



2016 Chile Talent Trends

Data on How Candidates Want to be Recruited





The data you needed to help you hire top talent

Recruiters - great news! With an overwhelming 88%, it is shown that nearly all professionals in Chile want to hear from you. All you need to do is send the right message through the right places to pique their interest.

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.

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- 2 What candidates want to know
- 3 Where to find candidates

Executive Summary

1

Almost everyone is open to your job opportunities.

More than 88% of the professionals in Chile are interested in hearing new career opportunities.

2

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

Candidates say the biggest obstacle of changing jobs is knowing little about the company and the functions required in the jobs available. Specifically they want to know the culture, values and the potential for the course of their careers.

3

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

Employees of your company are the best professionals for selection of personnel. The main form that people in Chile find a new job, and get that job successfully is through the recommendation of a current employee.

About LinkedIn's Annual Trends Report

Who we surveyed:

553

professionals in Chile shared their job seeking habits

What we asked:

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How open they were to a new job

?

What they wanted to know about a new company or job

?

What resources they used to change jobs

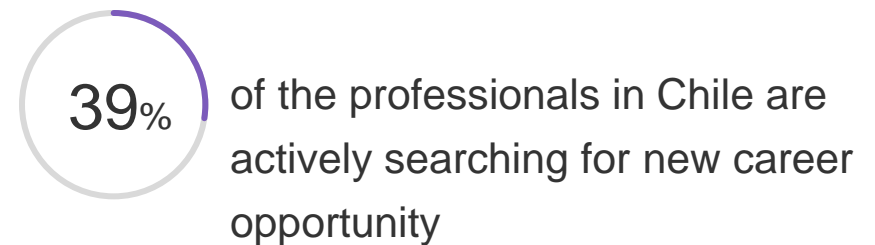


1

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 open jobs.



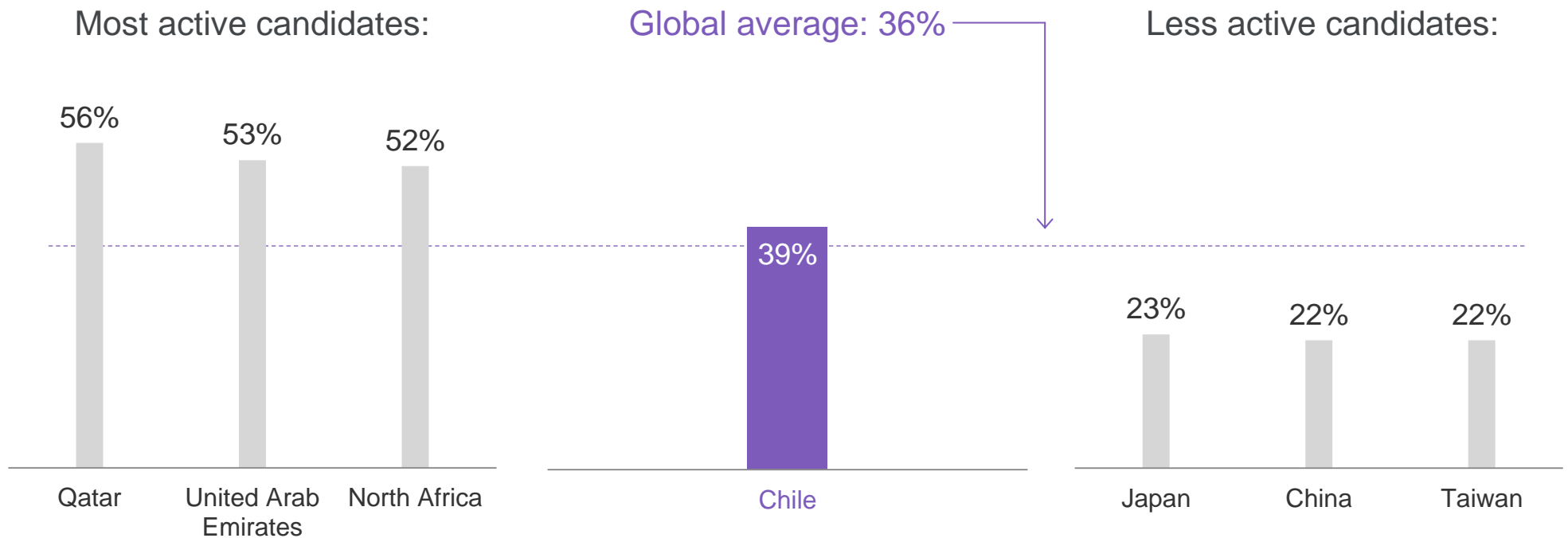
“ A recruiter reached out and said. ‘You have an interesting LinkedIn profile. ‘He referred to my master’s Thesis which was about the London Olympics. I ended up taking the job. ”



[Émilie Gauthier](#)

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

Chile has levels above than average of active talent

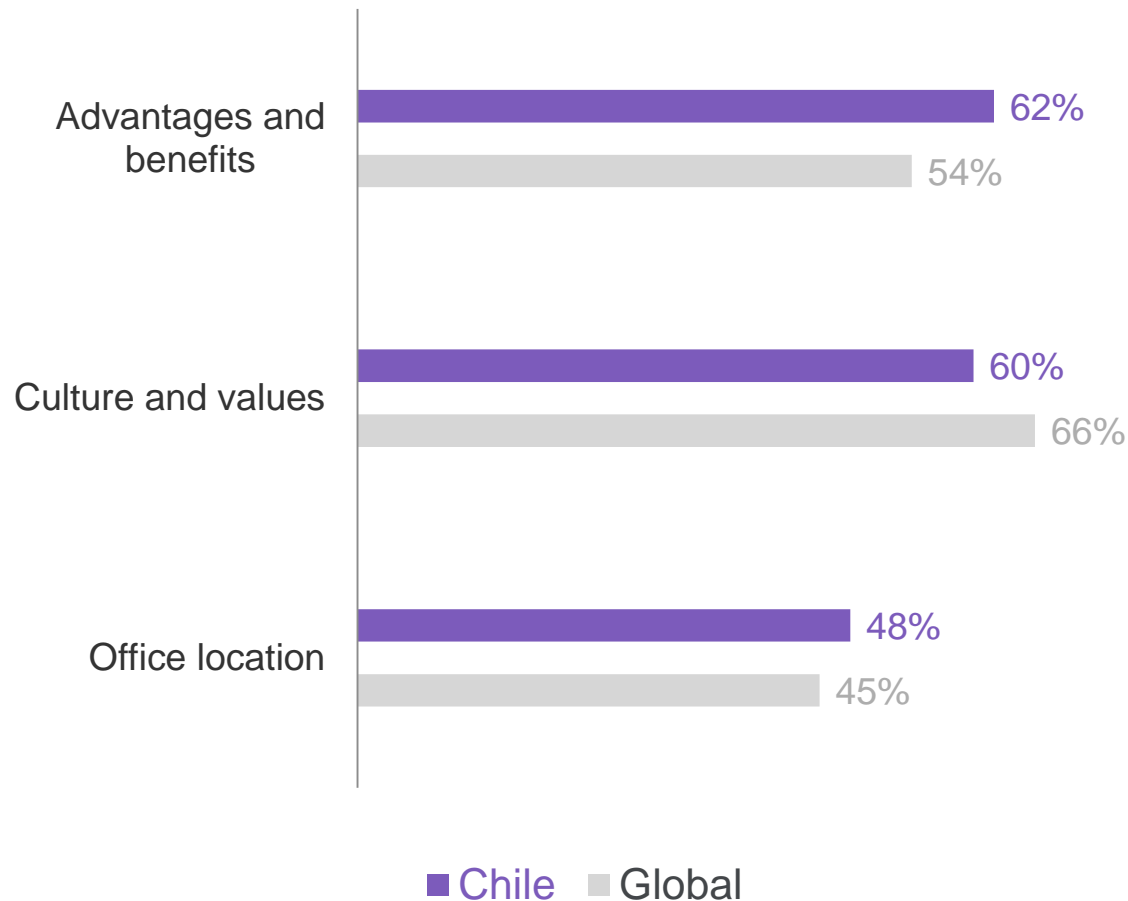


2

What candidates
want to know



On which of your company's information candidates are more interested?



Compared to their global peers, professionals in Chile are more interested in knowing about a company's [perks and benefits](#).

Make sure your online [employer brand materials](#) provide plenty of information about your [company's perks, culture, and perspectives](#) of senior leaders.

Direct advice from candidates on what to share about your company

Give an honest perspective

"I would like to know the real working environment, the characteristics of the boss and their environment."

Share employee views

"It would be useful to spend some time at key positions, in order to know the perspectives of the employees and learn everyday processes, culture and professional dynamics."

Talk about the company vision and strategy

"A clear description of the culture, the way of working, opportunities, disadvantages and benefits of working in the company are necessary."

To be open for retention

"It is essential to spell out what is expected of the position beyond labor functions; specify whether you expect the person to remain in his role for many years or if there is a clear possibility for professional growth, either in the same area or in another of the same company. "

Give specifics about office locations

"People should know what location will be employment. If you can park or if public transportation is a viable option. Those little things are what make the difference. "

What candidates want to know most about your company

Career trajectory

"I would like information about career you can do in the company, highlighting routine tasks as well as challenges and projects."

Expectations and workload

"A clear description of what you are looking for the company new employee is needed, what roles to play and what is expected of this new member."

Day in the life

"Describe a day of work in the company and how the teams face challenges."

Employees perspectives

"It is important to understand the feelings of the people already working in the company, the work environment and career opportunities at a company when taking a decision."

Open to not so traditional profiles

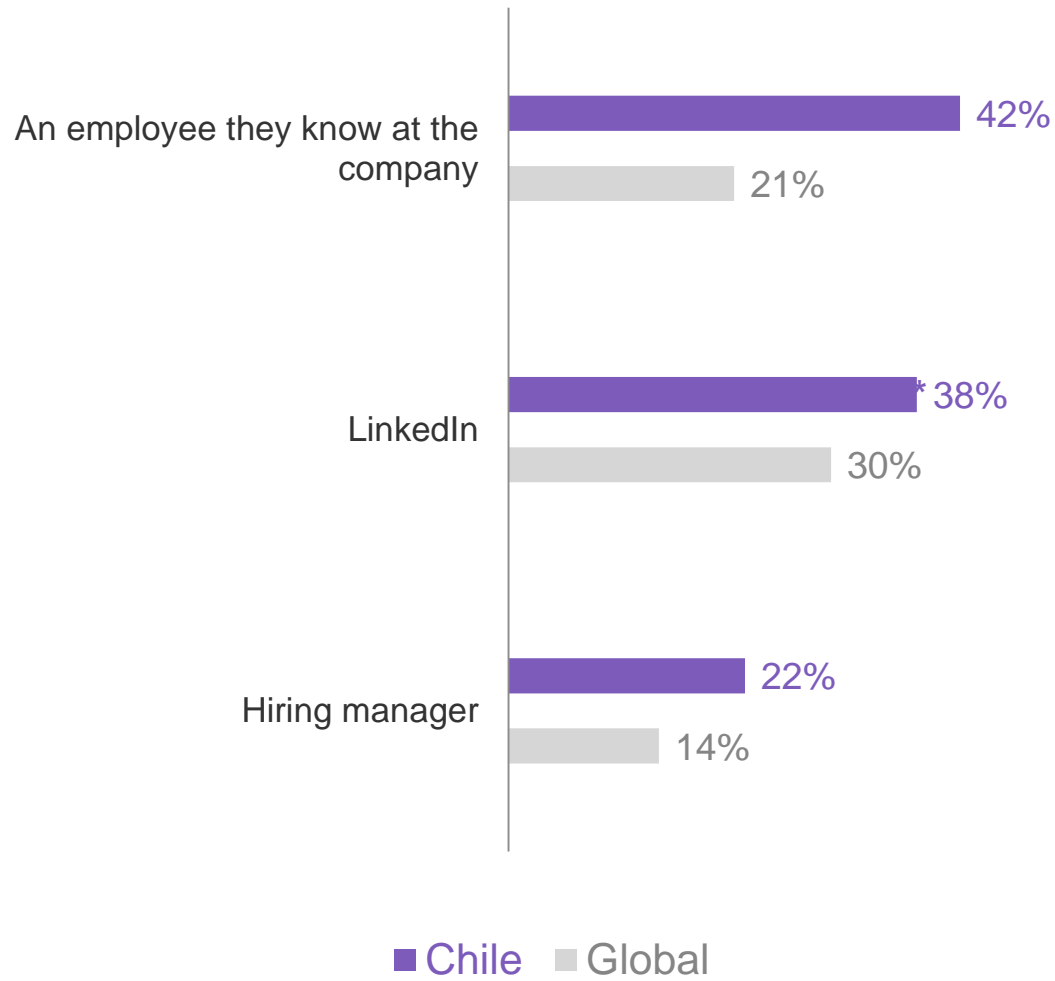
"It is essential to establish more clearly the real talents that the company requires, leaving aside prejudices in the evaluation process."



3

Where to find
candidates

People first learn about a new job through



Compared to the global average, professionals in Chile are more likely to learn about new job opportunities directly through professional recruiters and professional social networks.

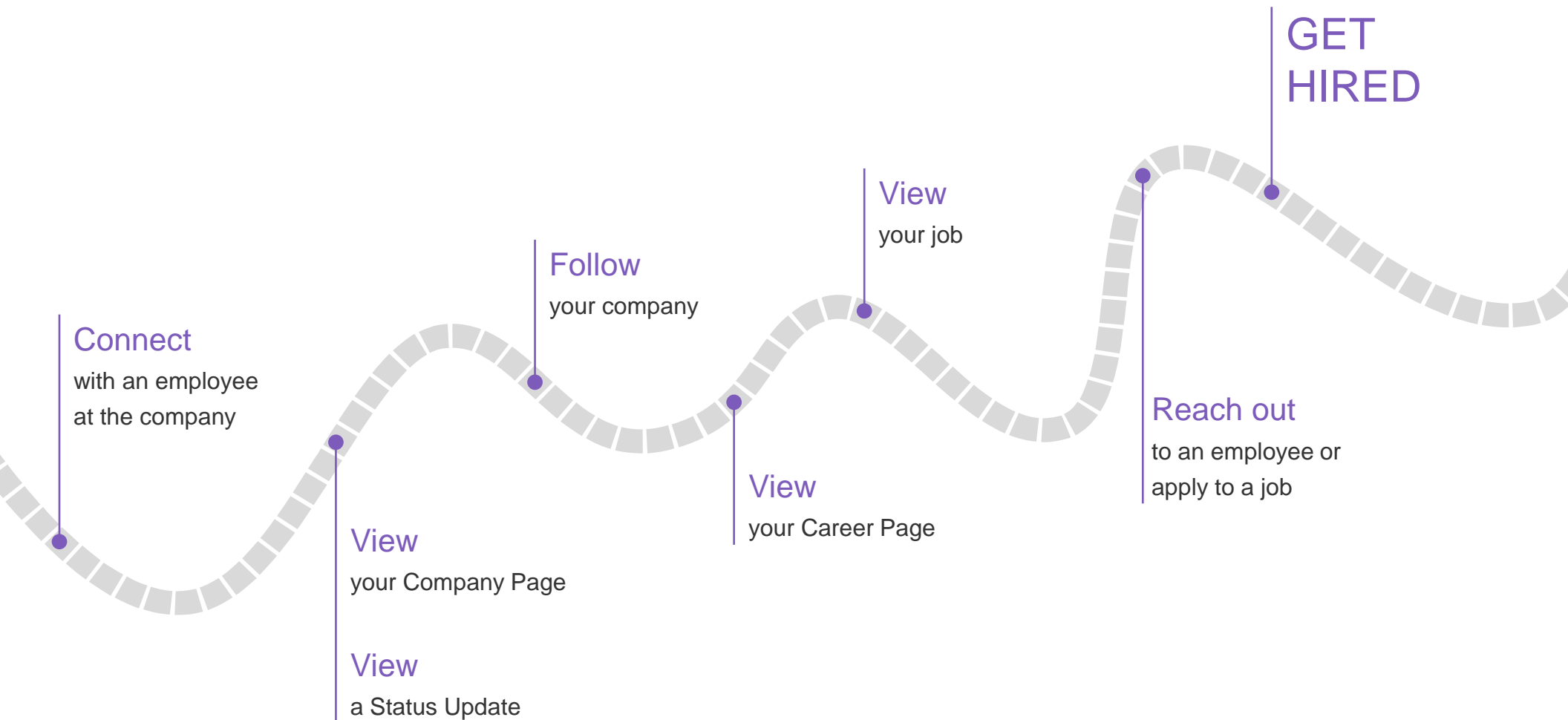
As a recruiter, make sure you can share an [irresistible job description](#) that will entice the right candidates to apply.

Your employees play a major role in contracting in Chile

- 1 The first thing most candidates do when receiving a job offer is to [interact with their employees](#).
- 2 Successful employment applicants are nine times more likely than the global average to find information from current employees.
- 3 89% of the candidates made networking through professional networks online while looking for job opportunities.

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

Employees, company recruiters, and hiring managers are the most common ways candidates in Chile first discover a new job. Make the most of [these channels](#) to get the word out about your company and jobs.

Empower your employees to recruit

Employee referrals are the number one way professionals in Chile discover and land a new job. 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 perks and culture

Your perks and culture are the top things candidates in Chile want to know about your company. Refresh your [job descriptions](#) so they bring to life your company's culture and unique perks.

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 users choose to use the site, which can vary based on professional, social, and regional culture.

We surveyed 553 LinkedIn users in Chile between January and March 2016. The majority were employed full or part time, when answering the survey. The poll was promoted on multiple languages without incentives and unweight data.

The confidence level of this survey is 95% and is higher for subgroups.



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