

# Mobile Recruiting Outlook

How Mobile Has Changed Job Search  
and Recruitment

2013

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## Table of Contents

Mobile Technology and Recruiting: An Overview.....2

The Rise of Mobile Technology.....2

Job Seeking in the Age of Mobile Technology.....3

- Adoption
- Mobile Site
- Mobile Apps

Mobile Technology as a Recruiting Tool.....4

- Mobile Enabled Sites
- Social Media on Mobile
- Demographics
- Active vs. Passive Candidates

Challenges of Mobile Job Search and Recruiting.....6

How Employers Can Leverage Mobile for Recruiting.....6

- How Job Seekers are Using Mobile
- What Employers Can Do Now

Conclusions and Predictions.....9

# Mobile Recruiting Outlook

## Mobile Technology and Recruiting: An Overview

Mobile is no longer the future—it is here today and already playing a vital role in recruitment thanks to its convenience and immediacy. In the U.S., mobile devices now outnumber PCs, and smartphones make up more than 50 percent of the mobile market. To put that in perspective: there are seven billion people on the planet, and a whopping six billion cell phones worldwide – some people even own more than one cell phone.<sup>1</sup>

The rise of mobile adoption by consumers, especially in job search, presents a new set of challenges for employers. Businesses simply must have a mobile presence if they want to succeed in a world in which smartphones are rapidly replacing traditional phones. With these new challenges come opportunities for employers to find and reach qualified candidates, and we plan to unravel them.

In this whitepaper, you will learn the specific ways in which mobile technology is writing the next innovative chapter in recruiting. We will discuss how candidates look for jobs and how employers need to respond accordingly.

## The Rise of Mobile Technology

In the U.S., nearly everyone owns a mobile phone. As of June 2012, there were 321.7 million mobile subscriber connections in the U.S.<sup>2</sup> More than 114 million people in the U.S. owned smartphones during the three months ending in July 2012, up seven percent from April 2012.<sup>3</sup> Smartphones now make up half of all mobile subscriptions in the U.S., and 22 percent of adults in the U.S. own tablets.<sup>4,5</sup>

**By 2016, the number of mobile devices is expected to surpass the world's population--an 18-fold increase between 2011 and 2016.<sup>6</sup>**

Increased smartphone use and WiFi capabilities mean mobile devices are beginning to seriously rival laptops and desktops as a primary method for Internet browsing and communication. With many people now using smartphones to access the Web, mobile phones and tablets accounted for a combined 13.3

percent of total Internet page views in August 2012, doubling their traffic since 2011.<sup>6</sup>

## Job Seeking in the Age of Mobile Technology

### Adoption

Job seekers are leading the job market in mobile adoption and turning to mobile devices to browse for job openings on-the-go because it saves both time and energy. In addition, mobile phones offer privacy and the ability for job seekers to access websites outside of corporate firewalls, or to easily step away if necessary. Mobile accessibility allows people to job search at any time, from anywhere--opening up opportunities not previously available, even online. Clearly, the rise in mobile capability and adoption has opened up new ways for employers to communicate with job seekers, and employers without a solid mobile presence will be left behind.



### Mobile Site

Employers must provide a seamless experience between their online site and their mobile presence to attract potential candidates. In many instances, traffic improves once companies optimize their sites for mobile--for example, mobile traffic for job search site simplyhired.com doubled after the launch of a dedicated mobile site. This isn't surprising, considering that seven out of 10 people already search for jobs via mobile devices, and three out of 10 job seekers have already applied for a job via a mobile device.<sup>7</sup>

### Mobile Apps

There are many different apps related to job search, resume writing, and interviewing available for download--iTunes offers more than 70 job search apps. The mobile app industry itself has created 500,000 jobs in the U.S. since 2007.<sup>8</sup> As mobile job search becomes more defined and clear in terms of what is needed to make the process as effective as possible, key apps and players in the industry will emerge as leaders in the space. If employers want to be ahead of the curve, they must step up to the plate and develop their mobile strategy, which should include mobile apps, now.

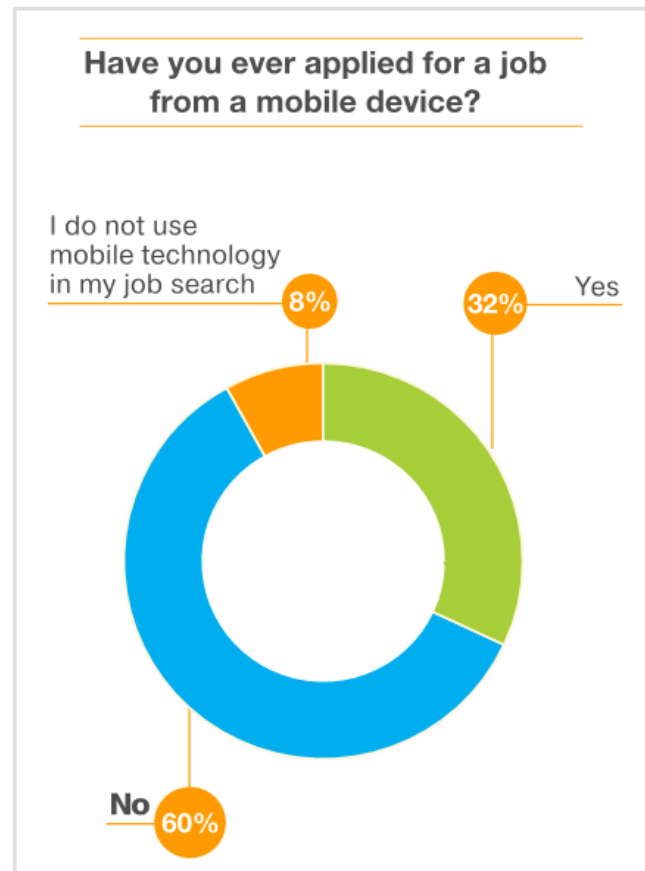
## Mobile Technology as a Recruiting Tool

For hiring managers, the mobile boom allows for faster turnaround times and a new way of connecting with candidates and satisfying their needs. After people apply to a job, they end up anxiously waiting to hear back for the next step. One way to leverage mobile would be to respond to a candidate with an SMS message, confirming that their application has been received. A mobile phone is the one device that individuals have closest at hand.

### Mobile-Enabled Sites

Employers need to focus on creating easy-to-use, mobile-friendly websites and career pages to reach and satisfy on-the-go, time-strapped candidates. Job seekers are eagerly embracing mobile:

- 72% of job seekers want to receive career opportunity information on their smartphone<sup>9</sup>
- 84% of job seekers think job organizations should have mobile-friendly sites<sup>9</sup>
- 86% of job seekers who have a smartphone say they would use it to search for jobs<sup>10</sup>



### Social Media on Mobile

Another element that makes mobile optimization important for businesses is the rise of social media as a networking tool. Many mobile recruiting apps and websites provide a seamless way for job seekers to connect with employers and industry professionals on sites such as LinkedIn, Facebook, or Twitter. When job seekers search for jobs on Simply Hired, they are automatically provided with a list of their professional connections from LinkedIn, identifying those connections who are working at the companies listed in the search results. This feature is called Who Do I Know®. In just one click, candidates can tap into their LinkedIn account and begin reaching out.

Nearly 60 percent of HR recruiters, directors, and managers nationwide said they consider social media sites such as LinkedIn and Facebook the next big wave in reaching more qualified candidates, meaning companies without a solid mobile presence that incorporates social media are set to fall behind.<sup>11</sup> HR managers and recruiters are adapting to the ways younger generations express themselves and their professional aspirations. Other statistics that support this claim:

- 86% of recruiters are likely to look at social media profiles
- 90% of job seekers think HR managers will look at their social profiles before offering an interview/job offer<sup>12</sup>
- 60% of job seekers use social media as part of their job search<sup>12</sup>

However, social media is not necessarily replacing recruiting technologies--it is simply helping candidates reach out to and leverage their networks. A social experience, like the one provided by sites such as Facebook, is a completely different experience than a job search experience. Individuals spend time on Facebook to socialize and express themselves in a personal network. It is a different mindset. Social media sites can act as a complement to the job search process, helping candidates to access all of their assets--in this case, their professional and personal networks.

## Demographics

Smartphones allow employers to not only attract more job seekers, but to enable employers to reach job seekers who are particularly mobile- and tech-savvy, such as Millennials (also known as Generation Y).

**By 2018, Millennials will make up 50 percent of the workforce. Millennials are heavy mobile and social media users, and their technological expertise will benefit employers, because they have grown up with technology and are comfortable using it.<sup>13</sup>**

This presents an opportunity that businesses cannot ignore--an opportunity to reach a younger generation that is already accessing apps and surfing the Web on their mobile devices.

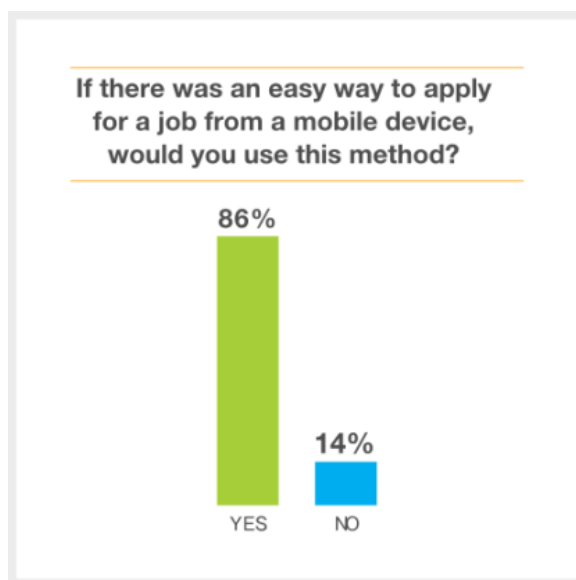
## Active vs. Passive Candidates

With mobile technology making a company's information always available at a candidate's fingertips, it can, make an employer's job much easier in terms of finding the right workers. In an age of competition, scarce jobs, sought-after employers, networked professionals, and changing market dynamics, everyone is keeping an eye out for the next job opportunity, or at least keeping their pipeline warm. This fact

lends itself to the “always-connected generation,” and epitomizes the benefits of mobile use for companies that want to reel in top candidates – and effectively blur the line between active and passive candidates.

## Challenges of Mobile Job Search and Recruiting

Although mobile job search in recruiting is on the rise, there are still gaps in the industry and other issues to be addressed.



“Today, the biggest hurdle mobile job seekers face is lack of an easy application process,” said James Beriker, President and CEO of Simply Hired. “Only seven percent of employers have a mobile version of their career website, and only three percent have a mobile job app.<sup>14</sup> In addition, only nine percent of websites are optimized for mobile use.<sup>15</sup>

These apps and mobile sites are varied and scattered, making it difficult for job seekers to easily apply to a position while on-the-go. While there are some products looking to solve this issue, such as Simply Hired’s one-click Simply Apply, these gaps in the process need to be addressed in order for mobile job search to live up to its potential.”

It’s still unclear whether a mobile site, app, or hybrid model is the best approach for employers--the conclusions at this time are limited, so it’s difficult for many employers to know where to focus their resources in terms of fully developing their mobile recruiting strategy. There is still room for key players, products and services to emerge in the mobile recruiting space, but in the meantime employers can fill the gaps with their own recruiting apps and mobile websites.

## How Employers Can Leverage Mobile for Recruiting

### How Job Seekers Are Using Mobile

Job seekers are embracing the mobile trend--and they’re using mobile at high rates when it comes to conducting the job search. Seventy-seven percent of job seekers use mobile job search apps, and 86

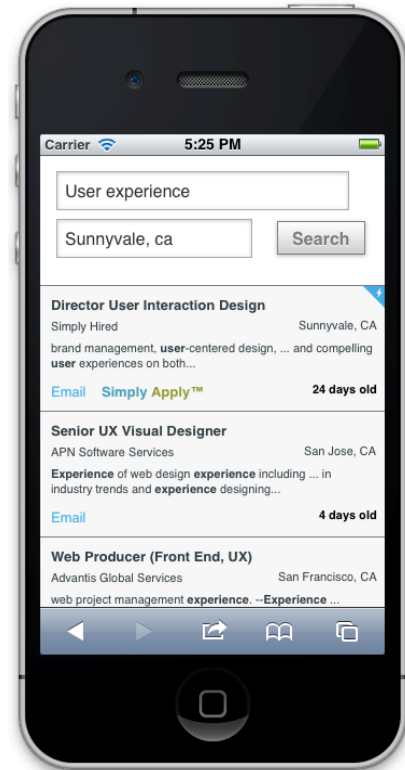
percent of job seekers report using their mobile devices for job searching in general.<sup>16,17</sup>

The top job app downloads by category are entry-level and college grad (24.8%), location-based or geographically focused (20.9%), finance (8.3%), healthcare (6.2%), and technology (6%). In recruiting, candidates reported the top reasons they use job search apps:

- 36% like that they can quickly react to job postings
- 24% like being able to job search anytime, anywhere
- 18% like that mobile offers a discreet way to search for jobs

Of the 86 percent of job seekers who report that they would use their smartphone for job searching, here's how candidates indicated they would use mobile for landing a position:

- 55% want to receive alerts
- 45% want to apply for jobs
- 45% want to be able to track their application status
- 23% share the information with friends via email
- 32% would seek advice and references
- 19% would share information with others through social networks<sup>17</sup>



## What Employers Can Do Now

For employers, mobile enablement is a must for staying ahead of the competition. It's more efficient, allows for faster decision-making, and is cost-effective, making it possible to reach more candidates faster, and on a medium they're already using to seek out information.

**Eighty-six percent of job seekers say they would apply for jobs directly from their mobile devices if there was an easy way.<sup>12</sup>**

Encouraging candidates to apply on mobile devices is beneficial for both the company and the candidate. Mobile recruiting allows for faster turnaround time, helping the job seeker to alleviate some of the stress and waiting time involved in hearing back about their application. SMS text notifications provide job seekers immediate access and knowledge about open jobs, and career pages optimized for mobile viewing help candidates to get the information they need in a faster and easier way.<sup>18</sup>



Clearly, the monumental rise in mobile device usage is impacting the job search and recruiting process. It is time for employers to begin meeting candidates on the medium where they are already spending their time, and to cater recruiting strategies to these mobile candidates.

There are many easy ways for employers to optimize their recruiting strategy and make it accessible and easy for those using mobile devices.

Following are a few suggestions for employers:

- Develop mobile-optimized sites--specifically, the careers and “about” sections of the website should be optimized for viewing on mobile devices.
- Enable tracking data to determine which devices candidates are using to view your mobile site, as well as their location.
- Encourage candidates to use mobile technology to learn about your company or product. For static information, create a mobile site; for videos, actions, or touch capabilities, create an app.
- Add contact pages to get in touch with recruitment and HR teams.
- Pay attention to cross-platform development--recruiters should be able to reach candidates no matter what mobile device they may be using. This means it is often necessary to code apps and mobile sites in a cross-platform markup language, such as the emerging contender in the space, HTML5.
- Allow job seekers to easily share the pages of your careers section with friends via email and social networks.
- Have a consistent, timely, well-branded company presence on key social networks, which job seekers are likely to turn to when using mobile devices to access company information. This includes sites such as LinkedIn, Twitter, Facebook, Google+, and blogging sites like Tumblr or WordPress.
- Leverage social networks to seek active and passive candidates.
- Offer opportunities for job seekers to register with one click to indicate their interest in a position, or receive an email with more information on the company, open jobs, and contact information.<sup>19</sup>
- Allow job seekers to receive email or SMS text notifications when new jobs open up.
- Allow candidates to upload and edit resumes and cover letters via mobile devices or tablets.
- Add mobile pre-screening questions to job postings to weed out the wrong candidates--before they even apply.<sup>20</sup>
- Provide job seekers with the opportunity to track their application status on their smartphone.



## Conclusions and Predictions

Mobile suits recruiting well. It offers convenience and privacy to job seekers as mobile devices are often close at hand. The rise of mobile technology is something employers can no longer afford to ignore in their recruiting efforts. With mobile network connection speeds expected to increase nine fold by 2016, the mobile job search trend isn't likely to slow down.<sup>21</sup> For companies that want to stay ahead and snag top talent before their competitors, it is imperative to position mobile at the front of any recruiting strategy today.

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