

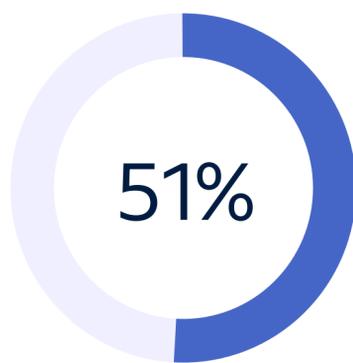
# Fill all your open roles

From having to fill multiple open roles for the same job title, to building awareness and hiring in a new market, to hiring for a hard-to-fill role, sometimes the biggest hiring challenge for recruiters is finding more applicants. And this is where a skills-first approach to hiring can help.



## What is skills-first hiring?

Skills-first hiring — or skills-based hiring — focuses on sourcing and evaluating candidates based on skills rather than requirements such as degrees, prior positions, or years of industry experience. Employers are increasingly realizing that job seekers' actual skills are a more important factor for success. According to a 2024 Indeed-commissioned survey, the majority of employers now say on-the-job experience is a key indicator of a quality hire, and only about a quarter say the same about job seekers' education.



of employers believe on-the-job experience is the most important indicator of a quality hire<sup>1</sup>



A skills-first approach will help you engage and upskill your employees to future-proof their careers and your organization.”

**Abbey Carlton**

Vice President of Social Impact and Sustainability, Indeed

## A win for employers and job seekers

Multiple studies show that skills-first hiring provides many benefits for job seekers, employers, and for an organization's bottom line including:

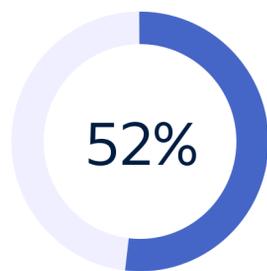
- **Easier talent acquisition.** Hiring managers who practice skills-first hiring say it's twice as easy to find qualified candidates than hiring managers who do not.
- **More quality hires and fewer mis-hires.** Indeed research found that one of the most cited benefits among employers who use a skills-first strategy was attracting quality candidates.
- **An expanded talent pool and diversified workforce.** 64% of employers who have adopted skills-first hiring say that it has improved diversity at their organization, and 59% say it has improved equity.
- **Improved retention.** Employees without degrees, who companies hired into roles for which educational requirements were dropped, have been found to stay in a position 20% longer than their college-educated counterparts.
- **Cost savings. Hiring is expensive.** Properly matching skills to roles can save on the high costs of turnover.

## Getting started with skills-first hiring

### Rethink job descriptions

To find the best talent, job postings should be a true statement of the job requirements. Thinking through the following questions can help: Which skills does the candidate need on day one? Which skills can they learn once they're in the door? Which skills are desired but not critical?

If a degree or a certain number of years of experience are not required, consider removing them. Think of the skills you use every day at work. Did you learn them at school, on a job, or on your own?



Indeed Hiring Lab found that a majority of U.S. job postings on Indeed did not mention any formal education requirement as of January 2024, up from 48% at the same time in 2019.

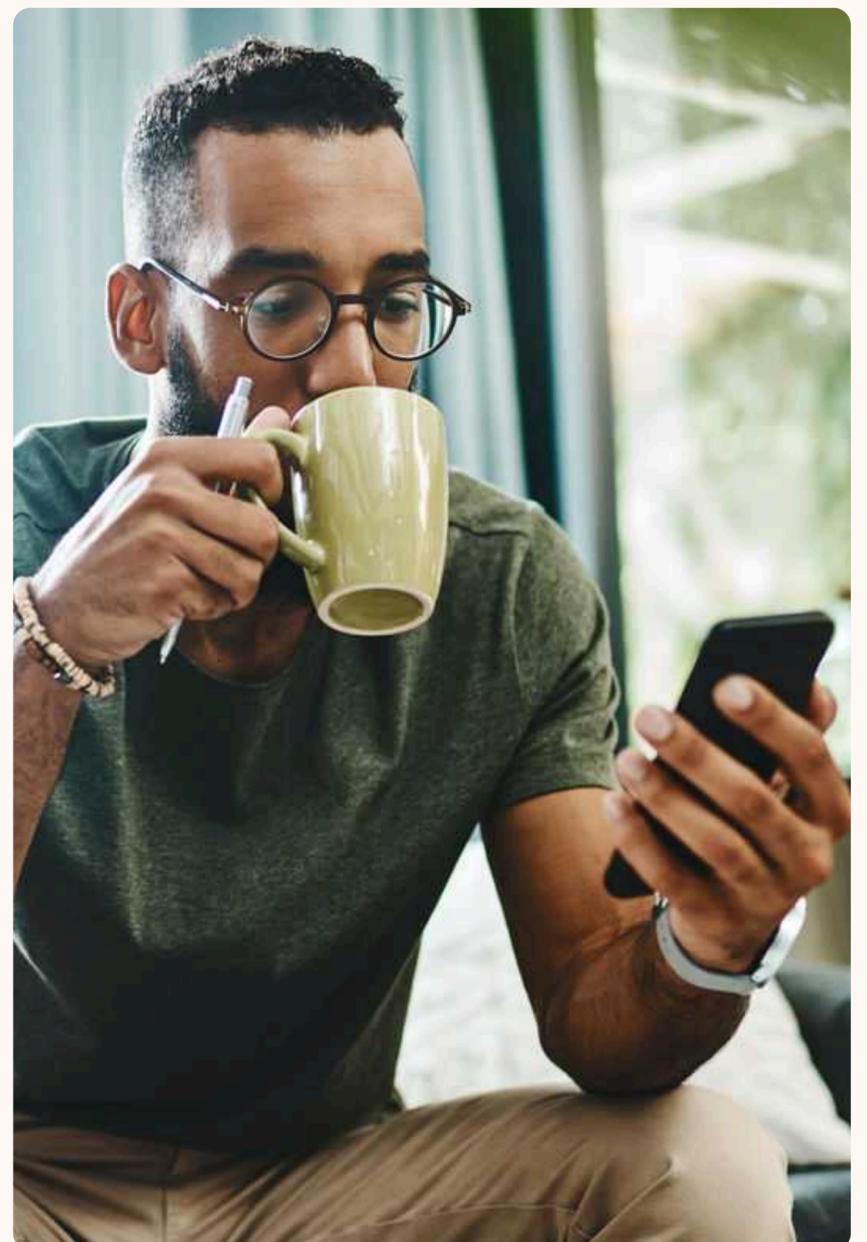
### Use inclusive language in job posts

Job posts are an essential recruiting function that can act as either a gateway or a hurdle to employment. Here are three common mistakes to avoid:

**Mistake #1:** an exhaustive list of preferred skills and qualifications. Instead, limit the requirements for each job posting to only the most essential, ideally no more than five. If it's a 'nice-to-have' and not a 'must-have', leave it out.

**Mistake #2:** focusing on quantity of years over quality of skills. Instead, focus on measuring the quality of applicants' accomplishments and skills, not the quantity of time they've spent on the job.

**Mistake #3:** arbitrary degree requirements. Instead of making a degree mandatory, consider including the phrase 'or the equivalent in experience' to open the door to job seekers who may have hard-earned skills and job experience, but not a college education.



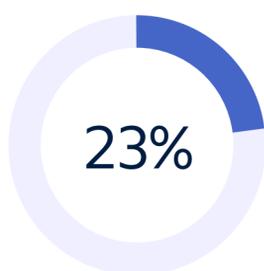
## Consider transferable skills

To find job seekers with the skills you're looking for, remember that those skills may have been developed in a different field or role than the one you're hiring for. A customer service representative may have the same fundamental skills as a bank teller, for example — like persuasive speaking and retaining detailed product knowledge. A marketing specialist might make a great UX designer based on shared skills like understanding customer needs and producing creative content.

AI technology will make it even easier to find candidates with the skills needed for the job. For example, [Indeed's Smart Sourcing](#) tool can immediately match you with a shortlist of candidates with the right skills from millions of active job seekers.

## Don't forget about the impact of employer branding

Two-thirds of job seekers, especially from younger generations, say that an organization's brand is important when considering whether to apply for a role. Through employer branding, you can share your company's skills-first hiring stories. [Employer Branding Hub](#), where employers can customize their company profile and select featured employee reviews, is a useful tool to help you shape your brand story.



Employers who use the Employer Branding Hub see an average 23% increase in started applications on Indeed and Glassdoor.<sup>2</sup>



## Ready to find more candidates?

Once your job postings are refined with a skills-based hiring lens and ready to go live, you might want to consider sponsoring your job on Indeed to get more applicants. [Sponsoring your jobs on Indeed](#) can give your jobs better visibility in relevant search results. That means your job posts will appear more often to the kind of candidates you're looking for. In fact, Indeed data shows that employers are 4.5 times more likely to make a hire when they sponsor a job on Indeed.<sup>3</sup>

<sup>2</sup> Indeed monthly employer-level data (worldwide) January-June 2024. Results may vary.

<sup>3</sup> Indeed data, worldwide

## Accenture thrives thanks to skills-first hiring

Accenture, a global consulting firm with a workforce of more than 770,000, is a leader and pioneer in skills-first hiring. The company began rethinking the way it hires around a decade ago, when HR and talent management teams realized that traditional hiring strategies were limiting their ability to bring in talent at the scale and speed they needed. Part of the problem? The majority of their entry-level positions required bachelor's degrees.

After analyzing the skills needed for success in company roles, Accenture was able to remove degree requirements for half of U.S. jobs. By doing that, along with creating an apprenticeship program that functions as an always-on pipeline for new talent, the organization has increased the diversity of its workforce, improved retention, and continued to hire throughout difficult labor markets. Over an 18-month period, Accenture brought on 200,000 new workers. [Read the full case study.](#)



### Need help filling your open roles?

[Talk to an Indeed Specialist today](#) about solutions such as Sponsored Jobs or Employer Branding Ads that can help promote your roles to millions of active job seekers across Indeed, Glassdoor, and other relevant sites. We're here to help with these and other solutions so you can discover, connect with, and hire the quality candidates you need to fill all your open roles fast.

## HIRING SOLUTIONS AT-A-GLANCE

# Hiring? All you need is Indeed

## Reach your hiring goals faster with our suite of solutions

From attracting the best candidates, to connecting with your next hires faster, wherever you are on the hiring journey, we have solutions to help. This guide outlines how our solutions work - and how they work together - to get you closer to the hire. And of course, we're here to help every step of the way.

	Attract Candidates			Connect with Candidates		
Product Overview	Employer Branding Hub	Employer Branding Ads	Featured Employer	Sponsored Jobs	Smart Sourcing	Indeed Hiring Events
	Joint Indeed and Glassdoor platform that lets job seekers explore life at your organization before applying.	Display ads that help share your unique employer brand story with job seekers across platforms.	Highlights your brand with logo placement and branded messaging across job seeker touchpoints.	Paid for job postings that promote your open roles to millions of relevant job seekers.	Database of millions of job seeker profiles that you can use to proactively find and engage with candidates.	Virtual or in-person events with built in advertising and automated screening and scheduling.
Why use them	Showcase your company's culture and get access to site and competitor analytics.	Generate awareness and favorability for your organization leading job seekers to apply.	Increase applications and amplify employer brand presence.	Increase visibility for your open jobs.	Proactively source candidates using AI matching or search and immediately connect.	Make multiple hires in one day and streamline interview screening and scheduling.
Need to make hires quickly				✓	✓	✓
Need more applicants	✓	✓	✓	✓	✓	
Multiple openings for same job title				✓	✓	✓
Need to reach specialized audience		✓		✓	✓	
Need better quality applicants				✓	✓	
Ideal candidates unaware of company or open jobs	✓	✓	✓	✓	✓	
Need to hire in a new market	✓	✓	✓	✓	✓	✓
Need to validate skills				✓		✓
Need to streamline interview process						✓
Pairs well with	Employer Branding Ads Featured Employer Sponsored Jobs	Employer Branding Hub Sponsored Jobs	Employer Branding Hub Sponsored Jobs Indeed Hiring Events	Smart Sourcing Featured Employer Indeed Hiring Events Employer Branding Ads	Employer Branding Hub Sponsored Jobs Indeed Hiring Events	Employer Branding Hub Sponsored Jobs Indeed Interview



## We can help you reach your hiring goals

Talk to an [Indeed Specialist](#) today about the right solutions to help you discover, connect with, and hire the quality candidates you need to fill all your open roles fast.