

nexxt

# RECRUITING BEYOND BORDERS





# THE WORLD REALLY IS GETTING SMALLER

CHROs and Global Heads of Recruitment are finding themselves shifting their local country recruiting budgets around the world into one global program for a variety of reasons. Consolidating global budgets certainly saves time, money, and administrative resources, but it also creates a new challenge. As programs are consolidated, the “local flavor” can sometimes be lost as companies apply a broad marketing brand as a “one size fits all” in every country.

International recruitment can be exciting, sure. Envious growth, exotic locales, and emerging markets can all mean great things for your business. However, if your recruitment team isn't prepared to tackle consolidated spend with local marketing in one project, it can spell disaster for your employer brand.

Recruiting the way “we always have” hasn't worked during the social recruiting revolution and it won't work as we see beyond regions and borders to build a truly global workforce. In fact, a KPMG study showed that while 3 out of 4 executives believe their workforce is becoming more global, just 1 in 4 believe that their human resources teams thrive at sourcing and retaining global talent. Further, just 24% of executives believe that their Human Resources department can support their consolidated budget/global strategy goals.

As if recruiting in the US isn't challenging enough, global recruiting in local markets is a whole other ball game. 2019 is fast approaching and global recruiters are ready to get a peek at the latest trends so they can plan for the new year. Nexxt has teamed up with our Network partners “across the pond” to create a guide to Recruiting Beyond Borders. With these insights, global recruiters can start to plan their global recruitment strategy for the new year. Here's how to do it!

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# THE GLOBAL RECRUITING LANDSCAPE

In a recent study we conducted with over 50 of our job board partners around the world, the data revealed the state of recruiting in almost every country is becoming increasingly competitive, with 57% of respondents expressing an increase in hiring in their respective countries. There is also an increased interest in centralizing global recruitment due to a number of reasons like favorable economic conditions, greater control and reporting capabilities, the desire to cut costs, and a need to reduce information loss due to turnover. A deeper look at the trends reveals that Global Heads of Recruitment are seeking counsel on how to centralize budgets and still not lose touch with local cultural trends.

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## THE MARKETING DILEMMA

According to the research we collected from our job board partners from all over the world, the #1 struggle US-based companies face when recruiting abroad is writing compelling and culturally fitting job ads. Consolidating budgets is only the first step. We must also be educated and prepared to effectively market to job seekers in their local languages, while keeping in mind and speaking to the cultural motivators present in each county. According to the Decoding Global Talent survey, conducted by The Boston Consulting Group and our partners at The Network, 90% of job seekers in Germany value appreciation for their work as the #1 most important factor when evaluating job ads and career opportunities. 90% of job seekers in Malaysia, however, rank a good work/life balance as the most important factor.

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of job seekers  
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## DEMOGRAPHIC TRENDS

**80%** of Millennials look for people and cultural fit with employers, followed by career potential

**60%** of Millennials consider the most attractive perk to be growth opportunities

**65%** of Millennials say they are more skeptical of claims made by employers now than they were in 2011

Just from these three insights we can see that Millennials are heavily influenced by company culture, career development and trust in the employer. What makes marketing content even more of a cause of concern is the fact that Google's quality update now pushes down the rank of pages with inadequately appealing content. If recruiters want to even be able to compete with the market, content has to reflect the trends of the workforce and it has to be an ongoing priority.





## THE SKILLS GAP

As the U.S. is seeking ways to bridge the skills gap, so to is the rest of the world, making the state of competition even more prevalent. About 44% of the respondents of our Network Partner Survey say not having enough qualified candidates is their country's biggest recruiting challenge. Second to that is losing candidates to competition (20%).

### THE TOP 4 MOST DIFFICULT JOBS TO FILL ARE

1. Engineering and Architecture
2. Technology
3. Healthcare
4. Manufacturing, Building & Manual Work

So, how do recruiters find candidates for these types of jobs if there doesn't seem to be enough talent to recruit from?

The first option is to try to gain a competitive advantage by evaluating job seeker trends (like the ones in this white paper) and by taking a look at what their competitors are doing right. Analyze those ideas with supported research to form a superior offering with all the right language, messaging and branding needed to appeal to the target demographics.



Fortunately, many companies and recruiting professionals have already begun to blaze trails into the more standard BRIC countries, which used to be known as emerging markets. Today, there are countries poised to create incredible economic opportunity for their citizens and provide talent for the worldwide marketplace.

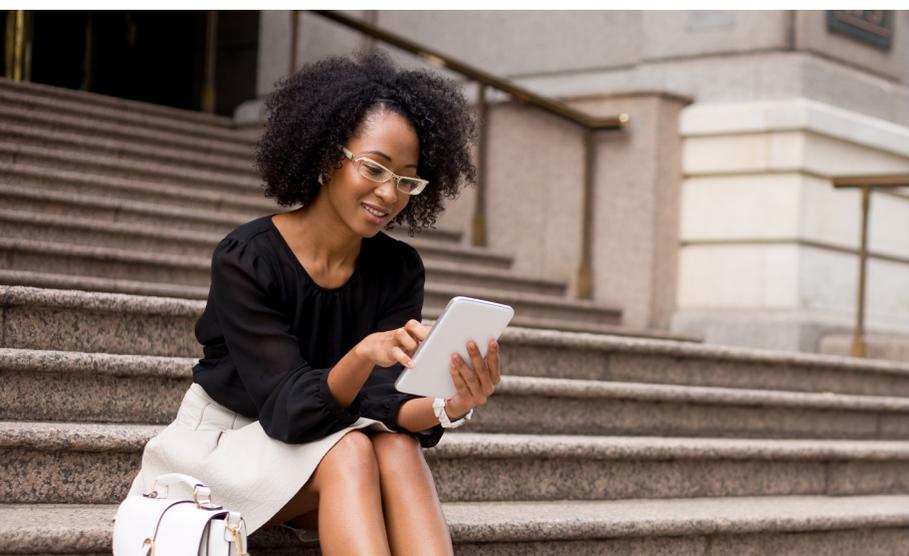
Recruitifi calls these markets the “Next Eleven”, which consists of Bangladesh, Egypt, Indonesia, Iran, Mexico, Nigeria, Pakistan, the Philippines, Turkey, South Korea and Vietnam. If your budget is smaller and you are looking for talent that may be overlooked, create a foothold in one of these markets and begin to craft your message for their unique worldview.

“

“The criteria used to pick these countries included macroeconomic stability, political maturity, openness of trade and investment policies, and the quality of education, with that last point being particularly important. By viewing these growing countries as hotbeds of potential, you have the opportunity to establish footholds as a major player in the war for talent.”

**Doug Horn | Recruitifi**

The second approach is for employers to fill the gaps themselves by offering candidates who may not be fully qualified the proper training to acquire the desired skills. There’s a sea of talent out there that might just need someone else to show them how to reach their full potential. We already know that the majority of the workforce (Millennials) values career development. Employers should give them what they want so they can maximize their recruiting efforts.



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# MOTIVATORS FOR WORKING ABROAD

When developing job content (job description, duties, compensation, benefits, etc.), recruiters have a plethora of job seeker trends they have to analyze and some of the most important trends come from why candidates even want to work abroad.

## TOP 5 REASONS FOR CONSIDERING WORKING ABROAD:

1. Broaden personal experience
2. Acquire work experience
3. Better career opportunities
4. Overall attractive job offer
5. Improved salary prospects

Further insights from The Network’s study reveal that there is global agreement on finding work with intrinsic value rather than compensation. In fact, the most important factor of a job for every participant of the study is appreciation for their work, good relationships with colleagues, good work-life balance, and good relationships with superiors. All of these indicate the value global job seekers have placed in their relationships. This isn’t to say that compensation and benefits aren’t important aspects of recruiting global talent, but there is certainly more importance being placed on “soft” factors of the workplace.

What is so valuable about this information is that when recruiters are crafting job content, they can use these insights to customize the offering in a way that will effectively appeal to a global audience.



## WHERE MOBILITY IS WELCOMED

According to the Decoding Global Talent survey, there is a high level of interest in working abroad, particularly from countries that are developing economically or are experiencing political instability. Out of the 200,000 respondents surveyed, these are just some of the countries that had 80% or more participants interested in working abroad: Romania, Pakistan, Saudi Arabia, Australia, Netherlands.

Countries whose job seekers are less open to working abroad include the U.S., Germany and the UK, which can most likely be attributed to stable economic conditions.

### TOP 5 COUNTRIES LESS LIKELY TO WORK ABROAD:

1. United States
2. United Kingdom
3. Canada
4. Germany
5. Switzerland

Another compelling aspect of the study is which countries the respondents most desire to work in.

This shows there is a firm basis of candidates in certain countries that are very willing to work abroad and actually desire to work in the United States. This competitive advantage means U.S. global recruiting efforts can be extremely successful in the right countries. The candidates are there, they just need to be reached effectively.



## RECRUITING IN A MOBILE WORLD

Digital marketing trends have taught us that having a mobile responsive website is crucial for a number of reasons: upwards of 90% of job seekers believe their mobile device is necessary for job searching, employers without mobile responsive websites risk their credibility and, perhaps the most important reason, Google's prioritization of mobile responsive websites.

According to our research, 40% of respondents estimate that 25-49% of the companies around the world that use their job boards have websites that are optimized for mobile and 40% of respondents say less than 25% are optimized for mobile. What this tells us is that there is a large proportion of employers that are missing out on invaluable recruiting opportunities because they have failed to adapt to the trends of this year, which is nearly over. If recruiters want to get ahead of the competition, recruiting efforts have to be mobilized across the board.

And it doesn't stop there. One of the top trends over the past few years is having mobile job application capabilities available to potential candidates. This is a trend employers would be wise to jump on as soon as possible as over half of all internet usage is done through mobile devices now, and that trend that will continue to grow over the next decade.

Having mobile job applications not only potentially increases the talent pool, but provides prospective candidates with a favorable user experience. Mobile responsiveness is really not an option anymore; it's necessary for survival.



## WHAT IS UNIVERSAL?

As competition for global talent continues to intensify, U.S. recruiters are going to be forced to make ongoing modifications to their strategy.



“Now more than ever, our global clients are asking for consolidation of their international budgets to save time and money. Buying globally but advertising locally really is the best of both worlds. Partnering up with an organization who understands this, and has both the global and local knowledge and support can really make all of the difference.”

**Angie Brooks** | Director, International & Alliances, Nexxt

### BIGGEST TRENDS IN GLOBAL RECRUITMENT TODAY:

1. Improved localized content and branding
2. Skills training
3. Mobile job applications
4. Focused recruiting efforts in relevant countries
5. Improved salary prospects

With 2019 just around the corner, recruiters need to be aware of the biggest trends affecting global recruitment. Reevaluate recruitment strategies to make sure they consider today's top trends; such as, improving localized content and branding, providing mobile job applications and offering “soft” job benefits like teleworking to remain competitive in the global recruitment landscape.

For greater insight and global consolidation consulting, contact Nexxt today. Nexxt is the exclusive US partner of The Network, a consortium of job boards from all over the world. Active in over 130 countries, The Network covers the largest number of countries via a single solution. This allows companies to fill a wide range of job roles across all industries worldwide – whether you are looking to recruit in the worlds’ largest economies, or want to fulfill specific hiring needs in smaller locales. Many of the job boards united within The Network are pioneers in their respective countries and leaders in recruitment innovation. When searching for the best candidates in unfamiliar markets or countries, The Networks’ trusted member-base will help you find the best solution – and the results will speak for themselves.

## Connect with Nexxt

### HR Pros

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