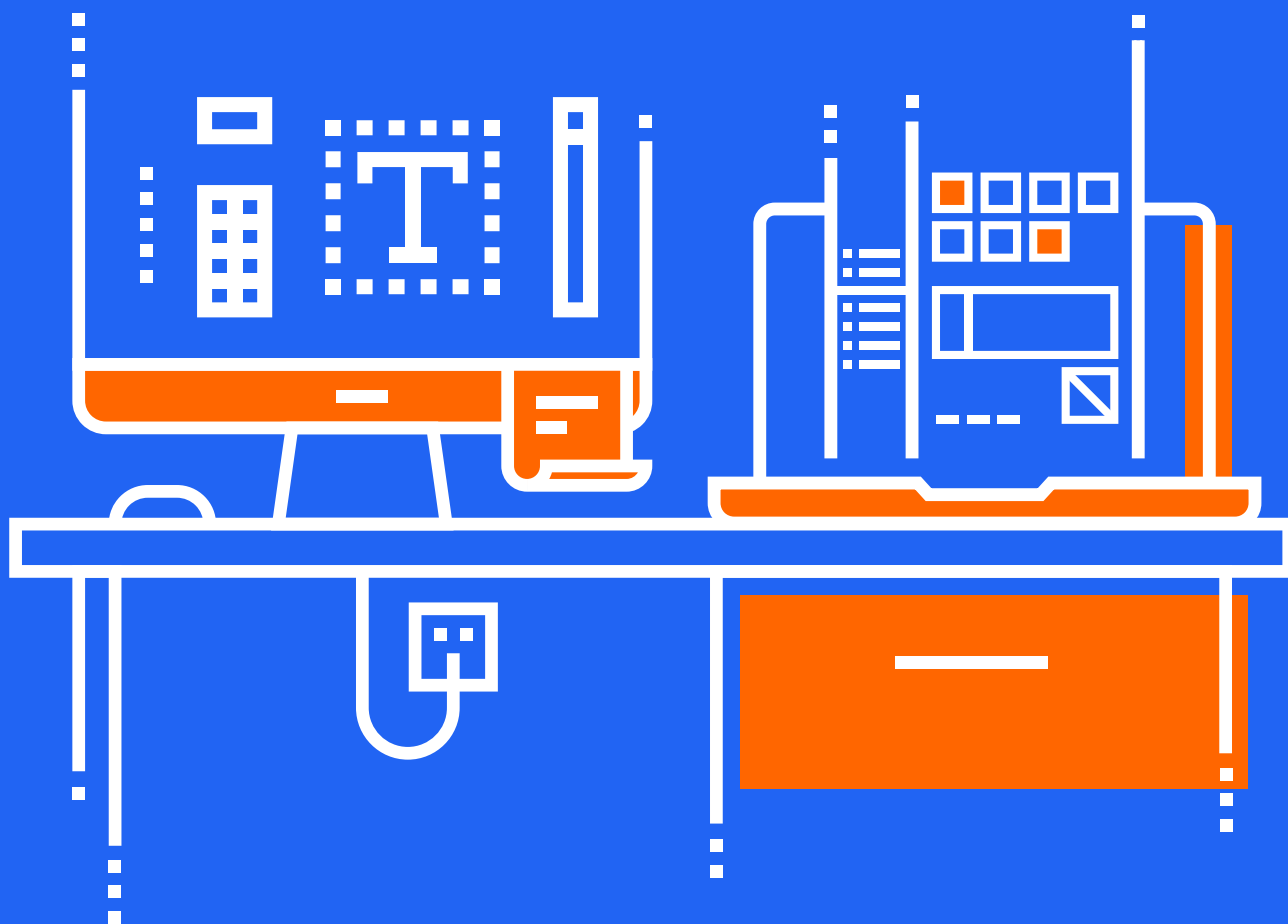

Job Hunters: The Complete Guide 2018



Credits

About Indeed

Indeed is the #1 job site in the world and allows job hunters to search millions of jobs on the web or mobile in over 60 countries and 28 languages. Over 200 million unique visitors each month search for jobs, post resumes and research companies on Indeed.

Visit www.indeed.com.au to complete your search.

Methodology

The research was commissioned by Thrive PR and conducted by Lonergan Research in accordance with the ISO 20252 standard. Lonergan Research surveyed 1,371 Australians aged 18+. Surveys were distributed throughout Australia including both capital city and non-capital city areas. The survey was conducted online amongst members of a permission-based panel, between Tuesday the 17th of July and Monday the 23rd of July 2018. After interviewing, data was weighted to the latest population estimates sourced from the Australian Bureau of Statistics.

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Choosing a job is one of the most important decisions you'll likely make. It can have ramifications not only for your immediate happiness and wellbeing but potentially for the future direction of your life. It is vital then when making that decision that you know all the options available to you.

For so long now when we are hunting for a job, we do it the same way. We've all done this. This research report shows that 90% of job hunters are not aware of all available job opportunities. That's a huge number. Indeed is here to open up opportunities to more job hunters; to show you other ways of finding opportunities that you may otherwise have missed.

There are so many pressures when hunting for a job. Sometimes even making the decision to look for a job can be the hardest of them all. The job search process is an emotional rollercoaster, so we can sometimes snap up the first job opportunity offered to us. This can leave us feeling a sense of regret afterwards because we didn't see the right job in time.

So we want to encourage Australian job hunters to broaden the places where they look for jobs and complete their search to help ensure they see the one that is ideal for them. We also know that simply searching on a second job listing website can reduce the time taken to find a job from the average of 82 days down to less than a month.

The next job you choose will have a big impact on your life and Indeed is here to help you get the right job.

Jay Munro

Employer Insights Strategist, Indeed

A handwritten signature in blue ink that reads "Jay Munro." with a stylized flourish at the end.



How often do you dream of changing jobs, finding that ideal role? But when you sit down and try to work out your plan of attack, it all becomes a bit too hard.

From the mental preparation, to writing a resume, interviewing and then wondering if it really is the right role for you - it can all be very frustrating. Perhaps that is why many Australians feel the career change process is an incomplete one. If I were to whisper the words 'job search' to you where would you head to first? Potentially a job board site, perhaps ask around in your network, maybe wait for that elusive tap on the shoulder or sporadically search employer career boards. It's likely you feel unsure if you have covered all of your job search bases and if you've put yourself in the best position for success. Guess what? You're not alone. In fact, just one in 10 Aussie job hunters believed they were aware of all available job opportunities when they last searched for a job.

Coming from a recruitment background, I was often at the coal face of job hunter fears around accepting an offer, only for them to find out about another job that hands down suited them better. This report finds that a third of Aussie job hunters believe they missed a job opportunity because they didn't hear about it in time and that more than a third of us didn't know what we were actually looking for at all. It's ok, I've been there.

Not surprisingly (to me anyway), is that the way we search for jobs differs between gender and generations. This report deep dives into a variety of behaviours across the demographics and psychographics of job hunters. Knowing how the population searches for jobs and the deficiencies in their approach gives you an advantage as you can explore channels and opportunities that job hunters will not be aware of.

This includes my fellow recruiters who are adapting, learning and navigating. One thing is for sure: the new age of recruitment is here. This report offers insights on ways we can expand our search to attract the best talent in the most optimal time.

So read on, take notes and I will ensure the search is a complete one.

Ruby Lee
Job Whisperer, Indeed

**There are thousands
of jobs available in the
Australian market today.**

**But with so many to search
through, can job hunters
be sure they are seeing
every job that is out there?**

**And more importantly, can
they be certain they will
see the job that is right
for them?**

Australians change jobs for many reasons. Many are driven to look for better pay and conditions, while some are wanting an improved balance between their personal and working lives. Others are seeking career progression, and for some, the search is driven simply by the desire for a change of scenery.

Whatever the reason, changing jobs is rarely a decision that is taken lightly. And if the goal is to improve some aspect of your life, then you want to ensure that you have the greatest chance of making that happen.

The last thing a job hunter wants is to discover the job they've taken was not the best one on offer, and that a better role was waiting for them, if only they had known about it.

Job hunters today are faced with a wide choice of tools and channels where jobs can be found, from online

job sites to corporate hiring pages and even social media. And personal referrals and recruitment agents still play a key role. Knowing how to use these tools effectively is a key requirement for job hunters to ensure the ideal job doesn't slip through their fingers.

Despite the plethora of jobs available, many Australians simply aren't seeing the one that is the best fit for them.

In this report we examine how Australians go about looking for their next job, the tools they use when doing so, and how effective they are in finding their next opportunity. We also shine a spotlight on some of the tools and techniques that job hunters might want to consider to ensure they don't inadvertently miss out on seeing the best job for them.

Executive Summary

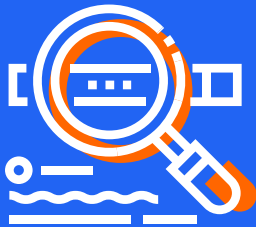
Australian job hunters are failing to take full advantage of the complete range of tools available to help them find their next job. As a result, their search is taking longer than necessary and they are also at risk of not seeing the role that would suit them best.

These are the key findings of the *Job Hunters: The Complete Guide 2018* report which shows that while most Australian job hunters are concerned about not seeing the full range of jobs available, they are not using all of the tools that would help them find their ideal role. Specifically, many are only using one online job site, despite the research finding those who use two or more are shaving days or weeks off the search process.

Furthermore, many Australian job hunters concede they don't really know what they are looking for when searching for their next job, and are limiting their opportunities by preferring to only look for roles within their existing industry.

While the vast majority of Australian job hunters believe their skills are transferable to another industry, two-thirds prefer their career to progress within a single industry.

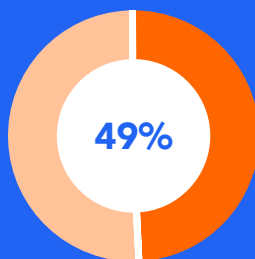
In addition to the insights found on Australian job hunters, this report also includes some Insider Whispers from Indeed's own Job Whisperer, Ruby Lee. She will provide her expert knowledge on the implications these results have on recruiters including the age of the candidate and the importance of technology in the ever-evolving job search landscape.



**Average time for searching
for a job - 82 days**



**1 in 10 Australian job hunters believed they were
aware of all available job opportunities**

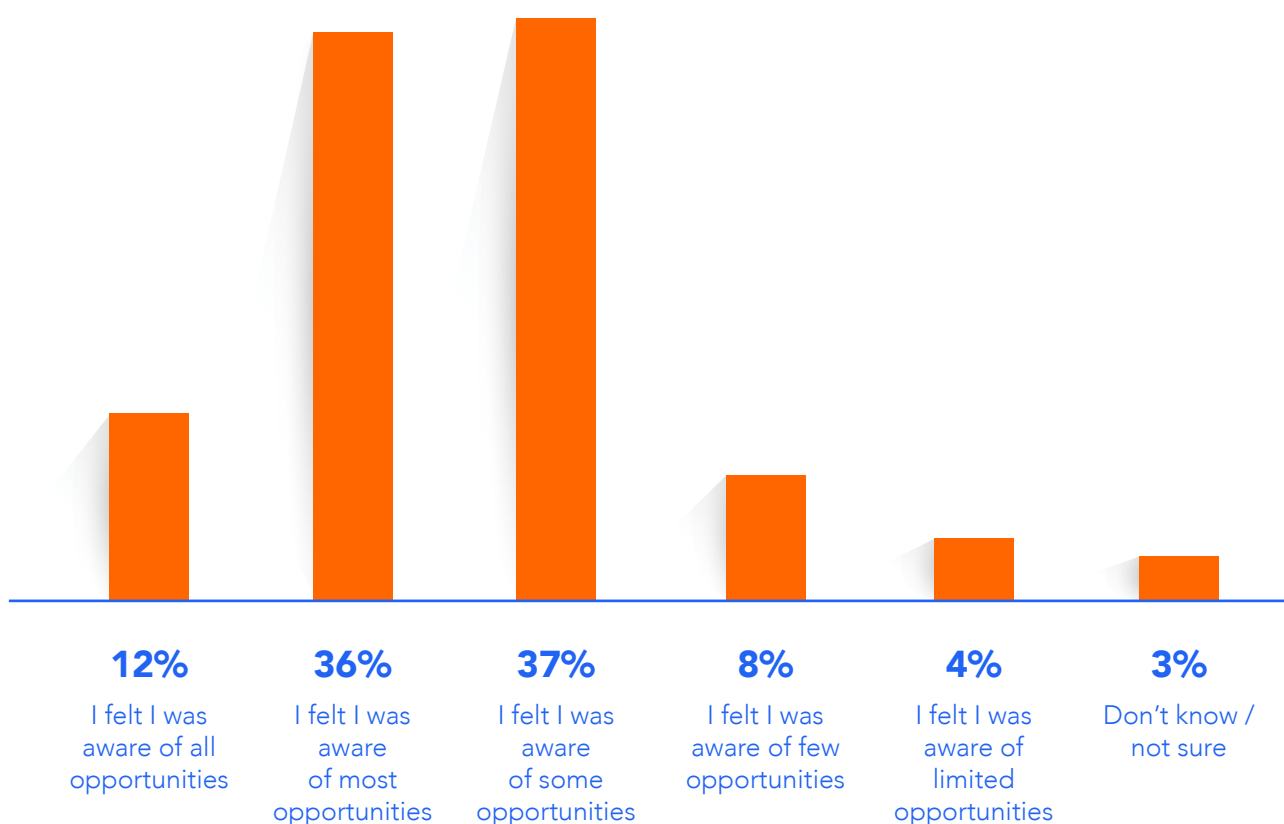


**49%
of Australians said they were well
prepared for job interviews**

Job Hunters: The Complete Guide 2018

Missing the bullseye

Just 1 in 10 Australian job hunters believed they were aware of all available job opportunities when they last searched for a job, while 8% felt they were aware of few opportunities.

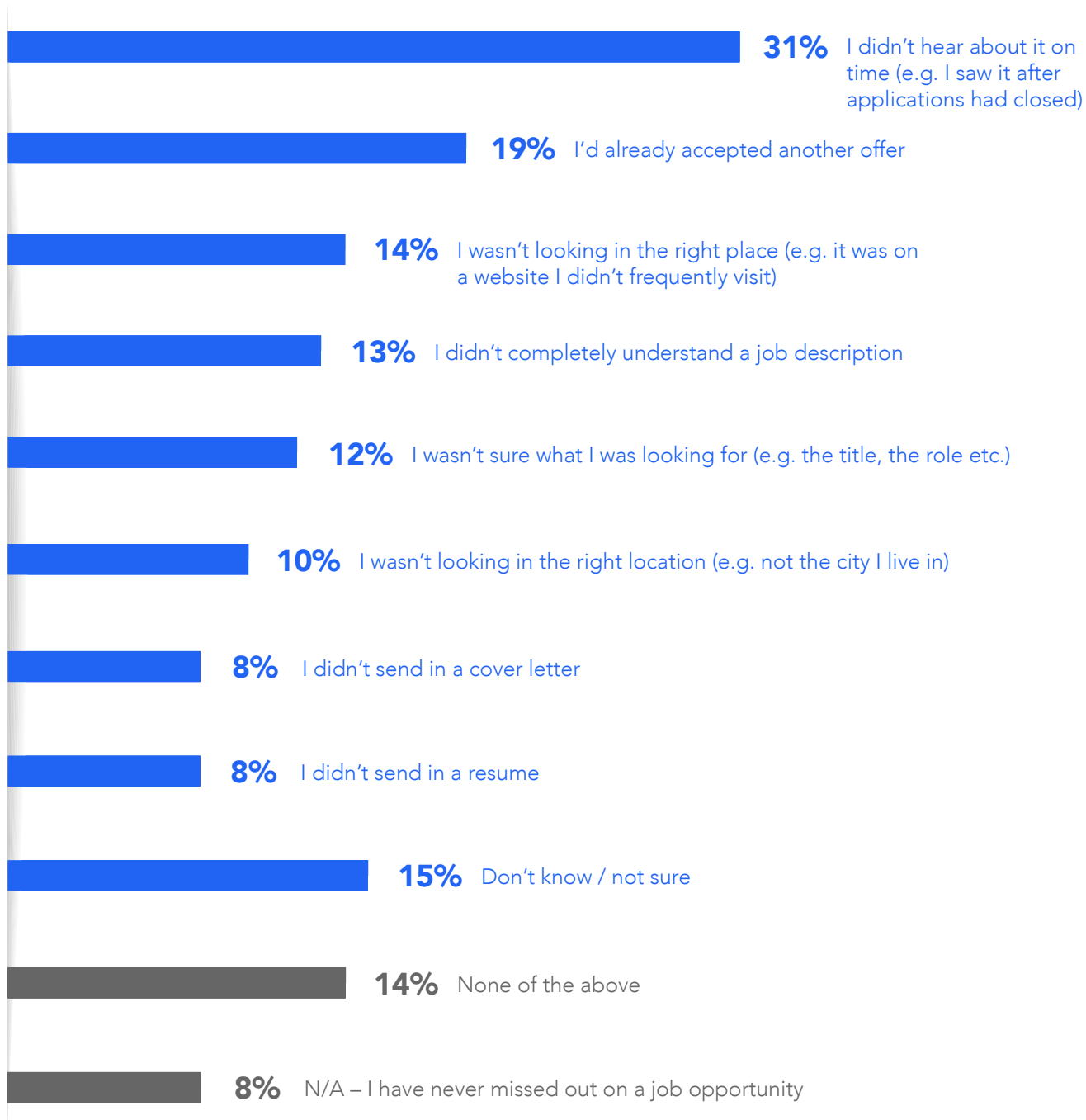


Reasons Australians missed a job opportunity

Clearly many Australians felt they were not seeing all the available jobs the last time they were looking for a job. In fact only 12% were confident they saw every opportunity.

And while 73% believed they had been aware of either most or some of the opportunities out there, that was no guarantee that the best job for them wasn't hidden away out of sight.

Almost four-fifths of Australians felt they have missed out on a job opportunity at some stage in their lives, with a third of Australians believing this was because they didn't hear about it in time.



Reasons Australians missed a job opportunity

Another 14% of Australians said the reason they had missed an opportunity was because they were looking in the wrong place.

Perhaps worse still is the plight of the 19% of Australian job hunters who had accepted an offer and then learned of another role, and consequently potentially found themselves stuck in roles with the knowledge their ideal job had gone to someone else.

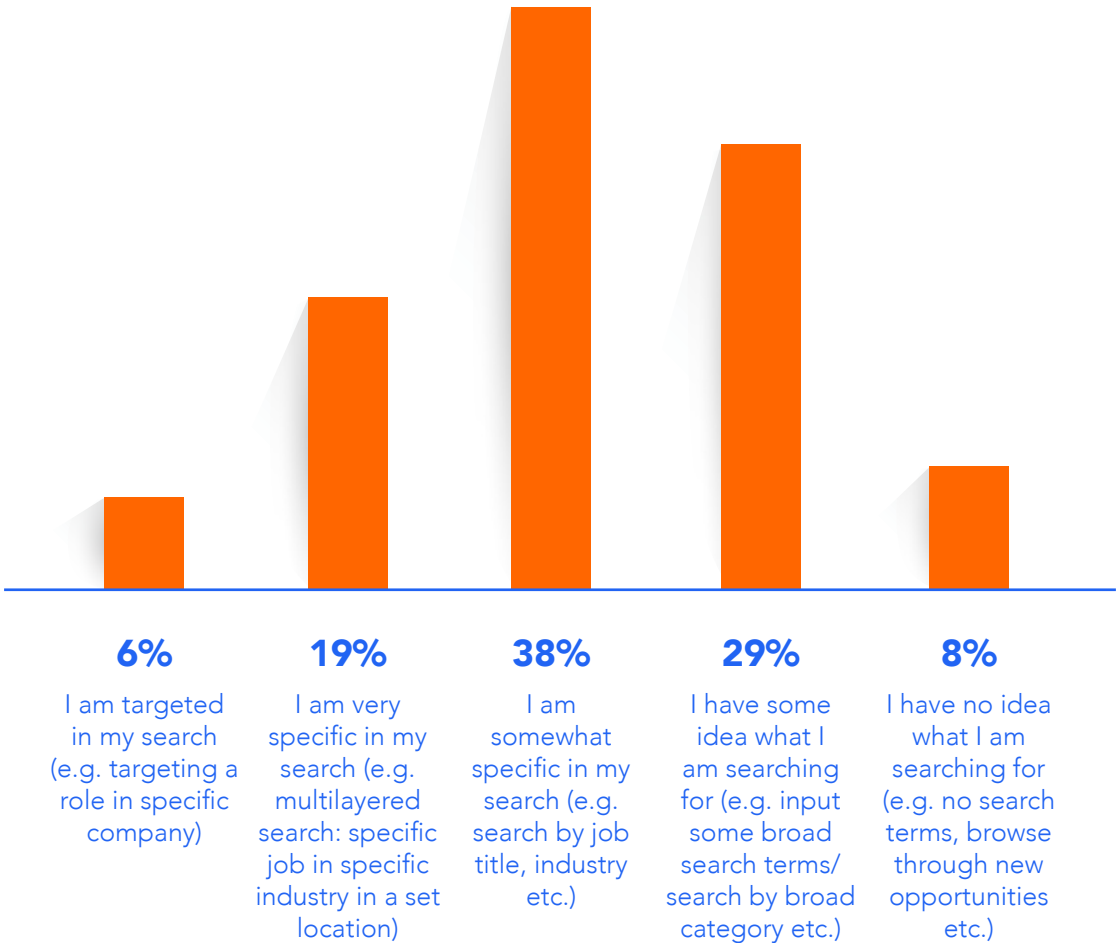
Men felt they were more aware of all of the opportunities available than women (13% versus 10%). This result was perhaps boosted by the result for workers in the trade and construction sector, where 17% believed they were aware of all the opportunities. This contrasted with the confidence of workers in the retail sector, where only 6% believed they knew of all the opportunities.

There can be significant negative consequences from seeing only a portion of the available job market. For those who missed out, 42% expressed disappointment on hearing the news. But more importantly, 20% found themselves in a role with less pay and another 20% had to stay in an unsatisfactory role.

Other consequences included feeling less motivated (19%), having fewer career opportunities (18%), and becoming less productive (17%).

Not only are Australians missing out on seeing all of the jobs that are right for them, but many also don't know what they are looking for when they are hunting for a job.

While some Australians might have a strong idea of their ideal job, more than a third of Australian job hunters admitted to having no or only some idea of what they were looking for in their next role.



Approach Australians take in searching for a job

Only a quarter professed to being targeted or very specific in their job search, with men almost twice as likely as women to be very specific when job hunting.

The job hunters with the least idea of what they were searching for were Gen Y, who were the most untargeted in their approach. This result also aligns with the idea that younger workers might still be trying out options before committing to a career path.

Perhaps surprisingly then, Gen Y job hunters were the most successful in terms of finding their next job quickly, as 38% found their next job within one month of launching their search. This compared to 30% for Gen X and 25% of Boomers. Overall, successful Gen Y job hunters took an average of 67 days to secure their next job, compared to 98 days for Gen X and 100 days for Boomers.



Gen Y

job hunters took an average of 67 days



Gen X

job hunters took an average of 98 days



Baby Boomers

job hunters took an average of 100 days

While Boomers take the longest to find a job, this might also be a result of them being the most decisive in their searching and therefore having the patience to wait for the right opportunity to come along, with 39% being targeted or very specific in what they are looking for.



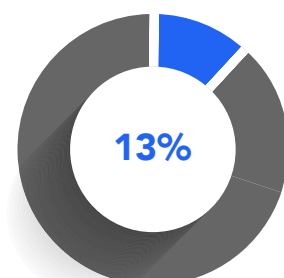
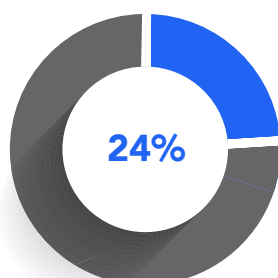
2 in 5 (39%) Baby Boomers

are targeted in their job search (searching for a specific role in a specific industry or company)

This fits with the idea of an older worker having built a career, and hence looking to continue their progress up the ladder. Alternately, they may also have the experience necessary to know what they don't want from a job, and how to avoid it.

Men are also almost twice as likely as women to be very specific in their searching, with 24% very specific in their search, compared to 13% of women.

Targeted in search



Where the job hunters are looking

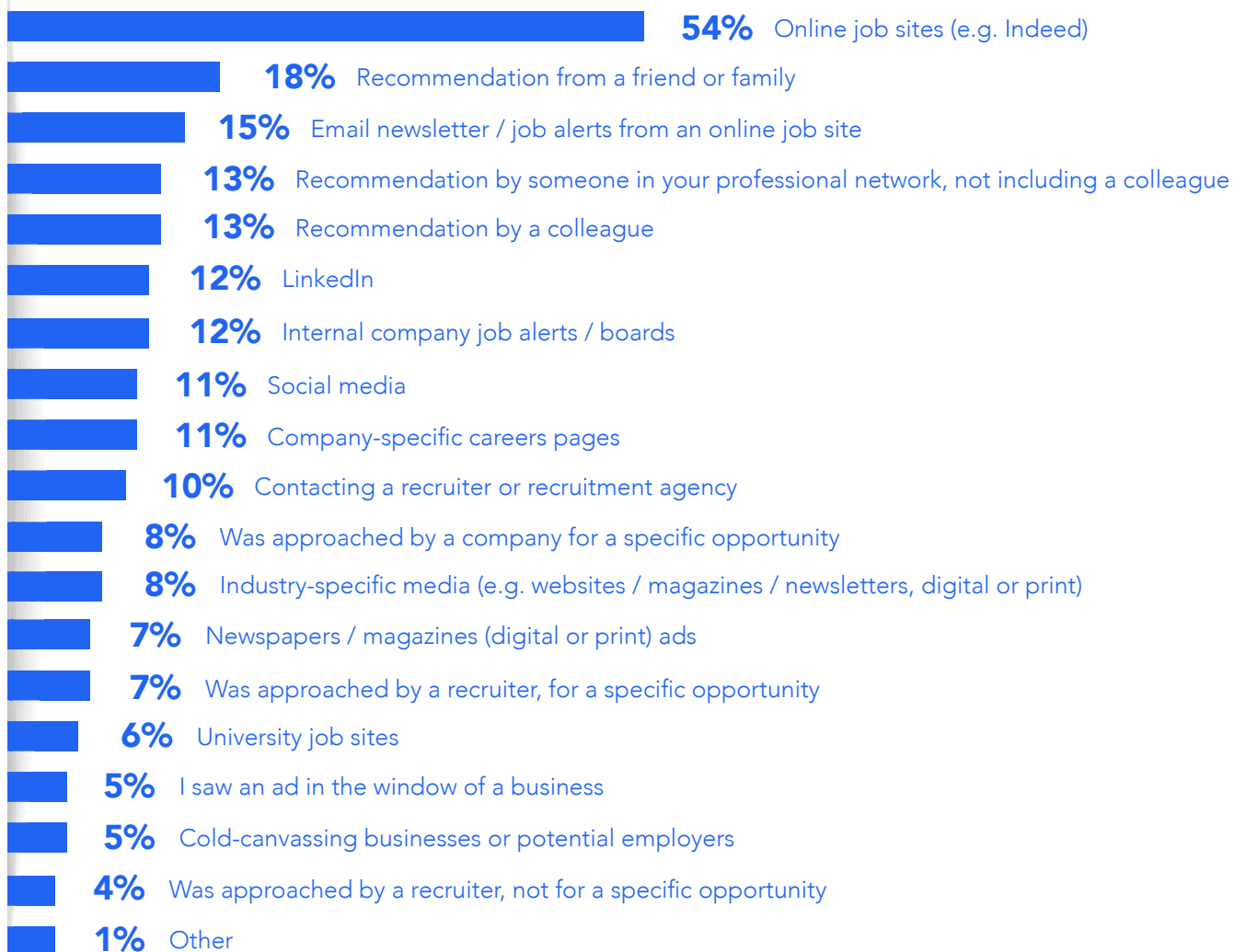
Online sites were the most useful tools for job hunters when it came to securing their last role, followed by recommendations from a friend or family and internal company job alerts and boards.

Whether Australian job hunters find the job they are looking for depends greatly on where they are looking.



And it seems the **majority are looking online**, with **62%** of Australians rating job sites as a preferred mechanism for finding their next job.

And they have good reason to, with 54% reporting that online job sites helped them find job opportunities.



How Australians find out about job opportunities

This puts job sites well ahead of the next most popular methods: recommendations from a friend or family (18%) and email newsletters and online job alerts (15%).

However, the eight percentage point gap between those who prefer to search online and those who found jobs that way may indicate they are not searching on all the right sites to see the widest range of jobs.

A job hunters chance of finding their next job in a timely fashion can be greatly enhanced by using online job sites.



For example, Millennials who used online job sites in their last search secured a position **almost a month (28 days) sooner** than their peers who didn't use an online job site.

Women are the most adept at finding out about jobs using online sites (59% for women compared to 48% for men). They are also twice as successful as men at finding out about job opportunities through social media (14% of women compared to 7% of men).

Men on the other hand are much more likely to find out about jobs by being approached directly by a company for a specific opportunity (10% for men compared to 5% for women), and that likelihood was also much higher for Boomers (12%) compared to Gen Y and Gen X (both 7%).

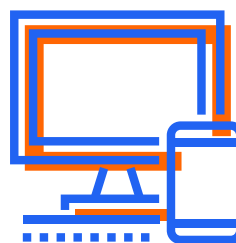
As might be expected, social media was also especially popular as a tool for finding out about job opportunities amongst Gen Y (14%) – more than double that for Boomers (6%).

Workers in specific industries also have their own preferred places to look. Workers in automotive and transportation and government for instance are the highest users of industry-specific media for finding job opportunities, while email newsletters from online job sites have proven especially effective for education workers.

Jobs posted on windows and social media



And it seems the good old-fashion job ad posted in a window still works for workers in hospitality, retail, and food and beverage services, who were most likely amongst other industries to find work in this way.



Social media was also most popular amongst hospitality and retail workers, with **17%** using it.

Why they are looking

There are many reasons people start looking for a new job. But the most common motivation was an increase in pay, with almost a quarter of job hunters admitting this was the driving force behind their last job search.

Australians might like to say we are not in it for the money, but when asked for the reason they started their last job search, 23% conceded they were looking for an increase in pay.



Why Australians are looking for a new job

There were plenty of other reasons however for people to consider moving on from their current employer, with 34% expressing their desire to explore other opportunities or try something different.

Professional development was also a strong motivator, with 19% wanting to develop their skills further, and 17% wanted to progress their career.

It seems however that pay may matter less as we progress in life, with only 13% of Boomers stating it was the reason that led them to search for a job – almost half that of Gen X and Gen Y.



After salary, the second greatest motivator for Gen X was general dissatisfaction with their job **(23%)**



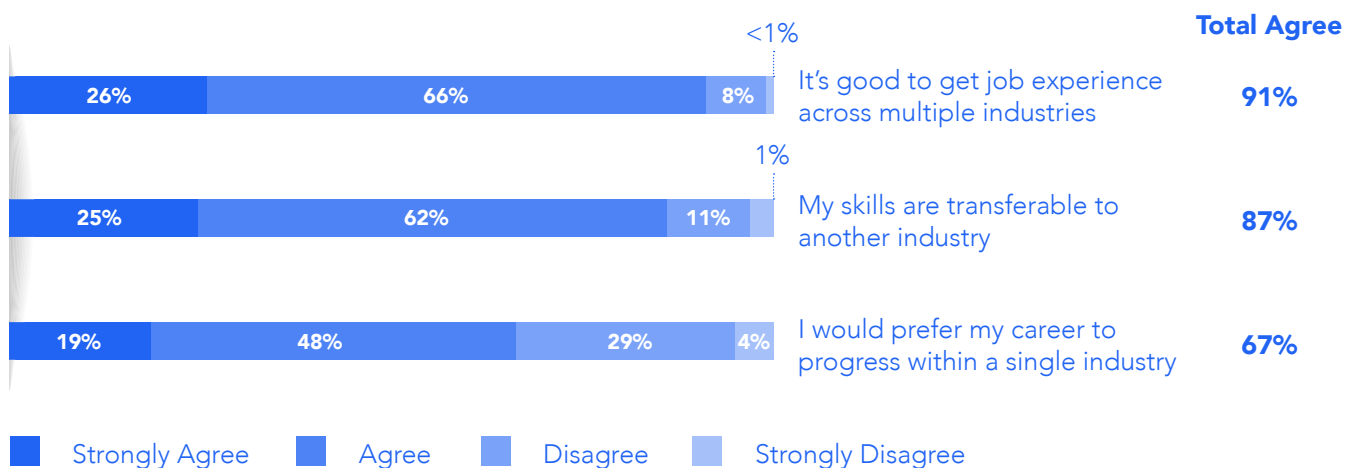
While for Gen Y their search was also prompted by the need for career progression **(22%)**

The strongest motivator for Boomers was the desire to see what else was out there (24%). Unfortunately however Boomers often don't have much of a choice about their need to search for a new job, as they were the group that was most likely to report they had been made redundant (22%) – well ahead of Gen X (13%) and Gen Y (7%).

So while many factors can contribute to a person becoming a job hunter, pay remains a critical consideration. It was also the second most popular reason that would turn a job hunter off from applying for a job, rating just behind location (46% compared to 47%).

While many Australians are in the job market at any one time, they are mostly sticking within familiar territory, with two thirds preferring their career to progress within a single industry. This is despite almost 9 in 10 Australian job hunters believing their skills were transferable to an industry other than the one they have worked in.

Men are less likely to change industry, with 72% preferring to progress within a single industry compared to 62% of women. And while we often hear talk about Gen Y being more mobile with their career path, they were actually more likely to want to progress within the one industry (73% of Gen Y compared to 62% of Gen X and 55% of Boomers).



But it seems if our motivation for looking for a new job is to find something different, then we are more open to doing so in a different industry, with the percentage wanting to stay in a single industry falling from 67% to 52%.

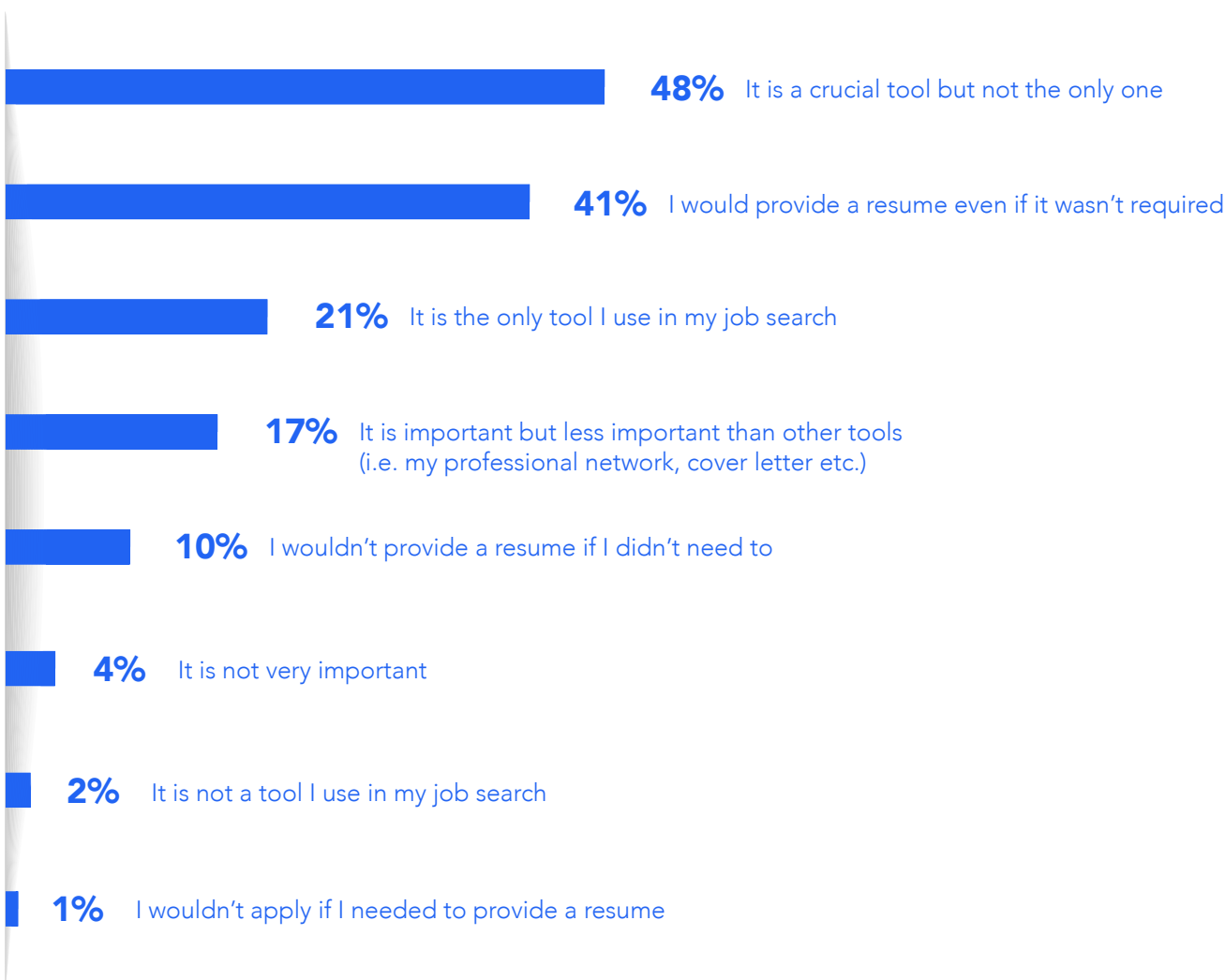
And when it comes to wanting to enhance our careers, changing industries becomes something that two-fifths of us will consider. A similar proportion would also consider negotiating flexible working conditions and cutting hours to get the ideal role. Indeed, 26% of Australians have already worked part-time to enhance their careers.

The tools they use

Resumes

Australians love their resumes. Nearly all Australians place some importance in their resume when searching for a job, and 2 out of 5 would submit one even if it wasn't required.

It may be the case that we created a resume when we applied for our first job. It is also possible that we have been updating it ever since, with 93% of Australians job hunters placing at least some importance in that fundamental document.

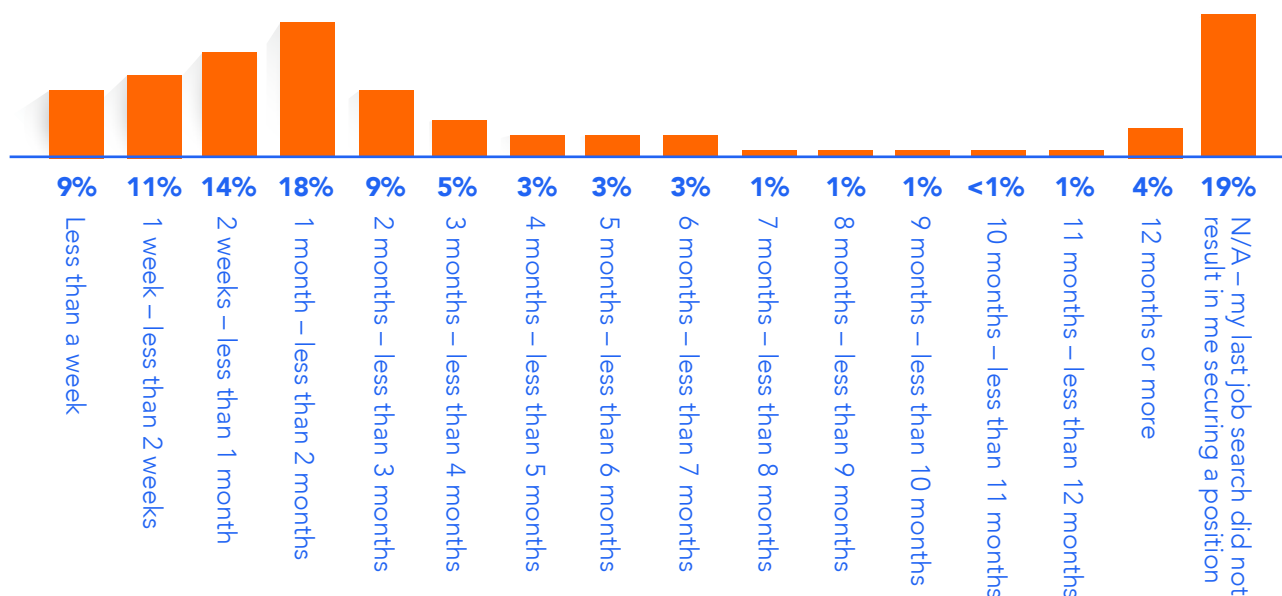


Australians attitudes towards the resume

And it seems they are well justified in doing so, with those who provide a resume even when it wasn't required taking an average of 12 days less to find a job.

The significance of a resume may have diminished in the eyes of some job hunters, because while 48% rated it as a crucial tool, it was not the only one. However, there are still 21% of job hunters for whom their resume is the only tool they use.

Not surprisingly, we have become adept at using our resume to help get the job we want, with the majority of job hunters adapting the document as part of their job search, most commonly by tailoring their skills descriptions based on the job requirements. Just under a third would remove things that were irrelevant, while a similar percentage admitted to hiding things.



Length of time to secure a role

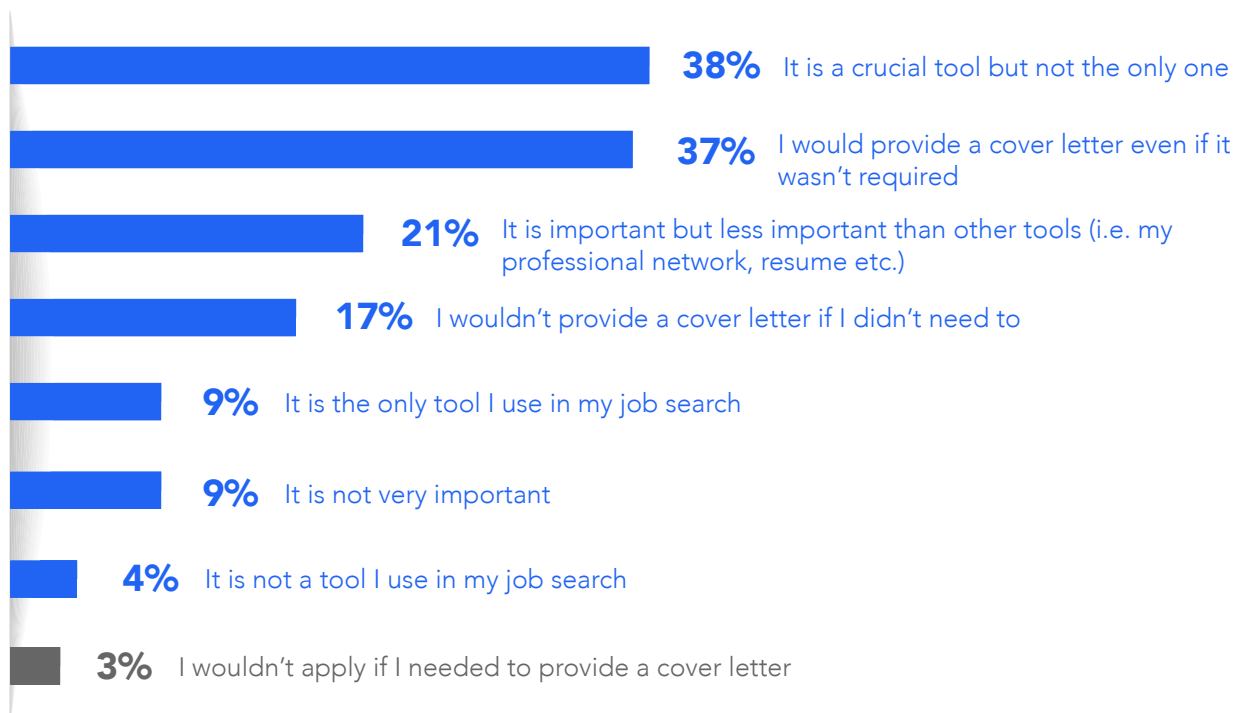
Some of us were also willing to use our resume to paint a better picture than reality might allow. Millennials were the group who were most willing to embellish details of their resume to make themselves more appealing, with 10% admitting to having done so. Only 3% of Boomers would admit to doing the same.

Cover Letter

Our love of documents doesn't stop with resumes however, as 80% of job hunters believed the cover letter was also important. Half of hunters would adapt their cover letter to suit the job they were applying for by mentioning relevant skills or knowledge or highlighting transferable skills.

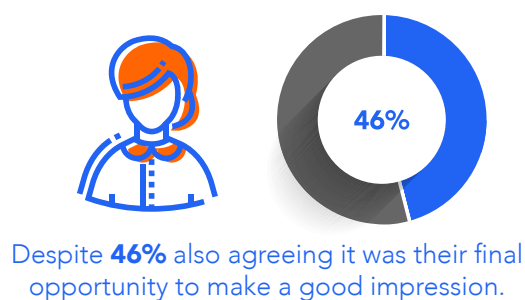
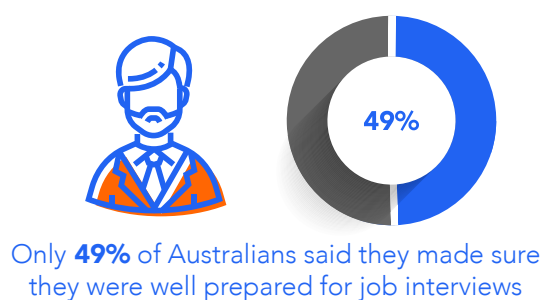
And while we might love our documents, they are not without their frustrations. A third of Australian job hunters found having to write a new cover letter for each job to be a painful or annoying part of the job search process, while 27% felt the same way about updating their resume.

While they might be annoying to write, cover letters also appear effective in the eyes of employers. Those job hunters who didn't believe a cover letter to be important took on average eight days longer to secure a job. Worse still was the outcome for those who created one but failed to proofread it. They took an entire three weeks longer to complete their job search compared to the national average, demonstrating that careless mistakes could be working against them in the eyes of employers.

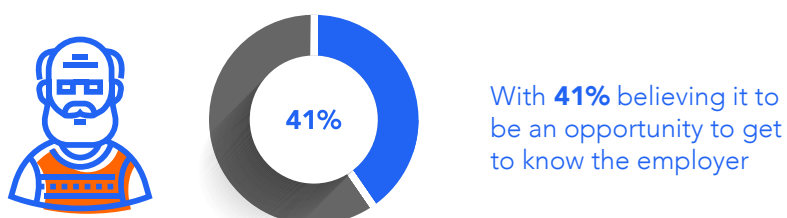


Australians attitudes towards the cover letter

We might also benefit from putting some of the effort that goes into our documents into the interviews they help secure. Only 49% of Australians said they made sure they were well prepared for job interviews, despite 46% also agreeing it was their final opportunity to make a good impression.



A high proportion of job hunters do however see the job interview as a means of better understanding who they might be working for, with 41% believing it to be an opportunity to get to know the employer, while the same percentage thought it was an opportunity to understand the type of person they'd be working for.



A quarter of Australians also felt that the job interview was actually a chance for them to interview the employer.

Indeed Whispers: Implications for recruiters

Ruby Lee

Job Whisperer

Indeed Whispers

Recruiters, we have well and truly entered a new age of hiring...

...but the question is, are our recruitment processes mirroring and adapting to the changes we are witnessing? With the rise of transparency such as company review sites, social media hearsay and even our own recruiter ratings, it's even more important that we listen to the market.

The recruitment industry is not immune to technology disruption and it is naive to think it is. I don't see these advances as an obstacle or as a hindrance to us recruiters. I see it as an opportunity and that the willing recruiters will evolve and thrive. It all begins with listening to the market.

The age of the candidate

I remember when I started out in my career. I was desperately trying to make the best impression, standing out in an interview, having enough sellable aspects about my brand and then gathering referrals to prove I had a glowing reputation. Well recruiters, how the tables have turned; the age of the candidate is here.



Candidates are taking the power back with **1 in 4 Australian job hunters** going into an interview with the mindset of interviewing the employer.

I certainly felt the change when conversations went from 'are you interested in moving roles' to 'this is why I think this company would be a great fit for your ambitions'.

From hiring graduates right through to executives, I've personally had to change my style of recruitment to be more focused on selling the role and expanding my search to find the best candidates.

This gut feeling has been backed in the report with 71% of hunters considering the interview as an opportunity for them to assess whether the company is suited to them.

This makes our roles as recruiters a whole lot more focused on broader aspects of the company such as culture, career planning, and benefits rather than just a job and a role to fill.

I found that by mixing up the job boards I use and tapping into several different networks my shortlist essentially becomes a richer one. This is why Indeed is encouraging recruiters to expand and complete their search.

Talent teams, it's time to consider posting to multiple job sites as we have found that more than 1 in 3 Australian job hunters who used more than one job site in their last search found a job in less than a month. Faster placements, a stronger shortlist and a higher likelihood of attracting just the right candidate for that hard to fill opportunity is all about broadening our search as candidates broaden theirs.

The application process is an emotional rollercoaster

When the tables are turned and you go for a new role, isn't it all just a little bit surreal being the candidate. You suddenly get to see the recruitment process in a whole new light. Being interviewed as a recruiter is one of the most eye-opening experiences. You get exposed to all of the emotions our candidates experience first-hand. From the butterflies, to hope, to the fear of rejection, the candidate experience can be an emotionally testing one.

So knowing this experience, it is our duty to step up as recruiters. We are individuals who care about the candidate journey, about careers and we want our talent to feel supported. If you don't, then you're in the wrong industry.



Sadly, **95%** of Australian job hunters find at least one aspect of the job application process painful or annoying.

Think about writing your resume, going through an interview, meeting several stakeholders for the first time and performing at your very best - it is confronting and makes people feel vulnerable. And yet once we ask our candidates to jump through the many hoops of a recruitment process, 46% of job hunters are left feeling that a lack of feedback after applying for an opportunity is painful or annoying. As I mentioned at the top, with a brighter spotlight on recruiters we need to ensure this is addressed.



46% of job hunters are left feeling that a lack of feedback after applying for an opportunity is painful or annoying

I wrote a blog once about the lack of respect we pay our candidate experience process which continues to be one of my highest ranking posts to this day. Hundreds of individuals left comments about the sour taste left in their mouth from their hiring experience whilst some recruiters tried to justify the 'no feedback' process (being too busy as the main reason).

There is such an opportunity as recruiters to support our candidates with an empathetic hiring experience. Whoever does consistently and authentically will win.

Candidates have no idea what they are looking for

Another area to look at is our wording, ensuring that it is aligned to potential job hunters. As job roles become broader and job titles become more enigmatic, it's no surprise candidates don't know what they're looking for.

The report found that a third of job hunters aren't sure of exactly what they are looking for, and that's a fair call. With position titles now reading 'evangelist', 'associate', 'consultant', 'account executive' (which isn't an executive role at all) and 'advocate', it's no wonder 3.7 million Aussie job hunters don't know specifically what they are looking for.

If we are serious about expanding our search and identifying candidates with transferable skills, then we need to reduce jargon in order to attract new people and create new talent pools. There are many resources out there that can help you, including the tools Indeed provides to help you write better ads and find the right candidate for the job.



Furthermore, **9 in 10 job hunters** know that they are not aware of all available job opportunities.

How many times have we stumbled upon the ideal candidate only to hear they are deep into another process or perhaps they have already accepted another offer. And the candidate is only in this position because they didn't know your role was on offer.

We end up running tandem processes leading to awkward and unhappy endings for either multiple employers or the candidate. I've seen it unfold first-hand, it may have been avoided by expanding our search upfront and early through multiple job boards, friends / family networks and social platforms.

Let's Talk Tech

I'm a tech nerd at heart. I love all aspects of the future of work and could easily geek out on artificial intelligence for recruitment and tools that pinpoint voice or facial features to assess if someone is telling the truth - I know, weird but cool right?

With all of these technology advances, it's hard to have a clear understanding of where we stand as recruiters. I believe the talk around machine learning taking over great parts of the recruitment process should be welcomed as it frees us up to truly connect on what makes our job great - human connection and empathy with our candidates.

Indeed's Global Sourcing team are doing some great things around adding empathy throughout the hiring process. I particularly liked the focus on these three steps:

01

Observe the role you want to hire for in action. Indeed recruiters hang out with their hiring managers and sit with their teams. There's nothing worse than trying to recruit for someone from your desk and not really understanding the ins and outs of the team environment and culture. What a great way to learn about the role and write an ad around it.

02

Engage with actual job hunters. Get this, Indeed go above and beyond and routinely interview their newly recruited candidates, employees who have worked at Indeed for more than a year and active job hunters applying for their roles. What a great way to get a 360-degree view of how their recruitment processes stack up.

03

Immerse yourself in the candidate's environment. Ok wait for it, this is my favourite.... Indeed offer career coaching to the candidates who didn't quite make it through their recruiting process. Yep, candidates who Indeed didn't hire are offered 1:1 coaching to help individuals find that ideal job. It's amazing what 'wow' products come to life when you immerse yourself in your candidate's world.

So there you have it, some big Insider Whispers from me and hopefully a new perspective on all things future of work, job hunting and helping your recruitment be the best fit for your ever-expanding talent pools.

Ruby Lee
Job Whisperer





Job Hunters: The Complete Guide 2018