



Karelia University of Applied Sciences
International Business
Bachelor's Degrees

Developing A Marketing Recruitment Strategy For International Business

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Thesis, November 2021

www.karelia.fi



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THESIS
November 2021
Degree Programme in International Business

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Title
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Abstract

Over the last 20 years, recruiting strategies have changed considerably due to the expansion of technology and the Internet. Human resources are also contemplated as the core competitive factor of businesses. This research is conducted to systematize the theoretical basis related to recruitment marketing. Moreover, at various phases, it employs both qualitative and quantitative research approaches.

In terms of the empirical component, the owner of the corporate case provided qualitative data. In contrast, quantitative data from possible candidates were reviewed. The theoretical portion gives the audiences a fundamental understanding of recruiting and the use of a recruitment marketing strategy. The author researched some surveys and case studies to gather data from both employees and employers.

On the whole, the research findings disclosed the importance of recruitment marketing to international enterprises. Businesses should focus on recruitment marketing to improve recruitment efficiency and reach a bigger pool of potential talents. In the end, the author designated some recommendations for businesses to improve recruitment marketing effectiveness.

Language
English

Pages: 40
Appendices: 1
Pages of Appendices

Keywords
recruitment marketing, recruitment, recruiting marketing strategy, employer branding.

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1 INTRODUCTION

1.1 Background

Human resources, particularly high-quality human resources, are critical to each country's socioeconomic success. Reality proves that a country may not be rich in resources and natural conditions. However, the economy can proliferate and develop sustainably if that country knows how to set an economic policy correctly and organize the successful implementation with a team of leading cadres, managers, worthy intellectuals, highly skilled technical workers, and talented entrepreneurs. In the modern world, globalization and economic integration are gradually transitioning to a knowledge-based economy.

According to recent growth theories, a high-growth economy must have at least three pillars: new technology, modern infrastructure development, and high-rise infrastructure development. Humans, especially high-quality human resources, are invested in developing skills, knowledge, experience, and creative capacity to become "capital - human capital, human capital" as the driving force. Most important of sustainable economic growth. In a world with many changes and fierce competition, countries with high-quality human resources, an excellent legal framework for investment, and a socio-political environment will win. By the end of 2020, the global unemployment rate is anticipated to soar to 10%, up from 5.3% in 2019. It may potentially reach 12% if a second pandemic wave occurs. It is unlikely that jobs will recover until after 2021. (ILO Flagship Report 2020.)

Low-income levels can also be a result of needy working circumstances. In 2019, there will be over 630 million workers on the planet - nearly a fifth or 19% of all employed people – that are unable to raise themselves and their dependents out of poverty. When the proportion of destitution at work decreases globally, progress in economically developing nations has been minimal. Demand high job growth forecast in those nations mainly due to low-quality job creation implies that the working poorness likely increases within

2020–2021. Consequently, the goal of eliminating severe insolvency in all parts of the world up to 2030 is going to be more challenging to achieve. Inadequate economic development per capita is the cause to many low-income employees' living standards have not increased, following behind those in middle-income countries. (ILO Flagship Report 2020.)

The report's fourth critical statement is that severe labor market disparity persists. First, a person's geographic location greatly determines their ability to find quality paying work. Developing nations often have the most extraordinary employment rate (sixty-eight percent) because a lot of disadvantaged laborers are obliged to take any jobs that come their way, even though the quality is terrible. Also, laborers in those nations are likely to involve in poor working environments and live in impoverishment. Of the world's 11 subregions, North Africa's unemployment leads with 12% and Central and Western Asia (9%), whilst the lowermost unemployment belongs to Southeast Asia and the Pacific with 3 percent and North America (about 4 percent). The time unemployment factor influences about 1% of all North American and Eastern European laborers. Nevertheless, this factor affects Latin American and Caribbean employees around 8% and 13% in developing nations globally. The latest ILO statistics enable studying differences in job approach counting on the living environment, specifically in the downtown or the countryside. According to the international level, the employment ratio in the countryside (fifty-nine percent) is more significant than in the metropolitan zone (fifty-six percent). (ILO Flagship Report 2020.)

On the other hand, the unemployment rate in the downtown (4%) is lower than in the outland (6%). From now onwards, the disparity between city and countryside areas is likely aggravated by the reconstructions that accompany technology changes. In particular, technical advancements and regulations encourage employment creation and raise earnings in the metropolitan zone in Asia and the Pacific. Workers are frequently motivated to relocate to seek better chances because of geographic inequalities in labor market results. The worldwide percentage of working-age people living in cities climbed from 50% in 2005 to 55% in 2019, demonstrating a significant rural-to-urban migration. In

2019, over two-thirds of the labor force in medium-income nations resided in cities, a rise of more than 10% since 2005. In the meantime, migrant employees face extra hurdles as well as frequently have different rights as citizens of the destination country. (ILO Flagship Report 2020.)

Meanwhile, countries' resources, especially developing countries, are pretty significant. However, the quality of human resources is still limited. Although the countries' education systems are increasingly improved, the ability to access information and keep up with trends and meet high-quality human resources is still a "difficult problem" today. Especially for marketing resources, it requires knowledge, acumen, and creativity. Marketing resources are an essential resource contributing to creating competitive advantages for businesses.

1.2 Aim of the thesis

Economic integration has resulted in stiff competition. Today's businesses compete with each other on products and services and compete to attract and recruit high-quality personnel. In particular, recruiting marketing personnel is incredibly focused. Effective marketing strategies help create success for businesses. On the contrary, if marketing strategies are ineffective, it can cause businesses to lose competitive advantages. In order to build and implement effective marketing strategies, businesses need to invest in recruiting and quality human resources in marketing.

The study is about developing a marketing recruitment staff for international business, focusing on making assessments and comments on marketing activities and proposing solutions to improve recruitment efficiency and attract marketing personnel for enterprises.

2 HUMAN RESOURCES

2.1 Group has the function of attracting talents

This functional group ensures that a company has enough people with the required characteristics to carry out its business operations. In order to recruit suitable contributors for the vacancies, the company must first assess its business plan and current labor situation to decide which jobs require additional staffing. Performing job analysis will tell the business how many more people to hire and the requirements and standards set for the candidates. Businesses may identify the most acceptable candidates for the position by using recruitment techniques such as quizzing and interviews. As a result, the recruiting function group often performs the following tasks: “forecasting and human resource planning, job analysis, interviewing, testing, and collecting, storing, and processing human resource data for the company.” (Tran 2018.)

2.2 Human resource training and development functional group

This functional group focuses on increasing employee capacity, ensuring enterprise employees have the skills and credentials needed to execute the assigned jobs and creating ideal working conditions to realize personal potential. Career orientation and training programs are used by businesses to identify the actual capabilities of new employees and to assist them in acclimating to the company's activities. In addition, training plans and retraining the current workers are also needed when the change in production includes both technological or technical processed or business needs. Training and developing functional groups requires several activities include vocational guidance, general training, practical training for the employee about the related skills. Especially for the managers and professional staff, it is required for the technical and management update. (Tran 2018.)

2.3 Functional group to maintain human resources

This functional group will mainly work to maintain and effectively use human resources in the business. There are two functions in this group.

2.3.1 Stimulating and motivating

Employees are encouraged and motivated to work with enthusiasm and diligence, with a sense of responsibility, and finish high-quality job through the motivation function, including policies and practices. Assigning challenging jobs to employees, allowing employees to write their leader's assessment of job completion level and meaning for the business's operations, paying high salaries, and timely rewarding individuals with initiative, technical improvement, contribution to increasing production and business efficiency, and the company's reputation are all effective ways to attract and retain a skilled workforce for the company. Therefore, the essential activities are building and managing a payroll system, setting up and applying for salary, promotion, benefits, allowances, and evaluating employees' performance of the excitatory function. (Tran 2018.)

2.3.2 Maintain and develop good relationships within the business

The industrial relations function is concerned with actions to boost the workplace and working relationships, for example: signing worker contracts, resolving criticisms, worker disputations, communicating with employees, health, insurance, and occupational safety. Good management of the industrial relations function will assist organizations in creating a positive collective psychological atmosphere and traditional values and ensure employee satisfaction with the company's work. (Tran 2018.)

3 RECRUITMENT STRATEGY

Personnel recruitment is a process that includes steps such as finding and selecting personnel to satisfy the organization's need for human resources and adding the necessary workforce to help the organization achieve its goals. Recruiting effectively generates a strong team of talented, energetic, and creative, helping the business to grow. Recruitment is one of the crucial steps

and is the beginning stage of managing human resources. As only building a solid first stage, the following stages will also operate efficiently and effectively. Achieving the business goals requires thorough recruitment, as it finds suitable talents with the ability and quality to accomplish assigned tasks. Thereby, good recruitment improves business efficiency to meet the requirements of business operations in the context of globalization. (Tran 2018.)

3.1 The recruitment process steps

3.1.1 Job Analysis

The best starting point for recruitment is to conduct a job survey to document the requirements for the position currently needed or intended to be filled. This information is included in the job description, which informs the hiring process about the position's objectives and limitations. Typically, the job description will list the job objective, primary responsibilities, secondary responsibilities, authority, and knowledge and skill requirements for a position. It is also an essential basis for evaluating achievements in the working process. Job descriptions need to be regularly reviewed and adjusted to accommodate changes in one's job. (Tran 2018.)

3.1.2 Find The Source

Sourcing is concerning:

- a. Advertising includes one or more communication channels through mass media like newspapers, the Internet, magazines, or depending on information from job centers, job fairs, and HR services businesses, is a regular aspect of the recruitment process. (Tran 2018.)
- b. Recruitment research, which are proactive actions taken by the company to identify and pre-remove potential threats. The candidate is not suitable for the vacancy. The result is a list of remaining candidates to continue

contacting and performing the formal screening and recruitment step. (Tran 2018.)

3.1.3 Screening and recruiting

It involves conducting an assessment of training knowledge, working experiences through resumes and cover letters, interviews, and exercises to evaluate skills, like communication skills, problem-solving skills, computers skills, and the candidate's attitude. It is mandatory to introduce employment requirements in some countries, such as a prohibition on discrimination based on sex or sexual orientation, color, disability, and religion. (Tran 2018.)

During mass recruitment, to screen candidates faster, the employer can utilize mass tests or any software to support the process. Candidates should be notified of the recruitment results, whether successful or not, to maintain a positive relationship between the employer and the candidate. A rejected candidate may find suitable employment in a different recruitment drive at a later moment. (Tran 2018.)

3.1.4 Integration

"Integration" is the word to describe the introduction and familiarization phase the company takes for new hires. A well-executed introduction phase will help new employees enter the job quickly and integrate into the new workplace. It can be done between one week and six months after joining. This is not only for new employees; some companies still use programs to reintroduce company information about achievements and business changes to preserve staff working. (Tran 2018.)

3.1.5 Recruitment Service

Large companies tend to look to recruitment services to help the employee search process go faster and achieve results regarding recruitment done by the company itself. Recruitment services of human resources companies often help companies find the right people for the vacancy. (Tran 2018.)

3.2 Recruitment Marketing And Employer Marketing

In terms of concepts, the two terms are nearly identical. Enterprises, however, should not use them interchangeably. The employer brand is the reputation of a company as an excellent place to work. Everything a firm does to define and improve its reputation among current and future employees is referred to as employer branding. On the other hand, recruitment marketing is more tactical. It encompasses everything a firm does to promote its employer brand to potential future workers and encourage them to apply. (Blog Free C 2021.)

Table 1. The Difference Between Recruitment Marketing And Employer Marketing. (Blog Free C 2021.)

Employer Branding	Recruitment Marketing
<ul style="list-style-type: none"> • Businesses need to identify whom they are before recruiting. • A company should concentrate on improving and upgrading the workplace within the organization. • A company does not have perfect control because the employer brand is partly driven by communication between employees and candidates through their corporate ties. 	<ul style="list-style-type: none"> • This is done once the company has determined its employer brand and is ready to start communicating it. • The focus is on the outside as companies present their story to potential applicants. • Companies develop their strategy and execution plan to communicate narratives consistently.

4 RECRUITMENT MARKETING STRATEGY

Marketing is considered one of the most accessible industries in which to get a job today. As a result of globalization, practically all organizations, from manufacturing to services, require marketing personnel to assist them in bringing products and services to markets fast. A marketing employee's wage is determined by the size of the firm and the type of work. Marketing is a fiercely competitive and constantly changing industry, so marketers must always learn to comply with practical requirements. From that fact, it can be seen that to meet the market demand, marketing personnel still have many problems to overcome, not only in quantity but also in keeping up with quality. (Rally Recruitment Marketing 2019.)



Picture 1. What Is Recruitment Marketing?. (Source: Rally Recruitment Marketing 2019.)

In a nutshell, recruiters require recruitment marketing since the traditional recruiting strategy is no longer viable. Nowadays, candidates find and assess companies as the way customers do when looking for goods, motels, and restaurants. Candidates learn about businesses and career prospects by reading reviews on the Internet, doing research and following them on social

media. The company's goal and culture may affect a candidate's choice of applying for and accepting a job or cause unfavorable points of view and disparager. (Rally Recruitment Marketing 2019.)

The fields of recruitment marketing and original marketing have a lot in standard such as, skills as branding, communicating, relation, and estimation; channels as website, electronic mail, social media, telephone, message, conversation, slideshows and conferences; strategies as SEO tools, Pay-Per-Click model, personification, redirecting, nurturing, and substance; technologies as marketing automation platform, Customer Relationship Management, social media monitoring, Artificial Intelligence, and predictive analytics models. (Rally Recruitment Marketing 2019.)

Recruitment marketers, whether presenting as a full-time or part-time worker, know how to communicate their firm's narrative as a wonderful place in order to hunt talents and retain existing employees engaged with the corporate culture. In order to illustrate the value and impact of recruitment marketing tactics and channels, they also assess their efficacy. (Rally Recruitment Marketing 2019.)

4.1 The Effectiveness Of Recruitment Marketing To Businesses

4.1.1 Recruitment Quality Is Improved

Many businesses that find the right talent often choose fewer candidates who actively submit their CVs. Instead, they attract passive candidates less so looking for new work but still willing to change. However, reaching this group of candidates is quite tricky. Even HR professionals with many years of experience are hard to reach. Many candidates visit a company's website but do not apply. Recruitment marketing is a valuable solution to help convert that number of candidates effectively. (Blog Free C 2021.)

4.1.2 Faster Progress

Recruitment time is an essential indicator in HR evaluation. If with each new hire the internal staff starts from scratch, it is very time-consuming. Recruitment marketing helps employees have connections and long-term relationships with candidates. Through that, personnel will not have to waste time searching for a new position every time. (Blog Free C 2021.)

4.1.3 Cost Savings

Compared to the traditional recruitment methods, for every 15 candidates, only 3-5 people end up attending an interview. This method of communication proves to be very costly and very risky. Nevertheless, recruitment marketing helps businesses save on many costs and a large number of candidates through advertising campaigns. (Blog Free C 2021.)

4.1.4 Increase Diversity

According to research conducted by McKinsey & Company (2019), a worldwide management consulting organization based in the United States, a team with gender diversity performs 15% better. Ethnic diversity in the workplace can boost productivity by up to 35%. Recruiting people of various genders, demographics, and personalities is always a "pain point" for companies, which use events and recruiting pages to effectively "hit" potential prospects. Recruitment Marketing assists firms in finding qualified candidates. (Resource Base 2019.)

4.2 Recruitment and Recruiting Marketing

Recruiting marketing plays an up-to-date position which differs from conventional recruitment and research. It is not responsible for occupation placement. Instead, it helps the recruiter get the job done faster by complementing the employer to present the firm's brand narrative, thus generating more qualified prospects for open requests. They replenish resources by cultivating and maintaining a pool of qualified individuals who can be contacted for current and future employment openings. Although recruiting marketers are not in charge of replacing roles, they are expected to attract candidates by developing and executing marketing campaigns as well as events to support the recruiting strategy. (Rally Recruitment Marketing 2019.)



Picture 2. The Difference Between Recruiting And Recruitment Marketing. (Rally Recruitment Marketing 2019.)

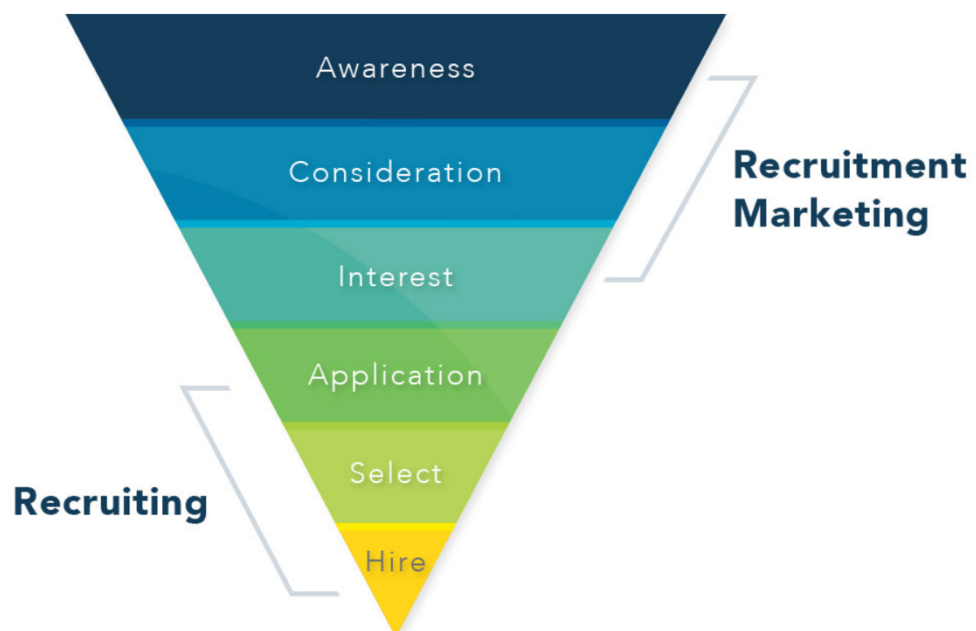
Initially, recruitment marketing concentrated on the talent acquisition stage of the recruiting process, when people learn about the businesses and consider applying for a position. Recruitment marketing presents employer branding by utilizing various marketing and advertising platforms. It helps a company become an attractive recruiter during this time. When the primary candidate turns into a job hunter or a vacancy is filed, the intersection between recruitment marketing and recruiting occurs. Recruiters then screen the prospects and handle the hiring process, working closely with the hiring manager during the

selection, interview, hiring, offer, and acceptance stages. (Rally Recruitment Marketing 2019.)

4.3 Candidate Journey

At each stage of the recruiting process, the candidate journey obliges recruiters to put themselves in the candidate's shoes to understand better what the candidate wants and needs. Not only that, but a candidate journey also assists recruiters in gathering critical data for their recruitment marketing approach. Employers will know what information is appropriate for specific recruiting processes using a candidate journey. They will have the means to spread the brand to applicants through various channels. (Resource Base 2019.)

A candidate journey has the following stages:



Picture 3. Candidate Journey Stages. (Resource Base 2019.)

a. Awareness

It is the initial point of contact between the candidate and the employer brand. Businesses should provide content at this level to attract

customers and give an overview of the company. Social media is an excellent tool for raising awareness, primarily when a company can target potential candidates with ads across multiple channels. (Resource Base 2019.)

b. Consideration

The purpose of the screening step is to promote material that answers the question, "What benefits will the candidate receive as an employee?" The company's website is an excellent place for candidates looking for answers to questions like these. However, businesses should diversify distribution methods to expand their reach. (Resource Base 2019.)

c. Interest

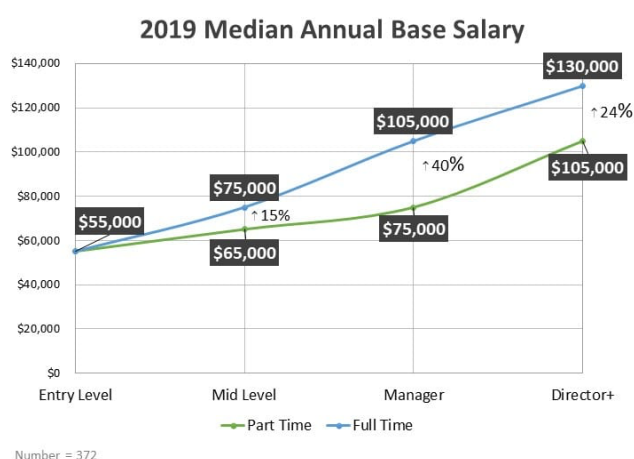
Candidates will be interested in the open positions at the company if the materials of the previous batches are effective. However, candidates will consider whether they are a good fit for the company before applying. Information that must be provided to candidates is the corporate culture, code of conduct, and Employee Value Proposition content, which can be created as a blog or video interview with company personnel. This information may be shared through social media platforms or recruitment websites. (Resource Base 2019.)

4.4 Relevant Data

According to the 2019 Rally Recruitment Marketing Salary and Employment Survey conducted by Rally Team (2019), the permanent recruiting marketing interns gain more than 15 percent averagely, 40 percent more in managing roles, and 24 percent more in director positions compared to their contemporaries in HR. (Rally Recruitment Marketing 2019.)

In addition, in this 2019 survey, the authors queried full-time recruiting marketers about their prior work. The result is that twenty-four percent derived from recruitment, twenty-five percent from marketing, and twenty-seven percent had worked in recruiting marketing in a long time. Previously, it was primarily due to job openings. As recruiting marketing tactics grow focused on recruitment, more and more marketers are becoming recruitment marketers. Thus, there exists now a proficiency breach between expert employer marketing and skilled recruitment marketing. (Rally Recruitment Marketing 2019.)

THE VALUE OF RECRUITMENT MARKETING SKILLS



Full time recruitment marketers earn more than their TA and HR peers.

Entry level professionals earn the same median annual base salary of \$55,000, both as full time and part time Recruitment Marketing practitioners. But those who pursue full time careers specializing in Recruitment Marketing see their salaries rise faster, earning 40% more as a manager and 24% more at the director / vice president level.



© 2019 Rally™ Recruitment Marketing

Picture 4. 2019 Median Annual Base Salary. (Rally Recruitment Marketing 2019.)

Most businesses that engage a professional recruiting marketer start with only one person in charge. Even the most well-known corporations today have small teams of specialist recruiting marketing. Therefore, due to this situation, nowadays, businesses need marketing abilities to locate and engage individuals. (Rally Recruitment Marketing 2019.)

The marketing department assists with talent acquisition at some firms through recruitment marketing services such as branding and designing, career portfolio maintenance, social media administration, and idea production. Other

businesses use a professional recruitment marketing agency to help them with their recruitment marketing. (Rally Recruitment Marketing 2019.)

These are effective online and offline recruitment marketing methods to locate, tempt, and maintain candidates in the competing labor market these days. Recruitment marketing will expand to turn as advanced as B2B or B2C marketing because applicants become increasingly digitalized, portable, and social in their hunt for employment and promising recruiters. (Rally Recruitment Marketing 2019.)

5 Research Method, Data Collection And Analysis

5.1 Research Methods

The data used in the study are mainly secondary data collected on the Internet, statistical reports, et cetera. Besides, the analytical method analyzes the available data to clarify the status of marketing strategies in recruitment. Lastly, the study used the evaluation method by evaluating the effectiveness of enterprises' recruitment activities and strategies based on the collected information.

5.2 Survey Design

To evaluate whether a recruitment period is successful or not, collecting feedbacks from employers and employees is extremely necessary when helping businesses see the shortcomings that need to be overcome in the implementation process or innovative ideas for the next campaign. Moreover, above all, the candidates who have gone through the recruitment period of the enterprise are the influential "advisors" to give the most relevant opinions and comments based on their own experiences. From there, the study improves that it is indispensable to pay attention to the evaluation from the candidates.

5.2.1 Survey: Recruitment marketing on the rise among HR leaders

The study was published on February 3, 2016 on HRDive. The author is Tom Starner.

At present, expert employers use recruitment marketing technologies to acquire passive applicants and establish long-term employees ardently.

However, according to the report *Recruitment Marketing: Fashion or Future?* by iCIMS in 2016, most HR managers do not critically have marketing tools on the spot. According to the poll precisely, while 61 percent of HR managers have tight control over their company's recruitment marketing budget, just 44 percent believe they are ready to handle the whole marketing process. (iCIMS 2016.)

According to eighty-six percent of HR specialists, recruitment marketing automation effectively identifies, engages, and nurtures applicants; seventy-six percent of those who are presently utilizing recruitment marketing automation technologies feel that these products have provided a significant return on investment, and ninety percent of HR professionals agree that establishing a recruiting brand is important. Today, strong use is much more critical than it was five years ago. (HRDive 2016.)

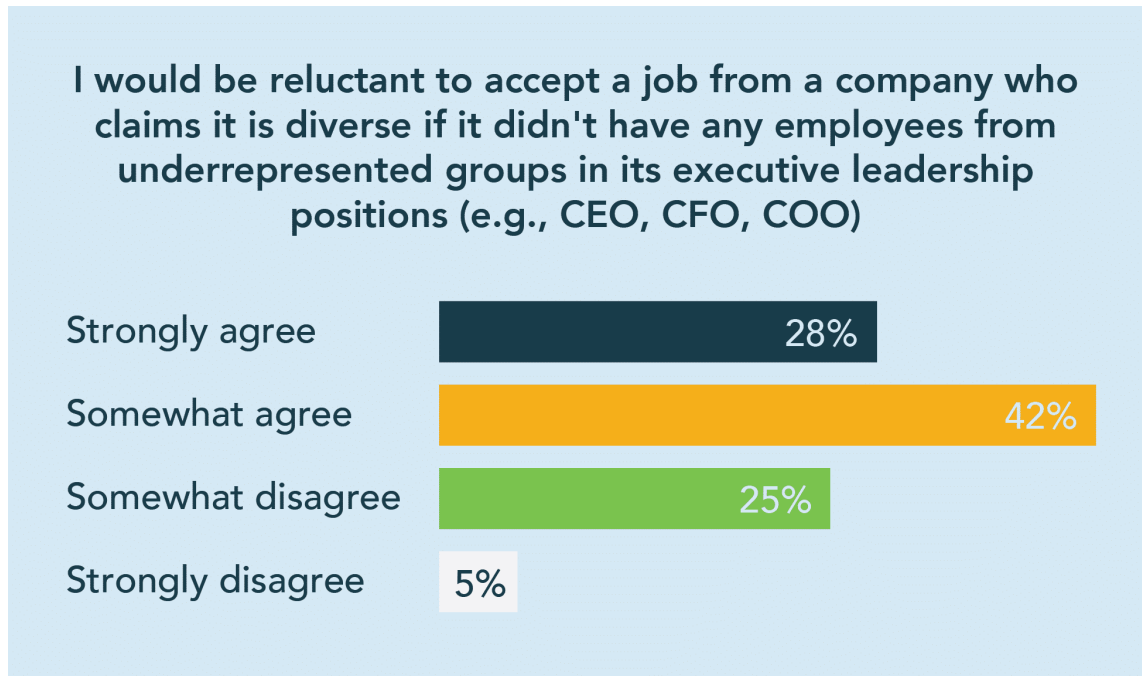
Susan Vitale, Marketing Manager at iCIMS, said that recruitment marketing was chosen by HR experts as a sector where they expected to spend in terms of people and technologies in 2016. Susan went on to say that the most recent research shows recruitment marketing offers a significant return on investment for HR professionals. From the *Recruitment Marketing: Fashion or Future?* statistics by iCIMS in 2016 showed that recruitment marketing is currently being considered an effective recruitment method. (Vitale 2016.)

5.2.2 Survey: Helpful De&I Studies For Recruitment Marketers

The study was published on February 8, 2021 on Recruiting Brief. The author is Julie Calli.

Yello (2019) conducted two diversity recruiting surveys in the United States in 2019 to answer the following questions:

- What qualities do job seekers desire in a comprehensive workplace?
- How well are firms responding to these demands?



Picture 5. Diversity in the Workplace Statistics. (Source: Yello 2019.)

Eighty-three percent of respondents said diversity is important enough to consider when deciding whether or not to take a job. It is a massive jump from 64% in 2018.

Seventy percent of employees would be hesitant to accept a job offer from a company lacking executive leadership from underrepresented groups. It was a significant increase over the previous year when 52% agreed.

Companies should engage with groups that focus on different parts of workforce diversity, according to 38% of employees, to establish a diverse workforce (i.e., gender or race, ethnicity). Moreover, 29% said that companies recruit at diversified-students colleges. Forty-two percent of employers post jobs on specialized job boards; only 21% of survey respondents considered this necessary.

COVID-19 and recent racist injustice protests have affected what Gen Z looks for in their first job or internship. RippleMatch polled students and seniors from 235 schools about their difficulties in their job hunt, their feelings regarding remote work versus moving, what they want in a job offer, and more.

Sixty-nine percent of Gen Z survey respondents say that having diverse executive leadership demonstrates a commitment to DE&I, and 67% would like to see that companies actively recruit and promote diverse talent. Sixty-eight percent of students said a company's diversity and inclusion efforts became more critical after protests against racism and police brutality in 2020.

Annually, many employers and HR experts are polled by Jobvite to identify recruitment trends and targets. The 2020's survey has seen a shift in the importance of diversity and inclusion initiatives and more.

Diversity hiring has resulted in one of the biggest jumps in the priority given to talent acquisition professionals, increasing from 13% (2017) to 22% (2020). Thirty-three percent of employers stated that candidates had questions related to the DE&I initiatives than their previous record.

Most businesses have detailed and specific targets for recruiting by “race and ethnicity (63%), gender (54%), age (37%), veterans (33%), LGBTQ+ (29%), immigrants (28%), and disabilities (25%).” (Recruiting Brief 2021.)

It is stated in McKinsey's third report in a series of business cases that explore the diversity in businesses. The updated finding confirms the strong business cases for both the diversity of gender and culture and ethnicity in the business environment. The business is also strengthening overtimes. Today, institutions with the most diversified portfolios are more likely than ever to outperform less diversified competitors in terms of returns.



Picture 6. McKinsey's Third Report. (Source: McKinsey & Company 2020.)

Firms in the fourth group are unlikely to accomplish above-average returns 25% lower than firms in the top gender diversity, compared to 21% in 2017 and 15% in 2014. Those in the top quartile were 36% more lucrative than companies in the fourth quintile regarding ethnic and cultural diversity. The likelihood of outcomes for ethnic diversity is higher than for gender.

5.2.3 Survey: Results of our 2019 Recruitment Marketing Job and Salary Survey

The study was published on Recruiting Brief. The author is Lori Sylvia.

Recruitment marketing skills are required for everyone

Recruitment marketing has become an essential skill for everyone in attracting talent and human resources. According to a 2019 poll, HR and part-time recruitment marketing strategies professionals have similar competencies and feel similarly responsible for the employer brand, career location, and candidate experience. Sylvia (2019) believes this reflects the modernization of recruitment and marketing strategies' growing role in attracting and recruiting talent.

Here is how the job responsibilities compare between full-time and part-time recruitment marketers

RECRUITMENT MARKETING JOB RESPONSIBILITIES



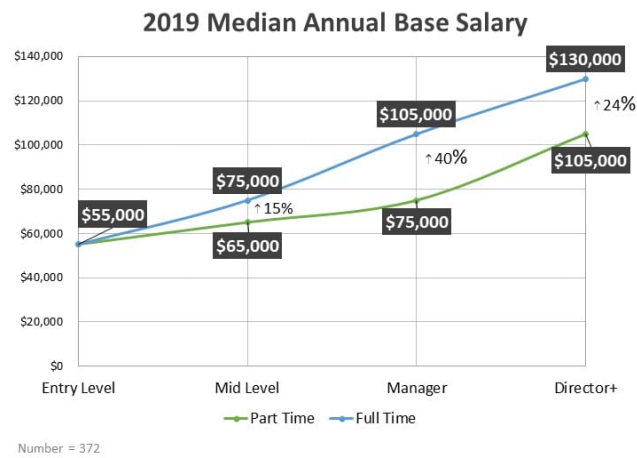
Picture 7. Recruitment Marketing Job Responsibilities. (Source: Recruiting Brief 2019.)

Rally Team 2019 employment and salary survey for recruitment marketing shows that full-time practitioners stand out with skills in content marketing, digital and email, and play a leading role in marketing. They are leading in managing employers' social media career channels to attract talent.

Recruitment marketing professionals earn more money than their HR counterparts

At the start of their careers, entry-level professionals earn the same average annual base salary of \$55,000, both full-time and part-time recruitment marketing practitioners. Nevertheless, since recruitment marketing is a relatively new activity, those with experience in recruitment marketing are highly valued for their specialized skills.

THE VALUE OF RECRUITMENT MARKETING SKILLS



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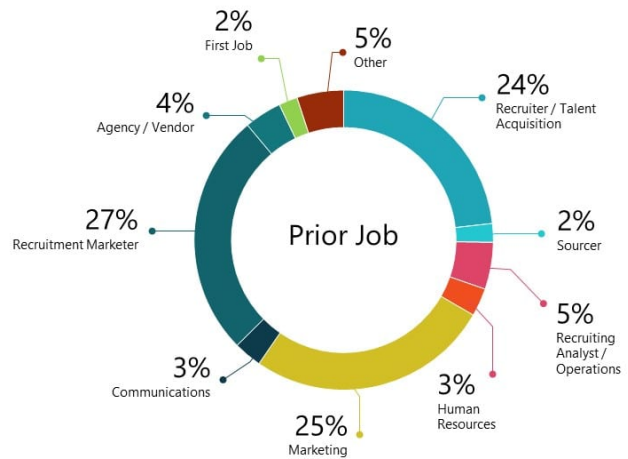
Picture 8. The Value Of Recruitment Marketing Skills. (Source: Recruiting Brief 2019.)

Remuneration is affected by a variety of circumstances, including duties, experience, and location. 82% of respondents live in the United States and work for various organizations and industries in the survey. They also represent a wide range of job levels and work experience, with the majority being in the middle of their careers.

Recruitment marketers are learning and teaching at the same time

Most of the full-time recruitment marketers are self-taught and come from previous roles in marketing and recruiting.

What job did you have before your current full-time role as a Recruitment Marketer?



Number = 182

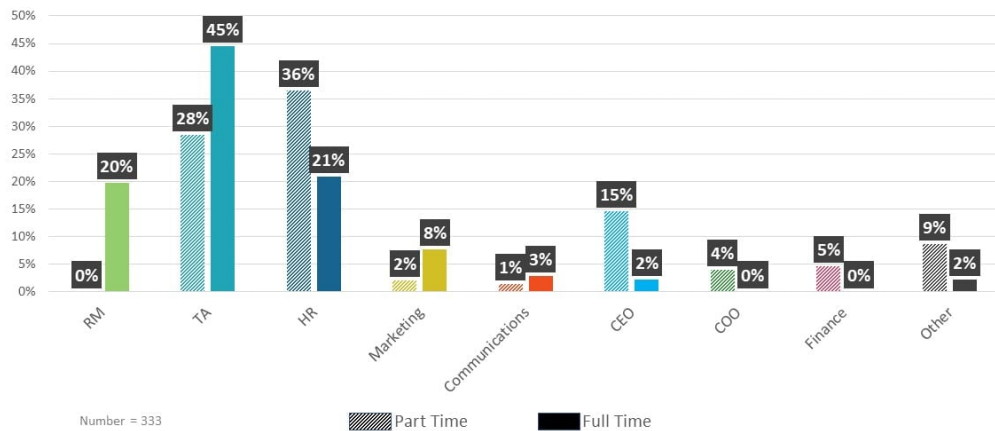


Picture 9. The Previous Job Before Recruitment Marketer. (Source: Recruiting Brief 2021.)

Full-time recruitment marketers report primarily to the talent acquisition organization. Part-time recruitment marketers, on the other hand, are primarily responsible for human resources. Twenty percent of poll respondents work for other recruitment marketers, indicating an increase in recruitment marketing teams.

RECRUITMENT MARKETING IN THE ORGANIZATION

Who Do You Report To?



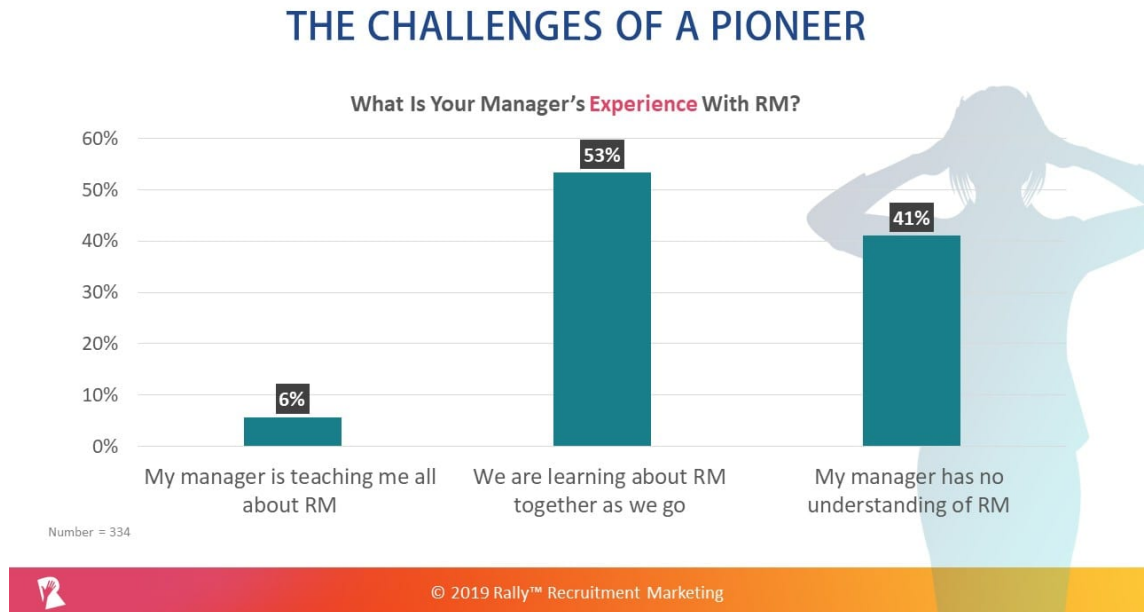
Number = 333

Part Time Full Time



Picture 10. Recruitment Marketing In The Organization. (Source: Recruiting Brief 2021.)

However, 53% of full-time and part-time recruitment marketers report to a manager learning about recruitment marketing simultaneously, and 41% say the manager is not learning. They have no concept of recruitment marketing.



Picture 11. What Is A Pioneer's Manager Experience With RM?. (Source: Recruiting Brief 2021.)

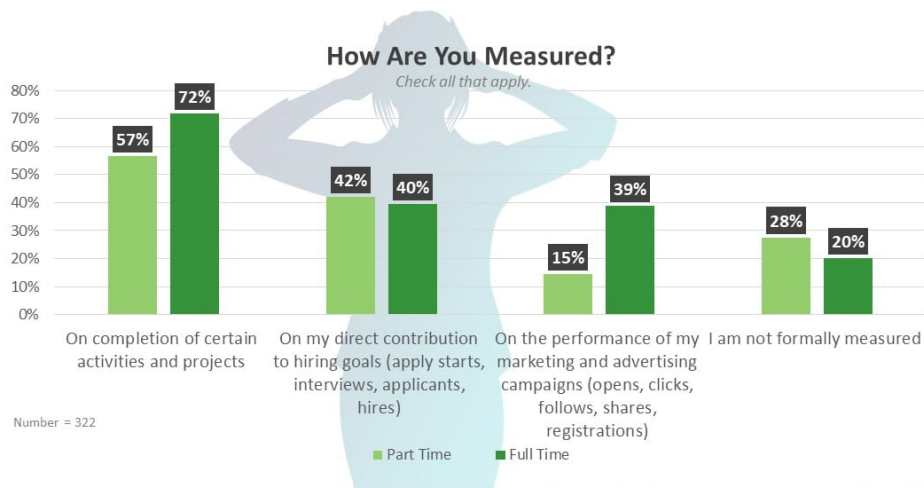
The effectiveness of recruitment marketers is undervalued

According to the survey (2021), working under a manager who does not understand recruitment marketing presents substantial obstacles. These managers have no idea of expectations from recruitment marketers, do not recognize the value they provide, and do not hold them accountable for achieving the desired results. Twenty-eight percent of part-time recruitment marketers and 20% of full-time recruitment marketers are completely unmeasured. Only about 40% of all recruitment marketers match their hiring goals.

Recruiting marketing technology plays an essential factor here. Many engineering and human resources teams have not invested in recruitment marketing technology or are not early to deploy and use these new tools.

Furthermore, the industry-wide problem is that systems do not talk to the ATS or each other, leaving recruitment marketers unable to measure whether their programs lead to hires. Consequently, without the right tools and analytics, practitioners cannot fully implement Recruit Marketing strategies. They cannot accurately measure their effectiveness, even if they want to.

THE CHALLENGES OF A PIONEER



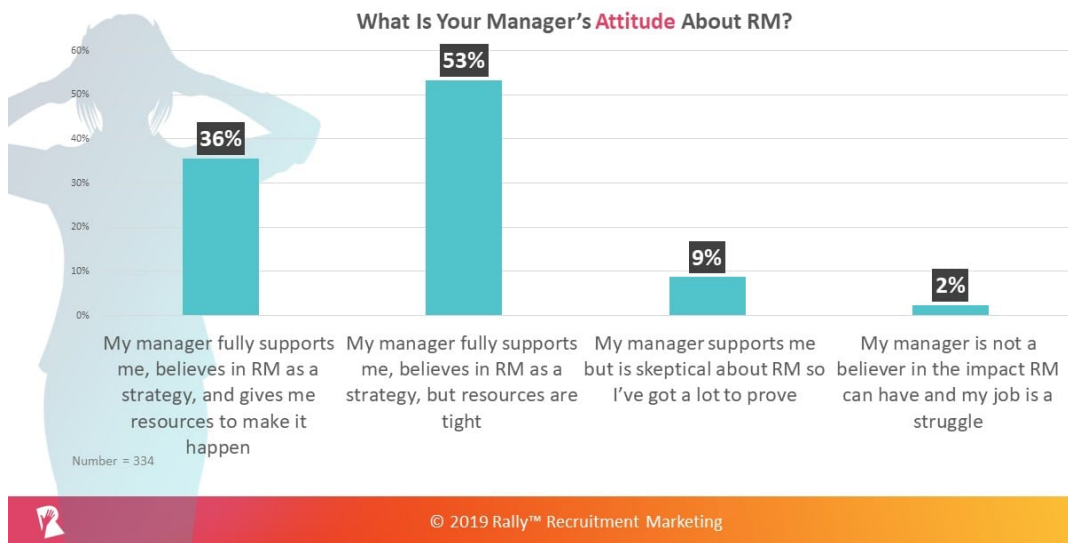
© 2019 Rally™ Recruitment Marketing

Picture 12. How Are Pioneers Measured?. (Source: Recruiting Brief 2021.)

Today's recruitment marketers must take the lead

The survey found that there is a silver lining. Only 9% of trainees indicated their managers were doubtful, and only 2% said they had no faith in recruitment marketing. One-third state their managers have complete confidence in recruitment marketing and provide them with the resources they need.

MANAGEMENT SUPPORT FOR RECRUITMENT MARKETING



Picture 13. Management Support For Recruitment Marketing. (Source: Recruiting Brief 2021.)

This means 53% of managers trust recruitment marketing but do not spend any extra budget on it. Based on the survey with the Rally Recruitment Marketing community, there is evidence that recruitment marketing works better than other ways to attract and recruit talent.

When more qualified people are performing a task, better tactics have been proved to work, and a better execution of those strategies with the help of suitable technology will add to the recruitment marketing's proven efficacy.

Above are the surveys related to the industry and the trends of recruitment marketing. It can be seen that recruitment marketing is one of the development orientations of businesses in the future. Significantly, when competition between businesses increases, businesses need to focus on recruitment marketing to attract talented employees.

5.2.4 "Q&A: Create Recruitment Marketing Content That Lasts"

The study was published on Rally Recruitment Marketing. The author is Rally Team.

Recruiting and marketing are usually different divisions at most companies. However, they collaborate closely. Recruitment marketing is a new role that has evolved in the past five to ten years. Recruitment marketers are in charge of branding the firm names as well as the items or any services supplied to consumers. The Recruitment Marketing Salary and Jobs Survey 2019 which was conducted by Rally Team reveals many fascinating facts on this job in an organization: Sixty-six percent permanent and sixty-four percent part-time recruit marketers work closely with human resources. Eleven percent of full-time recruiters and three percent of part-timers inform the marketing sector.

5.2.5 21 Recruitment Marketing Statistics For 2021

The study was published on September 13, 2021 on Wilderness Agency. The author is Brianna Manocchio.

2021 - Recruitment Marketing Statistics

Any business should review the recruiting and hiring strategy and process to detect weaknesses, disconcertion, and needed improvements in the future. Hence, these statistics can analyze and improve the business's brand name, reputation, recruitment process, and technology usage.

How branding and reputation affect the position interviewing

Before applying for a job, 75 percent of talents will research the company's online site to examine the reputation. A strong employer brand can remarkably cut approximately 50 percent of the hiring cost and lower 28 percent of turnover. The SMEs can expand their employers' brand through these three biggest channels: the website, professional networking, and social media (69 percent, 61 percent, and 47 percent, respectively).

Averagely, candidates tend to read six reviews about a company and form a business perspective. Employer branding increases the chance of landing a great candidate. The company culture review is also critical to the recruitment as ninety-three percent of employees mention it in the job posting.

HR software

According to 68% of recruiters, investing in new recruitment technology will be the most incredible method to boost recruitment performance over the following five years.

Ninety-four percent of recruiters and recruiting professionals say that using recruiting software has positively impacted their hiring process.

Recruitment software has a favorable influence on the hiring process, according to ninety-four percent of recruiters and recruiting experts.

Recruiting process

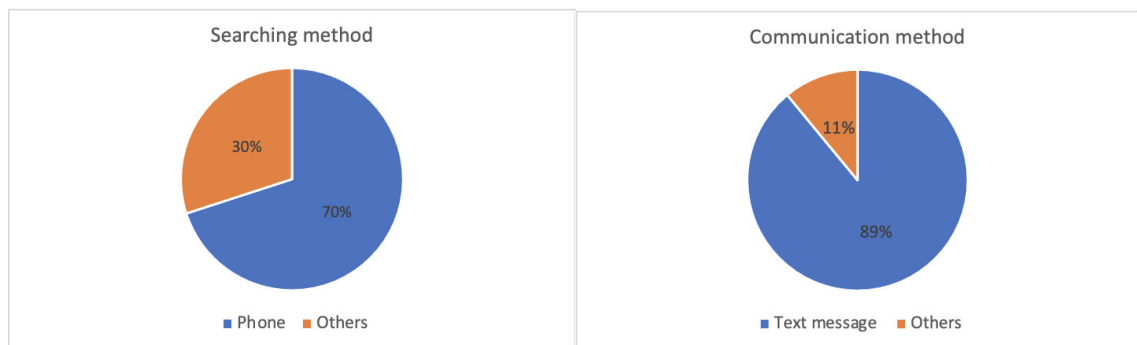


Figure 1. Searching Method and Communication Method. (Source: Wilderness Agency 2021.)

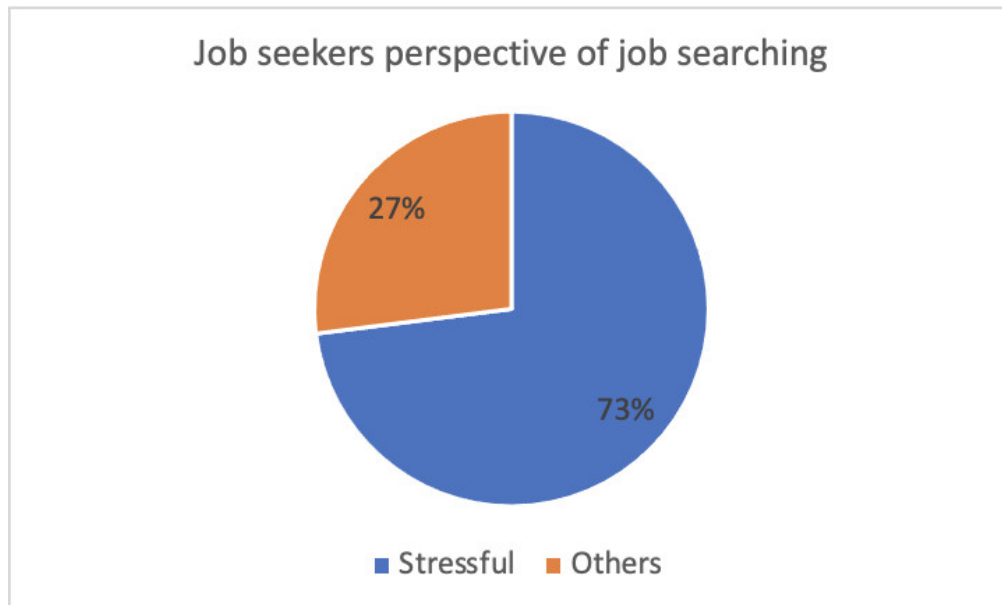


Figure 2. Job Seeker Perspective Of Job Searching. (Source: Wilderness Agency 2021.)

Employee referrals are identified as the top source of recruits by forty-eight percent of companies. Nonetheless, fifty-two percent of candidates experience waiting up to two or three months (or longer) for information after submitting their application. When it comes to a bad candidate experience, sixty-three percent of job seekers are likely to turn down a job offer. The online job application stage is so long or complicated to fill in that sixty percent of job seekers choose to quit.

Salary + Benefits

Benefits and bonuses are regarded as the essential considerations in accepting a job offer by sixty percent of individuals. Ninety-two percent of Millennials say money is the main factor in work. In addition to wages, Millennials also prefer safety (87%), annual leave (86%), friendly colleagues (80%), and variable working hours (79%).

5.2.6 5 Interesting Statistics About Recruitment Marketing

The study was published on July 15, 2020 on Aspiration Marketing. The author is Nick.

Employers view 46% of their job to be more marketing-oriented

This figure is only 46% may be the most surprising aspect. More than half of employers today do not consider marketing a critical component of their work. Marketers have a significant competitive edge in the labor market due to this. Currently, with many blank positions based in the digital realm and reliant on user ratings, the ability to connect on social media and communicate straightforwardly has never been more crucial. Furthermore, the efficiency of recruiters and job searchers has made it necessary for recruiters to take on more marketing responsibilities to fill their jobs with qualified individuals.

75% of professionals are passive job seekers

According to CareerArc (2020), three-quarters of applicants related to the enterprises' industry are:

- a. not wanting to change careers.
- b. requiring persuasion or attraction to perceive more about the new organization and the offerings, advantages, privileges, work-life balance, or competitive edges that the new firm may bring for their career path.

A solid recruitment marketing plan takes care of things like establishing an active social media presence, targeting employer branding and recruiting talent, and keeping up with current job offers. Moreover, a hardened plan updates the company's pictures and videos on sites such as LinkedIn, Indeed, and Glassdoor to ensure that promising candidates feel interested.

One out of ten people indicates that they are attracted with the job posting on social media. A recent Clutch poll in 2020 already stated that the content engagement, contract between the two parties on the Internet, which was the employer and candidate, was a critical reason for today's employment. It clearly proves social media usage in sales, marketing, and employer branding campaigns. The following points are some reasons explains why social media channels bring up to 10% of today's new-hires:

- *Social media is an accessible, fast, and convenient communication channel for recruiters and their candidates: The recruiter and candidate can and quickly interact with the other anywhere, and at any time they want through Twitter, Messenger on Facebook, or any messaging application. The talent today prefers to be contacted by the employer through platforms or any digital areas where they already exist (especially in high-demand or skillful fields).*
- *Cost-effective:* Social media help employers and companies significantly save recruiting costs. Maintaining an active social media profile incurs no cost for the recruiter and the business. Cutting the cost that recruiting teams pay to contact the top talent and replacing it with social media engagement will efficiently and effectively save the cost for the business.
- *Referrals:* The job can be advertised and reach a job-hunting talent through tagging a referral friend. The candidate can now review and explore the company's online profile, look for the job posting, and then apply. From an employer's perspective, approximately 25 percent of completed work will create a door for the talent to pass.

Employees are three times more trustworthy than employers

According to LinkedIn (2020), when it comes to messaging and how passive and active job searchers see a firm, workers are trusted three times more than employers. Employee testimonials, employee reviews on sites like Indeed and Glassdoor, and any referral-marketing-based strategy in which employees spread the word about a company's attributes or standing within the industry carry far more weight than anything the enterprise recruitment and marketing team can come up with.

5.3 Solution For Recruitment Marketing

New metrics have been created to analyze the impact of businesses on talent acquisition properly.

It is crucial to know how many people an employer brand is reaching. However, it is also vital to ensure that talent connects with employer-focused content to keep them interested. (Rally Recruitment Marketing 2021.)

Some crucial solutions need attention, such as:

- Reach via natural means.
- New and returning visitors to the jobs site and blog.
- Followers and users of social career channels and the LifeAt hashtag.
- Job notifications, a talent network, and events: registrations (opt-in).
- Company profiles on job boards: opinions and perceptions.
- Engagement.
- Clicks, responses, shares, and comments on social media.
- Opens, clicks, and replies to email.
- Reads and responds to SMS.
- Web: the amount of time spent on the site and the number of times clicking over to different pages.

Jessie Summerfield (2021), a Recruitment Marketing Specialist at Advocate Aurora Health, examines these signs and assesses if individuals respond to her posting content by utilizing many tools such as Facebook, Google, Rally Inside, and opening mail ratio from her Customer Relationship Management. (Rally Recruitment Marketing 2021.)

Recognize patterns and make data-driven judgments

Finding this information is one thing; however, the author considers it her actual calling to tell a tale. She notices the latest styles that help her optimize recruitment marketing efforts; for instance, how excellent the audience performs things, what is critical for a group of recruiters with a restricted allowance. (Rally Recruitment Marketing 2021.)

Using statistics to gain buy-in from leaders

Jessie utilizes data to establish her worth in the organization, develop content for the current state of the workforce market for managers, secure buy-in for essential changes or fund growth, and outline where her efforts should be spent. (Rally Recruitment Marketing 2021.)

She accomplishes this by distilling her information into a basic scoresheet that divides recruitment marketing capability into three categories: awareness, applicant quality, and ambassadors. Each region is made up of multiple smaller measurements, such as:

- Consciousness.
- Users of the website.
- Digital impressions per work (job views per job).
- Campaign clicks for every dollar spent.
- The percentage of people that participate in social media.
- Other "funnel tops"
- Cost of hire for recruitment marketing.
- Candidate Qualifications.
- The ratio of applications to interviews.
- The acceptance rate of offers.
- Hires from outside the company.
- It is time to get to work.
- Ambassadors are those who represent a country (existing employees recommending the firm to others).
- Reviews from Glassdoor and Indeed.
- Inner employees.
- Referring.

In order to increase their competitive position in the market and attract candidates, businesses need to conduct recruitment marketing. Enterprises need to take advantage of marketing channels and have specific strategies to

consider recruitment marketing as a tool in competition to attract talented candidates. (Rally Recruitment Marketing 2021.)

6 CONCLUSION

In general, for today's businesses to improve their competitive position, they need to focus on recruiting personnel. Recruiting marketing personnel plays an essential role in helping businesses improve their position in the market and get the right and effective marketing strategies.

The study has aimed at discovering the current state of marketing personnel recruitment activities to make comments and assessments about the advantages and limitations. At the same time, the study has also proposed several solutions to help improve the efficiency of marketing personnel recruitment for international enterprises in the future.

Through the collected data and analysis, the research shows the importance and impact of recruitment marketing on businesses. In order to be more successful in the future, businesses need to make suitable investments in recruitment marketing and consider this as a "weapon" to compete in the market. The current state of recruitment marketing indicates that it will become a future corporate human resource management trend. Besides, the application of recruitment marketing will help businesses take advantage of business opportunities. When businesses have good staff, they can quickly develop business ideas, execute, and succeed more easily.

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Appendix

Webinar Q&A: Strategies for creating recruitment marketing content that lasts

(Source: <https://rallyrecruitmentmarketing.com/2020/06/create-recruitment-marketing-content-that-lasts-questions/>)

1. What do you recommend for a company that's very strict about not using content once an employee has left the company? It's hard to get buy-in for big projects/investments when there's a chance the employee might leave and we can't use the content anymore!
2. How would you recommend a company handle content that contains an employee who has since left or was terminated?g. questionnaires or data sheets.
3. Could you talk about the relationship between recruiting & marketing if those are two separate departments in an organization?
4. Do you recommend responding to reviews? What are some pro tips?
5. Is this kind of project typically led by your corporate marketing department or your recruiting staff? I'm not sure I feel like I have the skills to put all this together as a recruiter.
6. I am an HR department of one, just hired for a growing startup. What is your biggest advice for someone like me with a small budget and team?
7. What are some tips for capturing employee stories while companies are working from home?
8. Where can I watch the webinar recording?