

Welcome!

Smoke the Competition:

Winning Talent in Today's Hot Job Market



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Fun Facts

- I'm originally from Houston, Texas but reside in Brooklyn, New York
- I'm an avid sports fan and played lacrosse in college
- I raised goats in high school as an extracurricular activity

The recruiting game is changing



**It's a candidate's
market**



**There's a labor
shortage**



**Candidates are
renegeing**

Let's dive into some data!

Full time roles - offers

44%

2+ offers

Assume everyone you're speaking with will be evaluating multiple offers.

24%

3+ offers

24% of candidates get three or more offers with a handful of candidates getting seven or more.

60%

Hybrid

This includes both hybrid set days and flexible hybrid based on personal preference.

Full time roles - salary

Good news — \$100k
salaries aren't the majority!



52% are \$90k or less



Approx. 30% are \$100-150k



Less than 1% are \$200k+

20% of candidates reneged, here's why

1

Better career alignment

2

Higher salary

3

Better culture fit

4

Better work-life balance/flexibility

Interns - offers

65%

2+ offers

Slightly less competitive than full time roles.

27%

\$21-30 per hour

20% are making \$50+ per hour

45%

Hybrid

Both hybrid set days and based on preference.

19% of candidates reneged, here's why

1

Better career alignment

2

Higher salary

3

Better culture fit

4

Better work-life balance/flexibility

62% of interns would rescind on an offer

“If you accepted an internship offer, but then a better offer came along, would you rescind your original offer?”



85% Better aligned with goals



55% More pay



48% Better work-life balance

Let's summarize



**Most candidates
have 2+ offers**



**Candidates want
career alignment**



**Candidates are ok
renewing**

That data was little scary.
So now what?

What's in it for them?

62% will renege if something better that aligns with their career goals comes along.

Give them a vision for how their goals aligns with your organization and then show them.



Have Executives share their journey



Bring ERG's into the hiring process



Let them speak to current staff and ask questions

Yes money does matter, but not always

Money Matters

- They'll leave you for money but it's not the top reason.
- Consider relocation funds, housing assistance, or signing bonuses to help with relocation if you can't offer a bigger salary.

Be Flexible

- 74% of candidates prefer a hybrid work setting
- Flexibility and work-life balance matters when you're competing on the margins.

What else can you do

Keep Candidates Warm

- Send swag
- Monthly newsletter
- Frequent touchpoints
- Fun events (showcase your culture)
- Assign them a mentor

Plan for renegees

- Expect a percentage to renege and hire above your targets
- Educate candidates if you have renege policies

How RM can help?



**Refresh your
company
branded pages**



**Show, don't tell
with strategic
events**



**Nurture
candidates with
campaigns**

Q&A