

# Five recruitment trends to look out for in 2016

By [Nicci Botha](#)

18 Jan 2016

Whereas in the past, the human resources department of any big corporate were the people who made sure salaries were paid on time, with the cost of recruitment and the legislative web surrounding labour law, HR is a whole other ballgame today.



© rawpixel – [123RF.com](#)

Because it is so complex, and needs vary so greatly from country to country, we've focused only on the South African talent market insights provided by an in-depth LinkedIn survey.

LinkedIn South Africa [Recruiting Trends 2016](#) questioned 3894 human resources experts on their views of what 2016 holds.

## 1. Quality of hire

Undoubtedly hiring the best person for the job fulfils a business' long-term goals and strategies. Getting it right also saves the company a significant amount in recruiting costs, as well as time.

According to the LinkedIn report, 46% of all recruitment specialists measure employer turnover, retention figures, performance evaluation and the hiring manager's satisfaction to determine the quality of hire.

## 2. Employee retention

The average job-seeker in today's market is well-informed and open to offers of new opportunities. Therefore finding and - more importantly - keeping talent is an important priority over the next year.

## 3. Business challenges

As mentioned earlier, South Africa's labour law is a minefield for any HR practitioner, throw into the mix new B-BBEE requirements, amendments to the Labour Relations Act and changed legislation regarding temporary workers and you have an even more challenging environment in 2016.

In addition, competition, compensation and finding candidates in high-demand talent pools stay on the top of the list of obstacles facing businesses.

## 4. Social networks and job seekers

Similar to so many other industries, social media is playing an ever increasing role, not only for job seekers using their networks to find jobs, but also for recruiters to build relationships with potential employees, whether they are actively looking for a job or just browsing.

The report says more than 55% of professionals use social networks when looking for new jobs.

Out of the 766 South African professionals surveyed:

- 61% were identified as passive - they are happy in their current job, but not averse to talking to a recruiter
- 11% of passive candidates are dissatisfied with their current role
- 12% are indifferent
- 78% are open to talking to recruitment companies about new opportunities

## 5. Employer brand

Another thread emerging is that companies are seeing the value of selling their brand and culture to prospective employees, so they are investing more time and money into developing the employer brand.

Again, through social media, candidates can research a great deal about their potential employer and to see whether the culture 'fits' with their expectations and aspirations.

Besides the culture and employer brand, prospective employees also look for:

- information on compensation
- growth opportunities
- work/life balance
- professional development
- skill fit
- job security
- community involvement
- amount of influence their role will have

Finally, more and more corporates are therefore investing in the softer benefits, such as flexible work hours, child care facilities, onsite gyms and healthy food options with the growing realisation that employees are more productive if they are not distracted by other aspects of their lives.

ABOUT NICCI BOTHA

Nicci Botha has been wordsmithing for more than 20 years, covering just about every subject under the sun and then some. She's strung together words on sustainable development, maritime matters, mining, marketing, medical, lifestyle... and that elixir of life - chocolate. Nicci has worked for local and international media houses including Primedia, Caxton, Lloyd's and Reuters. Her new passion is digital media.

■ #WomensMonth: How Shirley Zinn swims upstream - 27 Aug 2018

■ [BizTrends 2016] Five recruitment trends to look out for in 2016 - 18 Jan 2016

■ Unilever scoops Top Employer award again - 6 Oct 2015

[View my profile and articles...](#)

For more, visit: <https://www.bizcommunity.com>