



# SPECIAL REPORT: THE DEMAND FOR SKILLED TALENT

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**NEWS  
FLASH**

## EMPLOYERS NEED TO ANTE UP ON JOB OFFERS

The low national unemployment rate is giving workers increased confidence to explore career moves. As more professionals leave their jobs for greener pastures and skilled talent gets even harder to find, companies need to examine and offer what top job candidates and key employees want. The research in this report illuminates the difficulties hiring managers face and provides insight on how organizations can adapt their staffing strategies so that they thrive in this challenging market.

### JOB GROWTH REMAINS STEADY

Employment rose by **132,000** in the second quarter of 2019, virtually all in full-time work.<sup>1</sup>



### CANDIDATES WEIGH MULTIPLE OFFERS

**49% of job seekers** have received two or more offers simultaneously. The top factors affecting their decision are salary and benefits.<sup>2</sup>

### SOME CANDIDATES RENEGE

**23% of workers** said they have backed out of an offer after initially saying yes.<sup>3</sup>



### HIRING CHALLENGES PERSIST

Industry leaders who report difficulty finding skilled candidates for professional-level roles:<sup>4</sup>

**93%** Accounting and finance

**93%** Legal

**82%** Technology

**79%** Advertising and marketing

<sup>1</sup>Labour Force Survey, June 2019, July 5, 2019

<sup>2</sup>Survey: Nearly Half of Job Seekers in Canada Receive Multiple Offers While Job Searching, Robert Half Finance & Accounting, April 30, 2019

<sup>3</sup>Cold Feet: Survey Shows Nearly One in Four Canadian Professionals Renege on Job Offer After Accepting, Robert Half, May 15, 2019

<sup>4</sup>Robert Half surveys of more than 900 hiring decision makers in Canada, spring 2019

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## EMPLOYERS WEIGH IN ON HIRING HURDLES<sup>5</sup>

In today's candidate-short market, employers have to work harder to overcome recruiting challenges and hire for vacancies and new positions. The most difficult aspects of the hiring process include:

- 32%** Generating interest from qualified candidates
- 20%** Developing compensation packages and negotiating salaries
- 18%** Reviewing application materials
- 17%** Asking the right interview questions
- 13%** Creating job descriptions

## TOP REASONS CANDIDATES REJECT AN OFFER<sup>6</sup>

- 28%** accepted another job offer or counteroffer
- 25%** compensation and benefits are lower than expected



## Q2 2019 UNEMPLOYMENT RATES by Occupation for Select Positions<sup>7</sup>

### BUSINESS, FINANCE AND ADMINISTRATIVE OCCUPATIONS (2.7%)

Financial auditors/accountants  
Financial and investment analysts  
Executive assistants  
Receptionists  
Data entry clerks  
Payroll clerks  
Customer service representatives  
Administrative clerks  
Legal secretaries

### NATURAL AND APPLIED SCIENCES AND RELATED OCCUPATIONS (1.9%)

Information systems analysts  
Database analysts  
Computer programmers  
Web designers/developers  
Computer network technicians  
User support technicians

### MANAGEMENT OCCUPATIONS (1.6%)

Financial managers  
Business services managers  
Sales/marketing/advertising managers

### SOCIAL SCIENCE AND GOVERNMENT OCCUPATIONS (2.6%)

Law clerks and related occupations  
Lawyers and notaries

<sup>5</sup>Research Reveals Hiring Hurdles From Job Posting to Job Offer, Robert Half, May 29, 2019

<sup>6</sup>Ibid

<sup>7</sup>Labour Force Survey, June 2019, July 5, 2019

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## TIPS TO HIRE IN A HOT JOB MARKET

Hiring doesn't have to be difficult. Make recruiting a priority throughout the year instead of only when you have a hiring need. Here are five tips to help make your next hire a successful one:



### THINK BEYOND COMPENSATION

Offering competitive pay is critical. But instead of crafting an offer solely around money, hoping it will stick, promote flexibility, autonomy and company culture to fully engage candidates and sell them on the long-term opportunities at your organization.



### RECRUIT FORMER EMPLOYEES AND RE-RECRUIT CURRENT ONES

Nine in 10 senior managers said they would rehire former workers who left on good terms.<sup>8</sup> They are proven performers, require less training and may come back with new skills. And don't forget to re-recruit your best employees so they don't get to a point where they want to quit. Take time to check in, gauge their happiness on the job and make improvements to keep them engaged.



### DON'T OVERLOOK RECENT GRADS

Some of your best potential hires may be fresh out of school and eager to make a positive impression at their first job. More than three-quarters (76%) of senior managers are likely to hire new graduates for two primary benefits: They are enthusiastic about starting a career (34%) and they provide fresh perspective and ideas (27%).<sup>9</sup>



### OFFER TRAINING

You may not be able to find a candidate who meets all the requirements in your job description. You should be willing to upskill — 86% of human resources managers reported their company is open to hiring employees whose skills can be developed through training.<sup>10</sup>



### CONSIDER REFERRAL BONUSES

Your current employees can be the best source of referrals for new job candidates. They can help sell the benefits of working at your company. They also have a better sense of whether the person will be a good organizational fit.

## HIRING MADE EASY

Let Robert Half help you find the skilled professionals you need in today's competitive hiring environment.

**START HIRING**



<sup>8</sup>Survey: 91 Per Cent of Managers in Canada Would Rehire Former Employees, Accountemps, Jan. 17, 2019

<sup>9</sup>Canada's Class of 2019: Chances of Getting Hired Look Promising, Robert Half, April 24, 2019

<sup>10</sup>Survey: 45 Per Cent of Canadian Job Applicants Don't Meet Skills Requirements, but Companies Are Willing to Train Up, Robert Half, March 19, 2019



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