



**A better recruitment
strategy, makes for a
better candidate experience**

Summary

Today's job seekers can afford to be increasingly selective. They have the power to negotiate better pay, enhanced benefits, better flexibility and an environment that supports their well-being.

As remote working increases, employers must look for ways to demonstrate that they care about remote workers' mental health and their chances for advancement. Encouraging individuals with disabilities to apply for roles will continue to revolutionize companies.

For this to happen, what you say and how you say it in your job postings, will be crucial. Whoever you hire, embracing pay transparency will be an ongoing journey but one that will be worth the effort it takes. Companies that make strategic changes like the ones outlined in this guide, will thrive in this increasingly competitive and selective market.

Avoid these job posting mistakes to widen your talent pool

There are certain mistakes you could be making that are narrowing your talent pool and undermining your efforts to build a diverse, inclusive workplace. Here's how to upgrade your job postings to remove barriers to employment, attract more talent and get better hiring results.



Mistake #1: Exhaustive lists of preferred skills and qualifications

Job postings that contain dozens of “preferred” or “desired” skills and qualifications send a signal that discourages many people from applying. Women in particular are less likely to apply for a role if they don't check every box.

Mistake #2: Focusing on quantity of years over quality of skills

Focus on measuring the quality of applicants' accomplishments and skills, not the quantity of time they've spent on the job. Carefully consider the specific abilities, characteristics or habits that spell success in each role, and then hire specifically for those.¹

Mistake #3: Arbitrary degree requirements

Degree requirements pose a significant barrier for job seekers who may have on-the-job experience and hard-earned skills, but not a college education. Shifting the focus from degrees to skills-based hiring will help to widen your pool of applicants.

“Recruiting strategies that were once ‘good enough’ are now looking threadbare and tired.”

- LaFawn Davis, Indeed SVP of Environmental, Social and Governance

Learn more with /Lead

Get loads more help and guidance on job posting best practices in our free online article.

Read it now

Pay Transparency by the numbers

Here are some enlightening — and often surprising — statistics from new research, case studies and even sample pay transparency structures, that will help you shape the discussion and win over pay transparency decision makers in your organization.

88%

of hiring decision-makers say pay transparency makes it easier to attract job seekers.

82%

of workers say they're more engaged with and fulfilled by their work when they're paid fairly.

81%

of workers say they're more productive and loyal to their employers.

67%

of job seekers consider salary info to be the most important part of a job description.

95%

of HR leaders say that pay transparency has "very positively" or "somewhat positively" impacted their employer brand.

HR leaders and hiring decision-makers worry that pay transparency might ...

Make employees uncomfortable	28%
Lead to resentment/dissatisfaction	30%
Expose pay ranges to competitors	31%
Cause overall wage costs to rise	32%

After enacting pay transparency, HR leaders said ...

It was "definitely" or "mostly" worthwhile	93%
The benefits of pay transparency outweigh the challenges	83%

Try out Indeed's salary transparency calculator

Providing job seekers with an estimate of the salary they should expect based on a job description and location, equips them with the information they need to ensure they receive fair pay for their work. If you don't include the salary range on a job listing, Indeed will provide an estimate based on similar titles and locations when we have enough confidence in our data.

[Estimate now](#)

Learn more with /Lead

Enjoy our complete Pay Transparency:
The 2023 Indeed Discussion Guide for free.

[Download guide](#)

How remote work is making a global impact

Remote work has changed how employers recruit and how potential employees search. To get the most benefit from your remote work policies — which ideally will increase productivity, reduce staff turnover and attract talent — there are a few things to keep in mind.



1. Remote work needs renewed communication

It's doubly important to support remote workers. Stay connected using every means at your disposal, from joining teams' daily online huddles, to messaging individuals and encouraging your management team to do the same.

2. Technology helps engage employees

- Encourage collaboration through brainstorming sessions with digital whiteboards.
- Use video conferencing tools for casual hangouts.
- Normalize staying camera-off when remote workers need a break from being "on".
- Improve employee engagement with polls, surveys and regular Q&As.

3. Try to avoid a two-tiered system

Proximity bias — the assumption that employees who work on site are more engaged and committed — is real. Don't forget remote workers when it comes to project assignments and promotions. This makes it even more important to foster a sense of equality between remote and on-site workers.

“Most importantly, demonstrate empathy. This isn't micromanaging; it's microcommunicating.”

Learn more with /Lead

Get the most benefit from your remote work policies by reading our free online article.

Read it now

How hiring people with disabilities can revolutionize your company

People who identify as having a disability often exemplify the qualities that any company would prize in a prospective employee: adaptability, resourcefulness, tenacity and a capacity to overcome significant challenges. Here's a look at the benefits of hiring people with disabilities — and how doing so can revolutionize your company.



Employees who perceive their organization to be committed to diversity and who feel included are 80% more likely to believe they work in a high-performing organization.¹

- Employees with disabilities help to diversify a workplace, providing valuable new perspectives and demonstrating a company's commitment to equity, inclusion and accessibility.
- By hiring people with disabilities, a company becomes a better reflection of its consumer base.
- Hiring people with disabilities is shown to lead to higher revenues, net income and profit margins.²
- Demonstrating an inclusive culture is attractive to all types of potential employees, as well as consumers.

“At every stage, work to remove ‘otherness’. Include the voice and image of employees with a disability in your website, media and any other way your organization represents itself.”

- Donna Bungard, senior marketing accessibility program manager at Indeed

Learn more with /Lead

There's even more helpful advice on supporting employees with disabilities in our free article.

Get it now

¹ Waiter, is that inclusion in my soup? A new recipe to improve business performance - Deloitte

² Getting to Equal: The Disability Inclusion Advantage - Accenture

Continue your journey with Indeed

Now that you've read this guide on how a better recruitment strategy makes for a better candidate experience, open the door to even more solutions with Indeed. From using AI to write your job descriptions, to improving your own branding to attract better candidates, the Indeed suite of solutions makes hiring easier.

We've got a tool that lets you effectively plan, track, and execute campaigns that put your hiring goals front and center and attract the right talent for your open roles.

[Try Indeed Ads](#)

Additionally, you can proactively search over 245 million resumes instantly and not just locate your next great hire but contact them to apply for your open roles too.

[Try Indeed Resume](#)

Hire faster with an all-in-one, pay-for-results hiring events product with built-in talent attraction and recruitment automation.

[Try Indeed Hiring Events](#)

People want to know what it's truly like to work at your company. Indeed can help you tell your authentic story to attract great talent.

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