
The Great Rehire and Beyond:

Your ultimate guide to recruitment marketing for the new talent landscape



The state of hiring today

There's a record-breaking 10M open roles¹ & 9.4M unemployed²

For employers, the outlook on the talent landscape is dreary. We see millions of open roles, millions of people unemployed, yet the two aren't meeting.

The truth is people are not prepared to go back to the same old pre-pandemic norms. **Workers expect more.**

In today's worker-led economy, talent won't settle for:

Wages and benefits that haven't improved in years

Did you know that the national minimum wage (which sits at \$7.25/hr) hasn't increased since 2009? With inflation, that number equates to \$5/hr.

Expectations of returning to everyday in-person workspaces

Many workers have responsibilities to take care of at home (childcare, eldercare) that are still dependent on the course of the pandemic.

Presumptions of unsafe work environments

Many people are still hesitant to return to the labor force full-time or at all in order to protect their physical and mental health.



Competition is everywhere — we know this to be true because we help some of the world's leading brands attract top talent.

To stand out, make universal changes that meet the expectations of today and the **future of work.**



Roopesh Nair

CEO & President,
Symphony Talent

1. U.S. Bureau of Labor Statistics, The Employment Situation, 2021
2. U.S. Bureau of Labor Statistics, Wage and Hour Division, 2021

The Great Rehire: Get ready for the comeback

To flex with the evolving worker economy and create joy for your organization, you will need to:

Adapt to
present-day perks
and locations

Extend a hand
to workforce
newbies
and re-entries

Say hello
to new (kinds of)
candidates



Debbie Tuel

Chief Joy Officer,
Symphony Talent



As we navigate the Great Rehire, we have the potential to revolutionize our recruitment strategies and turn the tide for an amazing comeback.

What brings more organizational joy than **empowering people** to love what they do and where they work?

Adapt to present-day perks and locations

The number of workers quitting is at a record high of 3.9M³

Today's workers will not settle for pre-pandemic work conditions and with 10 million open roles, they have the flexibility to wait for that golden job offer. That's why recruitment teams and organizations across the board need to re-evaluate their current perks, benefits and salaries.

Change up your schedules and locations

Organizations should look to workplace flexibility to match candidate expectations and stay competitive in today's flooded market. After going remote through parts or all of the U.S. lockdown, workers have proven they can still get the job done.

Focus on employee well-being beyond the perks

Leadership must show support and role model self-care. Simple ways to do this are by ensuring leaders encourage direct reports to use PTO, take breaks, set working hour boundaries, support project overload by saying "no," etc.

Switch out old perks for new wellness programs

Workers are looking to refocus on what matters most: wellbeing. To compete, organizations should switch out bagels for wellness apps and discounts (like Peloton subscriptions or meditation apps).

Re-evaluate annual wages and hourly pay

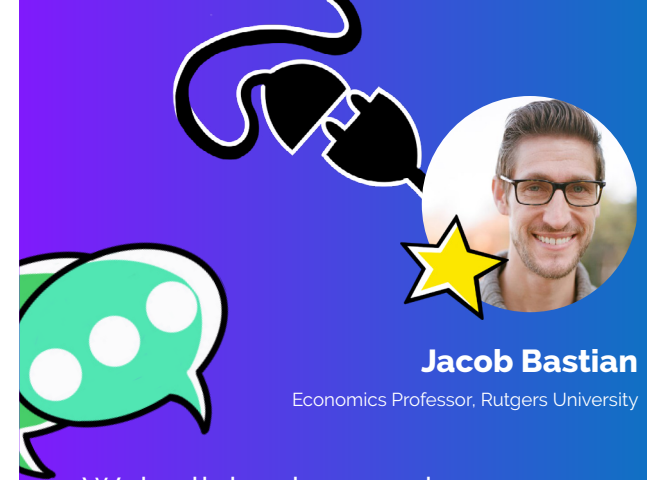
As some organizations look to make pay cuts for remote workers, your organization can cut through the noise by broadcasting increased salaries and benefits. The national minimum wage hasn't increased in over ten years - when was the last time you differentiated your brand by paying workers more?

68% of companies are committed to improving candidate attraction



Check out recruitment tips in our [Exceptional Experience Research Report](#)

3. U.S. Bureau of Labor Statistics, Job Opening and Labor Turnover Survey, August 9, 2021



Jacob Bastian

Economics Professor, Rutgers University

We're living in a worker economy. That means you have options if you're a worker, and **you have work to do if you're an employer.**

Tools to attract

Hiring people in 2021 and beyond is not the same recruitment marketing game as in years past. Today's worker economy demands change, and to compete, you'll have to respond with attractive recruitment strategies.

The best course of action is to get those improvements on blast.

Programmatic ads that sell your brand, open roles and perks are the perfect way to get in front of workers and entice them to click through to a full job description (complete with salary expectations).

Next, your **career websites** should include all those perks, benefits and work-life expectations. Don't keep the candidate guessing on what to expect, or chances are you'll lose them. (This includes remote options and childcare stipends).

Say hello to new (kinds of) candidates

By 2030, 375M workers will need to reskill⁴

The pandemic has forced workers to evolve and grow at recording setting paces. They've mastered Zoom, set up home office workspaces and juggled the "living at work" challenges. That's why recruitment teams are flexing to meet today's needs.

Identify the skills your business depends on

Organizations must focus on the skills needed to perform tasks and identify transferable skills from across industries with so much competition. Ensure your job descriptions broadcast learning opportunities and opens the door to industry hoppers.

Hold on to current talent

Don't forget you're always actively recruiting current employees. Set up internal career sites and share job openings on your organizational pages to keep employees engaged.

Support your working parents

While every talent group battled learning curves (like Sales building relationships over Zoom), working parents did this while taking on full-time caretaker and teacher roles. Continue to show empathy towards working parents by implementing no meeting hours or allowing for flexibility with working hours.

Manage safety expectations

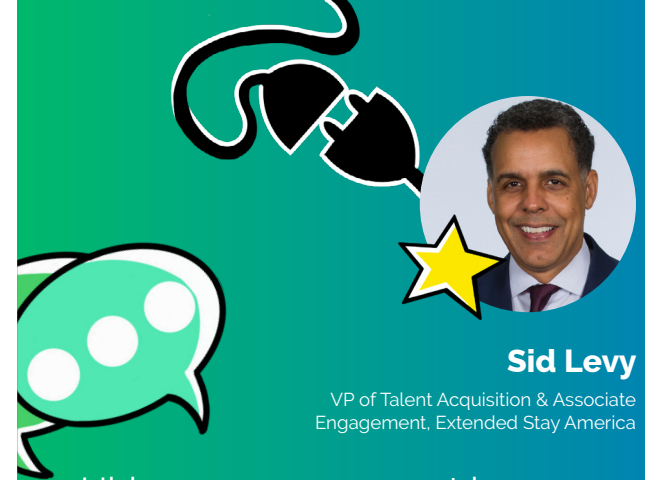
Workplace culture and safety are trending amongst current and prospective talent. For recruitment and retention, you'll want to make sure to communicate safety procedures and enforce protocols.

Only **20%** of the fortune 500 leverage career sites that feature internal mobility



Discover insights in our [2021 Recruitment Marketing Strategies Report](#)

⁴ McKinsey & Company, Retraining and reskilling workers in the age of automation



Sid Levy

VP of Talent Acquisition & Associate Engagement, Extended Stay America

Hiring managers must know how to **reskill candidates** from across industries.

Tools to connect

Hiring people from different industries, opting to reskill, accommodating "real" peoples' lives and growing internal talent deserves dedicated recruitment marketing strategies that connects to each talent group.

Start with job descriptions. Your job descriptions should have inclusive and attractive language. A **DEI Plugin** works seamlessly with job descriptions and campaign messages to detect gender, racial and age bias text.

Don't forget about simplifying the process for all users (candidates and recruiters alike). By integrating **on-demand video interviews** and talent assessments into your recruitment program, you'll boost candidate qualification and cut time to hire.

Extend a hand to workforce newbies and re-entries

Early career professionals equal 22.5M workers⁵

Whether hired today or not, this large labor force can enter into a **lifelong relationship** with your organization. That's why recruitment teams across industries are developing recruitment strategies specific to early talent.

Build brand awareness

Allow your organization stand out and stay relevant with CRM campaigns that include company announcements (we're talking acquisitions, product releases, C-Suite updates, perks and benefits changes).

Deepen your conversion strategy

Be more strategic in your calls to action to drive conversions. Instead of focusing on "selling" the job, you need to lead with differentiators and "sell" the why join our organization message.

Support long-term candidate engagement

Mainly Gen Z, early professionals are the "always-on" generation. It's way past time to get your social recruitment campaigns and referrals on your corporate and employee feed.

Keep a pulse on individual growth

Early talent might be new to the labor force, but they already have an eye for the future. Ensure your recruitment communications and onboarding tasks pinpoint mentorships, internal mobility, and success stories.

Mars Inc. engages early talent with award-winning virtual events

726

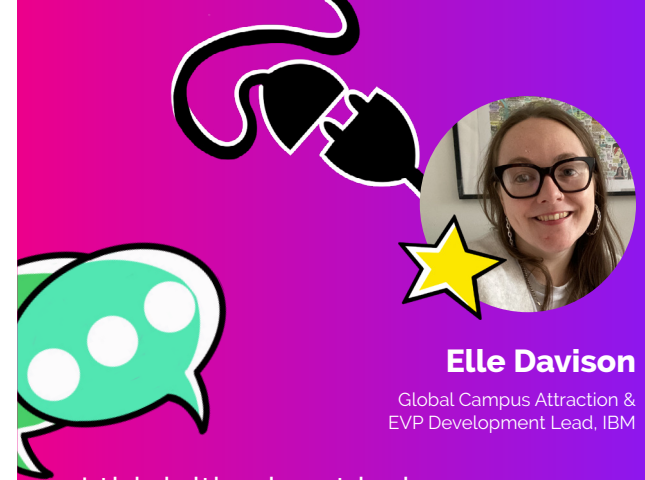
virtual event attendees

256%

increase in talent pool sign ups YOY

23%

increase in website visits YOY



Elle Davison

Global Campus Attraction & EVP Development Lead, IBM

I think it's about being more strategic...before we've been like "here's a job, do you want it? This is what the job is."

Instead, we're now selling the "why us" for that role. So, "why be a developer at IBM," not just come and work at IBM. **It's more about trying to make us different in the market.**

Tools to engage

Hiring early career professionals requires a well-planned and comprehensive recruitment marketing strategy that engages them for the long-term.

CRM tools create a highly personalized and branded candidate experience, drive conversations and deepen relationships.



Discover more in **3 Steps to Shape Your Future with Early Career Talent**

Meet your Great Rehire tech stack



The SmashFlyX Platform takes care of routine tasks so you can build personalized, positive candidate relationships at every point of contact.

Find, attract, connect, engage and assess today's workers with tools that automate tasks and empower your teams. SmashFlyX is the only recruitment marketing platform that brings it all together.



CRM

Build diverse internal and external talent pipelines and communicate your company goals directly within email campaigns to keep talent informed of open roles, company news and events.



Events

Create virtual experiences and continued touch-points to deliver your "why us" message. Virtual events enable you to automatically pull recommended participants from your talent community based on event criteria and goals.



Career Sites

Reveal your authentic brand and commitment to growth programs on your career pages and enable a chat assistant to answer questions anytime. Level up your career sites with dedicated internal career sites to promote retention and internal mobility.



DEI Plugin

Detect conscious and subconscious bias in content, including job descriptions and campaign content, by implementing a DEI plug-in. This helps you take a step forward toward inclusive progress and opens the door to all talent.



Programmatic Ads

Control every ad, campaign, bill, and job req you're funding. It budgets and adapts itself, meaning no dollar is ever wasted.



Talent Assessments

Leverage on-demand video interviews to help connect with tech-savvy candidates and better understand their interests. Qualify hires with post-apply assessments to dig into unique skills and pose questions that reveal candidates' potential.

Software that works for you, and you love to work in. **Symphony Talent** is a recruitment marketing technology company that helps recruitment teams automate tasks for efficiency and empower smarter candidate interactions. Its SmashFlyX platform unifies CRM, career site, and programmatic advertising for the most comprehensive talent campaigning and marketing in the industry. As an employer brand and creative partner, Symphony Talent has won major awards for EVP strategy, employer brand campaigns, career site design, and more. The company supports more than 600 customers across the globe, with headquarters in New York, London, Bangalore, and Belfast. Visit symphonytalent.com to learn more, and follow us on Twitter [@SymphonyTalent](https://twitter.com/SymphonyTalent), and [@SymphonyT_EU](https://twitter.com/SymphonyT_EU)

