




Shoring Up Recruitment Strategies During and Beyond COVID-19

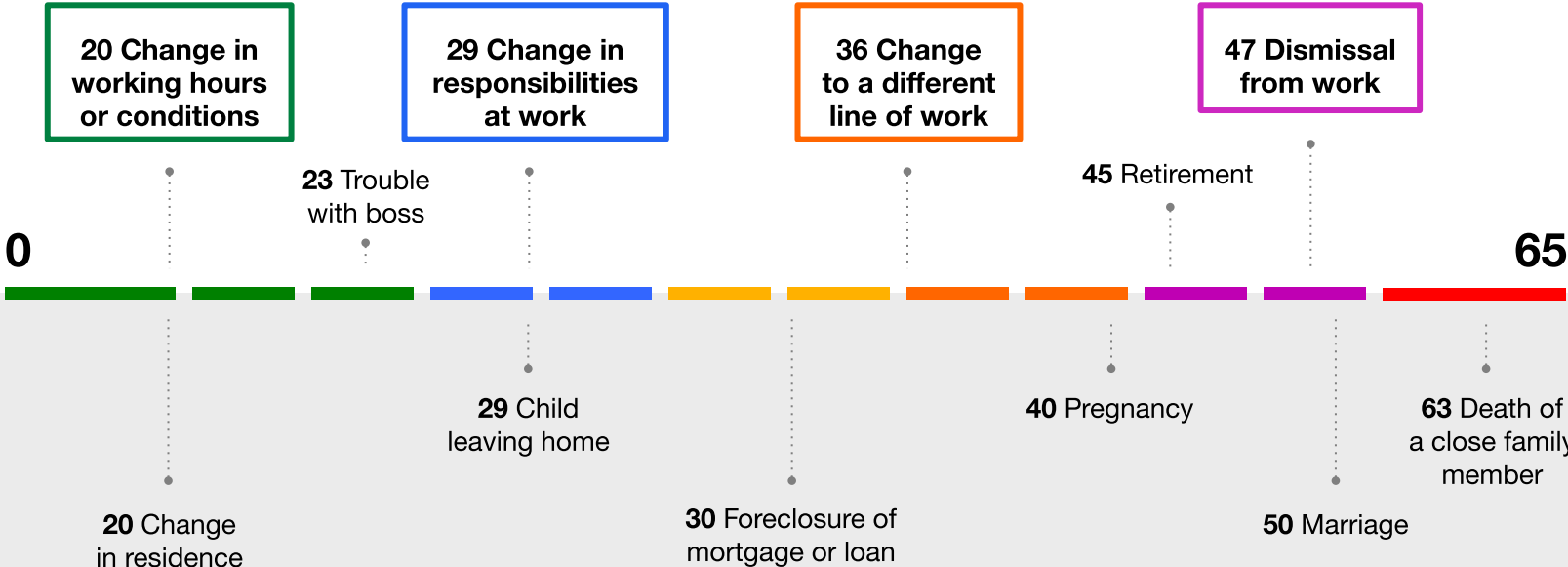
Christina Broussard

Recruitment Evangelist, Indeed

A man with a beard and a bald head, wearing a blue and white checkered shirt, is sitting at a desk in a modern office. He is looking to the left with a thoughtful expression, his hands clasped in front of him. A laptop is open on the desk in front of him. To the left, there is a black desk lamp. The background shows a glass wall with some papers or charts pinned to it. The overall lighting is dim, suggesting an indoor office environment.

**The day-to-day has changed for
job seekers and employers across the globe**

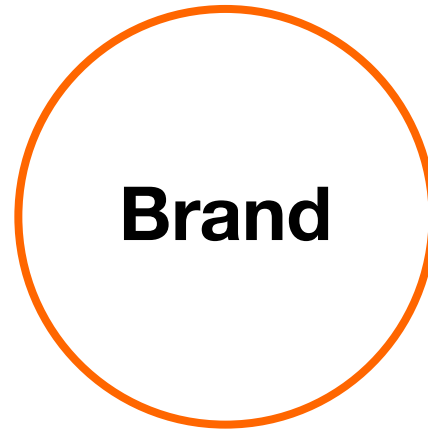
Career changes



Other life changes

Source: Holmes and Rahe Stress Scale

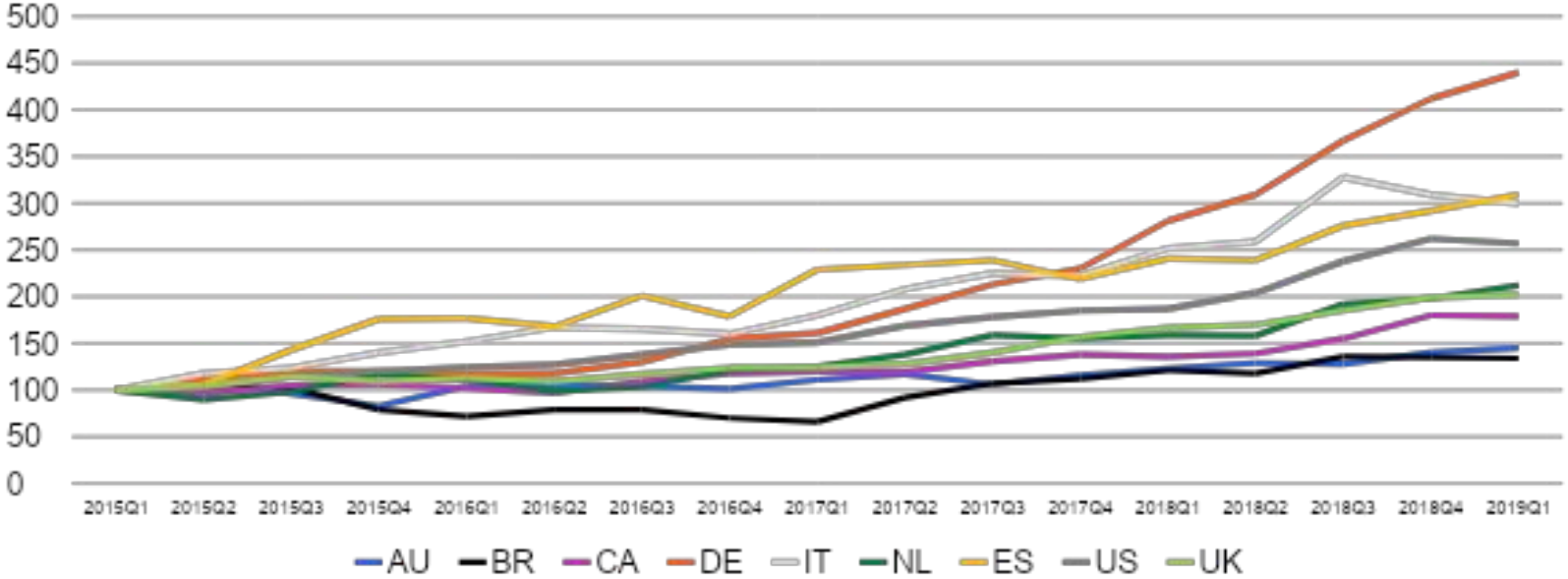
When it comes to overcoming your recruitment challenges,
there are 2 distinct areas you can focus on



Content

The search for flexible work had already been on the rise

Searches related to flexible work as a share of all searches, Index 2015Q1=100

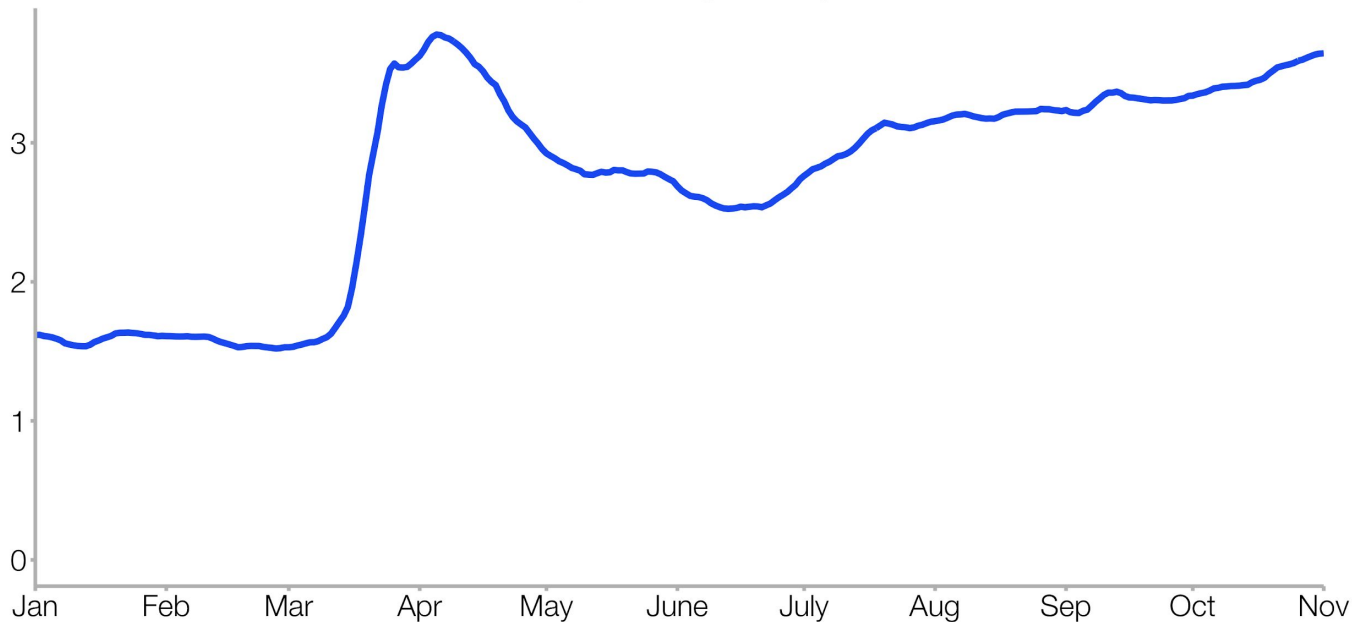


Source: Indeed Hiring Lab data

Remote work searches surge during COVID-19

Percentage of all searches containing remote keywords in the United States

Percentage (%) of remote job searches
7-day moving average



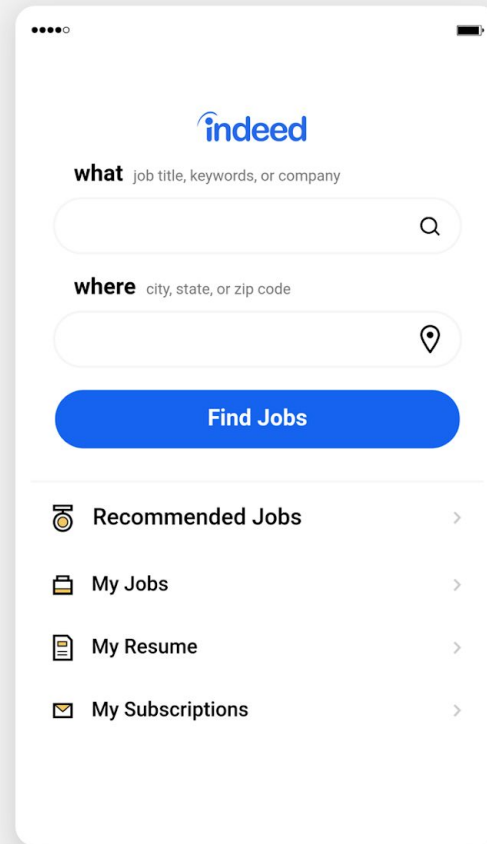
Jobs advertising flexible working arrangements are up

Percentage of job postings with remote terms like “work from home” in the United States
3 day moving average

Percentage (%) of job postings containing remote terms
7-day Moving Average



Over 250M people search for jobs on Indeed each month



Source: Google Analytics, Unique Visitors, February 2020

1.6M + job seekers
clicking on jobs in Stamford, CT
October 2020

Source: Indeed Hiring Insights data, October 2020

Your Job Content = Your First Impression

Director, Executive & Employee Communications (location open)

Indeed ★★★★★ 705 reviews - Stamford, CT

Apply Now



Your job:

Indeed is seeking a Director of Executive and Employee Communications who can lead a team of communicators dedicated to supporting our senior leaders. The ideal candidate will have a proven track-record of developing and nurturing a strategic approach to internal executive communications by creating and implementing plans that give employees line of sight to how their role contributes to their function's, and the company's, success. They will have set strategy, managed a team of experienced communicators, and have a keen understanding of best industry practices. They will have built credibility and earned the trust of C-suite executives and counseled executives on a wide-range of communications issues.

The Director of Executive and Employee Communications will be agile and adaptable, and should have developed ways to measure the true impact of their work. They will be highly collaborative and thrive in a data-driven culture. They will develop KPIs to measure the impact of their team.

Responsibilities:

- Lead the Executive Communications team at Indeed
- Set executive communications strategy
- Manage and develop an experienced team of communicators who are the main communications contacts for executives
- Develop, in partnership with the team, a comprehensive, company-wide executive communications strategy
- Develop strong relationships at all levels of the organization
- Ability to deliver broad business impact through others

About your Requirements:

Key takeaways for content optimization

Job titles

- Be clear and concise - keep to 5 words or less.
- Add keywords (where appropriate) that job seekers are looking for right now (e.g., remote, full time, etc.)

Job descriptions

- Who are you? Who are you looking for? Why should they choose you?
- Be authentic and empathetic to our current situation
- Explain significance of role and mission of company
- Manage expectations by providing transparency around:
 - Type of role (is this temporarily remote, etc?)
 - Timeline of hiring process
 - What your organization is doing to protect your employees



Advertise Requisitions

Requisitions List

Requisitions full view

Search

(Requisition Title, RequisitionID, JobID)

Match with: Start with:

Sales Assistant

Title: [Sales Assistant](#)

RequisitionID / JobID: CT-Sales-2021/CT-Sales-2021

Date Posted: 01/06/2021 Expiration Date: 12/31/2021

Applicants Count: 7

Assign Forms Count: 5



Form Choice: STANDARD

Differentiate work from home capability: Temporarily remote due to COVID-19

Sponsor this job on Indeed for prominent placement on the world's #1 job site.

Indeed Sponsored Jobs get up to 5X more clicks and can help you hire quickly and build a strong candidate pipeline.

Select a fixed budget per job for 30 days to get started:

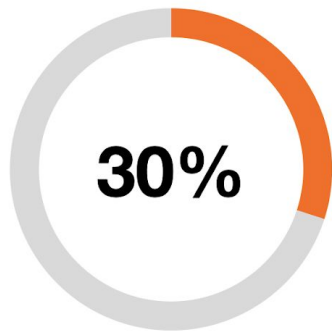
Post your job to Indeed - Free

Post your job to Indeed - Sponsored Budget Total: \$450.00 \$900.00 \$1500.00 \$300

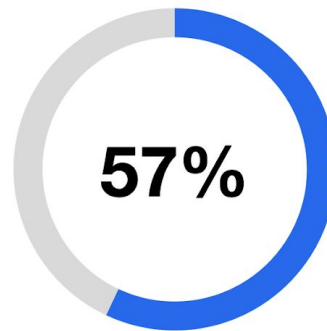
You will only be billed for the unique clicks on your job, and if you close or remove the job from iRecruit, the sponsored campaign will stop.

Sponsor Job on Indeed now

The longer it takes to complete an application, the more applicants you will lose



of candidates won't spend more than 15 min

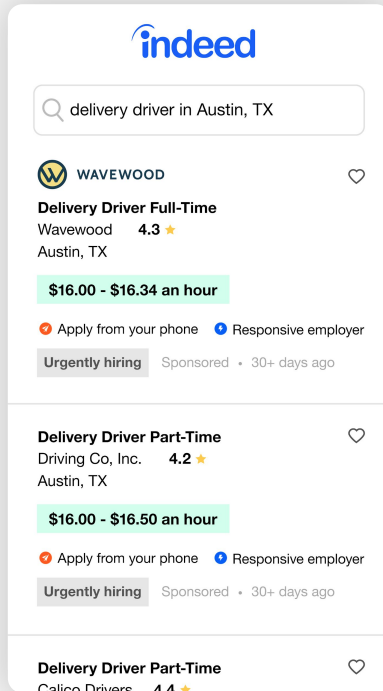


of candidates earning \$100K won't spend more than 15 min

Jobs posted directly on Indeed or with **Indeed Apply**

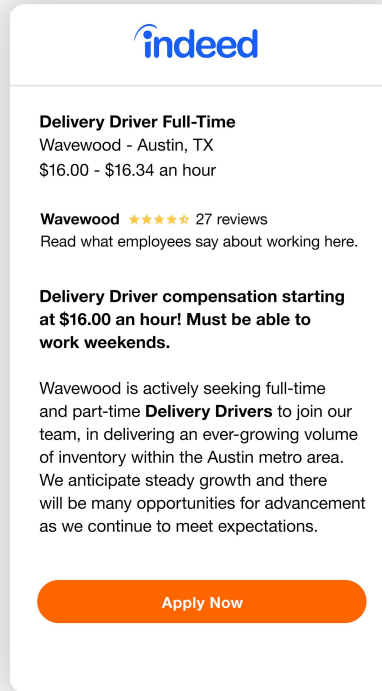
Fast and simple for talent to apply

STEP 1



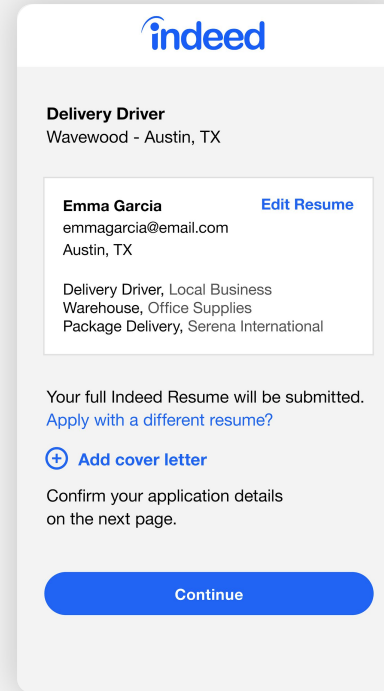
The screenshot shows the Indeed search results page. At the top is the Indeed logo and a search bar containing 'delivery driver in Austin, TX'. Below the search bar are three job listings. The first listing is for 'Delivery Driver Full-Time' at Wavewood, with a 4.3 star rating and a salary of \$16.00 - \$16.34 an hour. The second listing is for 'Delivery Driver Part-Time' at Driving Co, Inc., with a 4.2 star rating and a salary of \$16.00 - \$16.50 an hour. The third listing is for 'Delivery Driver Part-Time' at Calico Drivers, with a 4.4 star rating. Each listing includes a 'Urgently hiring' badge, a 'Sponsored' label, and a '30+ days ago' timestamp. There are also icons for 'Apply from your phone' and 'Responsive employer'.

STEP 2



The screenshot shows the job details page for 'Delivery Driver Full-Time' at Wavewood. The page features the Indeed logo at the top. Below the job title, it lists the location 'Wavewood - Austin, TX' and the salary '\$16.00 - \$16.34 an hour'. There is a 'Wavewood' logo with a 5-star rating and '27 reviews', with a link to 'Read what employees say about working here.' The main text of the job post reads: 'Delivery Driver compensation starting at \$16.00 an hour! Must be able to work weekends.' Below this, a paragraph states: 'Wavewood is actively seeking full-time and part-time Delivery Drivers to join our team, in delivering an ever-growing volume of inventory within the Austin metro area. We anticipate steady growth and there will be many opportunities for advancement as we continue to meet expectations.' At the bottom of the page is a large orange 'Apply Now' button.

STEP 3



The screenshot shows the application submission page for 'Delivery Driver' at Wavewood. The page features the Indeed logo at the top. Below the job title, it lists the location 'Wavewood - Austin, TX'. There is a profile card for 'Emma Garcia' with the email 'emmagarcia@email.com' and location 'Austin, TX', and a link to 'Edit Resume'. Below the profile card, it lists the job details: 'Delivery Driver, Local Business Warehouse, Office Supplies Package Delivery, Serena International'. A message states: 'Your full Indeed Resume will be submitted. Apply with a different resume?'. Below this is a blue '+ Add cover letter' button. At the bottom of the page is a large blue 'Continue' button.

Indeed Assessments highlights which candidates have the skills you need

The image displays a grid of six assessment cards, each with an icon, a title, a description, and two buttons: 'Add Test' and 'Preview'. A pop-up window is overlaid on the right side, showing a question from the 'Attention to Detail' assessment. The pop-up includes the 'indeed assessments' logo, the question text, four radio button options, and a 'Next' button.

Assessment Title	Description
Accounting: Bookkeeping	Ability to calculate basic accounting information (e.g., debits, credits, amounts due, interest charges, discounts,
Accounting Principles	Ability to prepare accurate and complete financial postings, records, and statements through the
Attention to Detail	Ability to be thorough and accurate when performing work tasks; identify and corrects errors a
Business Math	Ability to utilize basic business-related mathematical concepts such as arithmetic and algebra to
Critical Thinking	Applies logic to analyze situations and draw accurate conclusions; utilizes general rules of logic when
Customer Focus	Displays a good-cooperative demeanor dealing with other challenging situa

indeed assessments

Lumia Co has current assets of \$40,000, total assets of \$140,000 and total liabilities of \$70,000. What is the amount of Lumia Co's owner's equity?

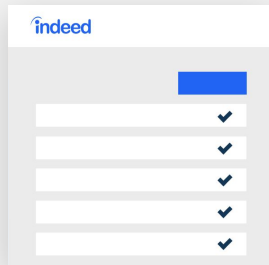
- \$140,000
- \$10,000
- \$60,000
- \$110,000

Next

Evaluate candidates quickly and easily

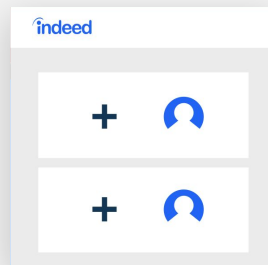
01

Choose assessments that fit
your open role



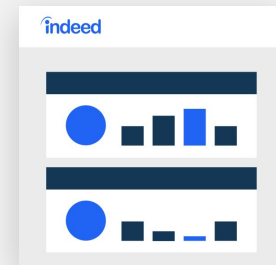
02

Send assessments to
candidates



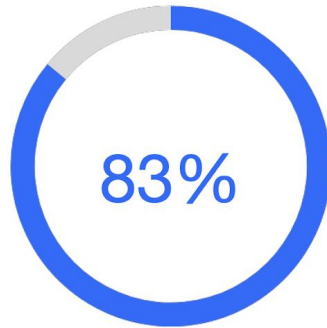
03

See candidates'
scores instantly

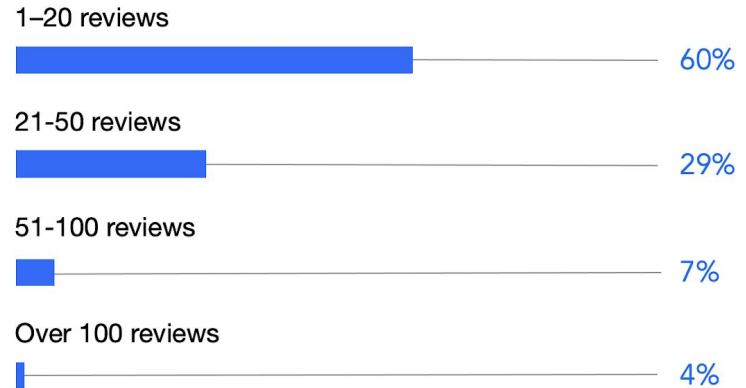


Brand

The majority of job seekers read reviews as part of their job search



of job seekers say they read reviews about a prospective employer before forming an opinion about that employer



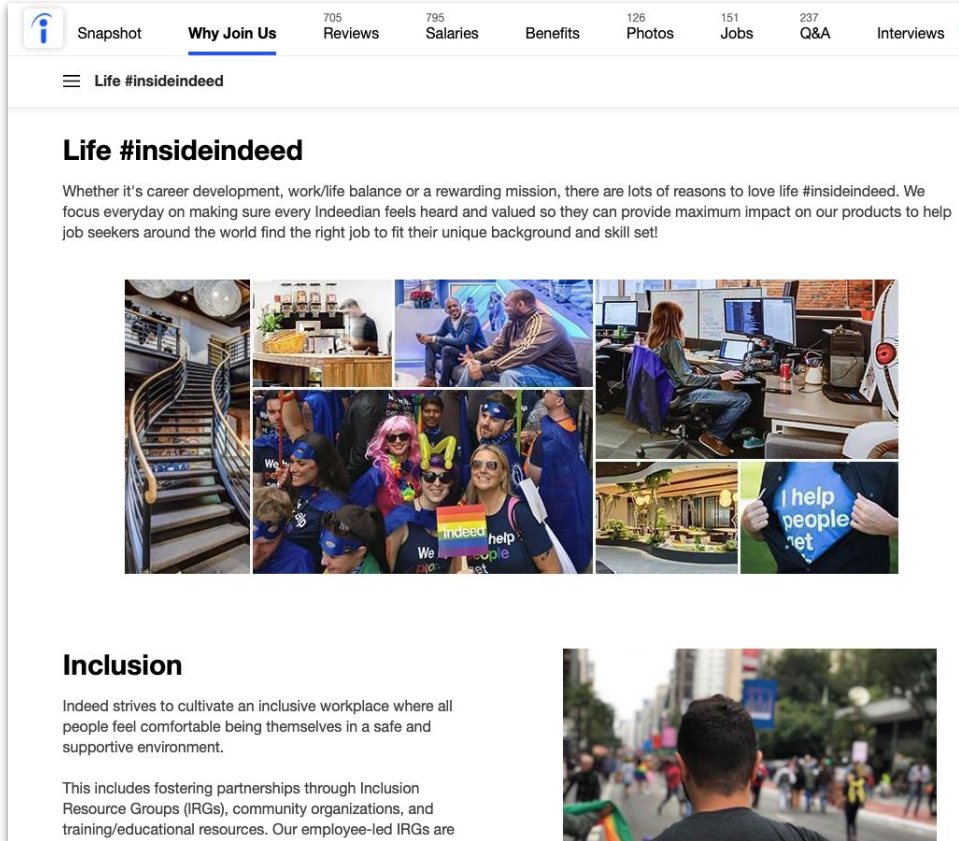
#indeedinsights

Source: FocusVision on behalf of Indeed, n=1000

Claim Your Company Page on Indeed

The screenshot shows the Indeed interface for a company page. At the top, the Indeed logo is on the left, and navigation links for "Find jobs", "Company Reviews" (highlighted with an orange box), and "Find salaries" are on the right. Below the navigation, there is a search bar with a placeholder "admin" and a blue "Employer Tools" button. A horizontal menu contains tabs for "Snapshot", "Why Join Us" (underlined), "Reviews", "Salaries", "Photos", "Jobs", "Q&A", and "Interviews". The main content area has an "About" section with a text input field. Below this, a message states: "We don't have any information for [input] yet." followed by a blue "Add a Review" button. Further down, another message says: "We do not yet have a description for this company. If you represent this company, please [claim this page](#) and customize the content." On the right side, a sidebar contains a button for "Claim this company page" (highlighted with an orange box), an "Edit Page" button, and a section titled "Improve your company profile" which includes a progress bar showing "12% completed" and a list of tasks: "Add your company logo", "Add a square logo for mobile", and "Add a branded header image".


Share Your Company's Story on your Indeed Company Page



The screenshot shows the top navigation bar of an Indeed company page. The 'Why Join Us' tab is selected. The page title is 'Life #insideindeed'. Below the title is a paragraph of text. A collage of six images follows, depicting various workplace activities and events. Below the collage is a section titled 'Inclusion' with a paragraph of text and a photo of a person at a pride parade.

Life #insideindeed


Whether it's career development, work/life balance or a rewarding mission, there are lots of reasons to love life #insideindeed. We focus everyday on making sure every Ineedian feels heard and valued so they can provide maximum impact on our products to help job seekers around the world find the right job to fit their unique background and skill set!



Inclusion

Indeed strives to cultivate an inclusive workplace where all people feel comfortable being themselves in a safe and supportive environment.

This includes fostering partnerships through Inclusion Resource Groups (IRGs), community organizations, and training/educational resources. Our employee-led IRGs are



Let employees and job seekers know what your company is doing in response to COVID-19 across all platforms where employees or job seekers are researching you

News & Updates

March 17, 2020

As we continue monitoring the 2019 novel coronavirus (COVID-19), we are taking many proactive steps to protect the health and well-being of our staff, candidates, patients and communities.

While we are excited to meet you, interviews, recruitment events and new employee orientation will now be virtual.

Thank you for understanding. Learn more about COVID-19 and how to protect yourself and loved ones at <http://bit.ly/3b6R4lx>



COVID-19 Updates
www.bswhealth.com

Key takeaways for Employer Brand

Your actions now may shape your brand later

Be transparent with employees and job seekers about what your response to COVID-19 is and how you are supporting employees.

Promote your benefits and offerings

As job seekers start to search for new terms, consider highlighting these within your job ads and brand so job seekers can easily determine why you are the right fit for them.

Expand your reach to new locations or categories

If your market is experiencing lower activity, consider posting relocation or remote jobs, making jobs available in new markets or accessing new groups of talent. There are active job seekers out there ready to apply to your jobs.

Adapt to the new normal

Are there jobs your team could do from home? Or new processes you can put in place? By enabling remote work, you can continue to reach a new pool of candidates or solutions.

Learn more from Indeed

Hiring Lab

HiringLab.org

Our global team of economists share perspective on the labor markets.

/LEAD with Indeed

indeed.com/lead

One stop shop for top recruiting topics communicated through blogs, podcasts, videos and more.

We are

here to help.



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