How jobseekers are changing and how job boards can adapt



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Introduction

It's no secret that in recent times the job board landscape has seen some significant changes. New players have entered the market and jobseekers are demanding more of job boards than ever before.

This, however, is nothing that should really surprise us; we've always known that understanding exactly what the jobseeker wants, needs, and thinks is going to be key to providing the best experience for them on your job board.

In today's changing environment this has never been truer, and job boards need to bring this to the forefront of their thinking to remain competitive.

Our comprehensive report will give you valuable insight into exactly how jobseeker behavior is changing, and what job boards need to do to stay relevant. We'll be showing you the results of a complete and thorough survey of jobseekers from around the world and analysis of what that means for job boards.

We've teamed up with Jeff Dickey-Chasins (aka the Job Board Doctor) to get his thoughts on what the data means for job board owners. Look out for his comments throughout!

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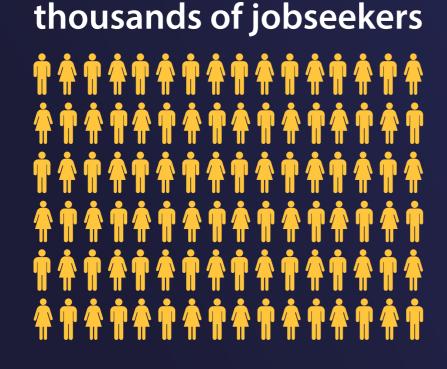
Profile of Respondents

With access to over 500 global brands, our data team have surveyed thousands of jobseekers across the globe and analyzed the results.

Our survey comprised of respondents from a diverse range of demographics. This allowed our analysis to provide a true deep dive into the data and give a complete overview of the current state of jobseeker behavior.

500 brands





Region

We spoke to thousands of jobseekers in ten separate countries, making this a truly global report. The majority of those surveyed were based in Europe (44%), with 35% in the United States and 21% in the United Kingdom.

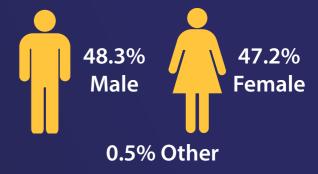


Age

Our respondents were predominately between the ages of 26-35 (43%) and 36-45 (30%). Of the remaining respondents, 17% were aged between 46-60, 9% between 18-25 and less than 1% were under 18 or over 60.

Gender

The completed survey was **gender balanced** with **48.3% male, 47.2% female** and **0.5% other**.



Employment Status

Of those surveyed, **78% identified themselves as being in Full Time Employment** and **22% being Part Time Employed**. The remaining 6% were split evenly between being Unemployed or working as a Contractor.

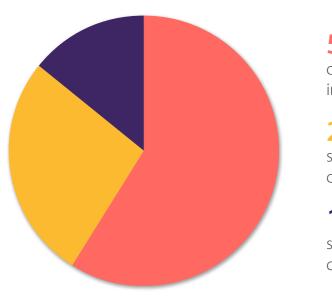
Employment

In this section we will be exploring the employment landscape. What we're really talking about here is the propensity jobseekers have for changing their job role.

We'll investigate how many roles jobseekers have had in recent years, how strong their desire is to move on and how soon they expect that to happen.

We'll dig deep into these indictors and cross reference them by demographic variables like age and location.

How long do jobseekers think they will stay in their current role?



59%

of jobseekers see themselves staying in their current role **indefinitely**

27%

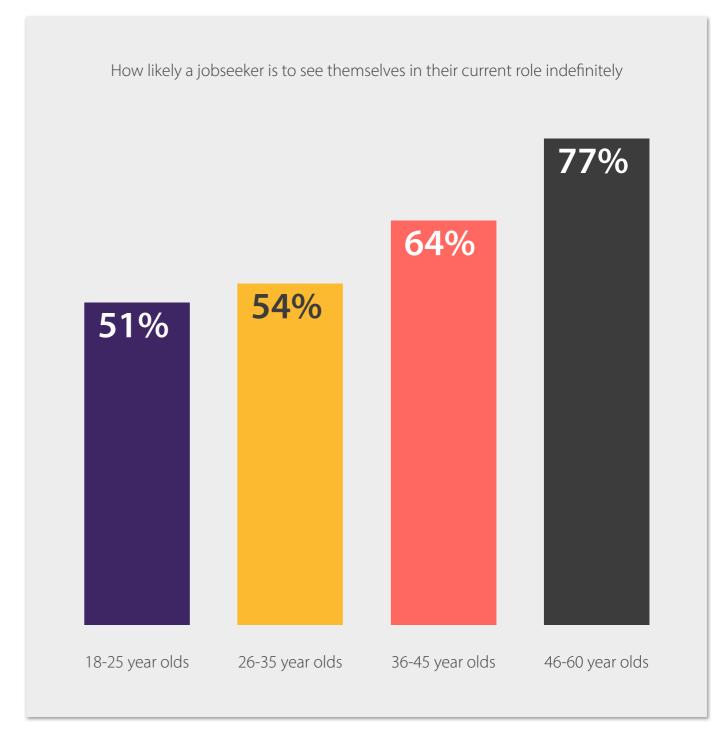
see themselves staying in their current role for the **next 6-12 months**

14%

see themselves staying in their current role for **less than 6 months**

How does this look for different generations?

As you might expect these numbers are impacted by age. The younger the jobseeker, the less likely they are to see themselves in their current role indefinitely.



And how does it look across different regions?





52% of jobseekers see themselves staying in their current role **indefinitely**

35% see themselves in their current role for the next 6-12 months

13% see themselves in their current role for less than 6 months





73% of jobseekers see themselves staying in their current role indefinitely

16% see themselves in their current role for the next 6-12 months

11% see themselves in their current role for less than 6 months

United Kingdom



53% of jobseekers see themselves staying in their current role **indefinitely**

37% see themselves in their current role for the next 6-12 months

10% see themselves in their current role for less than 6 months



Globally 88% of jobseekers are open to new opportunities whilst being employed

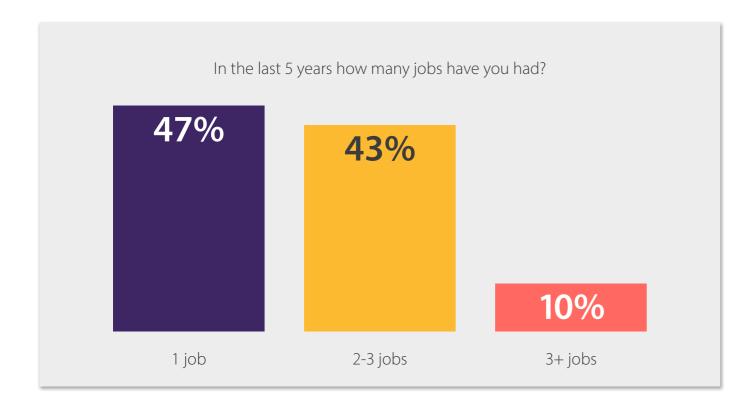
Mike Fahey, Executive Vice President of Madgex:

Everyone is a jobseeker if the right job comes at the right time. These findings show how important it is to understand the audience you serve, to keep them engaged, and to offer them jobs that match their profile. The chances are only a small percentage of your audience are visiting your site regularly, so engaging your historical audience data is essential. For job boards connected to a wider brand or organization, such as a publication or association, the opportunity to drive applications is greater if you connect to other parts of the business.

The Job Board Doctor Commentary:

In the past, employers could expect to see an average of 25-28% turnover in their workforce annually; however, these responses indicate that almost 50% of workers are expecting to move out of their roles in the next 12 months. So in addition to the challenge of hiring in a tight labor market, employers need **help on retention** – which job boards can add via **employer branding services** that help define and accentuate the employer's positive aspects.

How often do jobseekers change roles?



By age

Again, we see that generational differences exist here. Generally, the younger the jobseeker the more likely they are to have had more than 2 jobs in the last 5 years.

51% of 18-25 and 26-35-year-olds have had 2-3 jobs in the last 5 years.

By region

By region we see some real similarities between the UK and the US with 46% and 48% of jobseekers in both regions having had between 2-3 jobs in the last 5 years.

In Europe it seems that jobseekers are more likely to stay in a job for longer periods with just 7% having more then 3 jobs in the last 5 years, 39% having 2-3 jobs and 54% being in the same role for the last 5 years.

60% of German jobseekers have had one role for the last 5 years.

Joanna Millington, Product Director of Madgex:

The dynamics of job seeking is influenced by so many factors from industry, to country, skill-level of work and longevity sought in role. Not every board has the January and September peak! However, almost half the respondents, are likely to switch jobs in the next five years; so, keeping your 'passive' job seekers engaged throughout the year, through each of their roles will give your board the best chance to be front-of-mind when that jobseeker becomes active. And, maybe one of your employers' jobs will trigger that switch from passive to active! Get sharp on getting that employer information included, refresh that industry content to reflect today's trends, use those targeted job campaigns to inspire someone today.

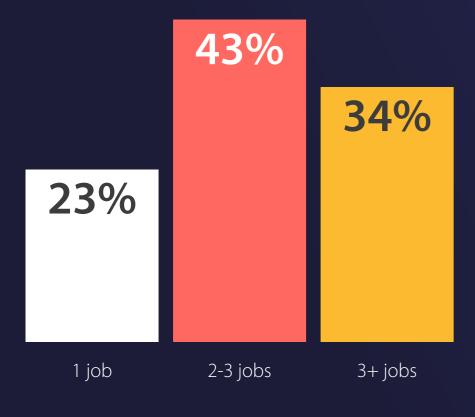
The Job Board Doctor Commentary:

The key takeaway here is that (if you didn't realize this already) there is no 'one size fits all' strategy for job board marketing. The candidate population you're targeting as a U.S. or U.K. board may well trend younger than the target population for a European board, and thus call for a different approach. As always, it pays to know your candidates – intimately.

Jobseeker Search Behavior

Now that we understand a bit more about the mindset of jobseekers and their propensity to look for, or at least be interested in new roles we really need to explore how they go about looking for their next job.

How many jobs do you typically apply for when looking for a new job?



Over a third of jobseekers apply for more than 3 roles when they're looking for a job

Where do jobseekers start their job search?



45% of jobseekers start their job search on a job search engine



4% of jobseekers start their job search on a company specific career site

Job search engines like Indeed and Glassdoor are the starting point for many jobseekers in comparison to company specific career sites. That will come as no surprise to any industry insider. However, Google has recently played their hand into this market with the launch of Google for Jobs in 2017.

Google now brings together job postings from all across the web, whether they're on websites run by small businesses or job sites with thousands of listings. Their approach of crawling the web for relevant job ads is a game changer for job board owners and employers alike. Expect to see Google increase their prominence as the destination to search for jobs as the system matures, at the expense of sites like Indeed.

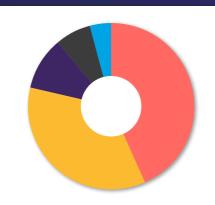
Mike Fahey, Executive Vice President of Madgex:

The challenge for job boards is that over time their traditional traffic generating channels (Aggregators, Social, SEO) have all now morphed into forms of strong competition. If you're a job board connected to a wider organization or publication, the answer is to further engage with the core audience beyond your job board. If you're a pureplay, then prepare for a tougher time as you must push your brand to be the in the forefront of the jobseeker mind. Both types of board must balance the various competitor channels for traffic. Job boards that position themselves as recruitment experts with unique audience access will reap the rewards.

The Job Board Doctor Commentary:

As Google for Jobs continues to roll out and become more pervasive, expect to see it displace Indeed as a primary search tool for job seekers. Job boards should be sure that their jobs are formatted for inclusion in Google for Jobs – but they should also continue to expand their candidate marketing in other areas, such as content marketing, job fairs, and offline media.

During a job search how often do you use the following devices?



Desktop

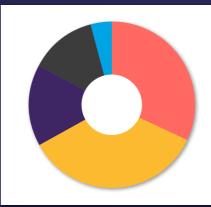
43% all the time 7

7% rarely

35% frequently

4% no response

10% infrequently



Mobile/Cell Phone

32% all the time

13% rarely

35% frequently

4% no response

16% infrequently



Tablet

13% all the time

40% rarely

25% frequently

4% no response

20% infrequently

Chris Adams, CTO of Madgex:

An increasing number of users are "mobile only", with no desktop or computer device. In some ways this is positive, as it will help the traditionally weaker application rates on a mobile device improve, but in other ways it poses a risk to the approach most employers take on their job board. The contradiction between older recruitment methods that require resume documents and long forms vs the jobseeker desire to simply express an interest in a given job opportunity is something that will need to be solved. Expect technology to play a large role in this, but job boards need to get ahead of the competition and begin to educate their clients on how best to engage this new, growing audience.

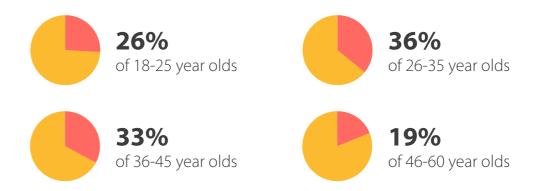
The Job Board Doctor Commentary:

The big news here is actually old news – mobile devices are used in job search by a significant percentage of candidates. The number has been creeping up each year, and varies somewhat by geographic location and industry, but if you're a job board, you have to deliver the same functionality on a mobile device that you offer on a desktop – or suffer the consequences.

Voice Assisted Devices

Age has an impact on how likely a person is to own a voice assisted device. Generally, the younger the jobseeker the more likely they are to own a voice assisted device. This will not come as a surprise to you but is still worth backing up with numbers.

Jobseekers who own voice assisted devices (by age)



Regional differences also exist when it comes to voice assisted devices. The US seem to the be the real early adopters of this particular technology with **44% of our US jobseekers saying they own a voice assisted device.** UK jobseekers also seem to be pretty keen on voice assisted devices with **38% of them now owning one.**

European jobseekers are considerably less likely to own one of these devices, with **75% of our European respondents saying they don't have one.**

Only 8% of Swedish jobseekers own a voice assisted device.

34% of jobseekers say they own a voice assisted device.

Chat Bots and Live Messenger

You'd expect age to play a role in the likelihood that a jobseeker has used live messenger or a chatbot in their job search and that is the case.

We found that the older the jobseeker the less likely they are to have used live messaging in their job search.

Jobseekers who have used live messaging whilst job searching (by age)



When we looked at the usage of chatbots across the three regions a similar picture begins to emerge. **The US and UK markets are more likely to have used a live chat service in their job search** with 26% and 24% saying they have done so.

In Europe only 9% of jobseekers say they've used live chat or messenger in their job search.

78% of jobseekers have never interacted or used a chatbot or live messenger when searching for a job online.

Mike Fahey, Executive Vice President of Madgex:

Job boards and employers are still finding their way when it comes to new, still fairly immature, interaction channels such as chat and voice. Instead of looking to voice and chat for applications, we're seeing job boards and employers utilize them as way to engage wider audiences. Recent examples are Netflix, who ran a Q&A session on LinkedIn, and Marriott, who have a job search chat bot on Facebook Messenger - neither ran quite as expected. That said, this technology is still new to the recruitment industry but will likely eventually find its footing. Both aforementioned examples show how employers are experimenting with these new channels to engage their potential jobseekers.

The Job Board Doctor Commentary:

Voice-assisted search already exists on Android and iPhones. As more candidates become comfortable doing voice-driven searches, we should see it go up – but it may be a while before these devices can handle the refining of a search, creation of a job alert, etc. that is common on a keyboard device. On the other hand, chatbots seem to be appearing at a great rate on recruiting sites – whether they're popular with job seekers remains to be seen.

Role of the Job Board

In this section we examine the role of the job board from the perspective of jobseekers. This data identifies how and, perhaps more importantly, why jobseekers use job boards.

It provides insight into the key drivers behind choosing a job board and what the jobseeker is looking to get out of it. This will really help you focus on the things that are important to the jobseeker and give you a better chance of satisfying their needs - while providing a high-quality experience.

What attributes of job boards do jobseekers care about?

We asked jobseekers to rate the significance of a range of factors when using a job board. **Here's what we found...**

72% of jobseekers felt 'jobs in my location' were important

64% felt that **'ease of use'** was an important factor

63% said the 'quality of jobs' was important to them

62% felt that **'jobs in my sector'** were important

47% told us that 'ease of use on a mobile device' was important to them

31% felt that **'site design'** was an important factor in their use of job boards

Joanna Millington, Product Director of Madgex:

With Location and Jobs in my sector being in the top four most important job board attributes, the quality categorization of jobs coming into your board is essential to delivering on your audiences' expectations. We see Location is increasingly one of the most important attributes for the majority of jobseekers; whether supporting the quick start search, "Is it in my town" as the number one criterion for audiences on local boards and on many generalist boards, as well as "How long would the commute be" for niche boards serving smaller, but active, communities.

The Job Board Doctor Commentary:

No surprise here – job seekers want jobs where they are, not across the country. For job boards, it's critical that they keep an eye on their job inventory, not only by type or sector, but also by location. If you're a tech-focused site in Poland but you don't have any developer jobs in Poland – well, you have a problem.

Global Jobseeker Survey Report 18/19

Global Jobseeker Survey Report 18/19

Why do jobseekers use job boards?

We also asked our respondents to tell us the primary reason they use job boards...

68% of jobseekers use job boards to source a job but then apply directly on the company careers page

40% use job boards as a research tool to discover the type of roles that might be relevant to them

36% use job boards to identify potential employers in their industry or profession

32% use job boards to find a role and then apply on the job board

23% use job boards to research salary band

12% use job boards to access career resources

Chris Adams, CTO of Madgex:

Many job ad postings link off for the candidate to apply on an ATS - which is often a poor and overly complicated experience. The more a job board can do to resolve this, either by convincing employers to collect applications or via ATS integrations, the better. We live in an era where online users can simply exit one site and quickly find another that provides their preferred experience. Candidates abandon applications that are too long and too complicated. This behavior will become more common as job boards and employers move to streamlined application processes.

The Job Board Doctor Commentary:

Although job seekers may want to submit their information in various ways, job boards really need to pay attention to employers on this – what method do they prefer? Given the variety of employers (and hiring techniques), it's usually best for a job board to offer both profiles and resumes as options, but to promote the method most desired by employers.

Global Jobseeker Survey Report 18/19
Global Jobseeker Survey Report 18/19

Jobseeker Frustrations

In this section we will examine the issues causing frustration for jobseekers applying on job boards. We'll explore the issues that jobseekers have said they find most irritating in the job search process.

These issues and pain points will be what drives your product forward, addressing these will help you make the job seeking process easier and more comfortable for your users which is all part of delivering a high-quality online experience.

What are jobseekers' top four frustrations when using a job board?

- 1. Out of date jobs
- 2. Irrelevant jobs in alerts
- 3. Lack of response from employers
- 4. Job description not clear / not sufficient

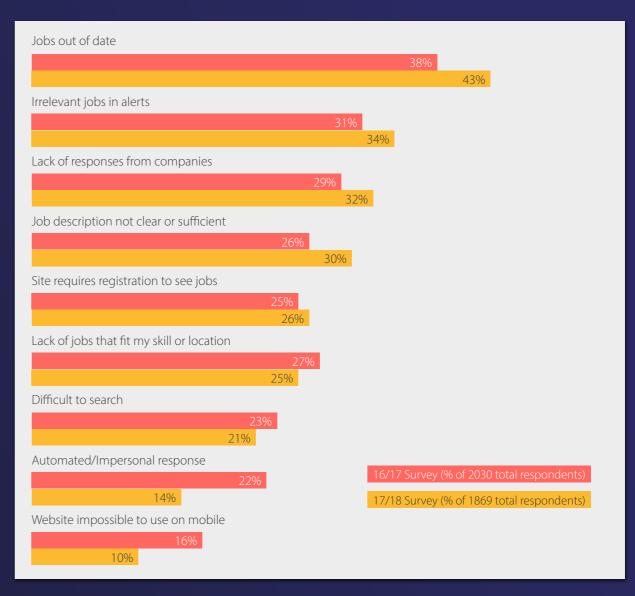
Comparison to 16/17

All four of the top jobseeker frustrations have been identified as a frustration by more respondents in 2018 in comparison the to the survey we conducted in 2016.

Out of date jobs saw a 5% increase in the number of jobseekers identifying this as one of their biggest frustrations. Irrelevant jobs in alerts rose by 4%, while a lack of response from employers and insufficient job descriptions both rose by 3%.

Interestingly, automated and impersonal responses and a poor mobile experience were not seen by jobseekers as being as frustrating as they were in 2016.

Pain Points



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Mike Fahey, Executive Vice President of Madgex:

The decline in frustration around mobile experience is due to the web maturing and now most job boards being responsive (although certain providers still operate on m. domains – I mean, c'mon!). The irrelevant or expired jobs remain an issue, and one that will largely be solved by controlling data. Some large job boards have teams who are responsible for curating and ensuring high quality content, these are generally the more successful boards in candidate engagement and applications.

The Job Board Doctor Commentary:

The good news here is that out of date jobs or irrelevant jobs in alerts are both technical issues that job boards have some control over. Also, if employers or agencies persist in posting out of date jobs, the job board should take action. Remember, candidates are the reason you have clients in the first place!

About Madgex

We partner with the world's leading media brands and organizations to help unlock the value of their professional audience. Offering marketing-leading job board technology, we help businesses grow their audience, increase engagement and drive their bottom line. With offices in New York, Toronto, and Brighton (UK), we provide our technology in multiple languages to clients across the world. In-depth research underpins everything we do here at Madgex.

Our research team are constantly testing, exploring, interviewing and measuring to ensure we're using the most accurate, up-to-date and useful insights to drive innovation and help our clients.

We have invested heavily in new technologies and world-class expertise through our **Data Science Team** to create the most innovative revenue solutions in the industry, drive continuous innovation and discovery, and unlock smarter growth.

About the Job Board Doctor

Jeff Dickey-Chasins is a veteran of the job board industry. Jeff was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with more than 450 job boards and published research, e-books, and blog posts on almost every aspect of the industry.



There's more where this came from...

The Global Jobseeker Survey is just one piece of our extensive research output. Be sure to subscribe to the Madgex blog to be the first to receive our latest reports.

madgex.com/labs

