

# STAFFING TRENDS

## — 2022 —



**GODSPEED**  
**GROUP**

## **Full-Spectrum Recruitment Gains Momentum:**

Your staffing clients no longer limit themselves to the established resume-aggregating job websites. In its 2021 survey, software provider Jobvite found that three out four agencies were expanding their recruitment efforts to Twitter, Facebook, Instagram and even TikTok. Beyond reaching younger candidates, these efforts have the happy knock-on effect of building an agency's brand.

## **Online Interviews Show Steady Growth:**

The pandemic response lit the afterburners for the technique. The process eliminates several logistic hassles, benefitting both job seekers and employers. With a promising candidate hired, savvy agencies gain further efficiency by also moving time-consuming onboarding tasks online.

## **Skill Sets Displace Job Descriptions:**

Driving the overhaul in staffing recruitment is the realization that employers need evolving skills, not static job descriptions. Instead of pursuing elusive perfect matches, the idea is to find promising candidates with skill sets that allow for quick retraining. Artificial intelligence — long overhyped — will play an integral role in this changeover. AI delegates the relationship spotting process to software, empowering recruiters to swiftly hone candidate lists. As agencies build their datasets, the process creates a virtuous circle of better candidates and satisfied employers.

## **Top Talent Demands Flexibility:**

Retailers learned years ago that shift scheduling is an effective worker retention measure. Accommodating workers' needs to gain a jump on rush-hour traffic or pick up children after school boosted morale with no drop in productivity. By necessity, employers in nearly every industry are now moving away from the nine-to-five tradition as a recruitment incentive.