced openings in the last four-to-six years, which has caused big problems for companies with under \$50 million in sales. They are facing a real shortage in mid-management with little, if any, bench strength to grow their organizations. This keeps CEOs awake at night, as they don't have anyone to promote, and many of their key management team members are close to retirement.
- It is difficult to find specific skills within the geographical location. People either can't or aren't willing to relocate now.
- It's actually a combination of the above causes – many new roles are actually reconfigurations of previous positions, or based upon people who have left, and companies are adjusting their requirements.

## Candidate or Employer Driven Market?

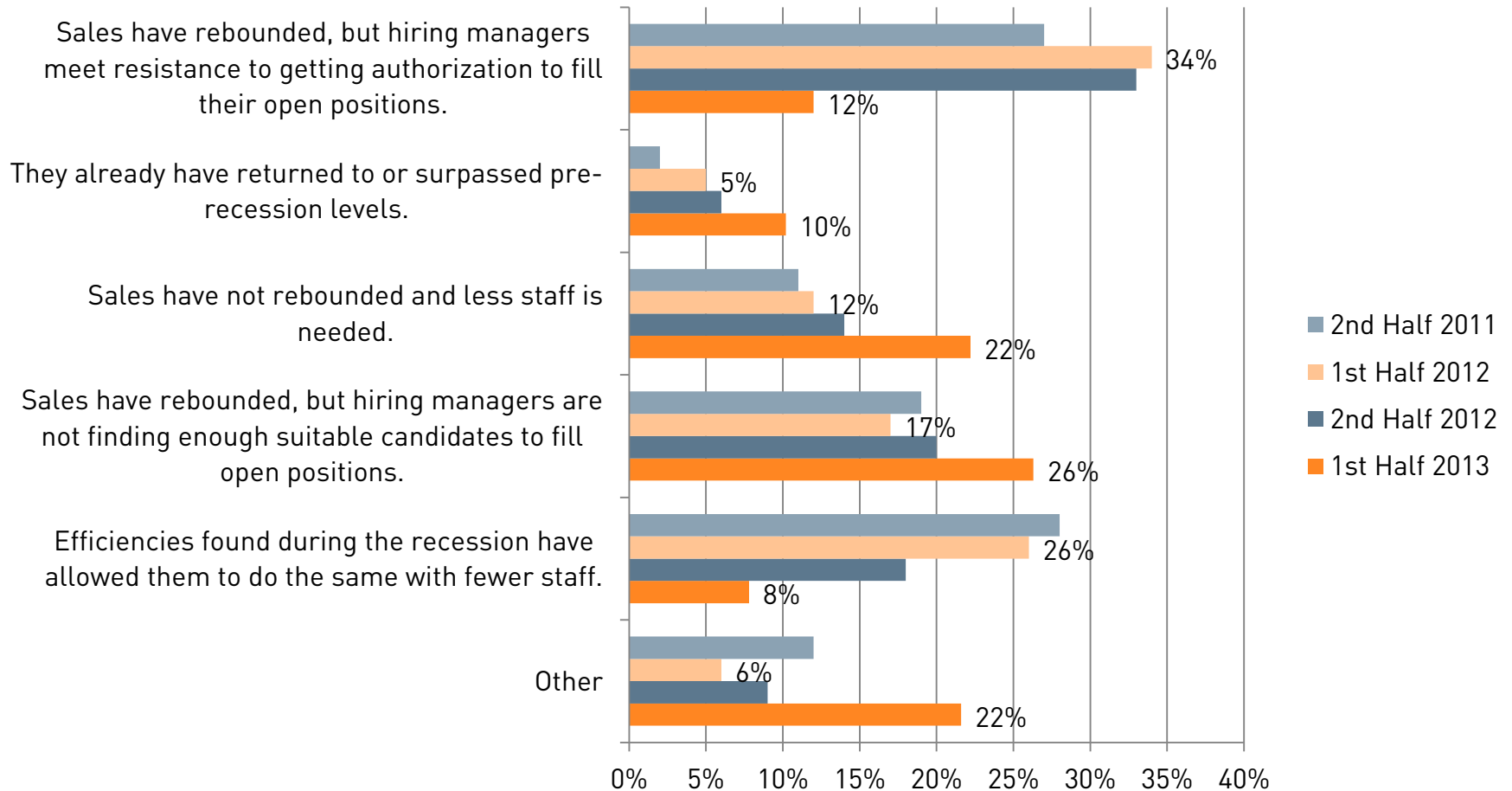


### Open Comments:

- Even though it is a candidate-driven market in many sectors, the employers don't want to see it and aren't as aggressive as they need to be with compensation or interviewing.
- Employers can expect a candidate-driven market for the next 10+ years due to the shortage of existing accomplished talent.
- We may feel it's an employer-driven market based upon the economy and unemployment percentages, but there are many openings with a small pool of top talent with top qualifications/skill sets who employers can't recruit on their own.
- It seems to be both at the same time – employers are having a hard time finding qualified candidates, so the candidates feel they can write their own ticket, but clients are really only willing to bend for the “perfect” candidate.
- Candidates are educated and do their own research, networking with the ease of social media, and are more in control of their search now.

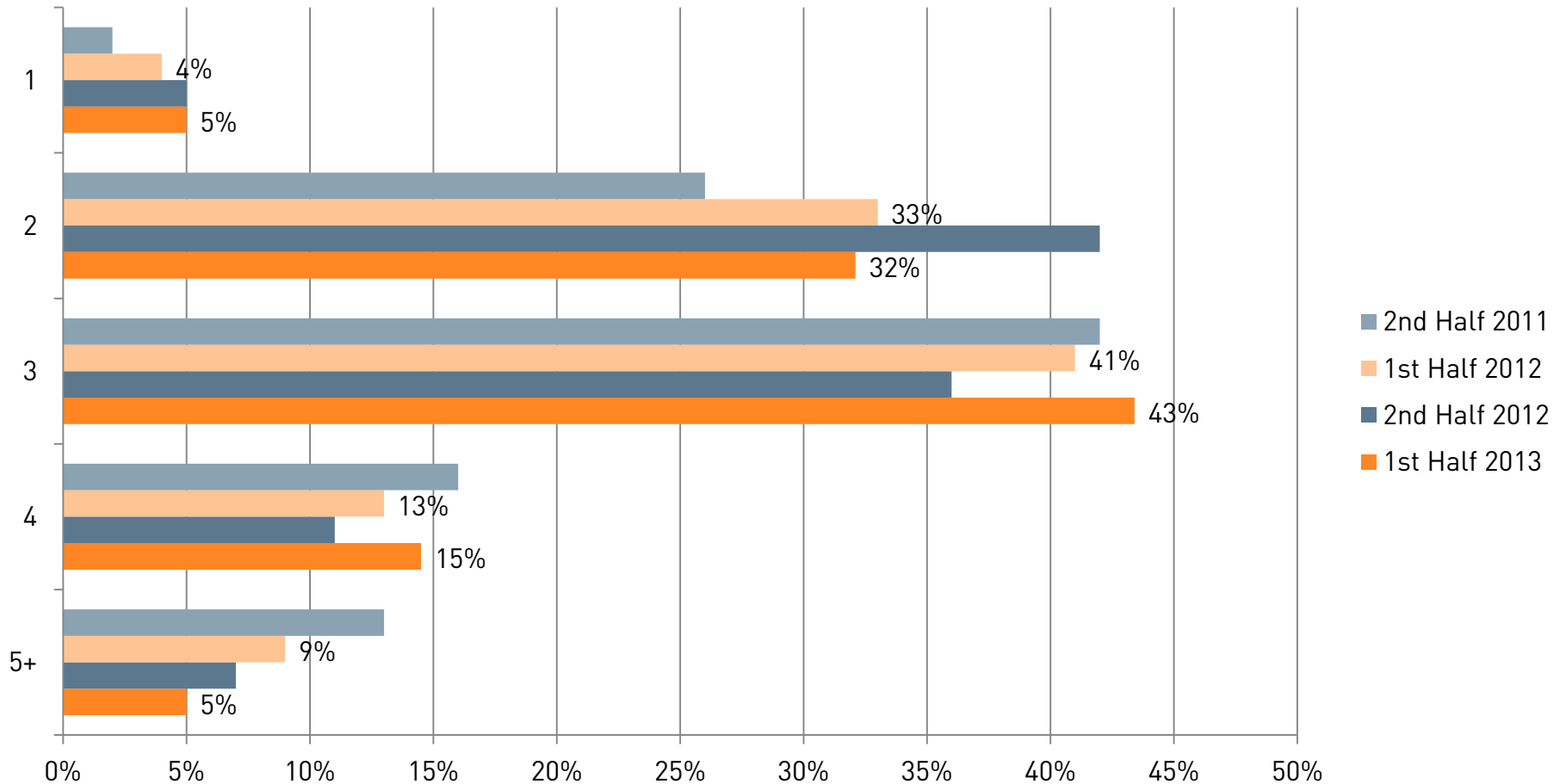
Q2. If you had to choose one, how would you describe today's labor market?

## What Is Holding Managers Back from Hiring?



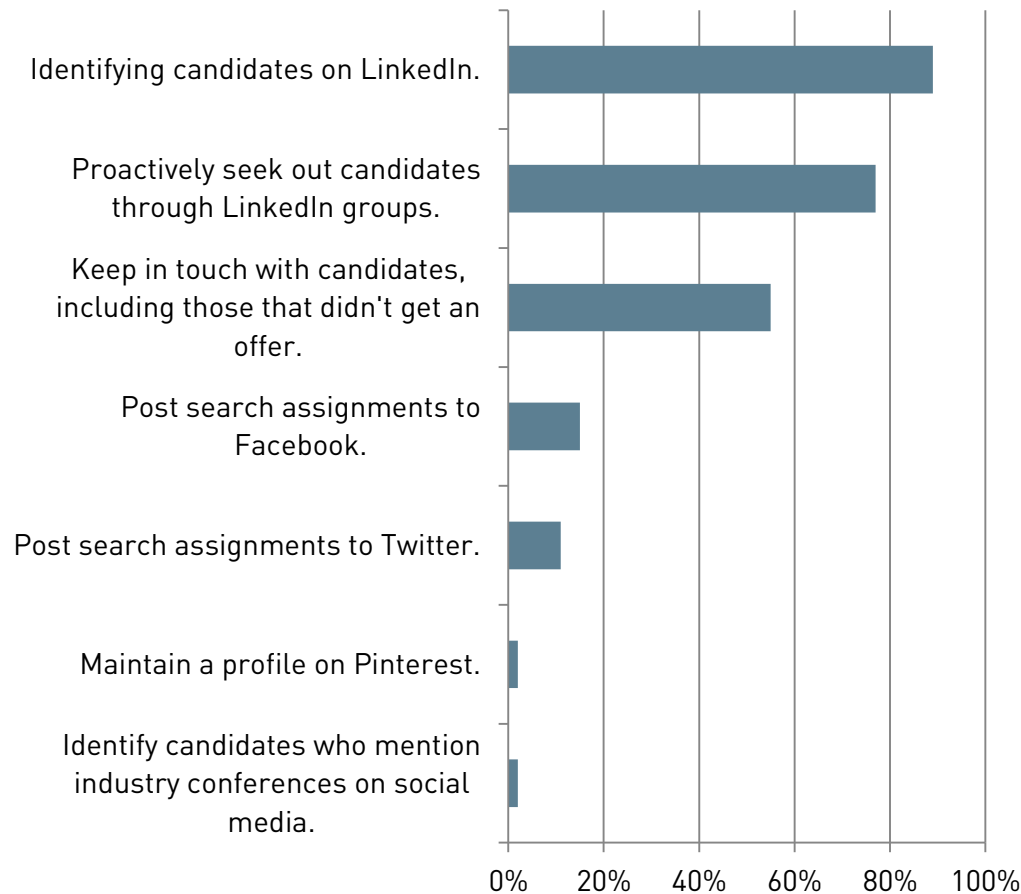
Q3. What single factor - aside from a company's revenue - would most help improve employer confidence in adding to their headcount?

## How Many Interviews to Get an Offer?



Q4. Thinking of your most recent placement ... how many interviews were there before an offer was made?

## How Recruiters Use Social Media to Identify Candidates



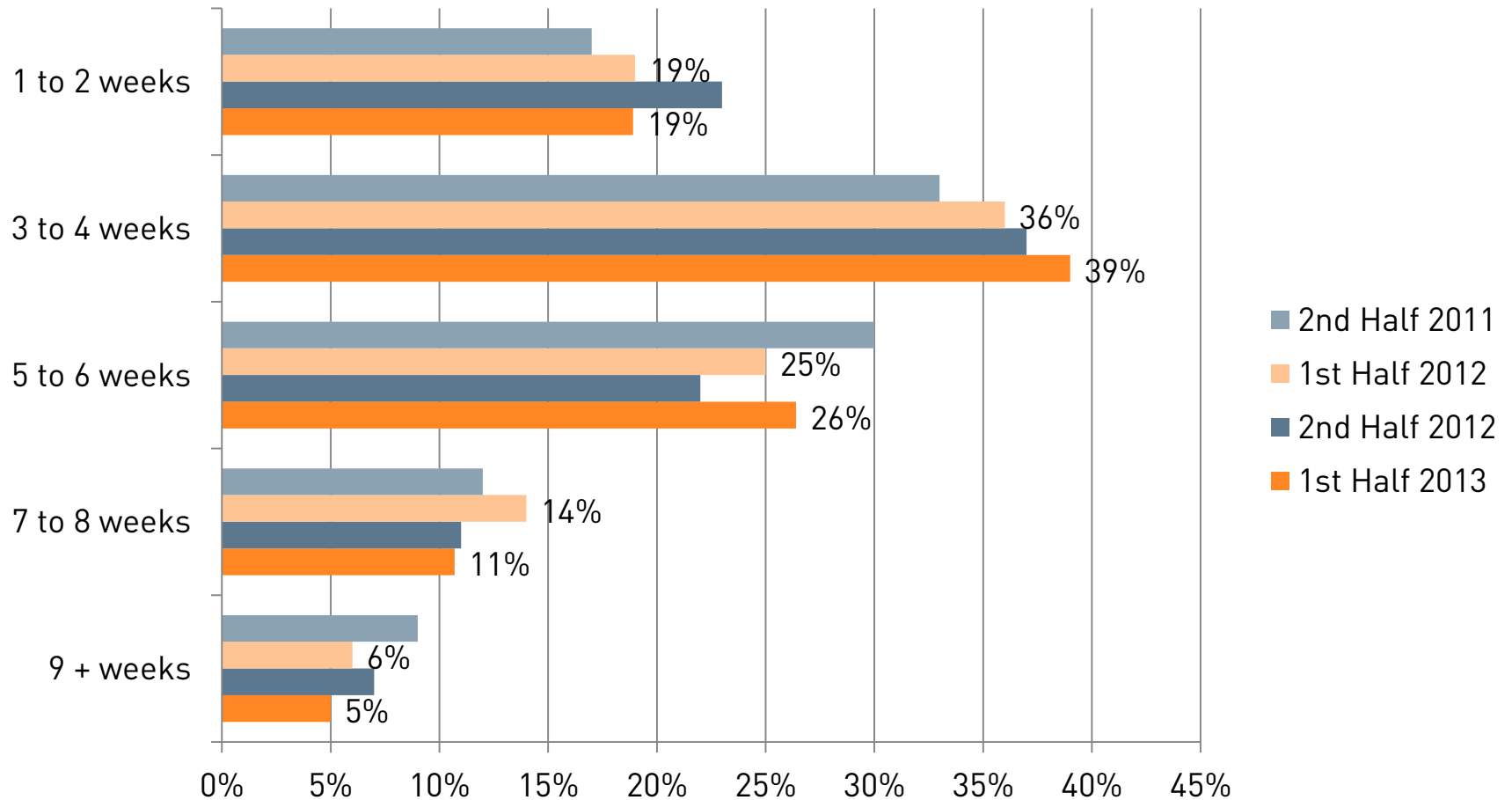
### Open Comments:

- Social media is a quick way to ascertain facts about a candidate's qualifications.
- You must optimize all social media in recruiting top talent and building a tight network. Candidates don't reach out as much as the recruiters do at this point in time.
- Networking at its finest is necessary. It's a must. It's getting noisy in the social media arena, but it's still the major game in town.
- If you're not on LinkedIn, you don't really exist.
- Candidates can attract recruiters by specifying key skills in capitals or making it bold. Recruiters mainly look at key skills they have.

Q5. How do you use social media in the candidate sourcing process? (Select all that apply)

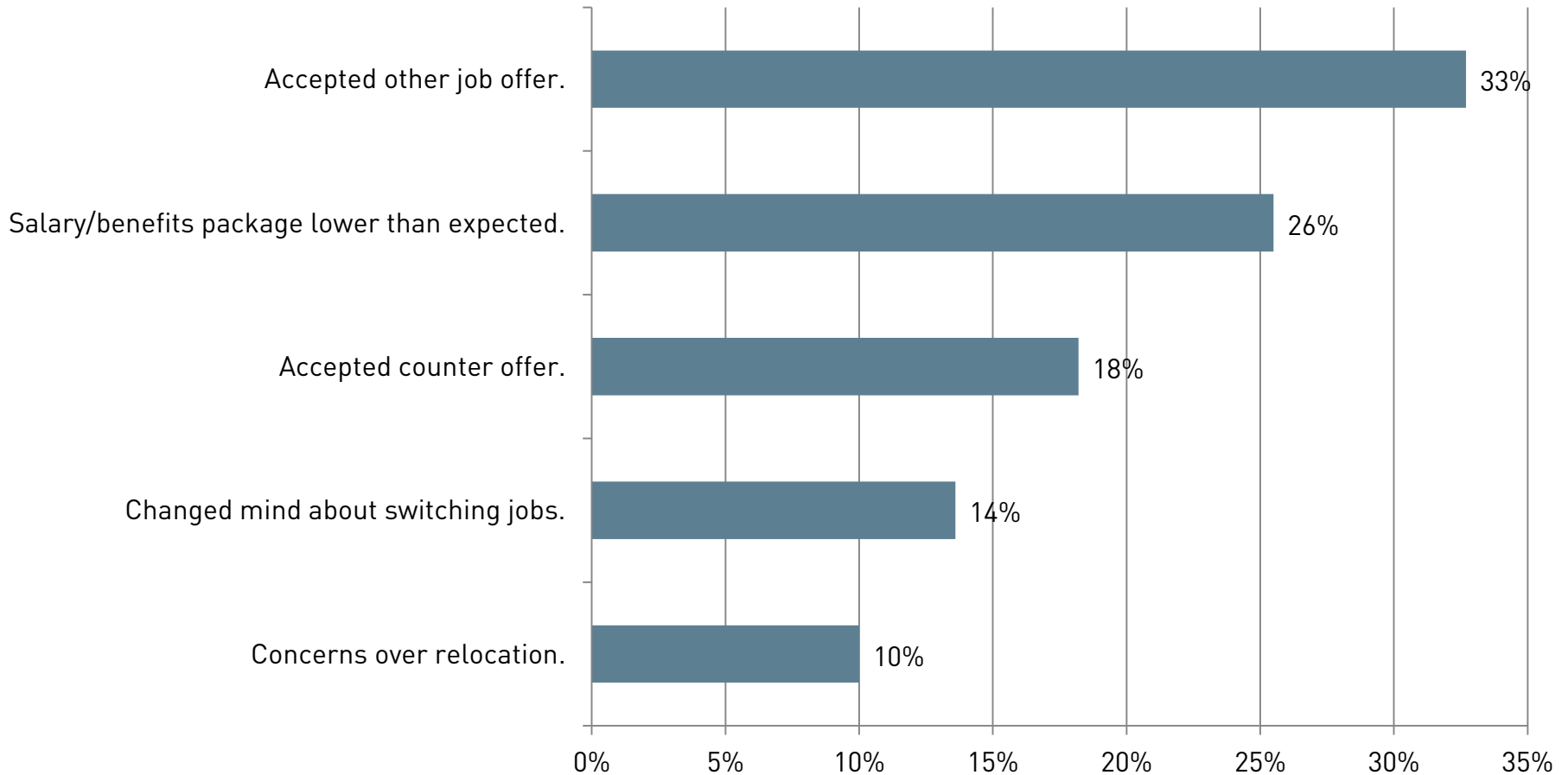


## How Long Does it Take to Get an Offer?



Q6. Thinking of your most recent placement ... how much time was there between when the candidate was first interviewed and when an offer was made?

## Why Are Job Offers Rejected?



Q7. Thinking of your most offer rejection ... what was the primary cause for the offer being rejected?

## Additional Comments on Offers

- Good candidates have the luxury to make a move or stay.
- Some employers still have a perception that they have the pick of the crop. Good candidates are hard to come by, as the recession made them worried about the future and many are staying put – even if they aren't happy.
- Candidates are very keen on job security as their first priority.
- Hiring is always buying and selling for all parties. Clients need to be reminded sometimes that it is equally as important to vet a strong candidate as it is to sell the candidate on “why us.”
- Sometimes the top candidates will have multiple options, knowing their decision timelines is critical, and also having backup candidates to that person.
- Overall uncertainty in the marketplace makes people less afraid of their current situation than the new one they are considering.
- It remains that the best candidates are not out applying to positions online and they are often not responding to or even paying attention to social media. They are focused on their work and their respective departments and projects. They need to be approached in the right way in order to get their attention and interest.
- Some clients continue to have unrealistic expectations about what's out there candidate-wise and what their money expectations are. A lot of low-ball offers are being made.

## About the Study

The **MRINetwork** Recruiter Sentiment Study is based on a survey conducted between January 3 and January 12, 2013 via a web-based survey with a total of 172 **MRINetwork** recruiters responding. The survey has a 6.1 percent margin of error with a 90 percent confidence.

The survey was conducted by **MRINetwork** and compiled by Sean Muir (215.282.8812 | [sean.muir@MRINetwork.com](mailto:sean.muir@MRINetwork.com)) of **MRINetwork**. Additional assistance was provided by Kitchen Public Relations.

This was the 4th edition of the study, which is conducted on a bi-annual basis. Parties interested in receiving the most recent report should contact an **MRINetwork** affiliate, which can be found at [MRINetwork.com](http://MRINetwork.com) or find more information at [MRINetwork.com/RecruiterSentiment](http://MRINetwork.com/RecruiterSentiment).