



JOBBLE REPORT:

**Challenges
of Hiring in
2022**

Hiring Difficulties in 2022

Labor markets are rarely stable and hiring is seldom easy, but the current climate is especially complicated. The pandemic has accelerated trends toward the gig economy and remote work, inflation is top of mind, and economic uncertainty looms ahead. These dynamics have produced unique challenges for hiring managers and job seekers alike.

Businesses in all industries are facing unprecedented difficulties throughout the hiring process. While hiring issues certainly create headaches, they also provide unique opportunities for anyone working in talent acquisition. If you're a hiring manager or recruiter, this is the time to show your company the importance of your role.

For applicants, the hiring difficulties of 2022 have produced both exciting advantages and new complexities. The demand for labor is higher than ever, and employees are making requests around development and flexibility that they wouldn't previously have considered. With the right approach, workers can use the situation to take huge steps in their careers.

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What challenges do hiring managers face?

These are far from normal times in the world of hiring. Not only is the demand for labor unusually high, but talented candidates are looking for guarantees that hiring managers aren't used to giving. Understanding the problem at a granular level is the first step toward solving it.

Key issues

Today's labor market is exceptionally complex, but can be explored through a few core issues.



A difficult labor market for employers

Like any market, the labor market is defined by supply and demand. In May 2022, there were almost twice as many open positions as available workers. The demand for workers is skyrocketing, and the supply simply can't keep up. Such a tight market forces employers into fierce competition for talent.

Mismatched priorities among employers and job seekers

Employers have always preferred workers who are experienced, flexible, and willing to work in person, but these age-old expectations have suddenly become untenable. The pandemic era normalized working from home, and now 55% of job seekers are explicitly looking for positions that allow them to clock in remotely. After months of waiting for a return to the old normal, employers are accepting that a new reality has taken hold.

Retaining talent amid the “Great Resignation”

Replacing workers isn't cheap. That's why companies put so much effort into retaining the employees they already have. Unfortunately, keeping workers is a lot harder now that we're in the middle of a massive phenomenon commonly called the “Great Resignation.” The psychological, economic, and practical impacts of the pandemic convinced millions of Americans to quit their jobs and try something new. This means employers need to work harder than ever to keep workers around.

Demands for higher wages

During the worst months of the pandemic, financial support from the government paid more than many low-wage jobs. Many workers preferred to accept government support rather than work low-end jobs, especially as COVID-related health risks made the work dangerous. Now, many employers are struggling to entice people back into their ranks as workers demand higher wages than ever before.



Challenges by industry

Today's labor market is exceptionally complex, but can be explored through a few core issues.

Warehousing

Working in a warehouse can seem intimidating and dangerous to many job seekers. Employers can mitigate the concerns of applicants by demonstrating they take training and safety seriously. Warehouse managers should also look for ways to provide employees with flexible hours.

Retail

In a world where more people than ever are working remotely, brick-and-mortar retail stores are competing for local workers. This means they have to work especially hard to attract and retain the best candidates. Earning a strong reputation in the community can help.



Event staffing

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Catering/banquets



Catering sounds like a lot of work, and it often is. It also puts employees into direct contact with customers and event-goers, something many people don't want during a pandemic. Successful businesses are turning to informal networks to find additional workers.

Restaurants/food service



Many people worry that restaurant work is hard and thankless. Managers can alleviate these fears by creating a comfortable workplace. Word travels fast in the restaurant-worker community, and a restaurant with a good reputation will have a much easier time hiring staff.

Convention/tradeshows/conferences



Large, one-off events like tradeshows and conventions pose unique staffing challenges. You need a lot of workers, but you only need them for a few days. Luckily, the gig economy offers a viable solution. By drawing from a pool of available gig workers, employers can readily staff events.

Hospitality

Few industries suffered more damage from the pandemic than hospitality. Lockdowns forced countless hotels to close, and people were hesitant to travel as the rules slowly returned to normal. Now, demands for higher wages are making it difficult for businesses to reopen at full capacity.

Tech

Tech companies are especially amenable to remote work. This means they don't have to rely exclusively on local talent, but it also means they have to compete for workers with companies around the world. The winners in the tech industry will be the firms that figure out how to best support remote work.



Construction

As government money fuels additional projects, construction businesses are eager to grow. Unfortunately, they often struggle to find enough workers to expand. Intelligent, creative recruiting is necessary to attract a wider pool of applicants.

Healthcare

Hospitals, doctors' offices, and other healthcare facilities often need workers with specific certifications and specialized skills. The problem is that these talented individuals have become harder to come by. Positions are filled quickly, and employers need to streamline their hiring processes to stand a chance.

How can hiring managers overcome these challenges?

Challenges in the hiring process are certainly real, but that doesn't mean companies can't overcome them. Each of the problems outlined above has a solution. By improving hiring processes, advocating for employee-friendly policies, and promoting retention, employers can build and maintain an effective team despite the external challenges.



Improve the hiring process

Acquiring talent in a tight labor market doesn't require an entirely new approach. It simply calls for a few key adjustments. If you're wondering how to overcome hiring challenges in 2022, you can start by adopting these three tactics.

Put “knock-out” questions in your application form

Your application form can do a lot of your hiring work for you. Make sure you include questions that allow you to eliminate unsuitable candidates immediately. Do you need somebody with a driver's license? Make that a yes/no question right at the top of the form. That way, you can immediately discard applicants you'd never hire.

Develop a strategy for passive candidates

Passive candidates are talented individuals who say they aren't looking for a new job. Don't take their word for it. If you research what they want from their working life, you can send them personalized emails and entice them to join your company.

Let data drive recruitment

These days, you need to be tracking recruitment data if you want to keep ahead of the competition. Applicant tracking systems and other pieces of software can help you process and sort through a massive pool of applications. Just make sure you keep your systems streamlined, organized, and efficient. You're often better off tracking for a few key metrics rather than compiling more information than your talent acquisition team can handle.



Advocate internally for what employees want

Companies have an easier time attracting talent when they're known for treating their employees right. If you're working as a talent acquisition specialist, you should be pushing your company to adopt the policies that will help you attract better applicants. Here are the main two changes you should be promoting.

More space for structured and unstructured feedback

Companies need to be actively soliciting feedback from their workers. How else will the higher-ups know what needs to change? Formal structures like surveys are important, but you also need a mechanism for reacting to spontaneous feedback.

Build pathways for acting on employee concerns

Obtaining feedback is only the first step. From there, the information needs to reach leaders with the power to make adjustments. If managers learn what team members are saying, they can transform the concerns into actual policy changes.

Promote retention

Retaining workers is always important, but the stakes are even higher when the labor market is so tight. Rather than replacing your valued team members, try to keep them from leaving by adopting the following tactics.

Invest in training and development

Today's workers expect to gain new skills on the job. By giving them professional development opportunities, you boost their future earning potential and make them feel like they're adding value to their resumes. You also show that you see them as a worthy investment, which increases their sense of loyalty to the company.

Offer flexibility

While some industries have an easier time offering flexibility than others, every business can make adjustments that their workers will appreciate. If employees could potentially work remotely, give them the resources they need to contribute from home. If in-person work is the only option, at least try to provide flexibility when scheduling shifts. It might be inconvenient at first, but it could keep your best employees from seeking more flexible positions elsewhere.

What hiring challenges do job seekers face?

The tight labor market might favor job seekers, but that doesn't mean finding a new position has suddenly become easy. The rise of the gig economy and the prevalence of remote work have increased the opportunities for job-seekers, but they've also given people even more to consider before accepting a new position. In a job market as complex as this one, candidates need to work especially hard to identify good positions and set themselves apart from the competition.

Key issues

Job seekers are probably familiar with these common hiring issues. If you're working in talent acquisition, then these are the problems you should be trying to address for your candidates.



Too many listings to search through

There's something overwhelming about too much choice. In a small town where only three jobs appear in the local newspaper, job seekers at least know exactly what their options are. Now, a plethora of sites and networks present people with job opportunities from around the world. Digital resources are highly valuable, but savvy job seekers should focus on just a few at a time.

Unhelpful job descriptions

When candidates are looking at job listings, they want the descriptions to be short enough to skim quickly but long enough to provide useful information. Unfortunately, many listings give such an endless list of details that it takes minutes to read them. Others provide such a short description that it's impossible to tell what the position actually entails.

No feedback from recruiters and hiring managers

Getting ghosted is crushing in romance, and it's no easier in professional life. Curt "you have not received the position" messages aren't a whole lot better. When hiring managers don't give candidates any meaningful feedback, job seekers are left wondering if they're even on the right track.



Job offers suddenly rescinded

In theory, a job offer signals that a worker has successfully landed a new position. Unfortunately, this assumption is no longer valid. In a startling trend, companies spooked by volatile markets and the looming recession have been rescinding job offers just weeks after giving them. With their new jobs suddenly gone, workers can only start from scratch and continue the search.

No inside scoop on a workplace

Today's job seekers want to know what a workplace is like before sending in an application. The problem is that many employers offer precious little information about their practices. Salary is of course important, but people also want to know whether they'll be able to work from home, set their own schedules, and receive valuable training.

How can job seekers get hired?

Despite the many challenges they face, job seekers do find themselves in a favorable situation. The labor market is on their side, and they've got more leverage to push for higher wages and greater flexibility. As you interact with job seekers, you can expect them to use the following tactics to capitalize on the present dynamics and land a new job that meets their expectations.

Advertise skills & strengths

People are changing careers more than ever before. In such an environment, job seekers shouldn't limit their options by calling themselves a "teacher" or "software designer" on their cover letters and resumes. Instead of giving themselves a set role, they should market themselves by describing their soft and hard skills. That will allow you to recognize what they could offer even if they're coming from a different industry.



Consider the company's needs

While it's normal for job seekers to be thinking about their own priorities, they should also be considering the perspective of the business they're hoping will hire them. They should be presenting themselves in a way that demonstrates their ability to contribute to the company. As you sort through applications, be on the lookout for the workers who've shown they understand what you'll need from them.

Nail the interview

The interview is the most important part of the application process. Before the big moment arrives, candidates should be reminding themselves to smile and look the interviewer in the eye. Ideally, this focus on the interview will help candidates make a better first impression.



Apply regardless of qualifications

The labor market is tight, and many businesses are desperate to fill positions. That means workers shouldn't hesitate to apply for jobs that they're not technically qualified for. If they think a job would be amazing and they've got a spare moment, they might as well apply. You'll likely see some of these applicants at your company, and it could be worth giving them consideration.

The future of hiring in 2023 and beyond

The economy at-large is in an uncertain moment, and the labor market is particularly volatile. Amid so much turmoil, it's difficult to know what the future will hold. All the same, there are certain trends you can expect to continue into 2023 and beyond. Whether you're a hiring manager, a job seeker, or both, you should be prepared for the following developments.



Expected shifts with seasonal hiring

Seasonal hiring will remain a major feature of the U.S. economy, but many businesses might seek to turn their seasonal hires into full-time employees. When workers are so hard to come by, managers will be keen to hold onto somebody who's already on the payroll and understands the business. Seasonal workers can take advantage of the tight labor market by demanding higher wages and more flexibility in exchange for sticking around.

Expected holiday hiring challenges

Retail stores, delivery services, and countless other businesses need additional workers during the holiday season. Normally, they have a decent-sized pool of job-seekers to draw from. Under the present conditions, things are likely to be different. With so few workers available, the holiday scramble for labor will become particularly intense.



In the context of COVID

While many analysts refer to the pandemic as a past event, recurring waves of COVID-19 could continue to impact the labor market. Epidemiologists are already expressing concerns about a potential surge in the winter of 2023. If a high case count becomes an annual phenomenon, workers may demand more permanent health and safety modifications. Vulnerable individuals could also drop out of the workforce either temporarily or permanently, further limiting the supply of available workers.

Early predictions for 2023

As inflation soars and the Federal Reserve raises interest rates, the odds that we'll see a recession in 2023 continue to rise. A general slowdown would decrease the demand for workers, making it easier for businesses to fill positions and harder for job seekers to get hired. The unemployment rate is likely to rise, but economists remain hopeful that the increase won't be too severe.



Forecast for the next five years

Predicting the future of the economy is a famously difficult undertaking, but that doesn't mean we can't make some general assumptions. The Fed's increase of interest rates, while slowing down economic growth, should succeed in lowering inflation by the end of 2023. From there, the economy may continue growing at a steady, healthy pace. The expansion of the healthcare industry will be especially notable, and medical institutions will provide millions of jobs.

The world could take all sorts of unexpected turns in the years to come. Whatever happens, both hiring managers and job seekers will encounter challenges and opportunities in equal measure. By monitoring the situation and responding accordingly, decision-makers can capitalize on the particularities of the moment to reach their objectives. All that's required is to be engaged, disciplined, and proactive.

Ready to get started?

Jobble is an all-in-one staffing platform that helps businesses connect with the workers they need. Our on-demand staffing platform turns your open job positions into hires. Find, manage, and hire temporary workers only when you need them. [Schedule a demo today.](#)

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