2016 New Zealand Talent Trends

Data on How Candidates Want to be Recruited

The data you need to get candidates to say "yes"

Recruiters – good news. Almost everyone - an overwhelming 84% of Professionals in New Zealand - wants to hear from you.

But even in today's information age, candidates don't have enough information. In fact, their biggest challenge is not knowing enough about your company or jobs.

In our annual Talent Trends survey, we get to the bottom of how candidates want to be recruited and how you can grab their attention.

Read on for the exciting results. Happy recruiting.

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Executive summary

1

Almost everyone is open to your job opportunities.

A massive 84% of professionals in New Zealand are interested in hearing about new job opportunities.

2

But people don't know much about your company.

Candidates in New Zealand say their biggest obstacle when changing jobs is not knowing enough about a company.

3

Once you have the right message, you need to share it in the right ways.

Your employees make the best recruiters. The number one way people in New Zealand land a new job is through an employee referral.

About LinkedIn's Annual Talent Trends Report

Who we surveyed

622

Professionals in New Zealand

202

People in New Zealand who changed jobs between February and March 2016

What we asked

? How open they were to a new job

? What they wanted to know about your company and jobs

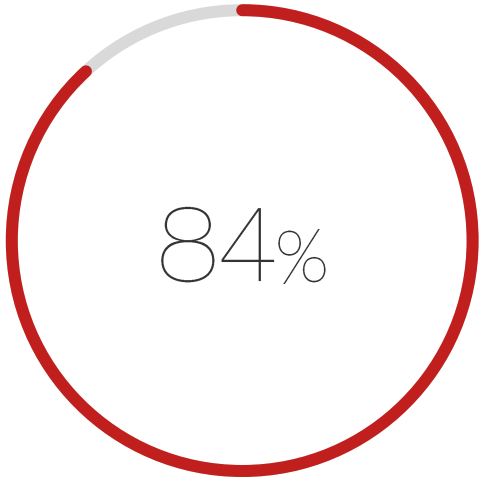
? What resources they used to change jobs

1

Almost everyone wants to hear from you

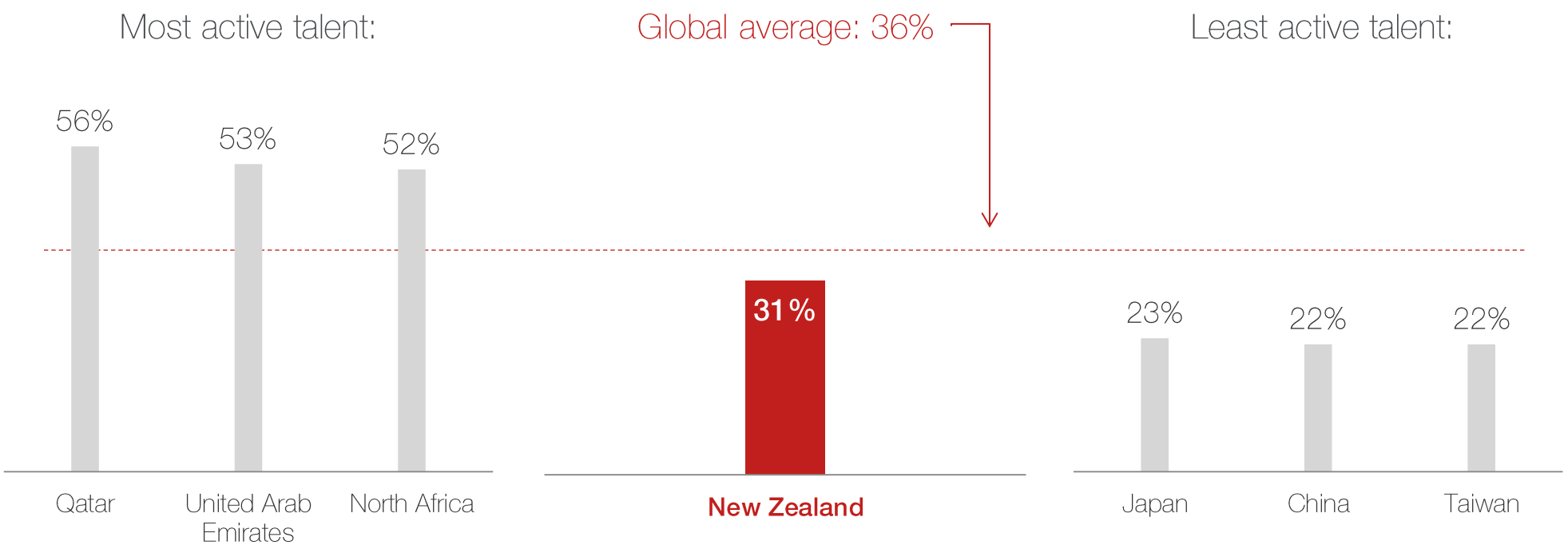
Nearly everyone is open to your opportunities

Whether or not someone is an active or passive candidate, they want to know about your jobs.



of professionals in New Zealand
are interested in new job opportunities

New Zealand has lower than average levels of active talent



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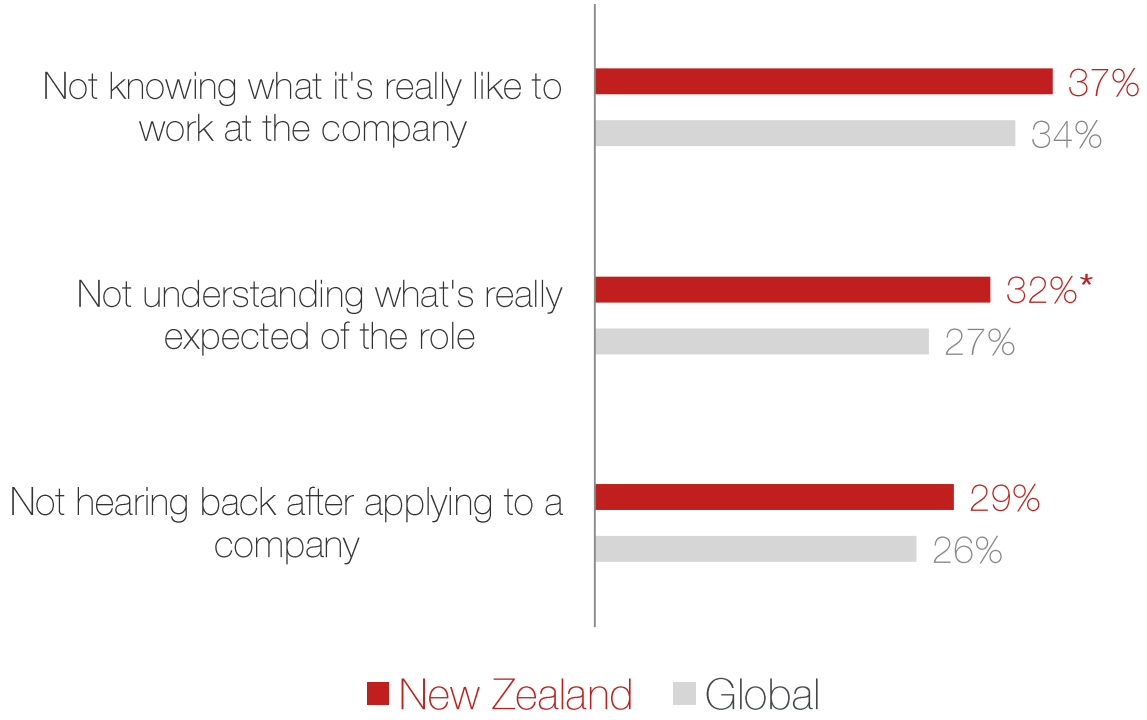
What candidates want to know

The biggest roadblocks candidates face when changing jobs

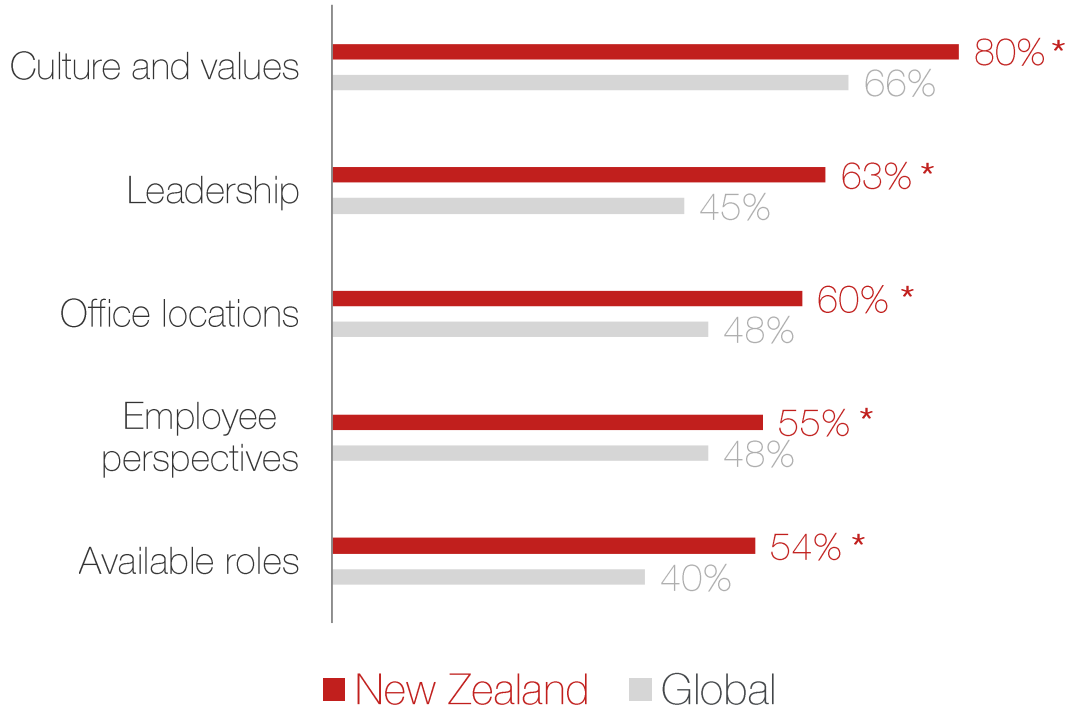


Compared to their global counterparts, more New Zealand professionals find it difficult to understand what's expected of the job they are interested in.

Write your job descriptions so they clearly say what the work will be, the goals, and the potential career path.

*Statistically different from global professionals at the 90% confidence level.

What candidates want to know most about your company



Professionals in New Zealand crave much more information about a company they are interested in, compared to global professionals.

Highlight your company's culture, senior leaders' perspectives, office locations, employee opinions, and open jobs across your employer branding content. Don't forget to share that information in multiple places, so the candidates you want see it.

*Statistically different from global professionals at the 95% confidence level.

Direct advice from candidates on what to share about your company

Give an honest perspective

"Provide honest information — the good and the bad. Provide statistics in regards to turnover, structure & leadership. Any information that is not accessible to the general public."

Share employee views

"Set up casual meetings with employees from the company as well as the hiring manager, so I can talk to them about what it is like in the workplace and the manager's expectations."

Explain what makes you different

"Share what makes the company different from its competitors and why a potential candidate should apply for the position"

Give specifics about office locations

"People need to know what borough or county the job is in and whether parking is a problem or what rail services operate in that area. It's the little things that make a difference."

Professionals want more than a job, they want career growth

The most common reasons why people leave their job

	Lack of career advancement opportunities	Unhappy with the work culture	Want more challenging work
New Zealand	37%	36%*	34%
Global	43%	27%	35%

Professionals in New Zealand are more likely to change jobs because of the work culture, compared to global professionals. Build a strong culture and showcase it in your employer branding content. No company is perfect. Talk candidly about the strengths and weaknesses and give candidates' the choice for whether they want in.

*Statistically different from global professionals at the 95% confidence level.

What candidates want to know about a new job

Career trajectory

“Being able to have some insight into how I might be able to progress my career if I do become a part of that company and what the pathways for that progression are would be useful.”

Expectations and workload

“Clear expectations on pay, hours of work, style of leadership, freedoms or constraints on decision making.”

Day in the life

“Explain a 'day in the life of' carrying out the role in the particular company — highlighting the bad as well as the good.”

Employee perspectives

“Give the names and contact details of existing employees who wouldn't mind being contacted for their views.”

3

Where to find candidates

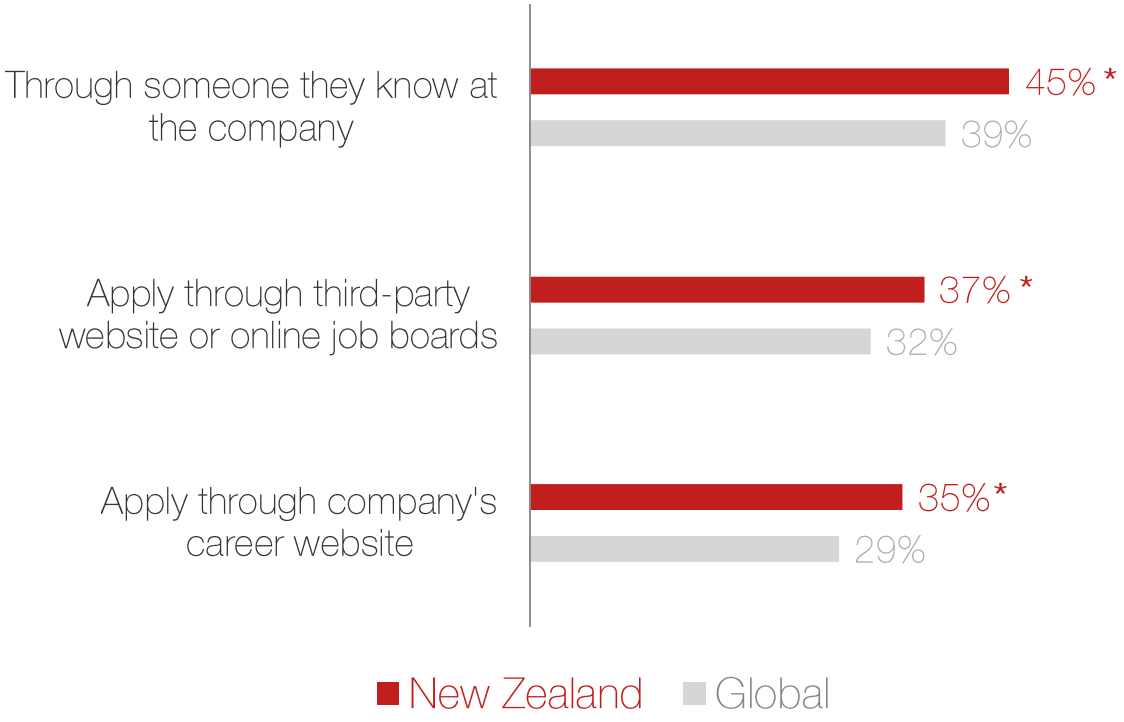
After hearing about the job, they don't apply right away. Instead they:

After hearing about a new job, candidates in New Zealand are more likely to research a company's website, compared to global professionals.

Make sure your company website and online content describe how your company culture, products, and services are different and better.

*Statistically different from global professionals at the 90% confidence level.

The top ways people land a new job



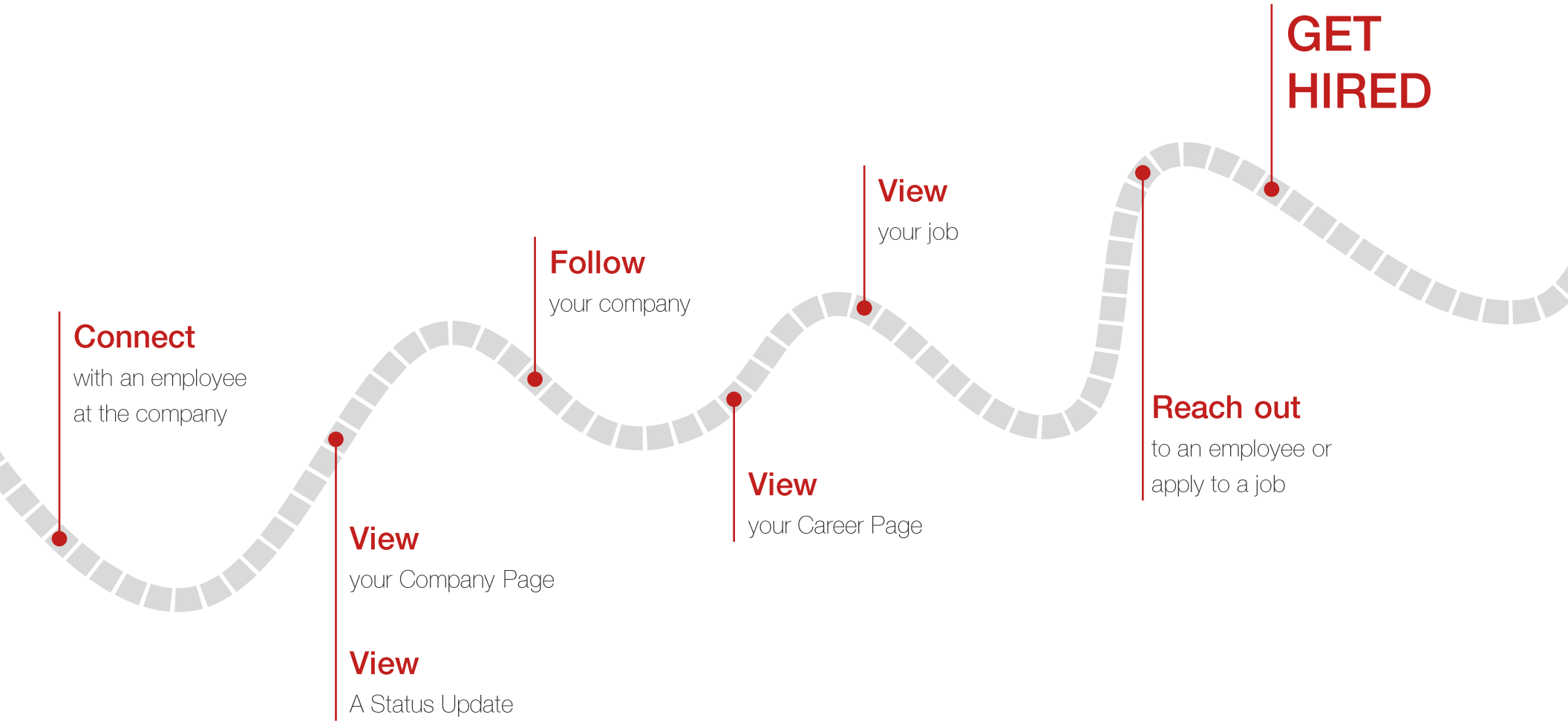
Compared to their global counterparts, professionals in New Zealand are far more likely to land their new job through an employee referral.

Help your employees refer people they know and be brand ambassadors for your company.

*Statistically different from global professionals at the 95% confidence level.

Here's how the candidate journey plays out on LinkedIn

We looked at the behaviors of millions of LinkedIn members, and discovered that the most common path from candidate to hired looks like this:



3 ways to apply these trends to your recruiting strategy

Help candidates discover you well before they apply

The number one roadblock candidates in New Zealand face when changing jobs is not knowing what it's like to work at a company. Therefore, invest in these common channels that candidates use to discover and apply to jobs.

Empower your employees to recruit

Remember, the number one way candidates in New Zealand get a new job is through an employee referral. Make employees aware of your open roles and how your employees referral program works. works. Equip your employees to be brand ambassadors for your company.

Get specific about your company's culture, values, and careers.

80% of professionals in New Zealand say that culture and values are the most important thing they want to know about a company. Refresh your job descriptions so they include a thorough description your company's culture. Train your recruiters to share the full picture of what a career at the company could look like, not just the one job they are trying to fill.

Learn how talent around the world is changing

Now that you've read your regional Talent Trends report, learn what's changing about job seeking around the world. Download the global talent trends report for the latest insights on how candidates want to be recruited.

Get global report

Methodology

The results of this analysis represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members choose to use the site, which can vary based on professional, social, and regional culture.

We surveyed 622 LinkedIn members in New Zealand between January and March of 2016. The majority were employed full-time or part-time when they took the survey. We offered the survey in multiple languages without incentive sand did not weight the data. The confidence level for this survey is 90% to 95% and is higher for subgroups.

We also surveyed 202 LinkedIn members in New Zealand who changed companies between February and March of 2016, as self-reported on their LinkedIn profiles and confirmed in the survey. We offered the survey in English only without incentives and did not weight the data. The confidence level for this survey is 90% to 95% and is higher for subgroups.

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