

# 2021 RECRUITING TRENDS



## Introduction

COVID-19 flipped the recruiting industry on its head. While a year has passed since the onset of the pandemic, the industry has radically changed and continues to evolve.

Beyond COVID, diversity concerns and changing technologies mean that recruiters are facing a range of new challenges.

If you want to find the best available talent, make stronger hires and add value in recruiting, it pays to be mindful of these trends and how you can best adapt.

This report outlines four key trends for recruiting in 2021 – along with ways you can tailor your process for the best results in recruiting.



## Virtual Hiring Isn't Going Anywhere

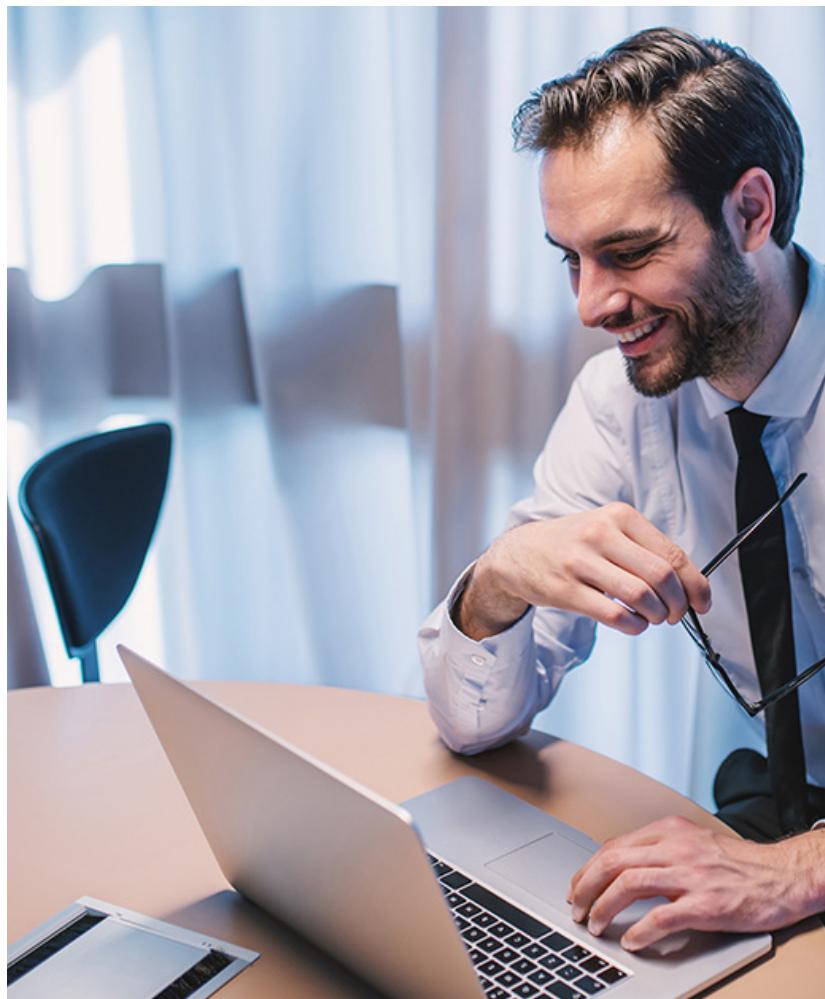
- **70% of recruiters say that virtual hiring processes will become standard due to cost and time savings.**

Even as many businesses return to hybrid or in-person work environments, businesses will continue to conduct remote interviews.

Virtual interviews allow companies to interview candidates faster and more cost-effectively, which is key in today's competitive talent marketplace.

Furthermore, many talent acquisition teams have come to appreciate how remote interviews allow them to reach across geographic barriers to access a larger talent pool.

If businesses want to maintain their edge in the talent market, now is the time to ensure their virtual hiring process is seamless and offers a positive candidate experience.





## DE&I Continues to Influence Recruiting

- **70% of job seekers said they want to work for a company that demonstrates a commitment to diversity and inclusion.**
- **However, 47% of talent professionals said that hiring managers are not held accountable for interviewing a diverse slate of candidates.**

Companies are under more pressure than ever to create diverse workplaces. Unfortunately, recruiting for diversity and building diverse teams is easier said than done.

If businesses want to make headway on diversity recruiting, they need to get buy-in across the whole organization and tie DE&I directly to business goals.

Once everyone at the organization understands the value of DE&I and how it connects to their team and goals, they will be much more receptive and help ensure your efforts are successful.



## Internal Hiring is Growing More Common

- Internal mobility is up 20% since March of 2020.
- 50% of recruiters expect their recruiting budget to decrease, while 66% expect their learning and development budget to increase or stay the same.
- Employees stay 41% longer at companies that hire internally compared to those that don't.

More and more companies are seeing the value in upskilling and developing their current employees.

They are finding that it saves money, improves employee loyalty, and creates a stronger culture.

Additionally, employers are realizing that this is a very cost-effective way to cover the skills gap.

As a recruiter or HR professional, this means you need to have a compelling offer and strong employer brand to entice employees to join your organization.

Furthermore, it means you need a strong case as to why you need to hire an outside professional rather than upskill someone who is already on your team.



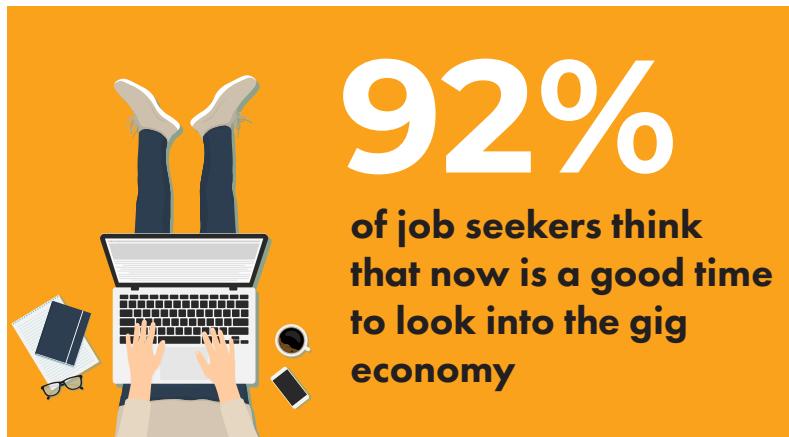
## The Gig Economy

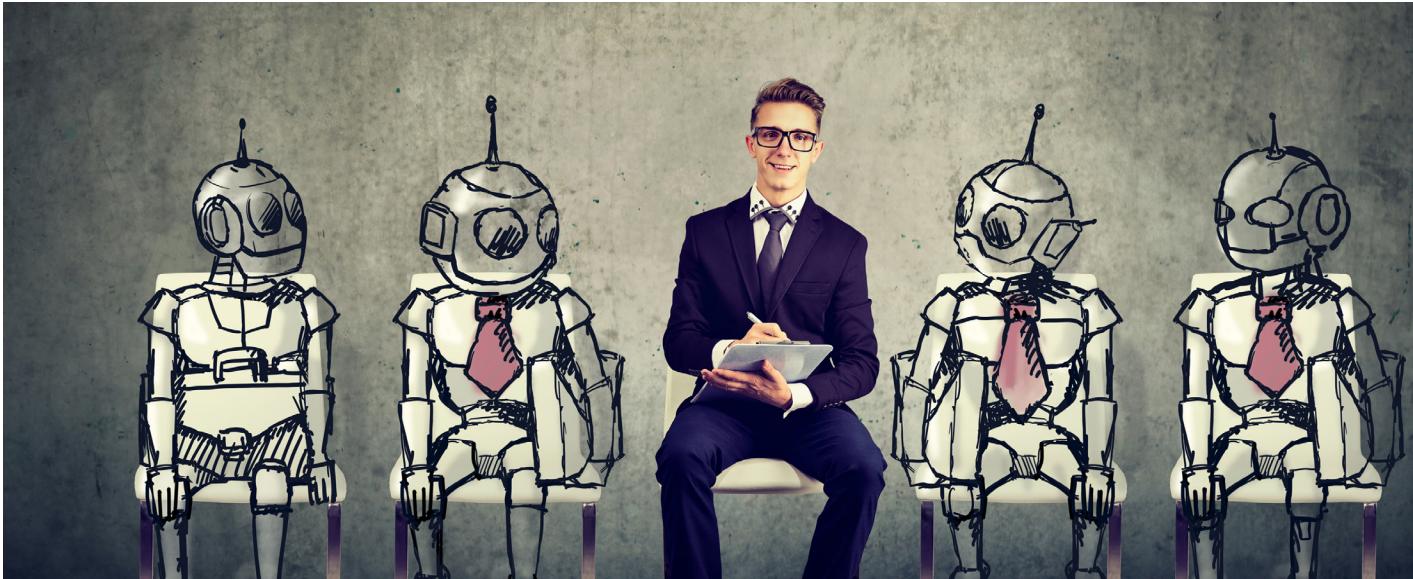
- **92% of job seekers think that now is a good time to look into the gig economy.**
- **It's expected that over half of skilled workers will be contingent by the end of 2021.**

The effects of this on the talent market are two-fold. If you're looking to hire temp workers or contract workers, you need to emphasize the benefits of these options in your employer branding and recruiting outreach.

Conversely, if you're looking to hire permanent employees, you may want to emphasize benefits such as flexible schedules, remote options, and other perks typically associated with freelancing.

As always, talking to each individual candidate and identifying what matters to them is the best strategy. Once you know what a candidate is looking for in their career, you can sell the position to them based on their concerns or goals.





## The Talent Market is Always Evolving

The talent market is always changing. To recruit most effectively, you need to be mindful of current trends and respond accordingly.

**If you're looking for more insights and best practices on how to add more value in recruiting, be sure to subscribe to our YouTube channel today!**



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### Sources

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