



Overcoming 4 common recruitment challenges



Recruitment is getting more complex

Today's HR professionals are constantly asked to do more with less. At the same time, the entire recruitment process is rapidly evolving with advancements in technology and a shifting workforce. It's no wonder that 80%¹ of talent acquisition decision makers find the market to be more unpredictable now than ever before. And that uncertainty presents recruiters with a variety of challenges in trying to help their organisations succeed, including:

- Attracting and retaining top talent
- Adopting AI and new technology
- Creating better job descriptions
- Hiring in a tight labour market

The truth is, these challenges aren't going away. In fact, they're growing more complex and will continue to affect the entire recruitment process. But we believe in a simple yet profound approach: achieve better recruitment through better workplaces. Because better work is better for business.

¹ Indeed Global Research prepared by Quadrant Strategies and Enso, (CA, DE, FR, UK, US), n=500, Data showing average % 'strongly' and 'somewhat' agree among TADMS in survey countries

Future-proofing your organisation

As recruitment continues to evolve, employers who adapt their recruitment strategies to prioritise better workplaces will have a competitive edge over those who don't. We're here to help you turn recruitment obstacles into growth opportunities for your organisation, your people and yourself with insights, strategies and recommendations to help you on your path to better recruitment.



01

Attracting and retaining top talent

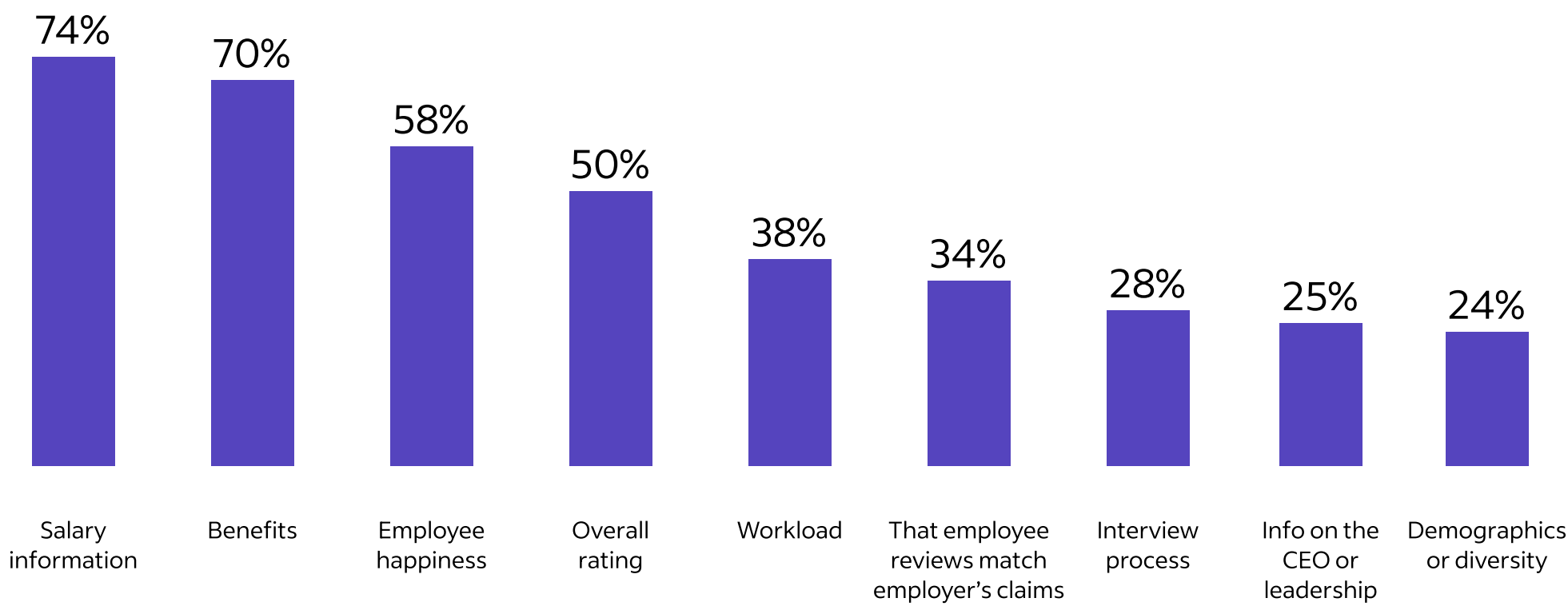


CHALLENGE 1

Attracting and retaining top talent

Because much of an organisation’s success is dependent on its employees, recruiting the right people – who are productive, engaged and in it for the long haul – is critical. And while pay is an important factor, it’s not the only consideration for jobseekers. Today’s recruiters must deal with evolving candidate expectations and priorities.

What workers typically look for when researching a company



Source: Indeed Survey with The Harris Poll, 2023

How to meet evolving jobseeker needs

If your organisation is among the many struggling to understand and meet the changing demands to keep workforces engaged, here are three strategies to help:

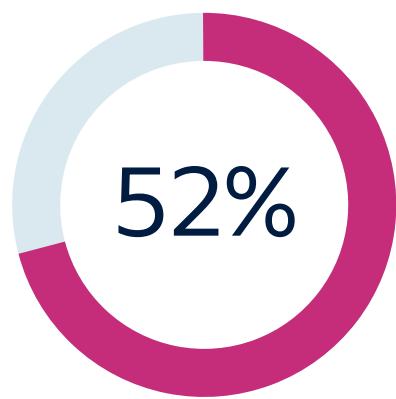
1. Start an employee resource group (ERG) for newly hired employees to provide an immediate network and get feedback on the training and induction process.
2. Have a dedicated retention team or onboarding partners to ensure new employees understand their benefits and career pathing options.
3. Create a system for people leaders to both privately and publicly recognise and appreciate employees.



Get your team on board with skills-first hiring

To adapt to the impending global labour shortage, organisations need to rethink how they hire candidates. Skills-first hiring focuses on jobseekers’ abilities and aptitudes instead of more common but less effective measures of job performance, such as degrees, previous roles or years in the industry.

Many employers today are decreasing education and experience requirements, while others are eliminating the need for CVs entirely. According to [research from Indeed Hiring Lab](#), the share of US job postings requiring at least a third-level degree fell from 20.4% to 17.8% in the last five years, opening doors for the 64% of US adults who don’t have a bachelor’s degree.¹



of US job postings on Indeed did not mention any formal education requirement as of January 2024, up from 48% at the same time in 2019

Indeed Hiring Lab data 27/2/2024, [Educational Requirements are Gradually Disappearing from Job Postings](#)



Try these skills-first hiring strategies:

- Identify and target talent pools with transferable skills.
- Create training programmes that guarantee placement within the company.
- Give hiring managers anonymised applications with only basic required information to support fair chance hiring.
- Invest in a dedicated team to reskill or upskill employees and route them into other roles.

Tap into tech talent

With an increasing demand for artificial intelligence (AI) and machine learning skills and the growing importance of hybrid, remote and other flexible work arrangements, employers who want to stay competitive in the tech job landscape need to refine their recruitment strategies.



6M → 7.1M

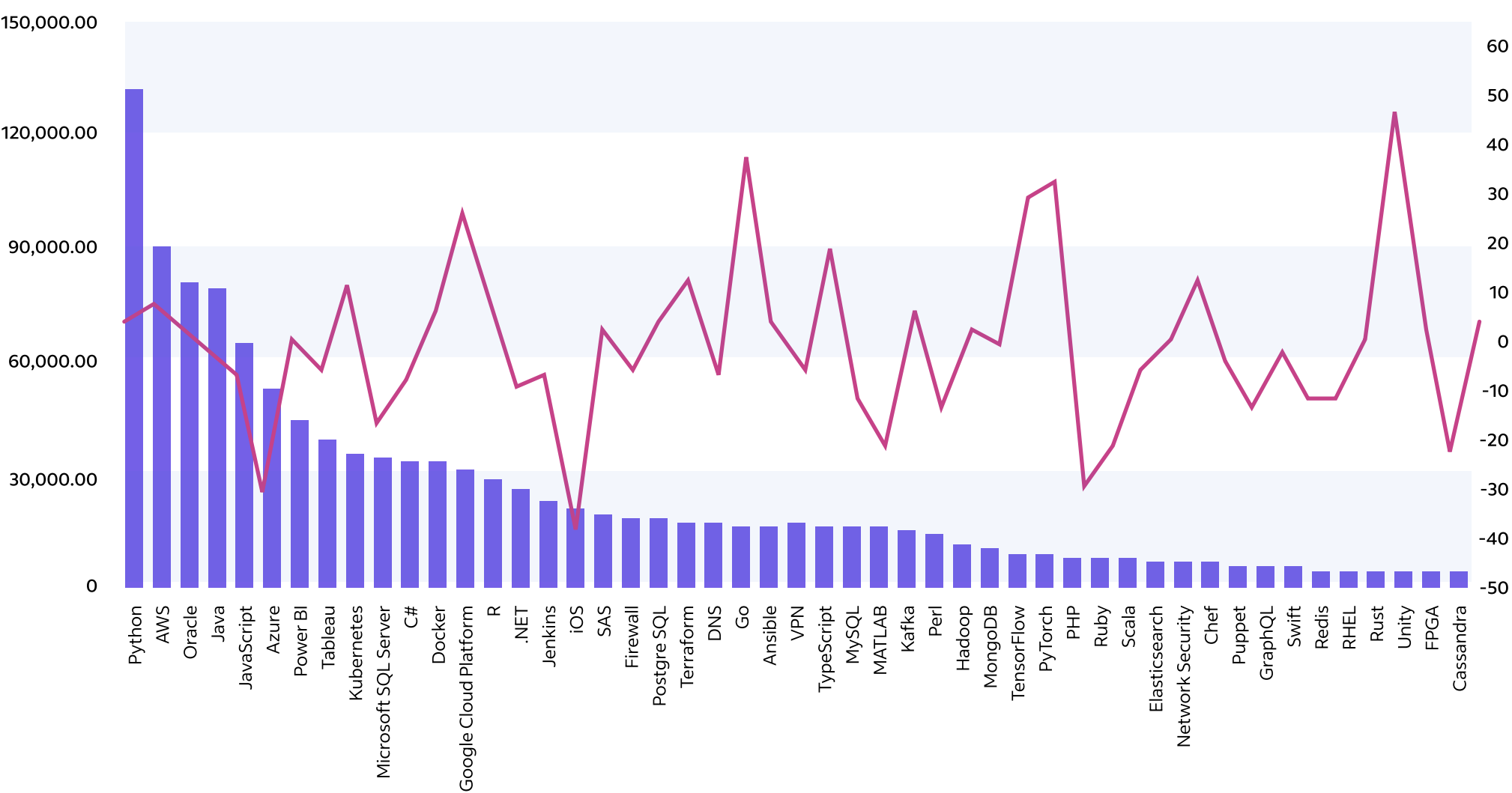
In the next decade, estimates say the number of tech jobs will grow at twice the rate of the overall US workforce, increasing from 6 million in 2023 to 7.1 million in 2034.

Indeed Insights: Tapping into Today’s Tech Talent

In-demand tech skills

Indeed's data shows the most in-demand software platforms listed in job ads are Python, AWS, Oracle, Java and JavaScript, and of those, AWS has seen the most growth in demand since last year.

Highest-in-demand technology platform skills and % change in demand year over year (August 2023 vs August 2024)



Source: Indeed Insights: Tapping into Today's Tech Talent

What motivates tech workers?

Benefits, at 69%,² are the most sought-after motivation factor for tech workers. Despite this, all three categories (Information Design & Documentation, Software Development, and IT Operations & Help Desk) on Indeed are among the sectors with the lowest share of postings that advertise at least one benefit.

² Indeed Insights: Tapping into Today's Tech Talent

Benefits tech jobseekers find most valuable but companies least offer include:

- Sign-on bonuses
- Four-day work weeks
- Unlimited paid leave
- A-la-carte benefits
- Stock options/equity
- Tuition reimbursement

Indeed Insights: Tapping into Today's Tech Talent

In a tight labour market, knowing what jobseekers are looking for will not only help attract top tech talent but also cultivate a workplace that will keep them.

02

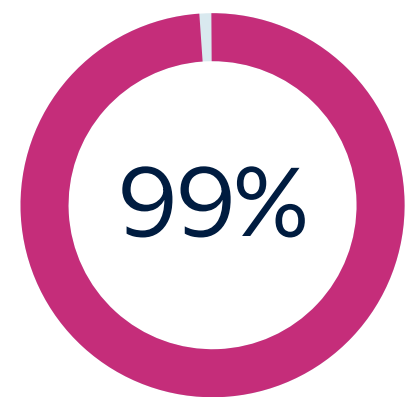
Adopting AI and new technology



CHALLENGE 2

Adopting AI and new technology

With the rapid evolution of job market demands and the growing pressure to fill roles faster, AI is becoming an essential ally in hiring for both efficiency and precision, helping recruiters sift through vast pools of applications, identify top talent and reduce unconscious bias in the recruitment process.



of US hiring managers say sourcing qualified talent is a challenge

Harris Poll survey of US hiring managers with 2,000+ employees (n=300) and employed adults, aged 18 and older (n=1107), conducted on behalf of Indeed, February 2024

While the promise of generative AI tools is enticing, choosing and implementing them comes with its own set of challenges for recruiters and talent leaders. Navigating the complexities of vendor offerings, integrating new tools into existing systems and ensuring they align with organisational needs can feel overwhelming.

Strategies for implementing AI recruitment tools

To successfully adopt and benefit from GenAI tools, employers must approach the process with careful consideration, clear priorities and a commitment to gradual, purposeful implementation. Here are five strategies to help recruiters evaluate and integrate AI tools effectively:



1. Learn how to identify what is and isn't AI

With many companies rushing to implement the latest AI technology, it's important to realise that not all AI recruitment platforms are created equal. In some instances, the technology may not even be AI at all. But how do you tell the difference as a talent leader? Try using this [AI flowchart](#).

2. Don't succumb to FOMO

When adopting new AI technology, you can't compare your team to the Metas and other massive tech companies that have been working with it for years. Take your time choosing AI recruitment tools that work for your company or team's needs, and then support adoption gradually.

3. Reevaluate your current recruitment tools

Before spending hundreds of thousands of pounds on a new AI-powered recruitment platform, look at what you already have first. Is there embedded technology you're not taking advantage of yet or that you could use more effectively? If it's simply a matter of needing to gain recruiter buy-in on existing AI recruitment tools, purchasing new ones likely won't help. Instead, focus on maximising the impact and adoption of the tools already at your disposal.

4. Lean on your newly hired employees as change agents

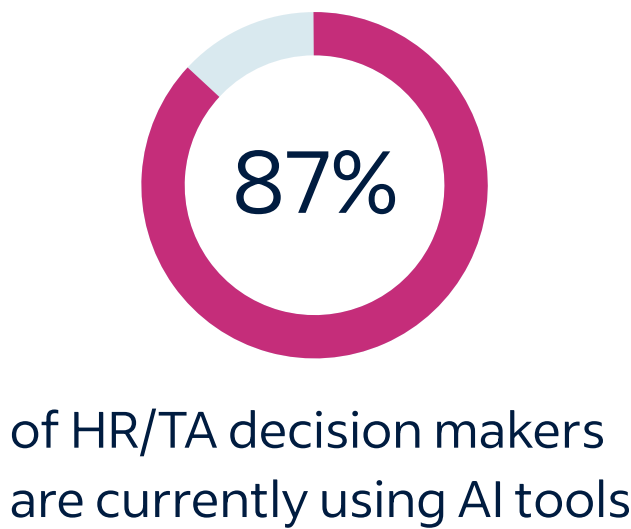
New employees inherently bring a fresh perspective, approaching work without the same opinions or biases that others may have after years of working at your organisation. With this in mind, rely on your newly hired employees for objective opinions on your current recruitment technology and processes. Because they haven't yet learnt 'the way things are always done', they might be able to pinpoint opportunities for improvement.

5. Prioritise progress over perfection

Start your journey to adopting AI recruitment tools by picking one process that shapes your day-to-day and automating it. It could be as simple as a browser extension that helps you scan and summarise articles.

Casting a wider net with GenAI

One of the great advantages of GenAI recruitment tools is their ability to unlock the potential of skills-first hiring. Unlike traditional systems that rely on exact keyword matches, GenAI can uncover skills-based matches by interpreting nuanced language in CVs and job descriptions, leading to more inclusive recruitment practices that draw from a larger pool of talent.



Indeed survey

Responsible AI checklist

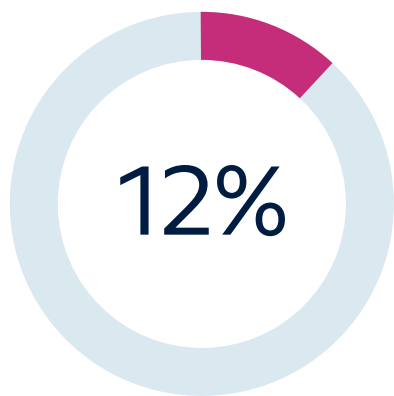
Once you've integrated AI recruitment tools into your hiring strategy, it's important to put safeguards in place to ensure they're helping you achieve your recruitment goals with integrity.

- ✓ Check AI-generated job descriptions for inclusive language before posting.
- ✓ Write holistic and inclusive equal opportunity employer statements.
- ✓ Assure marginalised groups they are encouraged to apply.
- ✓ Ensure your recruitment practices accommodate marginalised candidates.
- ✓ Train your employees to use AI responsibly.
- ✓ Form an AI ethics committee to set usage guidelines and review the performance of AI tools.



Is AI going to replace HR?

AI can certainly help support HR and talent leaders with tasks like summarising CVs, writing job descriptions and generating interview questions. However, it can't replace the human judgement and interaction that candidate assessments and interviewing require. Out of more than 2,800 work skills assessed by Indeed, none were deemed 'very likely' to be replaced by GenAI.¹



of the tasks a typical HR role requires are only 'likely' (but not 'very likely') to be replaced by AI

Indeed

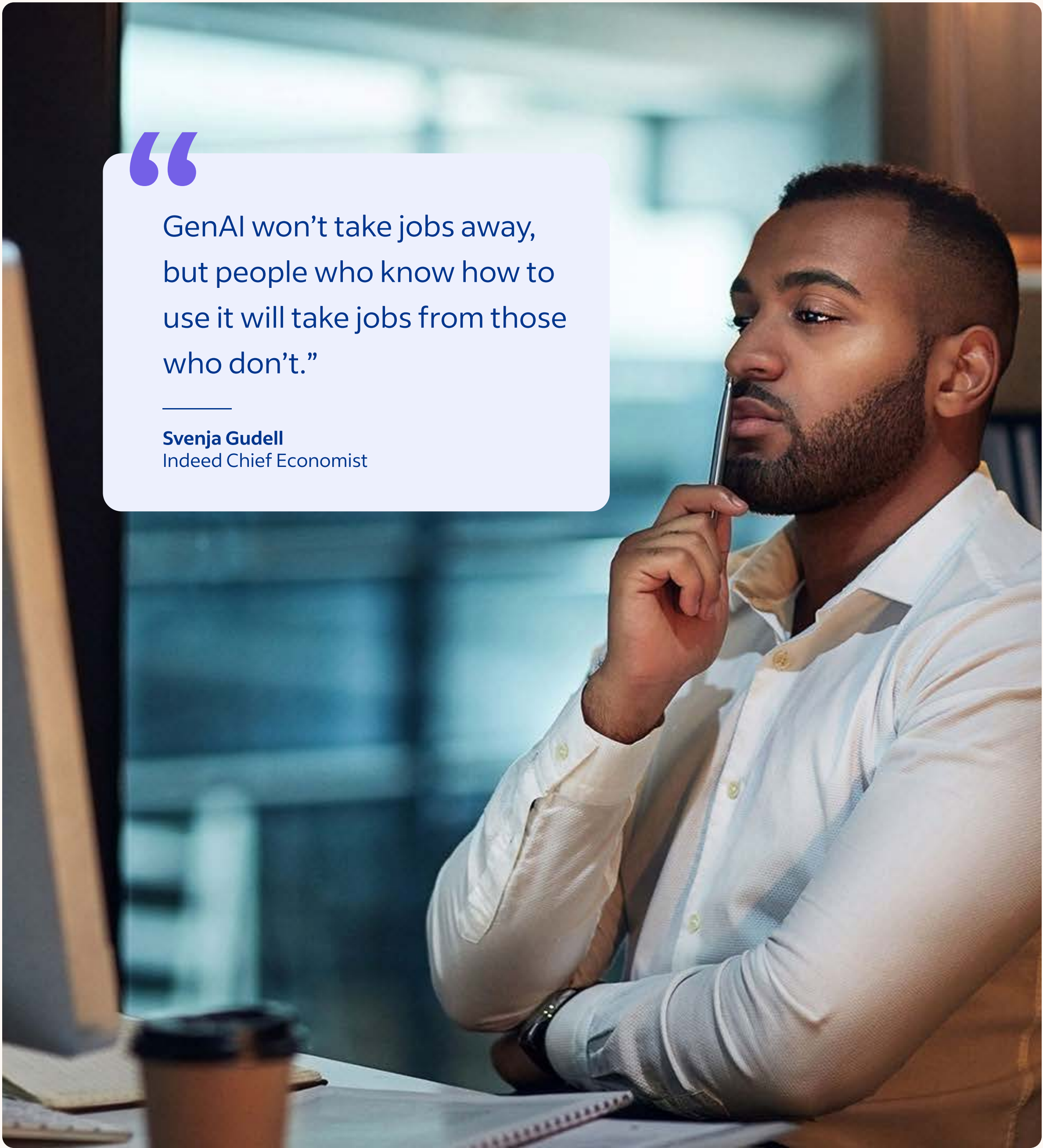


¹ AI at Work research from Indeed Hiring Lab, 25/9/24 'Why GenAI is More Likely to Support Workers that Replace Them.'

“

GenAI won't take jobs away, but people who know how to use it will take jobs from those who don't.”

Svenja Gudell
Indeed Chief Economist



03

Creating better job descriptions



CHALLENGE 3

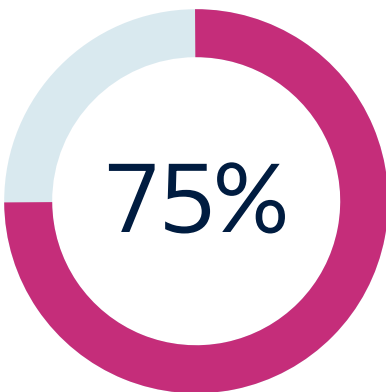
Creating better job descriptions

Well-written job descriptions are essential to effective recruitment. More than a simple list of tasks, they're the first impression your company makes on potential candidates, a reflection of your values, and a critical tool for attracting the right talent. Thoughtfully crafted job descriptions can mean the difference between hiring a motivated, diverse and highly skilled workforce or missing out on the best candidates altogether.

Here are three strategies recruiters should prioritise when creating job descriptions to ensure they're inclusive, effective and aligned with today's hiring best practices.

1. Be transparent about pay

We consistently hear from jobseekers that seeing salary information in job descriptions is important when evaluating potential roles. Including this information can be a way for employers to build more trust with candidates and employees, attract new workers, and potentially help close gender and racial pay gaps. It's important to remember that pay transparency isn't just ethical – it's a business advantage.



of jobseekers said they're more likely to apply for a job if the salary range is listed in the posting

Indeed commissioned survey, n=1,500 people in the US

When pay is clear from the beginning, it avoids misunderstandings and wasted time for both jobseekers and employers. Growing support for pay transparency has motivated salary disclosure laws in several US states and a rise in the practice in recent years.

As of September 2024, 57.8% of job postings on Indeed listed some type of pay information, up from 52.2% in September 2023. However, the pace of pay transparency growth in 2024 has slowed compared to last year. From September 2022 to September 2023, the percentage of job postings advertising salary information climbed 15.7 percentage points. Mentions of salary in job postings began rising in early 2020 and then accelerated in 2022 due to regulations and a resilient US labour market. Overall, the share of postings with pay transparency has more than tripled from its February 2020 level of 18% and is on track to continue growing.¹

Pro tip: include a realistic salary range in every job posting, grounded in market data and aligned with internal equity, and briefly describe benefits and growth opportunities.



Things to consider:

- Assess any internal pay equity concerns with a pay audit before implementing pay transparency in job descriptions.
- Conduct market research on pay and benefits packages to stay competitive.
- Communicate pay transparency strategy with managers and leaders and provide channels for their feedback and employee feedback.
- Monitor progress and identify potential issues with employee engagement surveys that include questions about pay transparency initiatives.
- Ensure compliance with evolving regulations on pay transparency in your region.

¹ Indeed Hiring Lab data 10/12/2024, [Indeed's 2025 US Jobs & Hiring Trends Report: What To Expect When You're Expecting a Soft Landing](#)

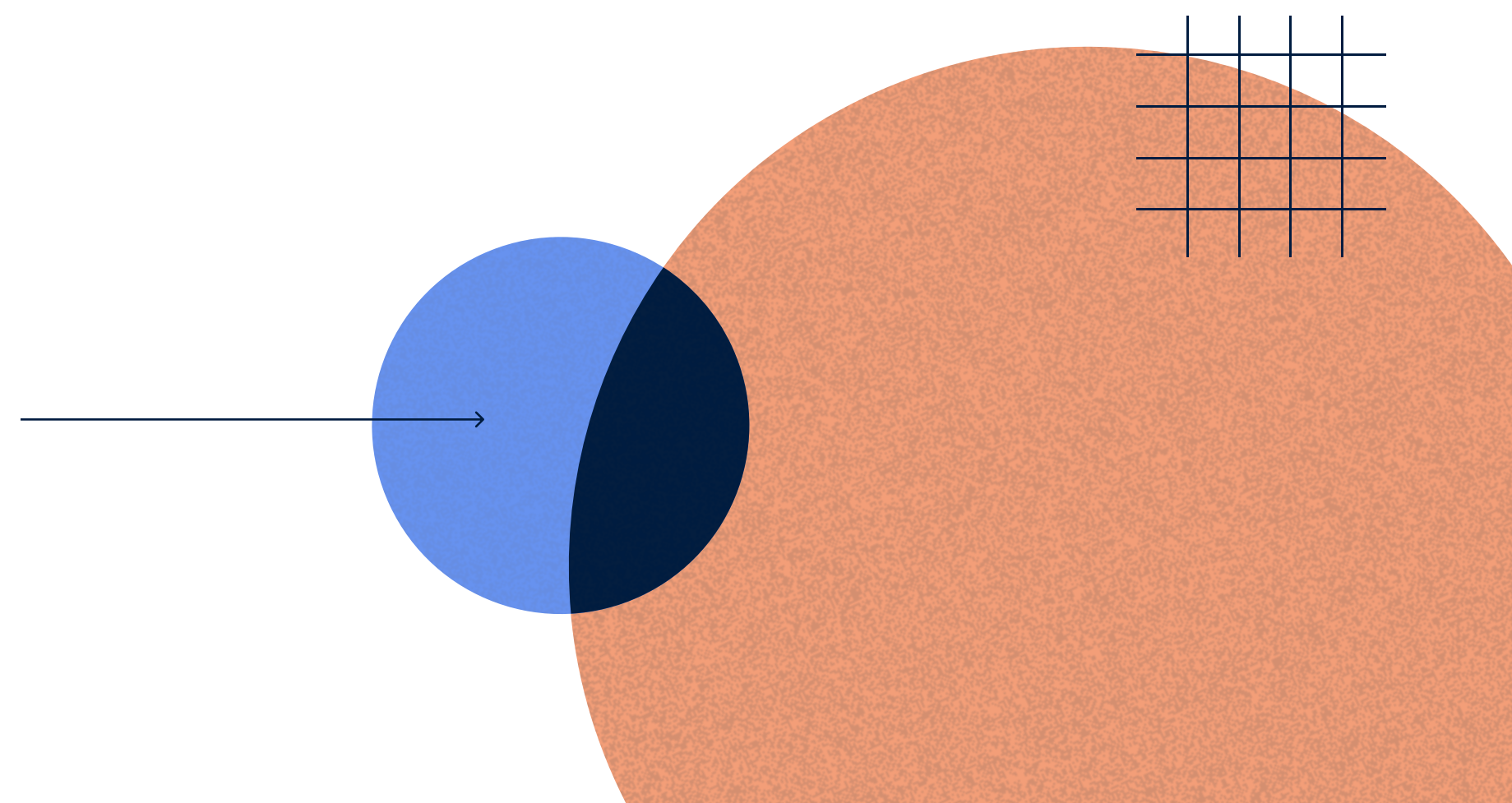
2. Hire for skills

Traditional recruitment methods often emphasise degrees or years of experience, unintentionally excluding qualified candidates from non-traditional backgrounds. By focusing on skills instead, companies can tap into a more diverse talent pool and fill roles more effectively.



Pro tip: instead of posting dozens of ‘preferred’ or ‘desired’ skills and qualifications, limit the requirements for each job posting to only the most essential – ideally no more than five. Narrow your list down with these strategies:

- Determine the make-or-break skills or habits for success in each role.
- Ensure requirements can be fairly assessed.
- Get specific about the five skills that will enable you to screen candidates in or out.
- Focus on quality of skills instead of quantity of years.
- Remove arbitrary degree requirements.



Are degree requirements necessary for this role?

Ask yourself these questions to help decide whether you need to include degree requirements for a job posting:

- What skills and knowledge does someone absolutely need to do the job? Are there ways these can be obtained outside of formal education?
- Who else in your organisation has been successful in this position, and what was their background? Which helpful habits or skills did they exhibit?
- Can you define why a certain degree level is required? For example, does the job legally require specialised education?
- Could removing degree requirements result in hiring people who are unable to perform the role at the level required? Consider adding the phrase ‘or the equivalent in experience’ if you’re not ready to remove the requirement entirely.
- Are you requiring a master’s degree when only a bachelor’s level of education could suffice?
- In what skills and successful habits are you willing and able to train someone?

3. Create a visual job description

In a competitive job market, recruiters need an eye-catching way of holding a potential candidate's interest. A 'visual' job description keeps their focus long enough to see the opportunity, absorb the basic information and decide whether to learn more or move on.



Pro tip: at this initial point of contact, your goal is to make the candidate think: 'That sounds like a cool job.' Save the details for later. Include the bare minimum information along with a call-to-action encouraging those who are interested to find out more. Start with the basics:

Company name: This is an obvious one – it's who you are as an organisation.

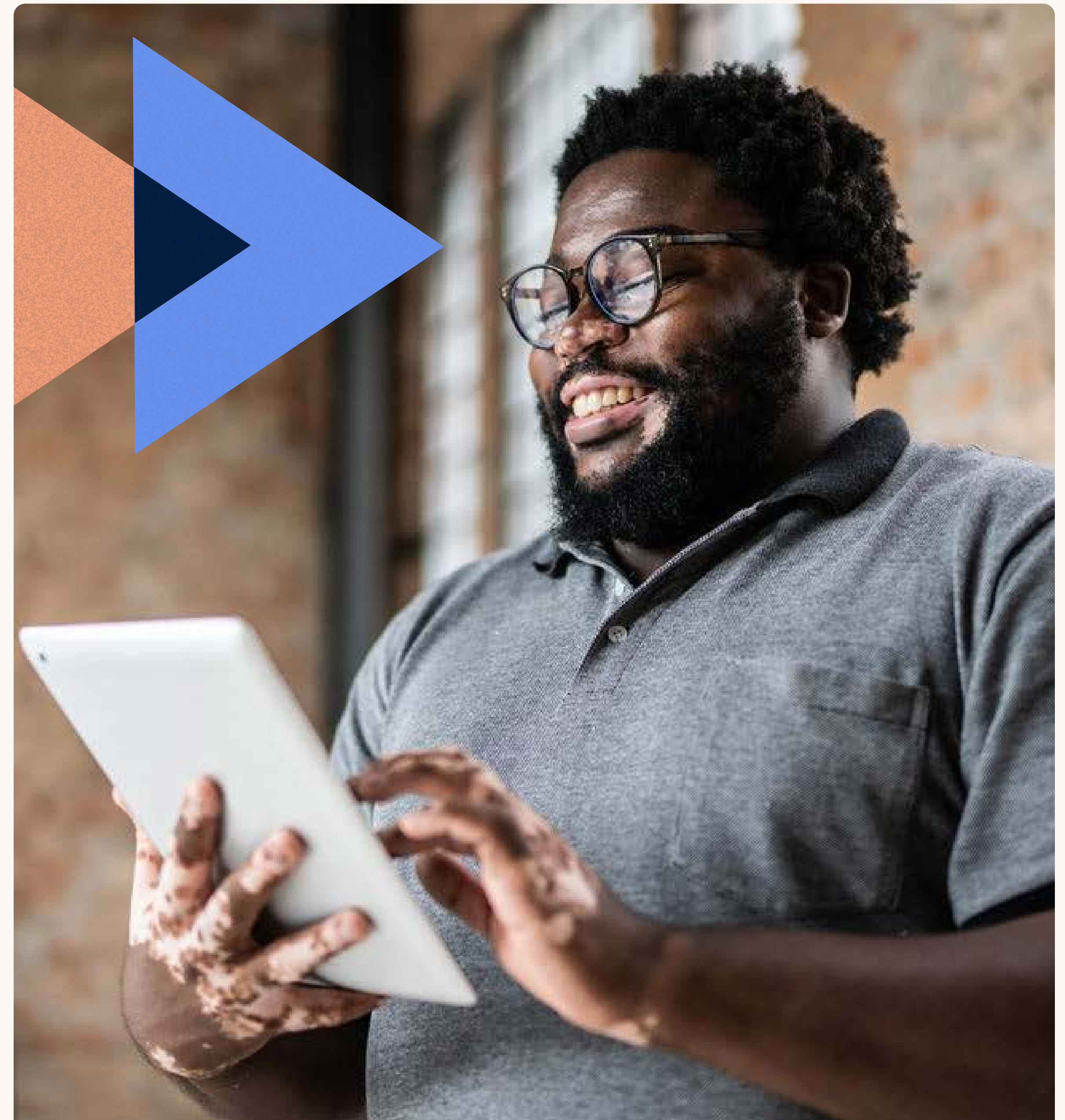
Job title: Simply state what role you're looking to fill: software engineer, social media coordinator, HGV lorry driver, etc. Make it sufficiently descriptive without being cutesy.

Location: When providing location data, Google the location and use the exact spelling, as even a single-letter typo can cause issues.

Salary: Offer a starting number or a range. It doesn't need to be exact but should give the candidate a sense of what you're willing to pay for their expertise.

Remote work flexibility: The option to work remotely is going to be crucial for many jobseekers. Be transparent by indicating whether the position has the option to be fully remote or flexible.

Culture: This is tougher, because you only have a split second to tell this potential applicant who you are without going overboard. A real-life office photo (not a stock photo) or a short statistic should do the trick.



04

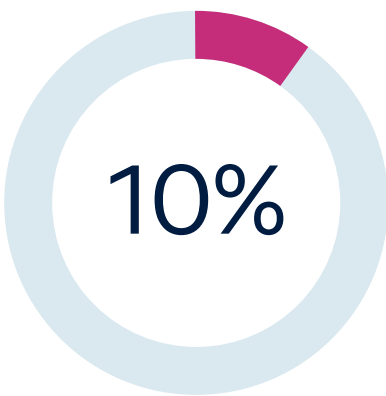
Hiring in a tight labour market



CHALLENGE 4

Hiring in a tight labour market

Labour demand is still relatively high compared to pre-pandemic levels, but it's not obvious where this labour is going to come from. In most developed nations, the share of the total population aged 25 to 54 is expected to decline.



As of November 2024, the Indeed Job Posting Index was down 10% over the year, though still 10% above pre-pandemic levels

Indeed Hiring Lab data 10/12/2024, [Indeed's 2025 US Jobs & Hiring Trends Report: What To Expect When You're Expecting a Soft Landing](#)

This means there will be more workers ageing into retirement than entering the workforce to replace them, causing the labour force participation of all ages to fall globally. We're likely to feel the reality of a labour shortage by early 2026, if we're not already. Here are five areas you can work on to help your company thrive in this environment, with actionable strategy suggestions for each one:

1. Employer branding

In a competitive candidate market, employer branding is a key differentiator. Your employer branding, ultimately, is the story your organisation tells about itself plus its reputation. That reputation comes from many sources, from the attributes and values you're actively messaging to what your current and former employees are sharing via social media, reviews and word of mouth. For the majority of jobseekers, employer branding centres on employee experience, as represented in employee feedback and reviews.

Actionable strategies

- **Listen to – and act on – employee insights**

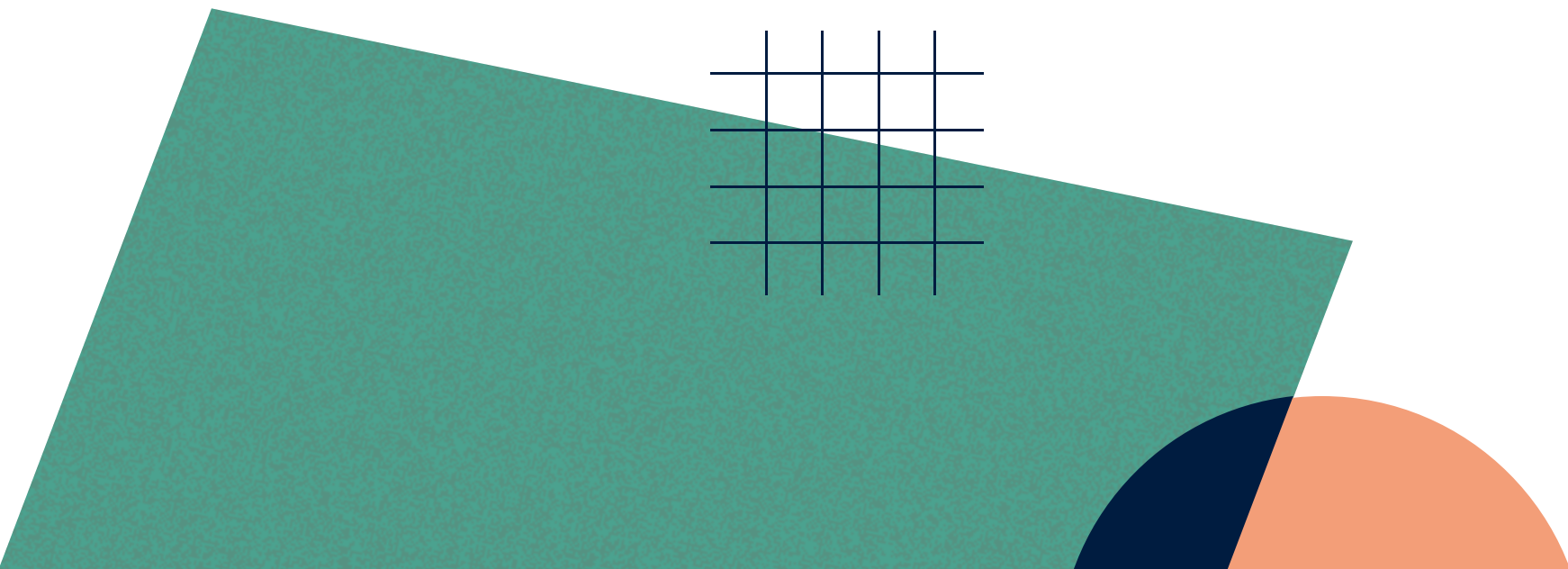
Interview across departments and ranks, and understand whether you're truly ladder up to your brand promise, at least from an employee perspective. Be sure to use direct, data-driven prompts. For example, instead of, 'Why do you think people are posting negative reviews about our benefits packages?', frame questions in what you know to be the truth. 'We're being told employees feel our benefits are lagging behind competitive companies. What are some benefits you'd like to see added?'

- **Activate employee influencers**

During your employee interviews, you'll also want to identify employee advocates who can help organically and authentically share their experiences in the marketplace. Then dig into your jobseeker-facing platforms, including social media channels, to refresh company profiles, respond to reviews and share employee insights and behind-the-scenes content. Ideally, get employees to post and share directly to your company profiles and theirs.

- **Promote your brand to jobseekers and employees**

Once your employer brand is strengthened – and your employee advocates are at the ready – promote your employer brand via socials, employee reviews and curated experiences on sites like Glassdoor and Indeed Company Pages. In doing this, you'll get added exposure and give current and recent employees a chance to chime in and share their experiences with your business.





2. Pay and benefits

Offering competitive pay requires setting salaries high, not only for the roles you're looking to fill, but also when compared to the industries from which you're looking to draw workers. Benefits count a great deal too, especially when increasing pay isn't possible.

Actionable strategies

- **Benchmark salaries**

Regularly compare your pay packages with industry standards to ensure they are competitive.

- **Offer flexible benefits**

Remember that workers value a broad set of benefits, such as health insurance, mental health support, retirement benefits and paid leave.

- **Consider non-monetary perks**

Find ways to boost attractive perks like flexible working hours, remote work options, professional development opportunities and wellness programmes.

- **Be transparent**

Include salary range, payment and benefits details in your job descriptions.

3. Talent pool

Expanding your search parameters, embracing skills-first hiring, and engaging freelancers or contractors can help you fill talent gaps.

Actionable strategies

- **Reach out to candidates**

Use platforms like Indeed to engage with individuals who may not be actively looking for a job but may be open to new opportunities.

- **Hire for skills**

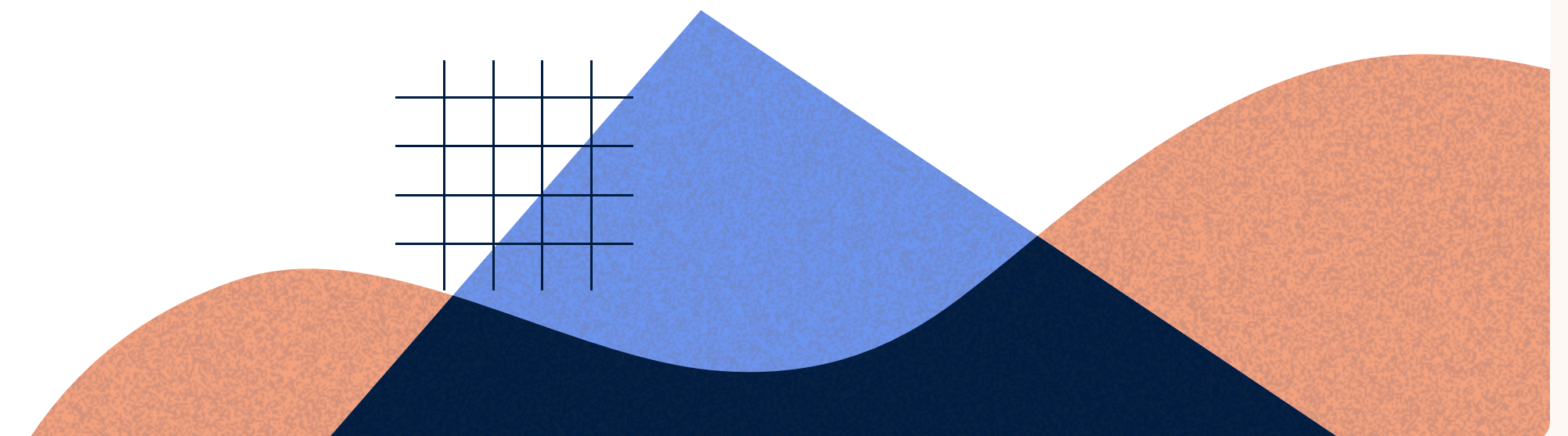
Consider removing requirements like degrees and years of experience, and focus more on skills and potential. This will help broaden your talent pool and ensure you're not excluding qualified applicants unnecessarily. Actively seeking candidates from underrepresented groups can also help fill open roles while fostering a more inclusive workplace.

- **Leverage freelance talent**

Maintain a pool of reliable freelance workers you can call upon as needed for short-term projects.

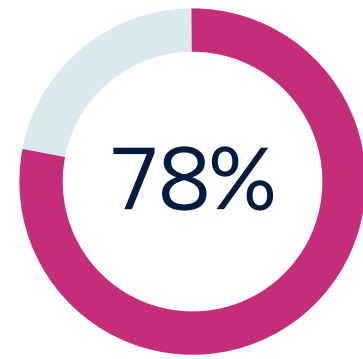
- **Collaborate with educational institutions**

Build partnerships with universities and colleges of further education to hire emerging talent.

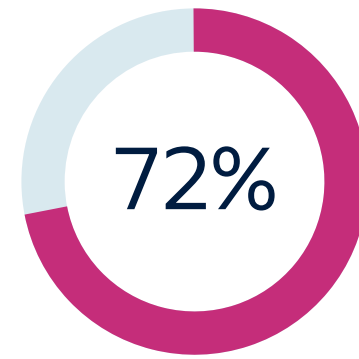


4. Recruitment process

Improving the efficiency of your recruitment process can help you fill open roles faster and ensure you don't miss out on top talent.



of HR/TA leaders say AI tools will likely make them more productive



of HR/TA leaders say AI tools will allow them to focus on the more 'human' aspects of their jobs

The Indeed Global AI Survey: your guide to the future of hiring, 2023

Actionable strategies

- **Make it easy for candidates to apply**
Avoid unnecessary questions and steps. If your application process is too long or complicated, you risk losing potential candidates to more nimble competitors.
- **Automate repetitive tasks with AI**
Identify and engage top candidates quickly with AI-driven tools that can help you automate many tasks, including candidate matching, scheduling interviews and all kinds of writing tasks, from job descriptions to interview questions. But be sure to always review any AI-generated content for quality assurance before publishing it or sending it to a candidate.
- **Communicate clearly**
Provide regular updates to candidates throughout the process to keep them engaged. Automation tools can help, but remember to keep messages as personal as possible.
- **Integrate your ATS with hiring platforms**
For increased efficiency, sync your applicant tracking system to hiring platforms like Indeed so recruiters don't have to enter data into multiple systems and candidates don't have to fill out multiple applications, which would risk drop-off.

5. Upskilling and reskilling

If you can retain current employees with up-to-date skills, your company can save the money it would have spent on recruiting replacements. When you build a solid upskilling programme, not only do you save on the cost of replacing employees with outmoded job skills, but you also create a conveyor belt of talent from the entry-level position into your company's management.

Actionable strategies

- **Give access to learning resources**
Whether it's a formal training programme or a free or low-cost online course, there are many options for learning and training available for employees looking to boost their skills.
- **Develop relationships with training partners**
Every successful company has some unique skills in house, and there are ways to benefit from others' investments in upskilling and reskilling their own workforces. Approach other employers about sharing skills with each others' employees.
- **Turn managers into coaches**
It's a good idea to establish a central point for cross-training employees who have varying levels of expertise within a company. Highlight the role a frontline supervisor has in training and development.
- **Create working/study groups**
Consider setting up business resource groups where employees can meet and cross-train, following a curriculum set by the company. Workers can gradually share their unique skills until everyone is at least familiar with every skill relevant to their job.

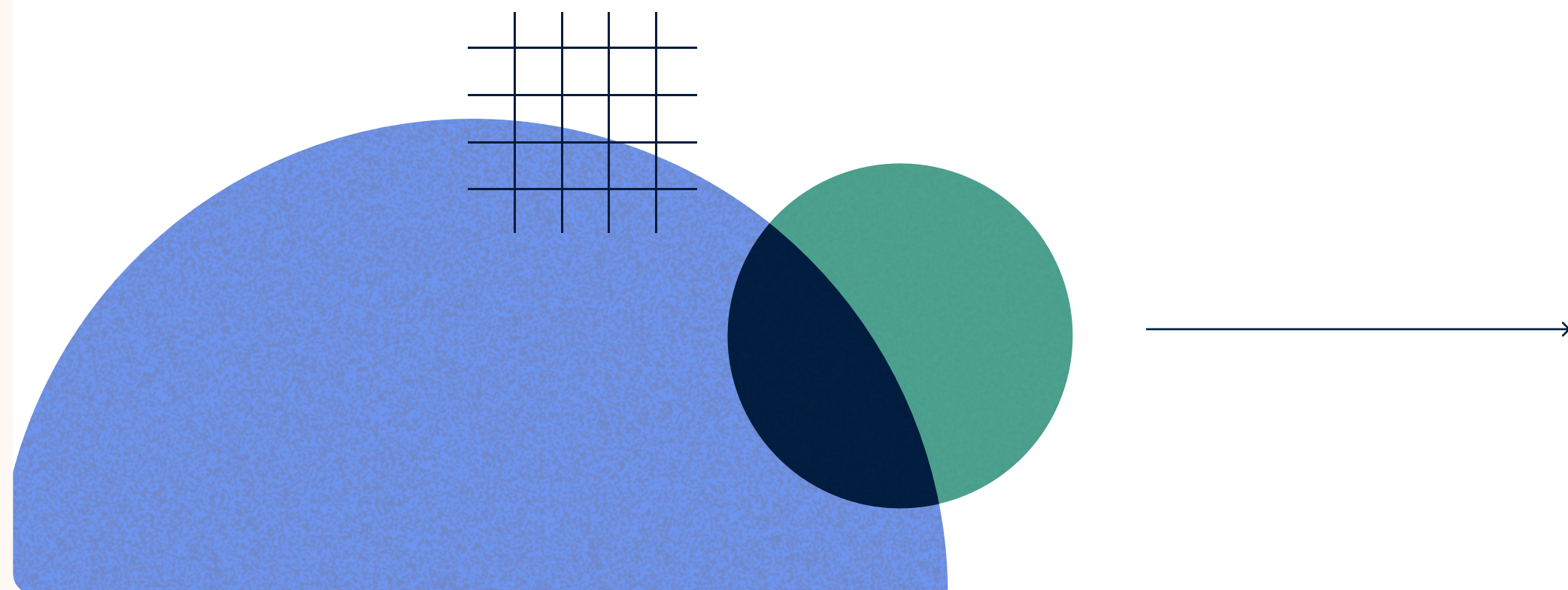
CONCLUSION

Achieve better recruitment through better workplaces

Recruiters and HR professionals play a critical role in shaping the future of their organisations. The challenges of attracting and retaining top talent, adopting AI and new technology, creating better job descriptions to break down employment barriers, and hiring in a tight labour market are formidable, but not insurmountable.

By focusing on better workplaces, you can navigate these challenges with confidence to unlock a number of benefits: a higher quantity of right-fit, quality applicants; improved employee engagement and retention; an enhanced employer brand and reputation; and a stronger, more diverse, and resilient workforce. This is the foundation of a future-proof organisation, and we're here to empower talent leaders like you with the insights and tools to achieve long-term success.

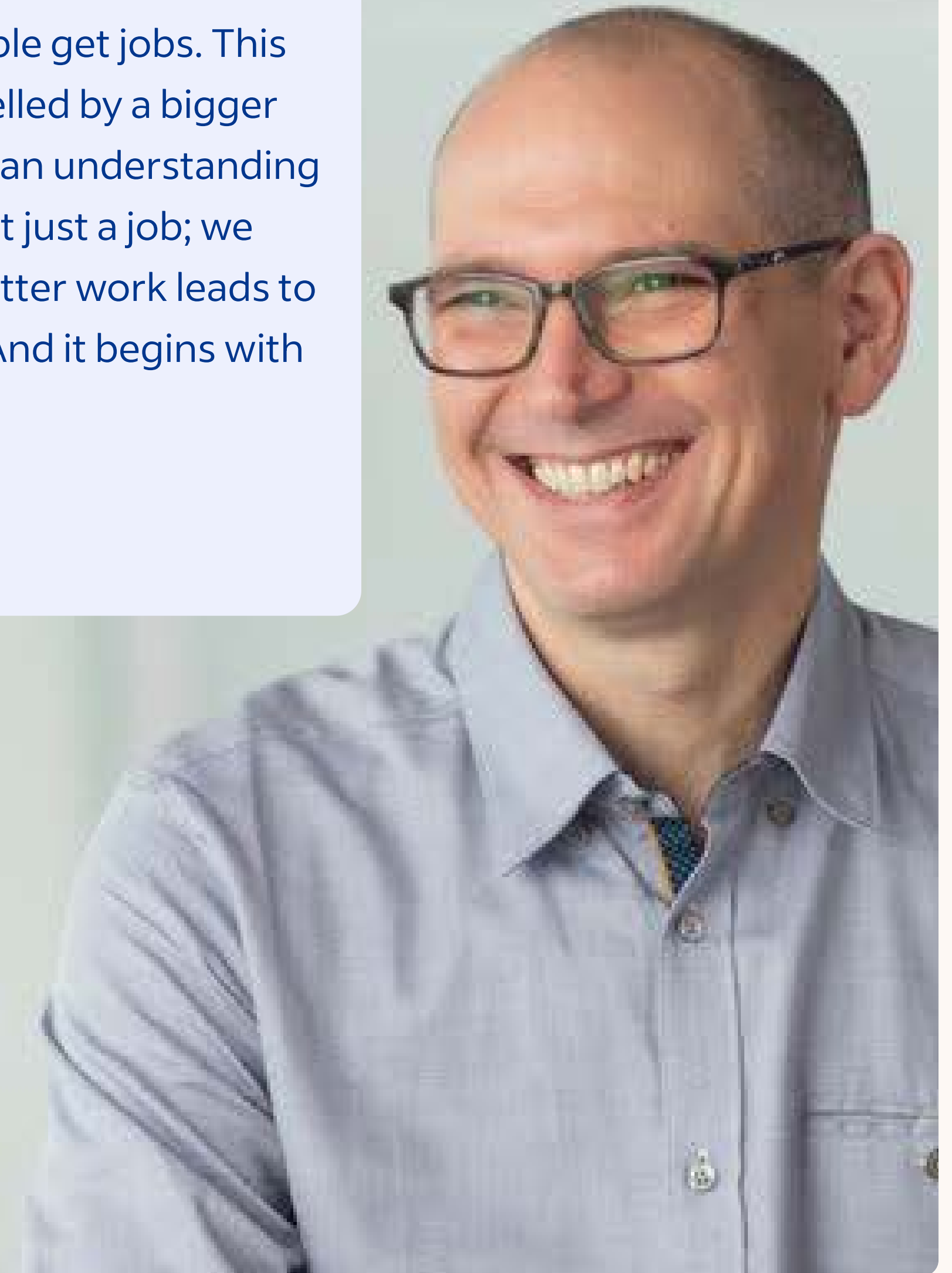
Let's create a future where work works better for everyone.



“

We help people get jobs. This mission is fuelled by a bigger purpose and an understanding that a job isn't just a job; we know that better work leads to better lives. And it begins with hiring.”

Chris Hyams
Indeed CEO





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