



2016 Republic of Ireland Talent Trends

Data on How Candidates Want to be Recruited





The data you need to hire top talent in Ireland

Recruiters — good news. Almost everyone, an overwhelming 90% of professionals in Ireland, wants to hear from you. Based on our research, 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 to hear more about the top trends and how you can embrace them to strengthen your business and talent strategy.

Contents

- 1 Almost everyone wants to hear from you
- 2 What candidates want to know
- 3 Where to find candidates

Executive summary

1

Almost everyone is open to your job opportunities.

A massive 90% of professionals in Ireland are interested in hearing about new job opportunities.

2

But people don't know much about your company or jobs.

Candidates in Ireland 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. One of the most common ways people successfully land a new job is through an employee referral.

About LinkedIn's Annual Talent Trends Report

Who we surveyed:

500+

Professionals in Ireland

76%

Citizens of
Ireland

200+

People in Ireland 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

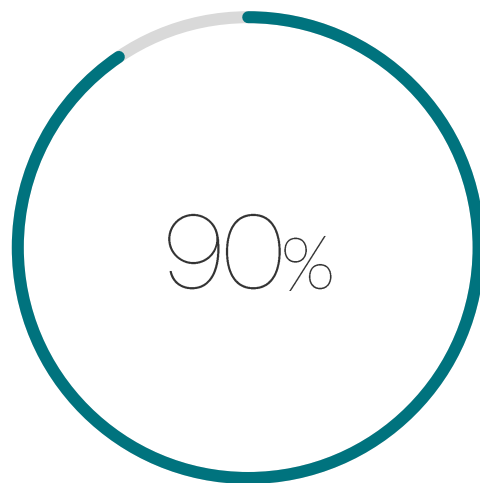


1

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 Ireland are
interested in hearing about
new job opportunities

“ A recruiter reached out and said, ‘You have an interesting LinkedIn profile.’ He referred to my master’s thesis which was about the London Olympics. I ended up taking the job. ”



[Émilie Gauthier](#)

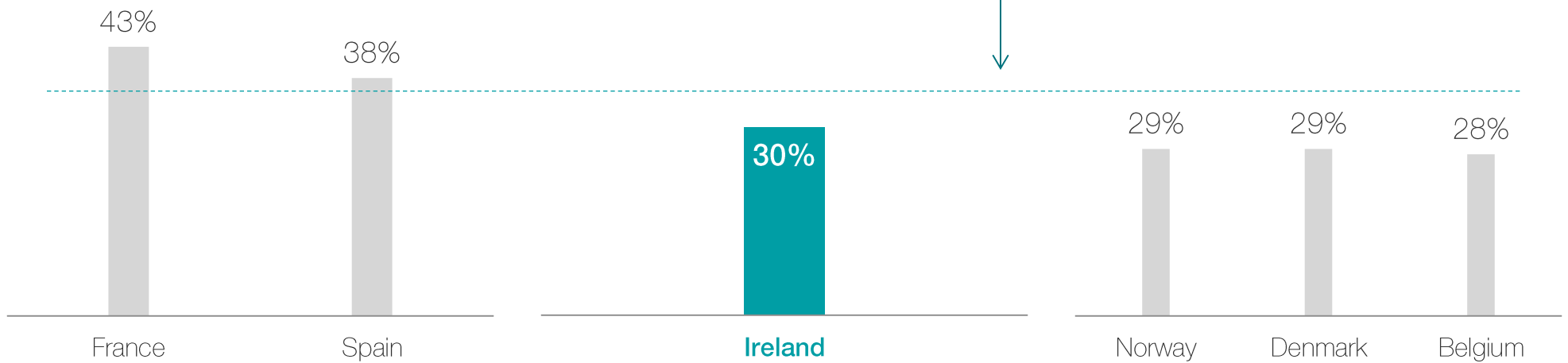
Former Assistant to the Executive Director
of Sport, Canadian Olympic Committee

Ireland has below average levels of active talent

Most active talent in Europe:

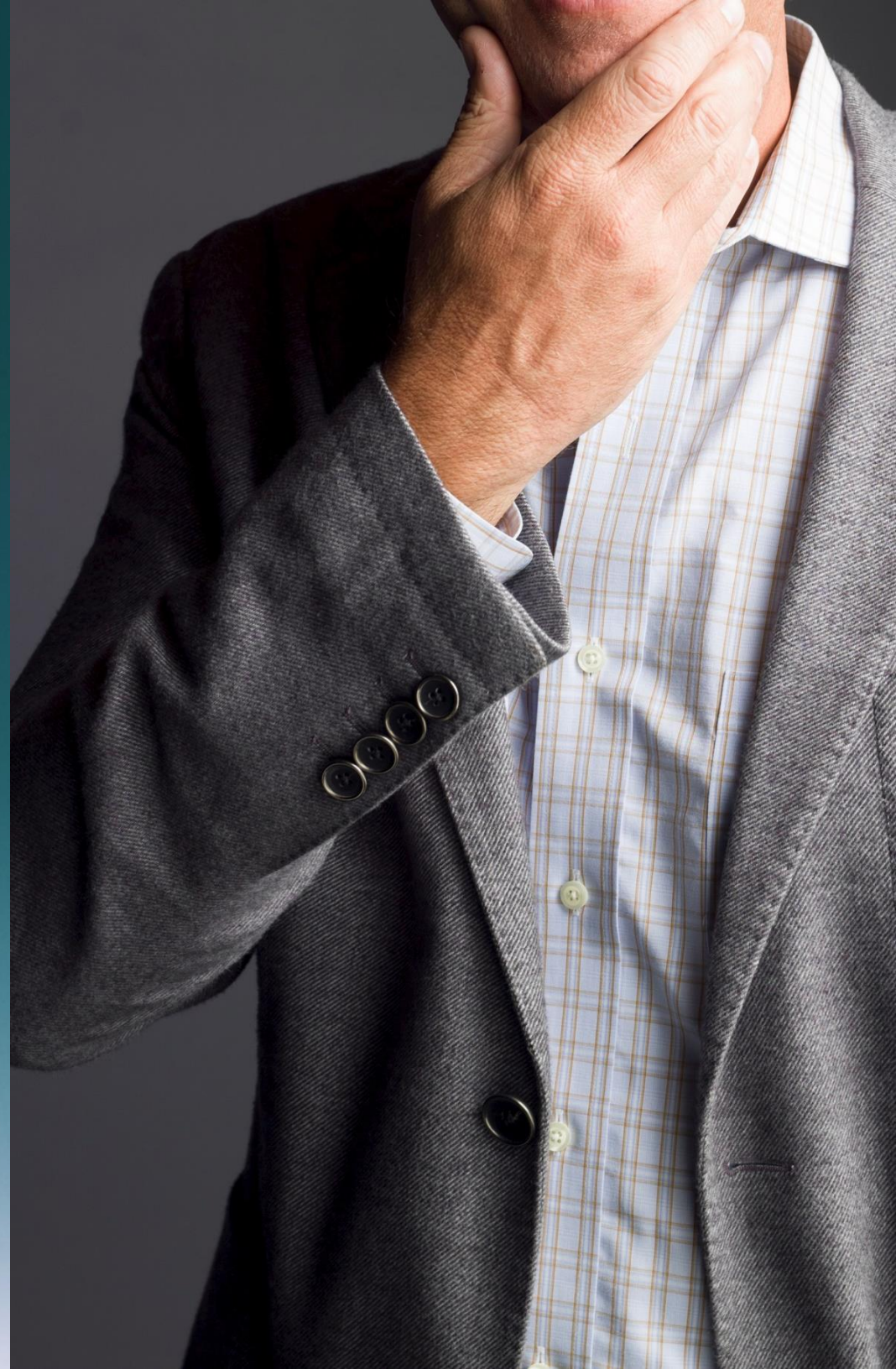
Global average: 36%

Least active talent in Europe:



2

What candidates
want to know



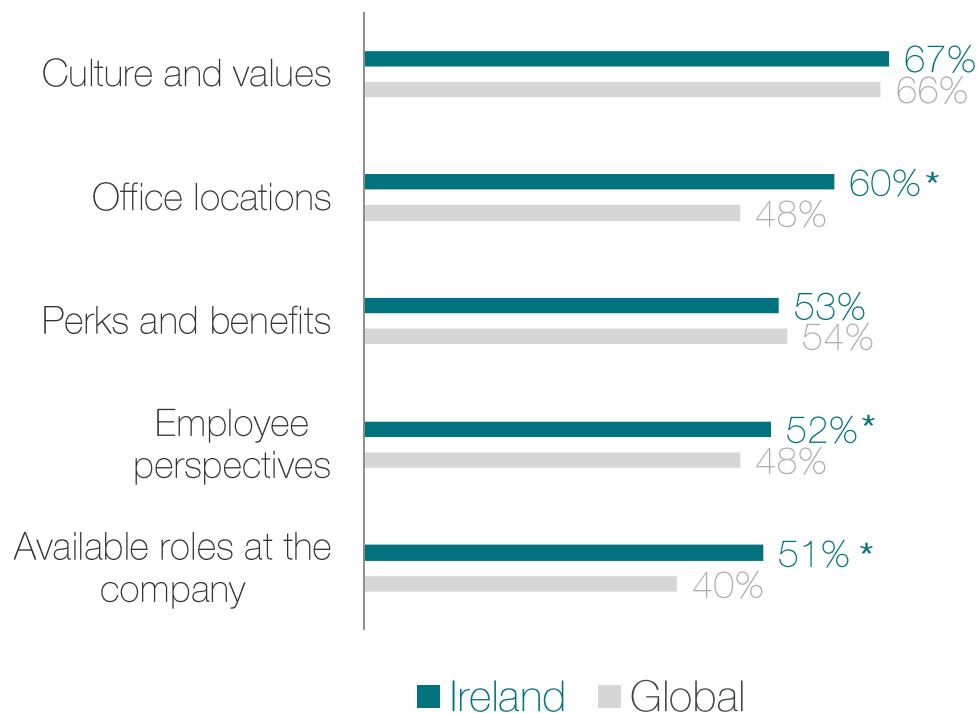
The biggest roadblocks candidates face when changing jobs



Professionals in Ireland are more likely to be contacted for the wrong roles by recruiters, compared to global professionals. Screen for [the right candidates](#), whether they are active or passive.

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

What candidates want to know most about your company



Professionals in Ireland are more interested than their global counterparts in a company's office locations, employee perspectives, and open jobs.

Share your office locations in your [employer branding material](#). Connect interviewees with employees who can share what it's like to work for your company. And make sure your open roles are easy to find, with [well-written job descriptions](#).

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

Direct advice from candidates on what to share about your company

Give an honest perspective

“Give a real picture of the company working environment, not the usual made-in-heaven company profile.”

Share employee views

“I would like to hear the positives and negatives from real professional staff members — not the marketing gloss from the CEO or marketing office. Real people. Real jobs.”

Explain what makes you different

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

Talk about the company vision and strategy

“Information about the strategy/vision and ambitions of the company – not just the headlines, but HOW they will achieve their ambitions/vision.”

Give specifics about office locations

“People need to know what county the job is in and whether parking is a problem or whether public transport is a viable option. It's the little things that make a difference.”

Professionals want more than a job, they want career growth

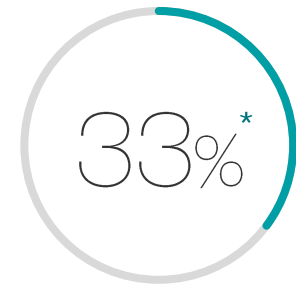
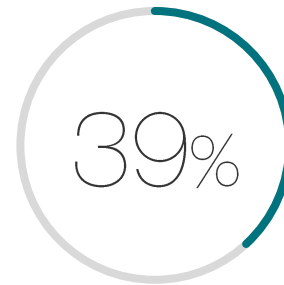
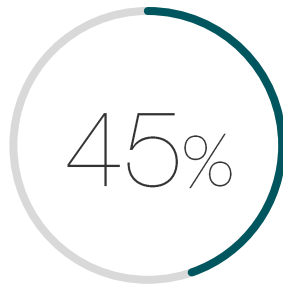
The most common reasons why people leave their job

Lack of career
advancement opportunities

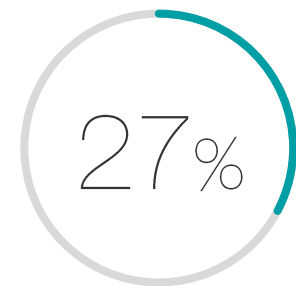
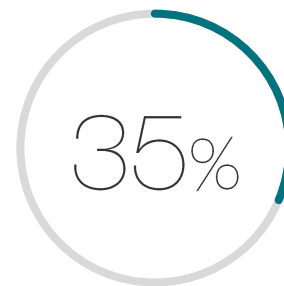
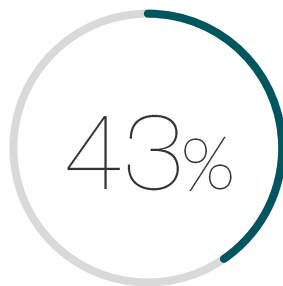
Want more
challenging work

Unhappy with the work
environment or culture

Ireland



Global



Professionals in Ireland are more likely to leave their job because of the culture, compared to global professionals. [Build a strong culture](#) and describe it in your [employer branding](#) content. Empower both your employees and recruiters to share their honest perspectives about the company culture. 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 90% confidence level.

What candidates want to know about a new job

Employee perspectives

“Connect me with insiders — nothing like hearing straight from the horse's mouth.”

Career trajectory

“Tell me how this will impact my career and how fast an employee can grow.”

Expectations and workload

“Avoid clichés in describing the job/company. Be honest and upfront with what the expectations and workload will be.”

Day in the life

“Give a realistic day in the life of a person in that job. Good and bad. No job is perfect and I know that certain bad things can be lived with and certain bad things cannot.”



3

Where to
find candidates

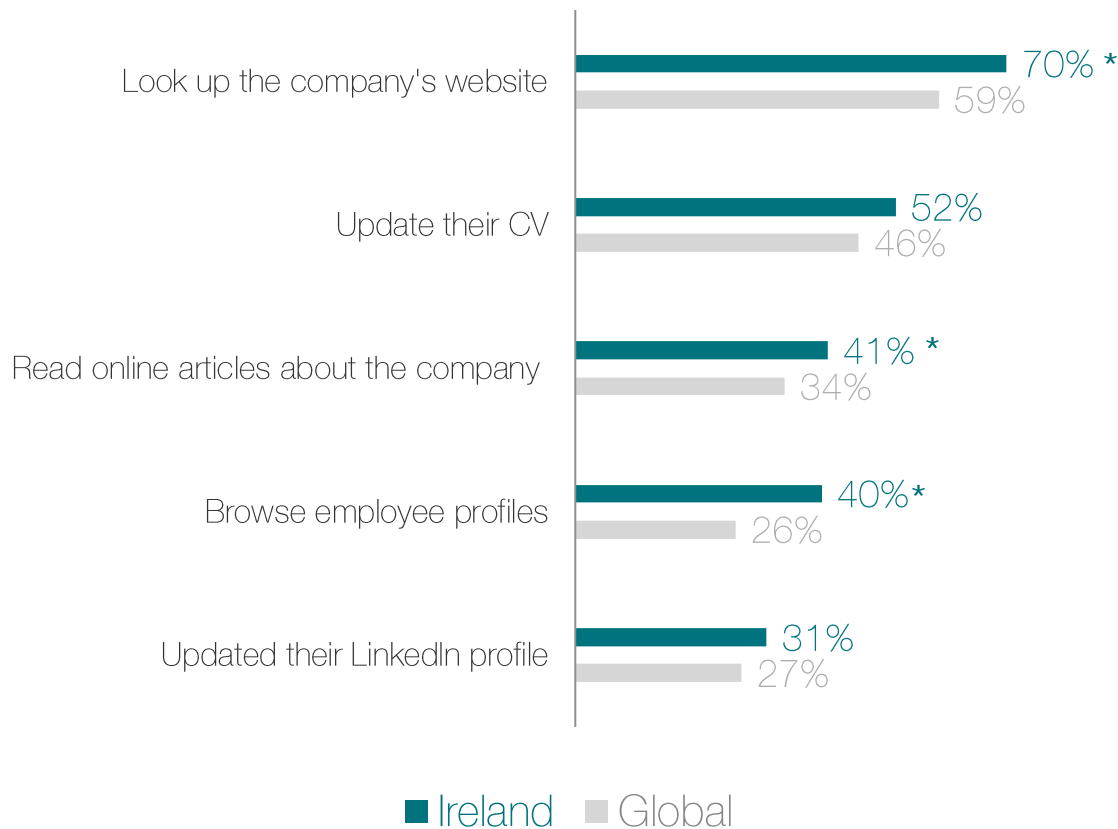
People first learn about a new job through



Compared to their global counterparts, professionals in Ireland are more likely to find out about a new job through an agency and be approached directly via LinkedIn.

Partner with the right staffing firms to help you gain access to the right talent pools. And make sure you have a presence on LinkedIn, where many Irish professionals are both actively and passively looking at new jobs.

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



Professionals in Ireland are far more likely to do research online about your company and employees.

Make sure your [company website and online content](#) say how your company culture, products, and services are different. Empower your employees to be [brand ambassadors](#) for your company on social media. It could be as simple as having a 1-hour LinkedIn profile makeover session for new hires.

The top ways people land a new job



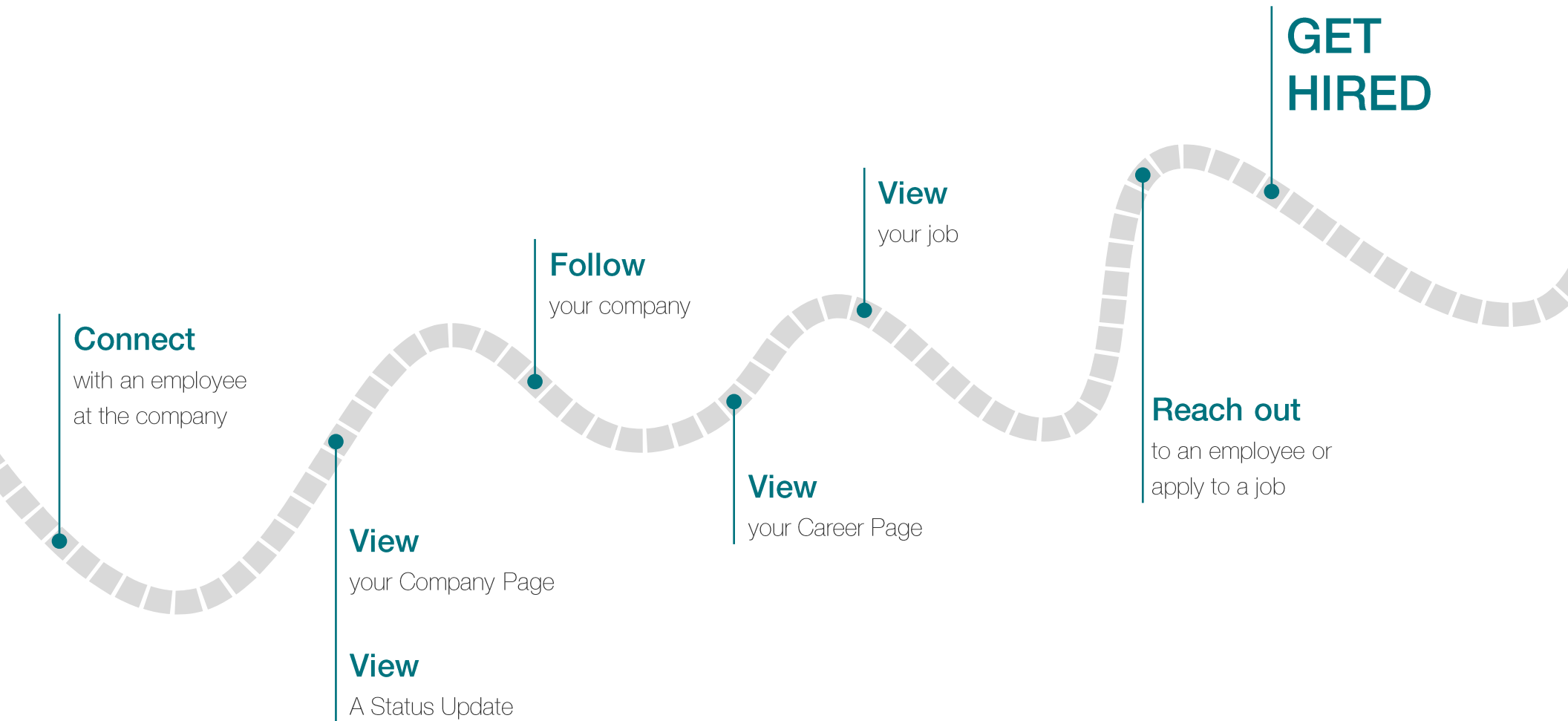
Compared to their global counterparts, professionals in Ireland are more likely to land a job by applying through a company's career site.

Make sure your career site clearly showcases open roles, potential career paths, and [well-written job descriptions](#). Improve your candidate's experience and simplify the application process by adding an [Apply with LinkedIn](#) button to your career page.

*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 Ireland face when changing jobs is not knowing what it's like to work at a company. Therefore, invest in [common channels](#) that candidates use before they apply to your jobs — your company and career site, online articles, and your own employees, just to name a few.

Empower your employees to recruit

43% of Irish professionals landed a new job through someone they knew at the company. Make employees aware of your open roles and how your [employees referral program](#) works. Equip your employees to be [brand ambassadors](#) for your company.

Get specific about your company's culture

67% of Irish professionals 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 description your company's culture as well as what someone in that role will do.

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 564 LinkedIn members in Ireland 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 incentives and did not weight the data. The

confidence level for this survey is 90% to 95% and is higher for subgroups

We also surveyed 209 LinkedIn members in Ireland 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.



Authors



[Allison Schnidman](#)

Strategic Research Consultant, LinkedIn



[Lorraine Hester](#)

Senior Market Research Associate, LinkedIn



[Esther Lee Cruz](#)

Global Marketing Manager, LinkedIn



[Charlene Nee](#)

Content Marketing Specialist, LinkedIn



[Maria Ignatova](#)

Global Content Marketing Lead, LinkedIn



[Namrata Murlidhar Anand](#)

Senior Marketing Manager, UK/IR, LinkedIn



[Akansha Agrawal](#)

Research Associate, LinkedIn



[Cliona Moulton](#)

Marketing Manager, UKI, LinkedIn

About LinkedIn Talent Solutions

Attract, recruit, and empower the best people for your business with LinkedIn. Get access to quality candidates – active and passive, external and internal – on the world's largest professional network of 433M+ candidates.

[Visit our website](#)



Read our blog
talent.linkedin.com/blog



Check out our SlideShare
slideshare.net/linkedin-talent-solutions



Follow us on Twitter
[@hireonlinkedin](https://twitter.com/hireonlinkedin)



See our videos on YouTube
youtube.com/user/LITalentSolutions



Connect with us on LinkedIn
linkedin.com/company/3519575

