

JOBBIO L!VE

WHAT TALENT WANT!

JOBBIO CONNECTS SMART COMPANIES WITH SMART PEOPLE

Jobbio is a careers marketplace used by over 6000 Companies to connect privately and directly with top Talent.

If you'd like to learn about more ways we can make your hiring easier, visit jobbio.com

THANK YOU FOR READING

This document includes the key findings from our latest research centred around what Talent really care about when considering a career change.

Our research sample included Talent based in the United Kingdom and Ireland, mostly between 25 to 45 years old and with 2 to 5+ years of experience across all industries.

55%

MORE THAN HALF OF THE TALENT WHO READ YOUR JOB DESCRIPTIONS ARE NOT HAPPY WITH WHAT THEY SEE.

Effective job descriptions take time and resources. Working out the details often involves multiple teams and requires a well thought out Talent attraction / marketing strategy.

All of that hard work and yet 55% of Talent who see your ad won't hit on the "apply" button.

That's a significant gap between the goal of your campaign and it's results.

So let's focus in on what it takes to achieve the real goal of your advert: Conversion!

Making sure the people visiting your careers page and reading your job descriptions actually convert from interested individuals into applications.

THE REAL QUESTIONS

A photograph of two women sitting at a wooden table in a modern office or cafe. The woman on the left, with dark hair, is looking down at a laptop. The woman on the right, with blonde hair and glasses, is looking up and speaking. A white coffee cup is on the table. The background is a blurred office interior with a brick wall.

WHO ARE THE TALENT
and what do they really care about?

WHAT COMPELS THEM TO TAKE ACTION
when reading a job description?

TODAY'S TALENT

WHAT DO THEY WANT



THE GAME IS CHANGING, AS ARE THE PLAYERS

Today's Job Seeker has a completely different set of priorities and interests. Getting to know what matters to them is the key to success. So we've asked them: what's most important to you when reviewing a company online?

MORE THAN A PAYCHECK

ALL THE MONEY IN THE WORLD

It was traditionally assumed that a good salary and the security of the job were the marks of a good employer.

But that's just not true anymore.

When asked about what interest them the most, 38% of Talent said "competitive wages" are only a secondary concern.

While salary is still a deciding factor, today's Talent are looking for an employer that will be able to give them more than that.

CAREER PROGRESSION

1ST PRIORITY FOR TALENT

Consistent through all industries, Talent are interested in companies that will help them grow.

Especially true for tech professionals, Talent are looking for a work environment where they can develop: acquire new competencies through structured training opportunities, by working with new technologies or even getting involved in innovative projects.

As much as 70% said “career progression and training opportunities” are the most important factors when planning a career change.

BEHIND THE SCENES

THE MEDIA CONSUMERS

Talent today are strongly influenced by employee content.

Particularly interested in employee videos and employee testimonials, about 32% said “a strong company culture” is the 3rd most important factor when reviewing a company online.

Your ability to build and communicate a compelling story has a huge influence over Talent making a connection with your company in the first place.

THEY ARE GOING PLACES

ALWAYS LOOKING

Even if they are already employed, 80% of Talent say they are either open or actively looking for new opportunities.

ADVENTURERS

About 70% would happily travel and consider relocating for the right job and the right company.

A woman with curly hair, wearing a grey blazer over a white shirt and a gold necklace, is smiling and shaking hands with a man. The man is wearing a dark suit. They are seated at a round wooden table. On the table, there is a teal cup of coffee on a matching saucer, a glass mug of coffee, and a teal folder or notebook. The background is slightly blurred, showing a window and indoor plants.

CONVERT THEM ALL

WHAT'S THE POINT



YOUR JOB DESCRIPTION SERVES A PURPOSE

Amongst other things, it helps convert whomever is reading it into an applicant. Harnessing the power of your job descriptions is essential to capturing the world's best Talent interest.

YOUR PERFECT HIRE

80% of Talent are positively influenced by employee content.

Today's job descriptions have to give them the information they need to connect with your brand, and convey a compelling message before they consider applying.

In addition to the common mistakes, failing to build a story around your company might just be the reason why 55% of Talent won't apply to your roles online.

To succeed, employers must put themselves in the shoes of the perfect hire they want to attract:

If you were the world's most talented individual reading your job description, what would prevent you from applying?



THE SILLY MISTAKES

#1 ASKING FOR TOO MUCH EXPERIENCE

Companies “asking for too much experience” is the #1 reason Talent don’t apply for a role.

This isn’t just a concern for Junior Talent; 1 out of 3 Mid to Senior level candidates said this put them off applying to the job.

An extensive list of requirements can have a negative impact on your hiring and your company, in two different ways:

Firstly, the impact of language. For some people the skills listed as “requirements” are just that, a list of competencies that are strictly required to be allowed to apply.

That means you could be missing out on exceptional Talent as the impression given is that their application would disappear into

a blackhole if they are not the perfect candidate depicted in the requirements section.

Secondly, it’s hurting gender diversity as well. Forbes’ take on [The Confidence Gap](#) highlights how Women tend to only apply to a role if they meet 100% of the requirements listed, compared to 60% for men.

Companies who are too broad with their requirements, who decide to include everything they think they need, or anything that might be needed later on instead of focusing on what’s important today, are at risk of eliminating that special person who is well able to solve their problem before they even get a chance to enter the interview process.

THE SILLY MISTAKES

(Part 2)

#2 The role and responsibilities are unclear

#3 The application process is too long*

*This was the greatest deterrent for Senior candidates

#4 The company's reputation is weak or bad

#5 There are no salary details

Interestingly, it would be really easy to address all of those issues.

Talent will want to hit the "Apply" button.

Getting the elements of your job descriptions right from the start is an effective way of making sure

THE JOB TITLE

KEEP IT REAL

The job title is the very first thing Talent pay attention to.

It needs to truly represent the job so it's better to keep it clear, logical, and easy to search on your job board or ATS of choice.

Oddly enough Talent tend not to apply to "Ninja" or "Wizard" positions anymore, and they're probably not familiar with the lingo your company is using so avoid internal jargon too.

If you want results and for your job to be found it's better to stick to more traditional job titles.

- ✗ Internal jargon
- ✗ Quirky job titles (guru, rockstar, wizard...)
- ✓ Traditional job titles
- ✓ Clear and logical
- ✓ About 80 characters long
- ✓ No gender specification
- ✓ Include the seniority
- ✓ Reflective of the role's main responsibilities

Tip: ALL CAPS + *Stars*** + Speling Mistkaes = Spammy**

JOB AND COMPANY SUMMARY

GET TO THE POINT

The attention span online is very short (about 8 seconds on a job description).

Make it appealing to the profile of Talent you are seeking and tell them about your company in about 5 lines.

Also to keep in mind: You are not talking to a customer here, but to a person you want to join your team.

So tell them about what you want to achieve, the problems you want to solve and why the role exists in the first place.

If you're just copy-pasting the "About us" section of your website, you're definitely doing it wrong.

Tip: Job descriptions stand between you and your next hire, make it strong from the start

- ✗ • Not having an introduction
- ✗ • Mentioning your products or services
- Mention your company's mission and goal
- ✓ • Highlight some of the main responsibilities
- Concise, up to 5 lines

DAY-TO-DAY DUTIES AND RESPONSIBILITIES

MAKE IT MATTER

You want to give Talent a sense of purpose here.

If they were to join your company tomorrow, what impact will they have on the business? What's the day to day like? What challenges are they going to overcome?

Use that section to talk about the team they'll be working with, the projects they'll be involved in or the deliverables attached to the role.

Talent today want to know what they are working for and why it matters.



- Sugar-coated, lack of transparency
- Too general, confusing



- Include keywords
- Bullet pointed, easy to read / scan
- Provide a good sense of purpose and challenge
- Mention the teams and the tools involved
- Set a clear 3 to 6 months plan with deliverables attached to the role

Tip: No one wants a boring job, highlight the essential and most important tasks

IDEAL CANDIDATE AND REQUIREMENTS

OVERCOME THE FEAR

A lengthy list of requirements scares people off, and creates a bad impression of the hiring process where talented people are going to be left behind.

Make a clear distinction between what is essential vs. what is only a nice to have. Focus on the experience and competences actually needed to get the job done, not on one specific tool or skill: Talent can learn those things.

Be careful of asking for specific education backgrounds: because of the gender balance already tied to certain diplomas and courses, you could be introducing a gender bias without knowing it.



- Unrealistic, not aligned with compensations
- "Graduate role, 2 years experience required"
- Is too restrictive
- Require a particular education background



- Include keywords
- Bullet pointed, easy to read / scan
- Focus on experience, and competencies needed to succeed in the role
- Highlight what is essential vs. what is nice to have

Tip: Overcome your fear. Hiring mistakes are a real thing, but superheroes don't exist. Don't miss out on exceptional real people.

SALARY, PERKS AND BENEFITS

BE TRANSPARENT

For Talent, there's nothing more confusing / annoying than reading "competitive salary". Competitive to what? To who?

Among other things, displaying the salary on your job description can increase the applications by about 30% and helps Talent to self-filter, that means better applications too.

Fancy perks are cool. But the most important factors to highlight are those that set you apart from your competitors. The best Talent can do their job absolutely anywhere, so why should they join you?

Your company has a lot to offer, keep it tangible and focus on what makes you special.

Tip: There's more to your company than a fancy office, think about what's great about working with you.

- "Competitive salary"
- "What are your salary expectations?"
- ✗ • "You'll get the chance to work with the most talented people on the planet"
- Always display the salary or at least an accurate salary range
- ✓ • Mention all training and progression opportunities
- Focus on the perks and benefits your competitors can't offer

THE BEHIND THE SCENES

LET YOUR CULTURE SHINE

Including employee content in your job description helps Talent to connect with your brand in a less formal way.

They want to move away from black and white job descriptions and need this opportunity to learn about you or picture themselves with their future team.

Show them pictures of your team working in the office or having fun together, show them their future work environment and think about investing in employer branding content.

Get your team involved and encourage them to speak about your company and what they do.

Tip: Not sure where to start? We know a thing or two about employer branding, and we can help you too.



- Black and white
- Too formal



- Include pictures and videos of your team
- Create a story around your brand
- Showcase your mission and goal as a business
- Give your team an opportunity to talk about what they do

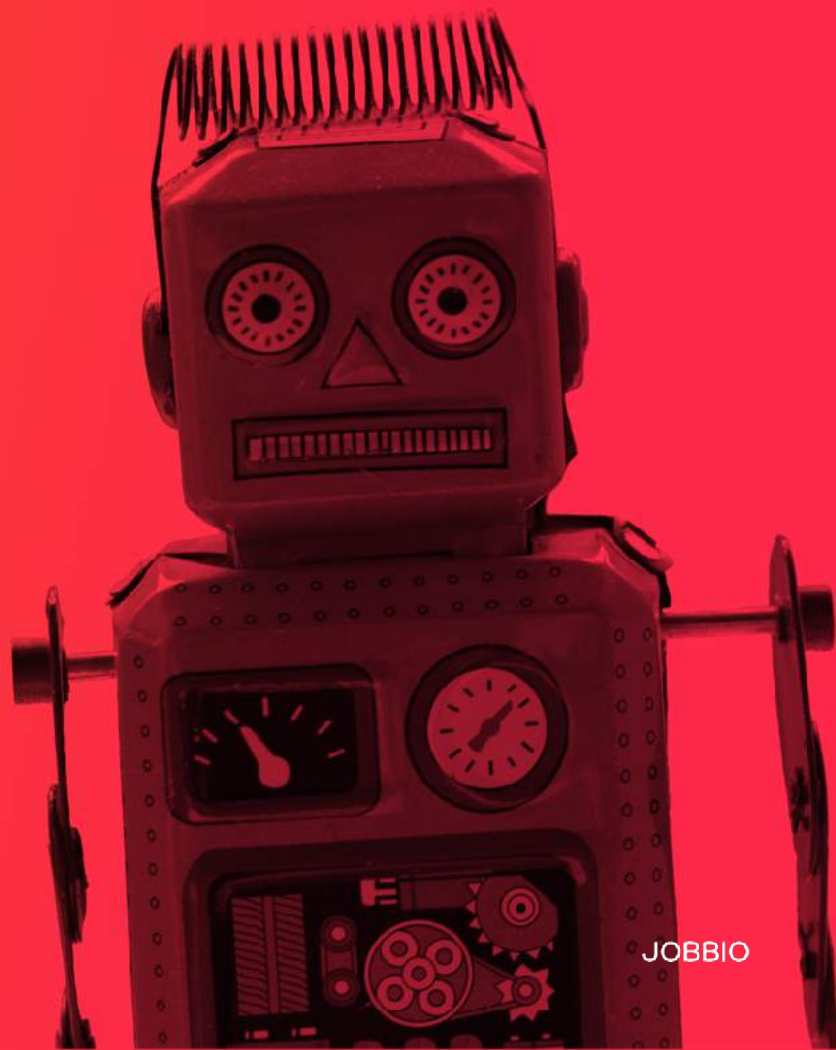
YOU ARE (STILL) HIRING A HUMAN BEING

Think about the best hires you've made for your company and for your team.

You are human, act like a human.
Treat the Talent you want to attract as a person first, not paper.

Remember the job descriptions they had to apply to? If you were to reduce them only to the list of requirements, to those little boxes:

- How many of your top team members would fit 100% of the requirements?
- How many of them didn't fit the requirements, but actually ended up changing your life and your business?



**HIRE PEOPLE,
NOT PAPER**

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