

# JOB MARKET INSIGHTS

- Job applications were up by 10.5% across the UK in September.
- The number of advertised vacancies were down by 27.5% year-on-year.
- While job numbers are much lower than a year ago, they are picking up every month. In fact, vacancies rose by 30.9% in September compared to August.
- Nearly two-thirds (61.4%) of employers plan on offering flexible working to their employees following the pandemic.
- More than half of UK workers – 53% – plan to make changes to their careers in the next 12 months as a direct result of the Coronavirus pandemic.

## WHAT'S GOING TO HAPPEN NEXT?



We're expecting to see more job seekers entering the market as the furlough scheme ends. Employers who are feeling confident about the future, therefore have a good opportunity to find new talent.

While employees may choose to stick with their current employers due to uncertainty, many have had time to assess what they want from their careers during the lockdown period. This could prompt them to look for better opportunities elsewhere.

Vacancy levels are showing some encouraging signs of growth, although an area that has been hard hit is graduate jobs with the number being advertised having fallen by 60.3% year-on-year

# CONFIDENCE IN HIRING

**88.9%**

of UK employers still  
feel confident about  
retaining staff over  
the next six months

**85.4%**

of UK employers feel  
confident about their hiring  
efforts right now



While it's encouraging to see that so many employers still have confidence in the market and their ability to retain employees, it's crucial that organisations continue to develop their hiring strategies in order to stay on track.

# YOUR STRATEGY



1

## HAVE A PLAN

With government advice continuously shifting at the moment, it may seem useless to plan ahead. However, it's important to use the information you have now to assess your business needs and put a hiring strategy in place (even if it is subject to change).

Consider where you want your business to be this time next year and think about the team you will need to make that happen. This should help you to establish any skills and personnel gaps that will need filling. Then you can plan for how and when you will on-board new employees.

While circumstances may change, having a clear hiring plan in place will help you to work towards larger business goals.



2

## ATTRACT THE RIGHT CANDIDATES

With an influx of candidates entering the job market, employers are feeling confident about hiring. However, it's important to keep in mind that even though there are more candidates, this doesn't necessarily mean you will find the right person any quicker. In fact, spotting the perfect candidate could become harder and a lengthier process due to higher application numbers.

This is why attracting the right applicants is so important. Working with recruitment specialists, like us at Bridgewater Resources, will help you to ensure you have successful, targeted job adverts that will reach the right candidates.



# 3

## **OFFER A GOOD CANDIDATE EXPERIENCE**

The UK job market has undoubtedly seen the power shift away from candidates and back to employers. Despite this, candidate experience of the recruitment process is just as important as ever. Businesses should aim to keep their recruitment processes short and simple. Long processes can be off-putting for candidates and the best talent will always have options to look elsewhere.

Offering valuable feedback to candidates is also important. Their whole experience reflects on your business and how you treat your people. Timely and fair responses throughout should be a key part of every hiring strategy, especially when candidates are looking for a stable opportunity.



# 4

## **STAY ON TRACK**

Unfortunately, COVID-19 isn't going to disappear any time soon which leaves everyone in a position of uncertainty. However, by assessing your business, setting goals, making plans and being prepared to adapt along the way, you'll be ready to face the challenges ahead.

Waiting and hoping for the best won't be effective when it comes to your recruitment strategy. Now is the time to create a clear plan that will be a strong foundation as we move forward and learn to live with the pandemic.

If you'd like to discuss any of the findings in this report or your current recruitment plans, please get in touch with Bridgewater Resources via your Consultant or call us on 0161 804 8437.