

HR and Recruiting Professionals Survey Spring 2013

April 2013



**Job Board
Doctor**

Survey Structure:

The 2013 HR and Recruiting Professionals Survey was conducted to better understand current trends in how HR and recruiting professionals source candidates via online and offline resources.

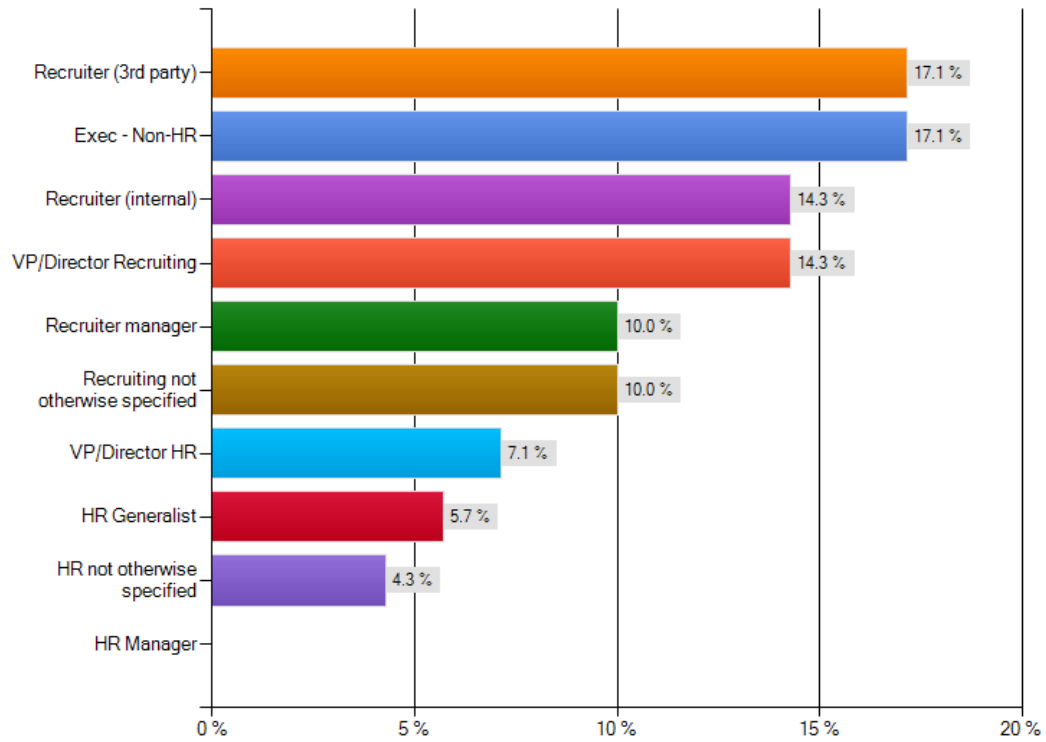
There were a total of 79 responses from HR and recruitment professionals. The online survey was conducted during February and March, 2013.

Job Board Doctor has been conducting surveys of job seekers, recruiting professionals, and job boards since 2009.

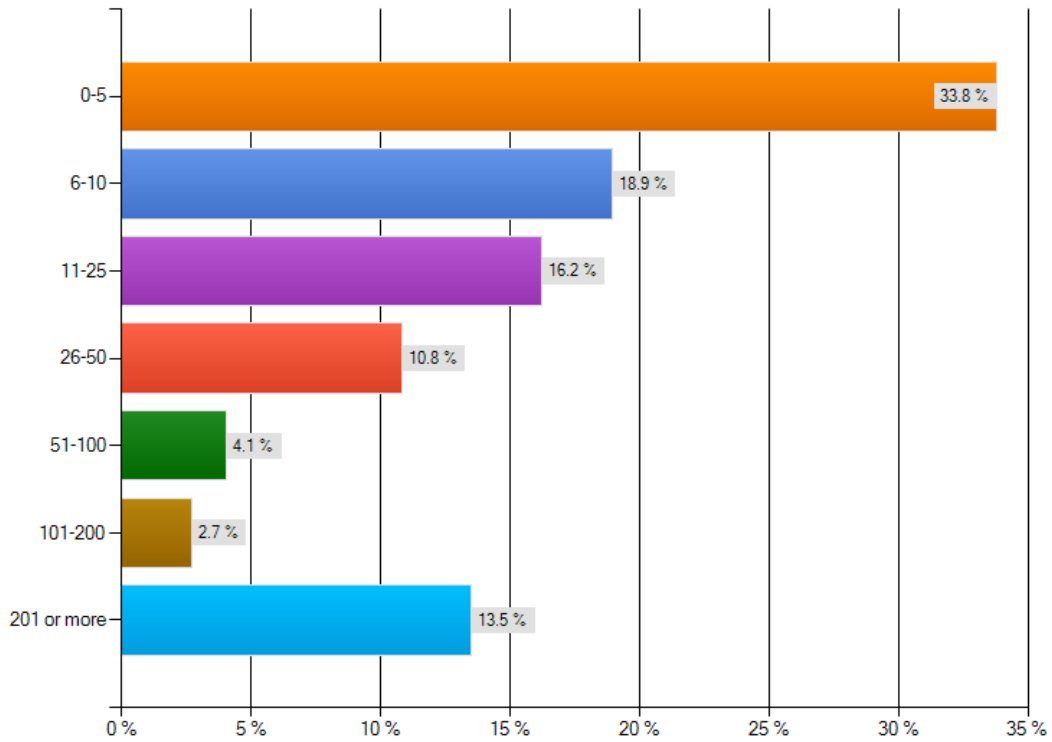
Key findings from this year's survey:

- Most respondents are planning to increase spending on their **company career site, mobile recruiting, and referral programs**
- **Referrals, niche job boards, and LinkedIn** are most frequently cited as producing high quality candidates
- Only half of the respondents track the **cost per application**
- Over 90% of those respondents using social media for recruitment are using **LinkedIn**
- The **lack of qualified applicants** continues to be the primary challenge in meeting recruiting goals

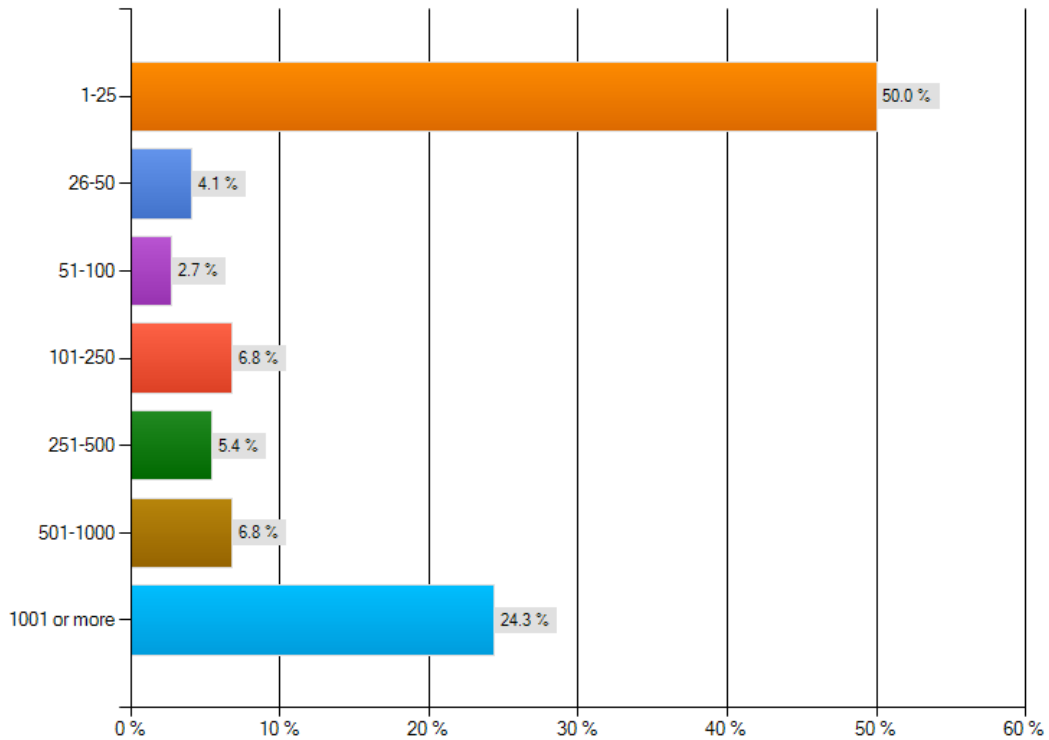
Which of the following most accurately matches your job title?



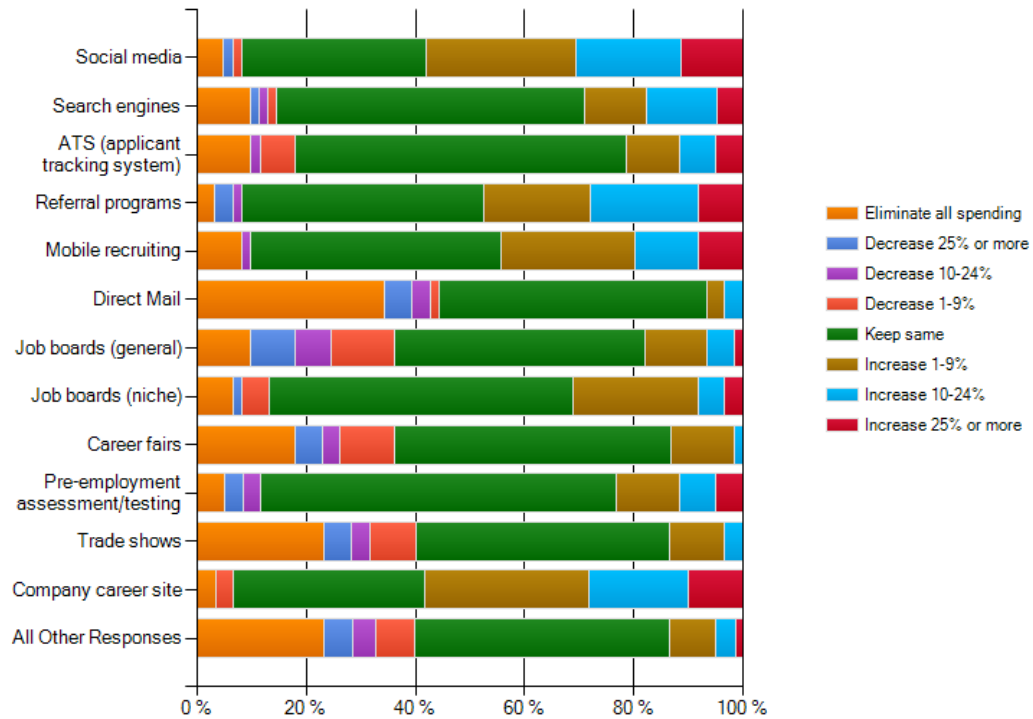
On average, how many positions do you advertise each month?



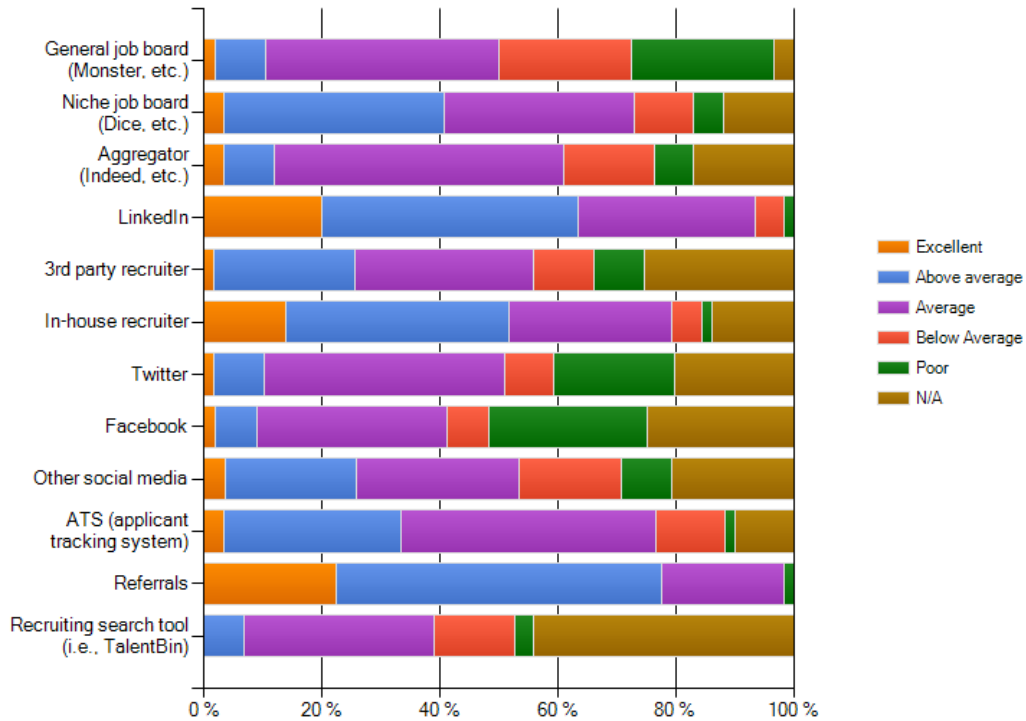
How many employees does your organization have?



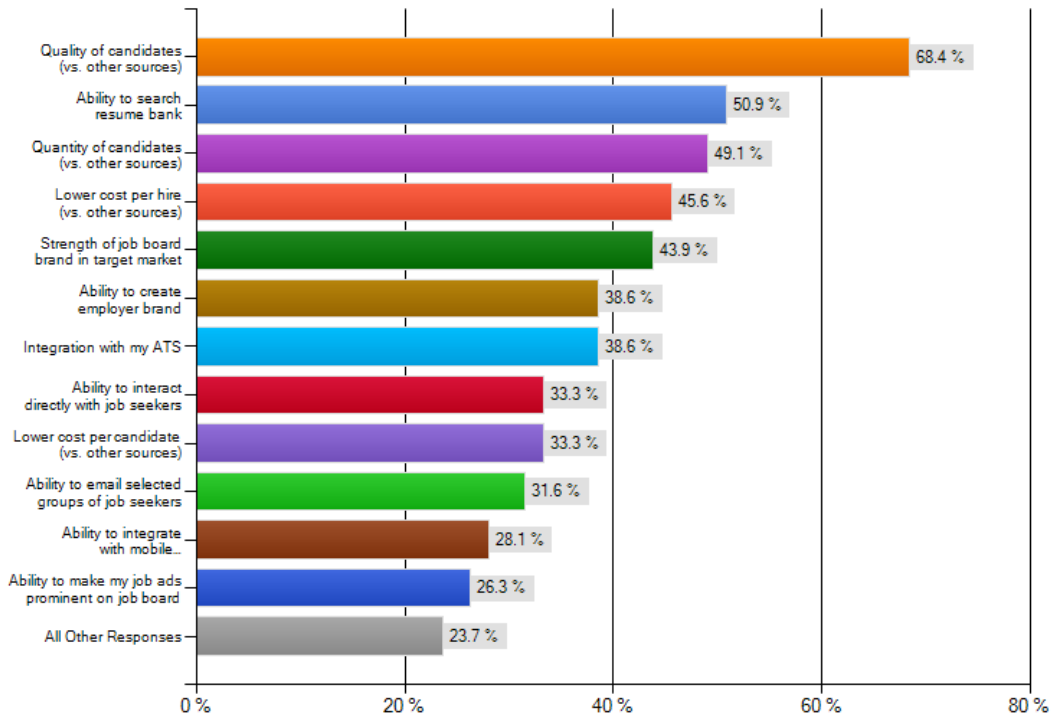
Please indicate your spending plans for each recruitment option for the coming 12 months:



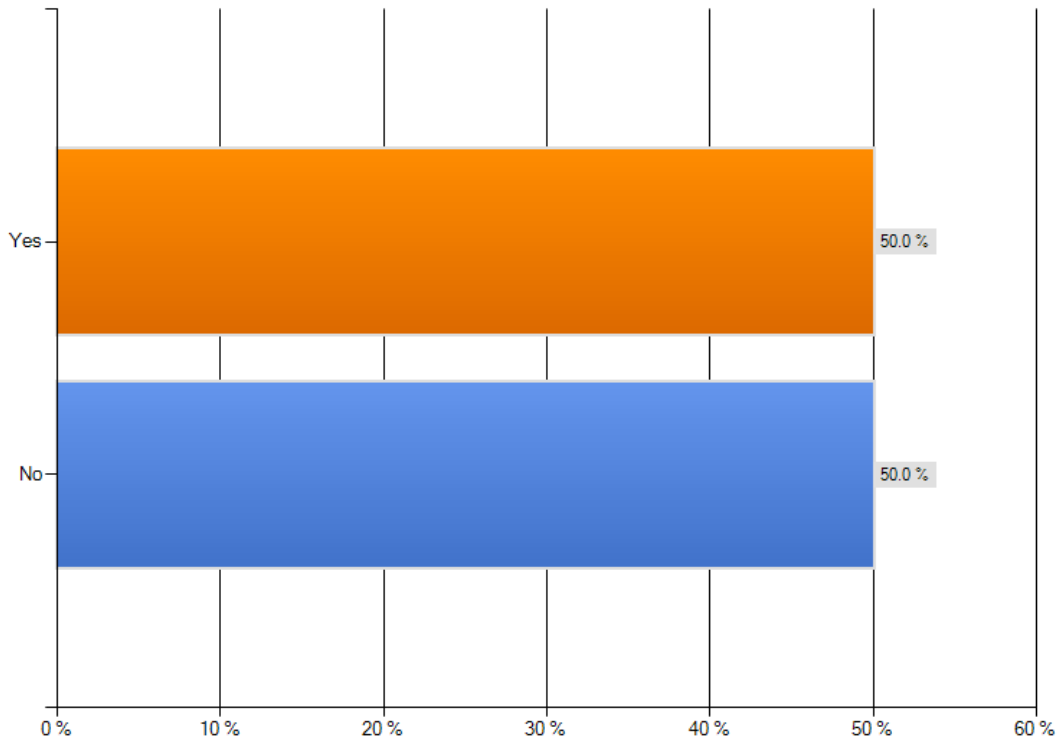
Please rank the following candidate sourcing tools/methods in terms of the *quality of candidate* they produce, in general.



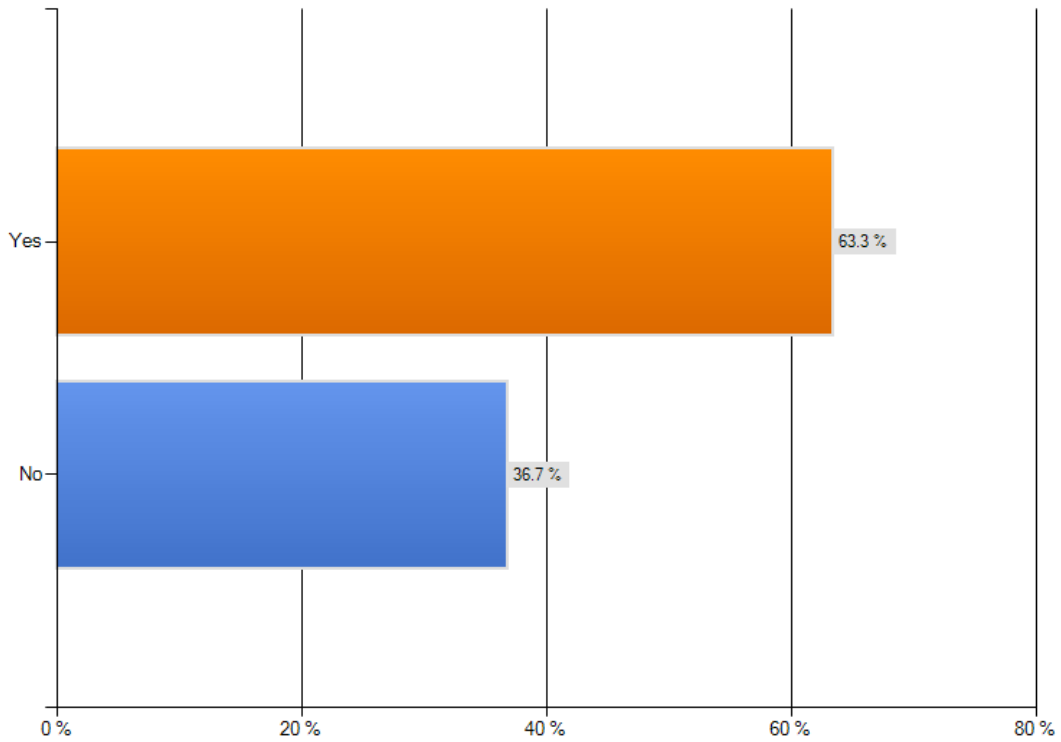
If you use job boards in your recruitment efforts, which of the following job board features or deliverables are most valuable to you? (Check all that apply)



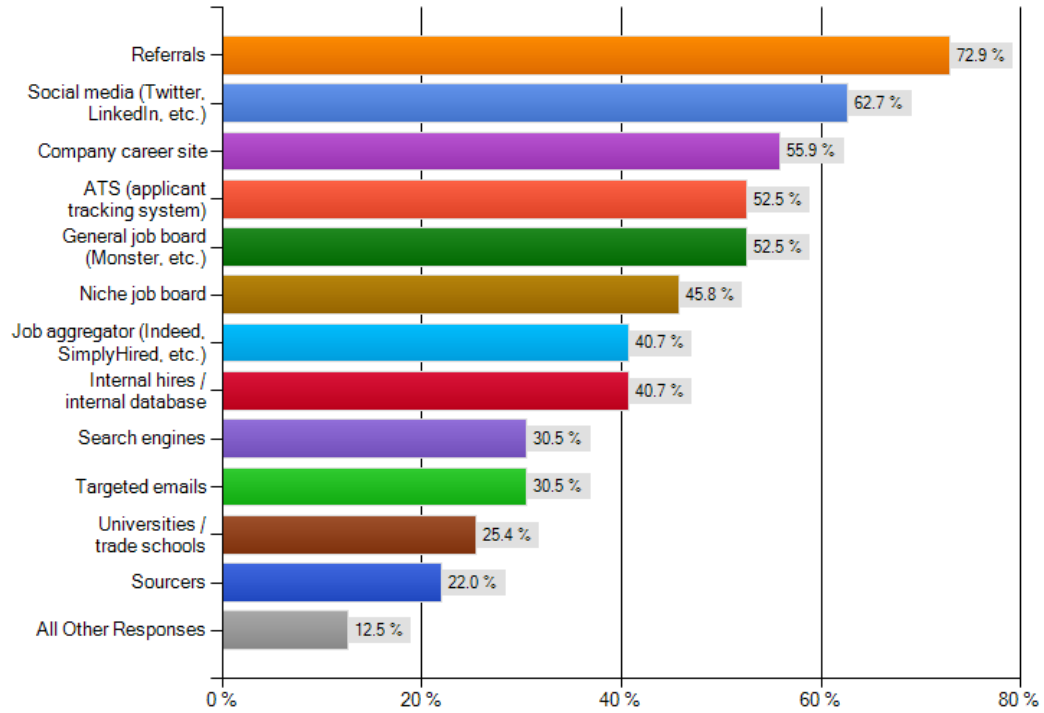
Do you track the cost per job application from various recruitment sources?



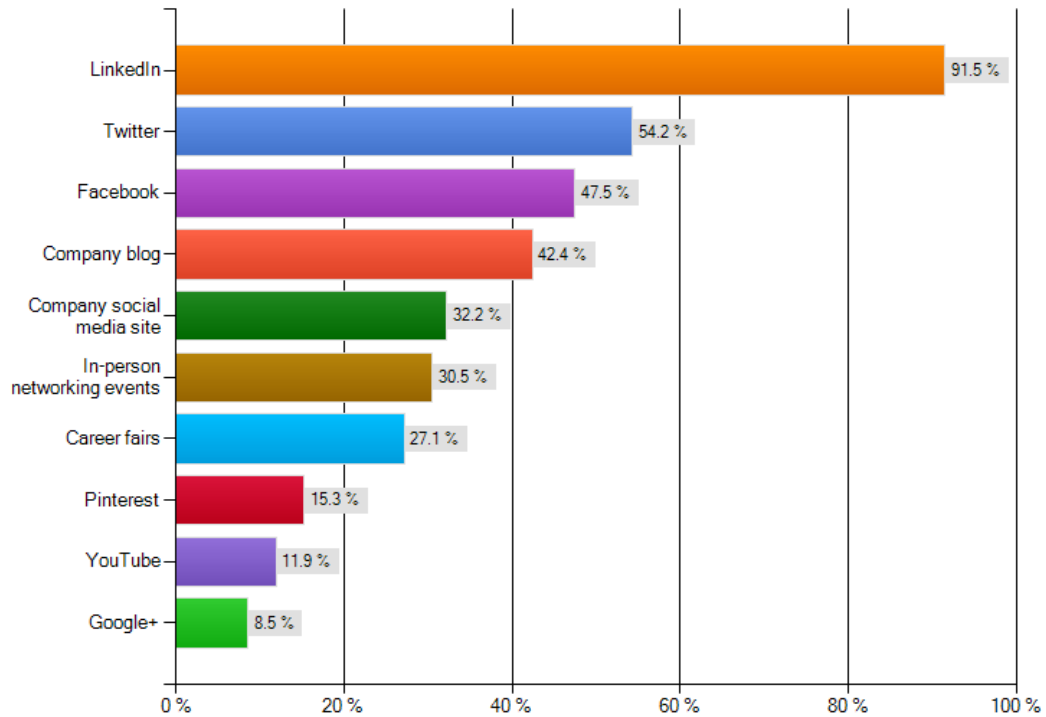
Do you track the cost per hire from various recruitment sources?



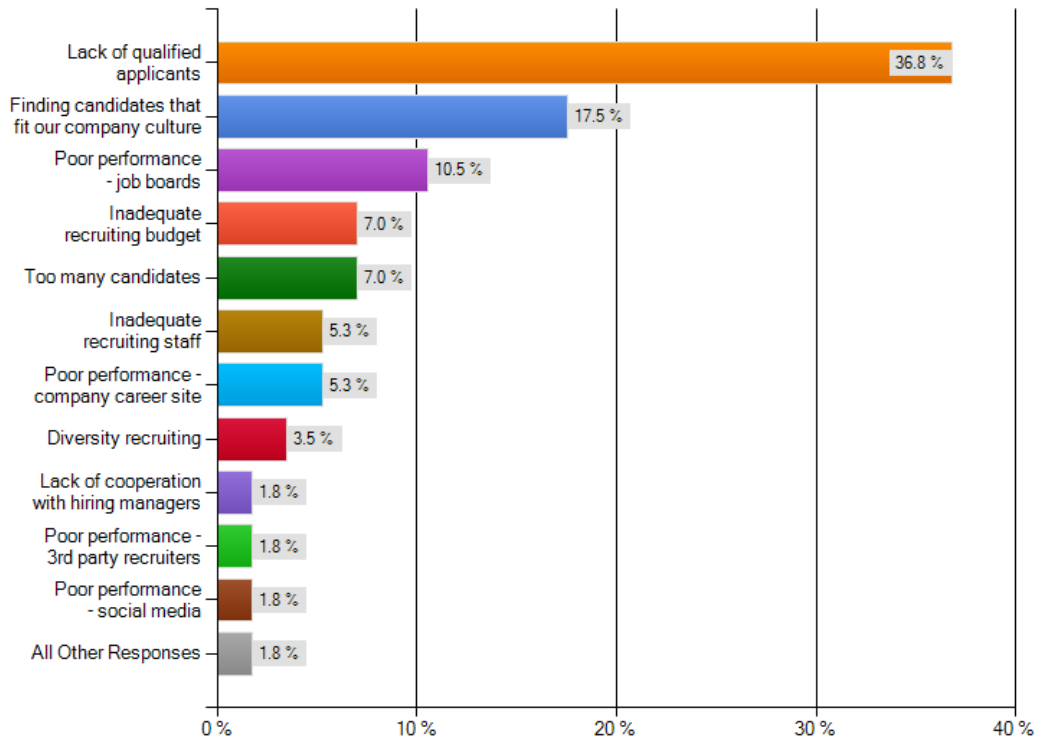
**Which of the following recruitment tools and channels do you use most frequently?
(Check all that apply)**



If you are currently using *social media* for recruitment, please check which channels and platforms you are using. (Check all that apply)



What is the *most* important challenge you face in meeting your recruitment goals?





Job Board Doctor

About Job Board Doctor:

Job Board Doctor is a consulting service for job boards and career sites. It provides strategic and tactical help in the following areas:

- Short and long-range planning
- Strategy
- Product development and launch
- Sales and marketing
- SEO
- Social media
- Content creation
- Site and user interface analysis

Jeff Dickey-Chasins is the Job Board Doctor, a veteran of the job board, publishing, and e-learning industries. Jeff was the original marketing director for Dice.com, growing it from \$7 million to \$65+ million in three years. He has worked with hundreds of job boards and recruiting sites over the past 20 years.

You can learn more about Job Board Doctor here: <http://www.jobboarddoctor.com>