



Attracting the right candidates for your hiring needs

Whether receiving too many or too few applications, many employers are still having difficulty finding the right candidates for their specific needs. This problem is often related to internal and external skills gaps, which exist across many industries.

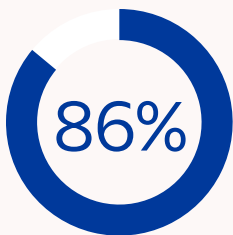
A persistent skills gap with multiple causes

Referring to a “widening” skills gap across multiple sectors, *PwC’s 2023 Global Workforce Hopes and Fears Survey* found that the number of workers who plan to quit their jobs in the next 12 months has risen from **19%** to **26%** over the past year. Anxious to learn new skills, they are often frustrated with being under-challenged, while “many companies fail to tolerate debate and dissenting ideas.”

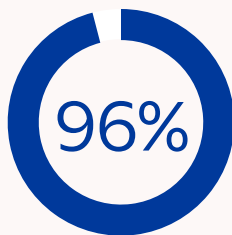
A *2023 Frost & Sullivan report* indicated that nearly **50%** of employers in the U.S. and the U.K. considered the “poor quality of candidates” as their biggest hiring challenge.

A *Gartner survey of the tech sector* conducted in late 2022 found that **86%** of CIOs were facing increasing competition for qualified candidates.

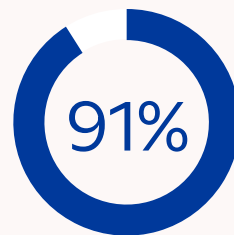
In a survey done for *Hays Australia’s Salary Guide IT Edition FY 23/24*, it was found that **96%** of IT employers experienced a skills gap compared to **91%** for other industries.



of CIOs were facing increasing competition for qualified candidates



of IT employers experienced a skills gap



of other industries employers experienced a skills gap



What this means for employers

Hiring managers can take several actions to deal with these skills gaps:

Work to understand the evolving needs of your targeted candidates and align your benefits and perks to the best of your ability.

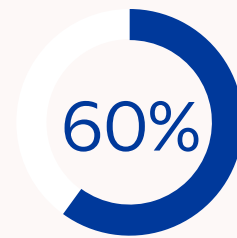
Broaden your potential talent pool by:

- Reducing the number of required qualifications, while considering upskilling new recruits who have the core skills you are looking for.
- Using inclusive language in your job posts.

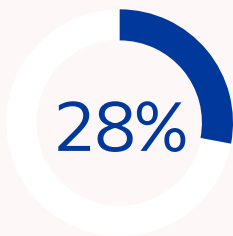
Optimize the candidate experience by assessing and streamlining processes.

Helping you reach more of the right talent

Once your job descriptions are optimized to address potential skills gaps, getting your jobs in front of the right candidates at the right time is key. [Indeed Ads](#) can help promote your jobs across Indeed, Glassdoor, and our Trusted Media Network, reaching potentially millions of job seekers while keeping your hiring goals in mind. And you can boost your job's visibility even further with Sponsored Jobs. Target relevant audiences to attract great candidates for your open roles quickly and easily.



Sponsored Jobs deliver 60% more applicants on average than non-sponsored jobs¹



Job seekers who view your Employer Branding Ad on Indeed are 28% more likely to click on the apply button to one of your Sponsored Jobs³

Find top talent with your employer brand

Job seekers want to know about your company's culture and values before they apply to work there. [Employer Branding Ads](#) let you share your unique company story so it stands out to a wide audience, amplifying your brand presence and increasing awareness.

[Employer Branding Hub](#) lets you manage your brand on Indeed and Glassdoor from one place and offers actionable, strategic insights so you can optimize brand performance. On average, employers who purchased both Employer Branding Ads and Employer Branding Hub together saw a 19% increase in started applications on Indeed.²

From optimizing your employer brand to reaching millions of job seekers across Indeed, Glassdoor, and other relevant sites, we have solutions to help you attract all the candidates you need. [Talk to us today.](#)

¹ Indeed data, Worldwide, March-May 2023

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

³ Indeed data, Worldwide