

# SEVEN TRENDS IN RECRUITMENT 2021



## MANAGING HIGH VOLUME RECRUITMENT

For August to October 2020, the UK unemployment rate was **4.9%**.

A **1.2%** increase on the previous year and highest level since **2016**.  
(Office for National Statistics)

The labour market is currently favourable to employers, so managing increased numbers of applicants while maintaining a good candidate experience will require you to adapt processes and strategies to remain efficient during this period.



## USING AUTOMATION TECHNOLOGIES

**1 hour** saved per day per recruitment assistant equals **260 hours** per year, per employee.

Multiply that across the recruitment team and that's a lot of hours freed up for other priorities.

Automating tasks in the recruitment process can also help to make recruiting quicker and improve the candidate experience. This is an area to be seriously investigated, costed and considered to stay up to date with the latest tech trends.



## REMOTE CANDIDATE EXPERIENCE

Nearly **4 in 5** candidates, **78%**, say the overall candidate experience they receive is an indicator of how a company values its people.  
(Career Builder)

This statistic is extremely important when considering a long-term shift towards more online recruitment processes. Ensuring processes remain fair, inclusive and provide a good candidate experience is an important element of becoming an employer of choice.



## INCLUSIVE RECRUITMENT

White applicants are **1.46** times more likely to be appointed from shortlisting than BME applicants.

**23%** of the NHS workforce are men opposed to **77%** who are women.  
(NHS Employers)

Addressing biases in your recruitment systems and processes will continue to be an important focus, to ensure your workforce reflects the community it serves.



## CULTURE MATTERS MORE

**73%** of surveyed adults would not apply to an organisation unless its values aligned with their own.  
(Glassdoor)

Prospective employees are increasingly seeking more meaningful workplace experiences, in an organisation whose values align with their own and whose purpose they can fully support. For employers, recruiting based on values of prospective employees matters too.



## RECRUITING THE FUTURE WORKFORCE

By 2025, millennials will makeup **75%** of the global workforce.

In 2019 **42%** of NHS staff were aged between 46-65, compared to **10%** of staff under 30.  
(Glassdoor / NHS Digital)

The NHS has an ageing workforce, and young people are underrepresented. You can act on this by opening opportunities to more young people and ensuring recruitment and selection processes are accessible.



## ECONOMIC RECOVERY AND DEMAND FOR TALENT

**72%** of candidates who had a bad recruitment experience will tell others about it.  
(CareerArc)

Post pandemic, when the economy begins to recover, there will be huge demand to fill vacancies across sectors. When there are ample employment opportunities, you will need to work even harder to attract talent. Your recruitment experience needs to be good, processes efficient and your employer brand strong.



## INFORMATION AND RESOURCES

These trends are changing the way recruitment is conducted by employers and experienced by candidates.

See our website section on **recruitment processes** for information and resources to help you act on these trends and to ensure your recruitment processes are current, relevant, and as effective as they can be.

-  @NHSEmployers
-  worforcesupply@nhsemployers.org
-  www.nhsemployers.org