

42 per cent of employers who have had difficulty recruiting candidates have increased the salary on offer, according to April's JobsOutlook report.

In an attempt to attract candidates after failing with an initial advertisement, 80 per cent of employers re-advertised the role, while 24 per cent have resorted to lowering the requirements of the role.

The REC's latest JobsOutlook survey of 600 employers also reveals:

22 per cent of employers plan to increase permanent headcount in the short term (the next three months) and medium term (the next four to twelve months).

Construction, engineering/technical and health/social care are the three sectors where employers most expect a shortage of candidates for permanent roles.

19 per cent of employers plan to increase temporary agency headcount in the medium term, and 12 per cent plan to do so in the short term.

ATB Comment

This REC report highlights a number of things that a hiring manager needs to consider.

Your recruitment consultant should be letting you know if the salary you are offering is current/attractive. The salary also needs to reflect the requirements of the role.

The job advert needs to attract interest in your role and should be crafted to maximise relevant applications.

You should expect the recruitment process to take longer than it has in the past. If your recruiter has a pool of good quality passive candidates, great, but arranging interviews takes longer with people who are currently working.

If budgets are tight and there is no room for movement on the salary you can offer, think of other benefits to make your job more attractive to candidates:

- Shorter hours
- Flexible working
- Higher bonuses
- Generous pension scheme
- Health cover
- Increased Holiday

Many of these are lower cost than salary. Some may even save on staff costs, giving a couple of hours off each week rarely results in less productivity. We have clients that offer a 35 hour week with workers leaving early on a Friday.