

Your Job Advertising Recovery Plan





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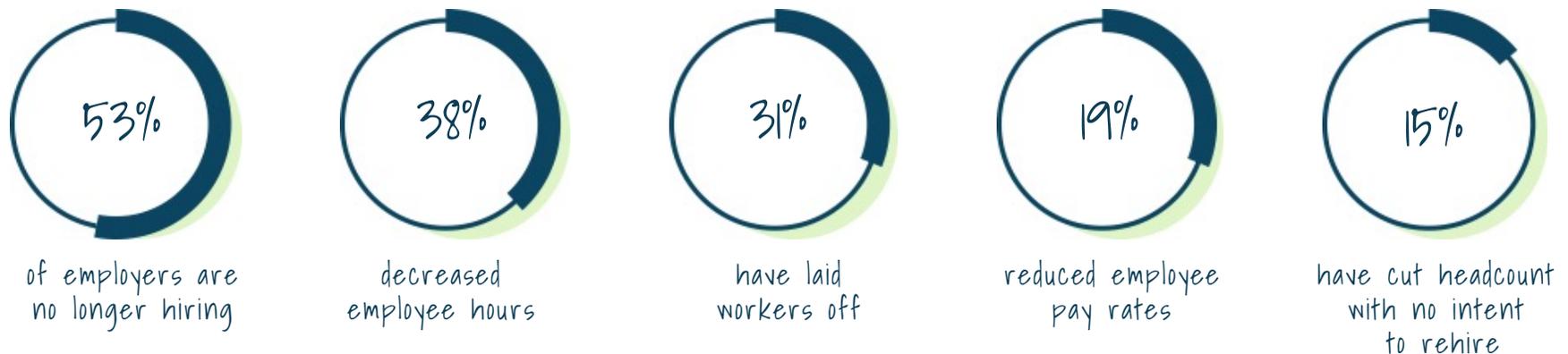
Introduction

From virtual learning, to entertainment, to business meetings, technology has enabled many aspects of our lives to continue during these economically uncertain times. The pandemic has demonstrated that people can adjust quickly and on a massive scale to change the way we manage our daily tasks. Unsurprisingly, those that were quick to make the necessary adjustments were also quick to land on their feet. **Many companies that previously invested in technology solutions were able to facilitate the shift toward telework with greater ease.** Their ability to keep operations going while having their employees access digital HR solutions ensured no bumps in the proverbial road. But that's not to say that the past was the time for implementation for a successful future. We're building the new digital work world megabit by megabit and anyone is welcome to join at any point in the process.

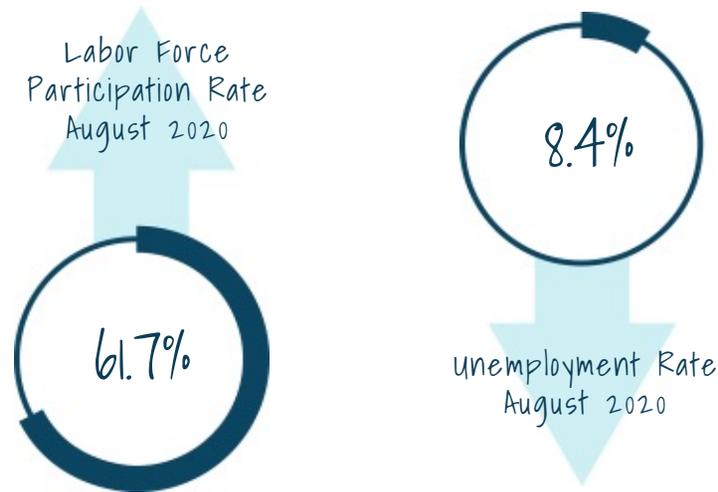
So, as we begin to rebuild what the pandemic dismantled, we must ask ourselves, "What about the past was effective and what can we do to improve the rest?" With no modern-day precedent to reference, we must find our own way. This new all-digital frontier is pushing us to create a steady stream of innovation most especially within the HR universe. **In this eBook, we aim to tackle the HR and Talent Acquisition professional's journey toward recovery and innovation within this volatile job market.** We'll look at the current state of things and make some data-driven predictions about the future. We'll help you look for new ways to embrace the latest recruiting tech and show you how it can evolve over the months and years to come.

Current State of Recruitment Advertising

As with many economic crises in the past, it's been a slow crawl toward normalcy. Beginning in April, the U.S. had a record 14.7% unemployment, with 20.5 million layoffs that month—the most since World War II. Every industry was affected by these massive layoffs. Job sectors like Hospitality which lost 80% of their job volume and Finance which lost around 74% of job volume. That only represents a fraction of job loss across the country, but it does seem to paint a dismal picture. Here were some of the numbers that plagued early 2020:



But where there's a will there's a way and many companies found a way to push forward during these tough economic times. According to Business Insider, with the Labor Force Participation Rate currently sitting at 61%, we're seeing a continued climb toward job recovery. At the time of publishing, more businesses are opening their doors and hiring to rebuild the workforce they lost at the start of the year. We're slowly transitioning into the new world of work.



This new work world is being paved primarily by the rise of the remote workforce. Remote work is becoming the new normal for industries that have employees that can do their jobs without being present in a traditional office or workplace setting. A survey of open jobs by job site Adzuna found that 6-7% of job openings currently call for remote work in the job description. With no vaccine and companies scrambling to figure out what the new workplace looks like, that number is sure to increase over the next several months.

What we're witnessing now is that in many ways this pandemic is acting as an accelerant to change. The innovation and disruption that were all long in the works but slowed by the main restraining forces that protect the status quo are now at the forefront of every industry's rise. The prevalence of Zoom meetings, work from home, increased flexibility, expanded sick leave, rethinking our definition of "essential" work and concern for employee wellness have been more conceptual than reality, and in just a few short months, we've made more progress toward these goals than we have in the last decade.



When asked to think about who or what led the digital transformation of their organization, for many leaders it's the COVID-19 pandemic. This isn't to be taken as a negative, however. For some organizations, massive shifts in the work paradigm are simply required to implement change. In fact, according to [Riverbed](#), 31% of people claim that COVID-19 was the trigger to allowing basic work from home functionality and allowance at their office.

Who Led the Digital Transformation of Your HR Org?

- A. CEO
- B. CHRO
- C. Talent Acquisition Team
- D. COVID-19

The ultimate takeaway here is that going digital is imperative to staying afloat. Gone are the days where the multi-year digital transformation initiative on the everlasting to-do list gets passed over for another project. Many companies are accelerating these advances in a few weeks. Every system, tool, and enablement platform must work now which means tools, norms, culture, and behaviors are all changing simultaneously.

So, what are the tools leading the way in this new digital landscape? What industries are seeing the largest boost in employment? The road to planning your recruitment recovery and your digital transformation starts here.

Planning Your Recruitment Recovery

Now that you're up to speed on the current state of the job market, let's jump into actually setting up your recruitment recovery plan. To begin establishing the foundation for your recruitment plan, consider this. One, don't go back to your old ways of recruiting. The old ways are no longer effective in a world with slashed budgets and head counts. You'll need to optimize your recruitment strategy if you want to bring your organization back to pre-COVID numbers. Two, invest in technology that will make you feel like you're operating at full capacity. The best tech in the industry will carry your workload for you, not work against you. And finally, using data to your advantage. Data can be utilized to stay informed on current market trends and how you compare to those statistics. By knowing where you stand from a KPI perspective, you allow yourself to a moment to check-in and build an effective plan.

- Don't go back to your old ways of recruiting
- Invest in new technology & change management now
- Use data to stay informed on current job market trends and how you stack up

BEFORE / OLD WAY



AFTER / NEW WAY



With these points in mind, let's begin building out our plan by looking at the industries that are already ramping up their hiring, post-shutdown.



Healthcare



Grocery/Food Chain Suppliers



Telecommunications



Tech Support



Retail



Restaurants



Logistics & Warehouse



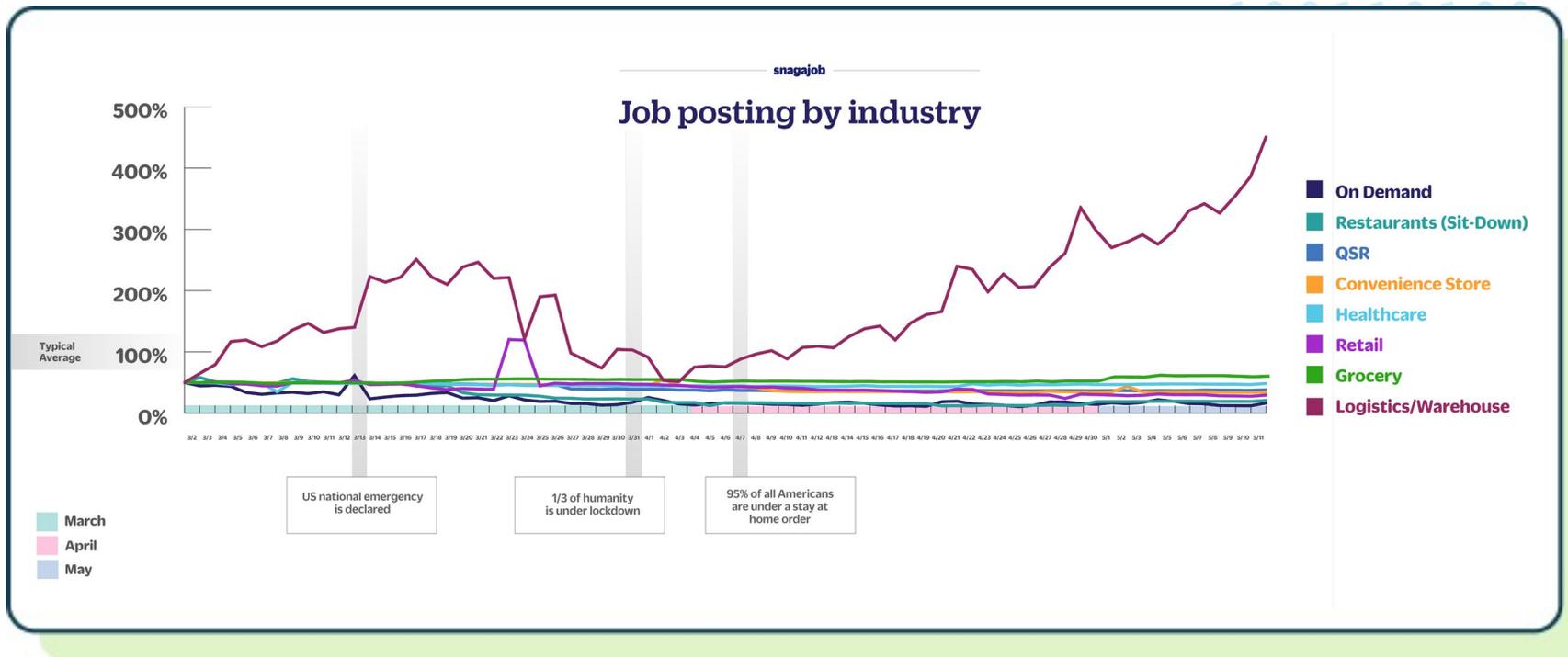
Government

First, we have Healthcare. With Registered Nurses and Respiratory Therapists in high demand in many hospitals, companies like Walgreens and CVS hired a combined 70,000 positions with some focus on their Pharmacy departments. Next, Grocery/Food Chain Suppliers. Gig suppliers like Instacart laid out plans to add 300,000 shopper roles to compensate an influx of grocery orders placed through their service.

Then, Telecommunications. With the rise of remote work, teleconferencing applications are being utilized daily. Zoom added job openings to almost all their internal teams including finance and customer care.

Then, Tech Support. Support.com recently announced its intentions to hire an unlimited number of remote support agent positions.

The industry with the largest hiring increase? Warehousing and Logistics with massive online retailers leading the way.



Source: Snagajob

What do these companies have in common? They've embraced the digital transformation of their industries with breakneck speed, but that **doesn't** mean there's no time to catch up. All you need is a solid plan.



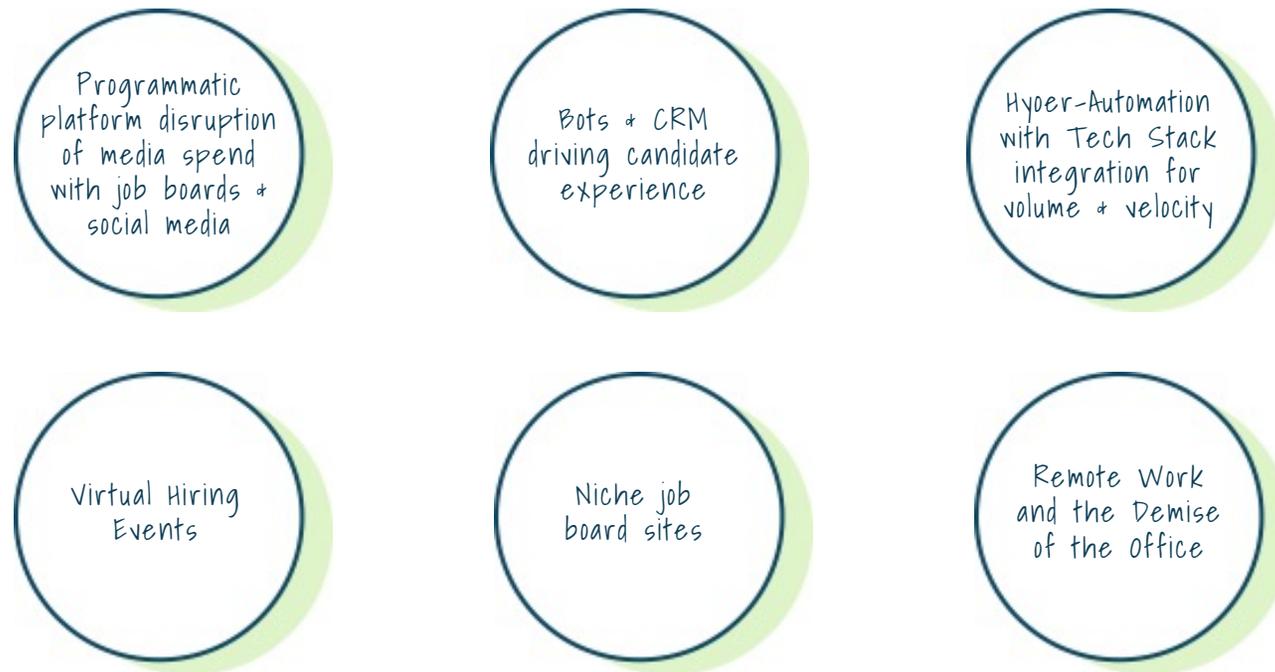
Before taking the plunge and investing in any new technology, HR and Talent Acquisition teams need to base all their decisions on their own objectives.

According to [Scot Marcotte](#) to the Human Resource Executive, “First, HR must base decisions on evidence. Before investing in any new HR technology...companies need to first step back and use data to determine their...objectives. Executives should think carefully about what they want the software to accomplish based on the needs of the business and their employees, who deliver on those needs...With clear baselines, explicit goals and people analytics, the business can best model people scenarios effectively and gain the insight needed to identify the underlying health and wellbeing issues and the potential technology solutions.”

During this recovery period you might need to engage in **high-volume hiring**, where an emphasis on efficiency will be super important. Compile the evidence to discover the tech pieces that will assist you most in your road to recovery and provide the best return on investment.

Ultimately, here’s what you’ll need to focus on when planning your recovery and looking for new tech. With the unemployment rate sky high, hiring won’t necessarily be any easier through recovery. Even with millions looking for work, the hiring landscape will be flooded with candidates that may not be relevant to your ideal candidate profile. To keep your head afloat in this post-pandemic hiring flood, keep your most relevant candidates engaged right now. Be open and communicative about hiring timelines and any new decisions that come from decision-makers that may affect the hiring process for candidates. If nothing changes, you should still make sure these candidates are in the loop and that you keep the lines of communication open to simply say that things have stayed the same.

It's crucial to find a platform that can target quality talent quickly; tech that will offer you significant gains without a significant price tag. The perfect platform will allow you the ability to handle multiple job campaigns at once while using AI technology for targeted advertising, budget allocation, and evaluation of job ad effectiveness in real time and keep your talent pool engaged and cared for. Here are some examples of some tech and trends that are helping push the market forward.



During recovery mode, it's more important than ever to have modern recruitment tools to help you sort the increasing number of applications and still maintain a great employer brand. People take it very personally how you handle them. Don't manage the application overload alone when tech can carry most of the burden.

According to Leap Consulting Solutions founder [Lauren B. Jones](#), "There's this misnomer in our industry that ...'more is better' but more is not always better. You need to make sure that you have a tool that will allow you to intelligently manage a job posting in a significantly more effective way."

When facing the inevitable heavy workload post-pandemic, you and your organization will need to have the upper hand as you grow your hiring and business in the post-pandemic economy. Technology makes that possible.



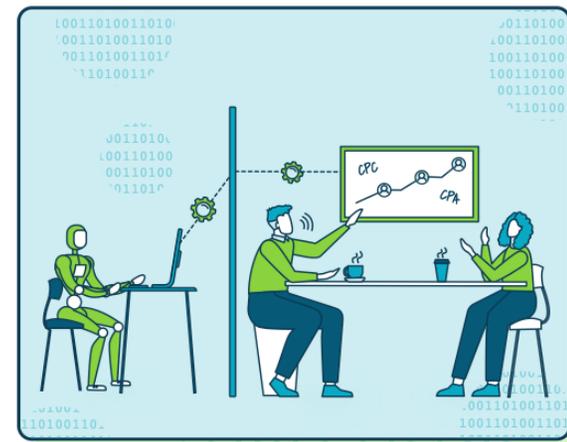
of experienced hiring professionals-which includes HR personnel, hiring managers, talent acquisition professionals-say that data is the top trend impacting their hiring practices

Source: [Northeastern University](#)



Embracing New Tech and Programmatic Recruitment

Modern recruitment tools open you up to do more work with less effort. Tech like big data enablement and machine learning coupled with a lean recruiting strategy could be the combination you need to really succeed. These days, we're all acutely aware of the power data holds. Unfortunately, the data we all held prior to this year may not apply moving forward. As we've seen, job volume changed, and labor supply changed dramatically. The complex balancing act of data-gathering and analysis combined with the tasks associated with finding, hiring, and onboarding new talent can make work-life difficult. And with our plans in flux these tasks became that much more of a challenge. But the best platforms that utilize big data and machine learning have been capturing and adapting to these data changes since the beginning of the year. Meaning, the ability to capture harness the power of data is still possible as ***its been mapping out the most effective CPCs and CPAs for the remainder of this year and beyond.***



That's what makes AI-enabled tech and programmatic recruitment so powerful; nothing can get in its way. This coupled with a lean recruitment strategy creates a customizable and efficient recovery plan.

Let's break down the individual elements that create this process.

Big Data Enablement

With the advent of big data in recruiting, workforce management is far more efficient and agile. HR leaders across industries are enabling themselves and their teams to make smarter and more accurate decisions. From the fast-changing potentially unstructured way of managing resources to a much easier HR function that can forecast measures leading to higher efficiencies for accelerating the pace of organizational growth.

Machine Learning Adoption

Machine Learning has been extremely important in accelerating the growth of every industry. Progressive HR leaders have begun their journey to take advantage of artificial intelligence tools and reap the rewards ahead of the competition.

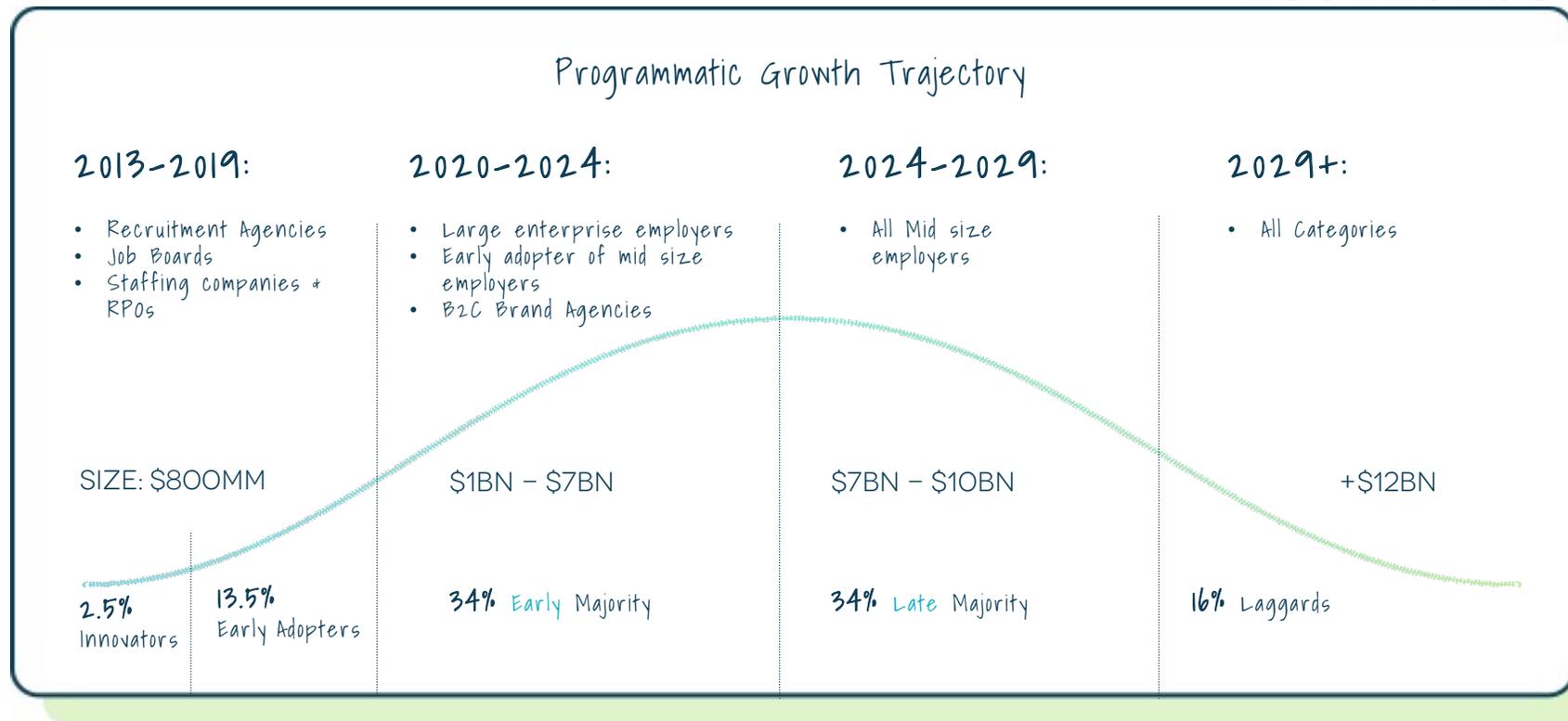
Lean Recruiting Strategy

The lean recruiting concept has originated from "lean manufacturing" which refers to an inventory strategy aimed to reduce costs and waste during a production cycle. Following a similar ideology, lean recruiting aims to reduce the waste within an organization during the process of hiring an employee. The waste can be thought of as excess time spent during the various stages of sourcing, screening, or interviewing candidates. Such strategies have a direct effect on the productivity index and can be looked in by HR for further use in their organizations.

Individually, these processes are strong but together they create the most robust job advertising recovery plan available. Need proof?

Let's dive into the data that supports these claims.

Here we see a market adoption curve that shows the growth, value, timing, and the participants in the programmatic market which is growing in just under 100% per year. Last year alone over 10 billion was spent on media for recruitment.



Early adopters of programmatic recruitment technology have been reaping the benefits of its AI-powered automation for years now and this current market gives greater reason to invest in its capabilities.



We are entering the programmatic hyper growth phase where the market is catching up to the early adopters and companies across the board are looking to learn more. Organizations including staffing companies, large employers and mid-size employers will be investing in programmatic technology for the foreseeable future to regain any losses that resulted from the pandemic.

For example, it was only just mid-year of 2020, that one of the largest logistics employers in the world, adopted programmatic and began running pandolQ to support their peak season hiring. Through 90 job campaigns, the pandolQ platform was able to deliver 125,000 new hires via a process called job variants. The original role for a single job title only yielded the employer with 575 views. With programmatic at the helm, the powerful combination of big data, AI and machine learning was able to split that single title into 77 variants highlighting different aspects of the job. The platform was able to highlight aspects like transportation assistance, salary, and sign-on bonuses to appeal to job seekers faster **resulting in a 30,000% uplift** in total views. Because of programmatic's access to previous candidate and location data, the platform knew which variants to display to candidates within a certain radius of the job location.

Programmatic allows for quick pivots like this. If a job isn't getting the views or applicants it needs, the system creates the variant and drives candidate engagement. The algorithm will only post the job variants it believes will produce the highest number of applicants on a given job site.

These numbers would be impossible to produce without the assistance of a programmatic platform like pandolQ.

While planning your recovery can be an involved process, once completed you can create a designated talent cycle that grows with your business. Choosing tech pieces that maintain the ability to scale to your business and its needs means you'll only need to plan it out once. The rest can be handled by the systems you've put in place leaving you with more time to strategize for any shifts that come your way.

Looking to get started? Apply for our [Workforce Recovery Grant](#) to see first-hand the power of hire intelligence in building a truly customized job advertising recovery plan. The grant will cover the cost of a recruitment advertising campaign while also delivering the most up-to-date data on the changing and dynamic talent demand, the latest cost-per-hire, the best sources for talent and the most effective way to campaign for the needed talent in this volatile market.



PandoLogic enables employers to source quality applicants faster and more efficiently through the use of big data, artificial intelligence, and proprietary campaign algorithms that fully-automate and optimize the job advertising process. Since 2007, over 125,000 employers and more than 700 digital publishers have benefited from PandoLogic's programmatic solutions resulting in over 5.4 billion programmatic job campaigns based on more than 199 billion historical job performance data points.



pandoIQ is the most advanced programmatic job advertising solution for enterprise recruiting. pandoIQ fully-automates and optimizes the process of advertising jobs using algorithms built on advanced data science, machine-learning and artificial intelligence.

pandoIQ's proprietary campaign algorithms utilize PandoLogic's 10+ years of historical job performance data comprised of 199 billion data attributes to establish predictive-performance benchmarks that determine when, where and how each job is campaigned online. The pandoIQ algorithms then allocate budget and optimize campaign spend in real-time across all jobs during the campaigning period. Additionally, the platform gives employers full visibility into predicted performance, overall spend and individual job performance in real-time.



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