

MISSISSIPPI



RECRUITMENT OUTLOOK 2023



ADVANCE
RECRUITMENT

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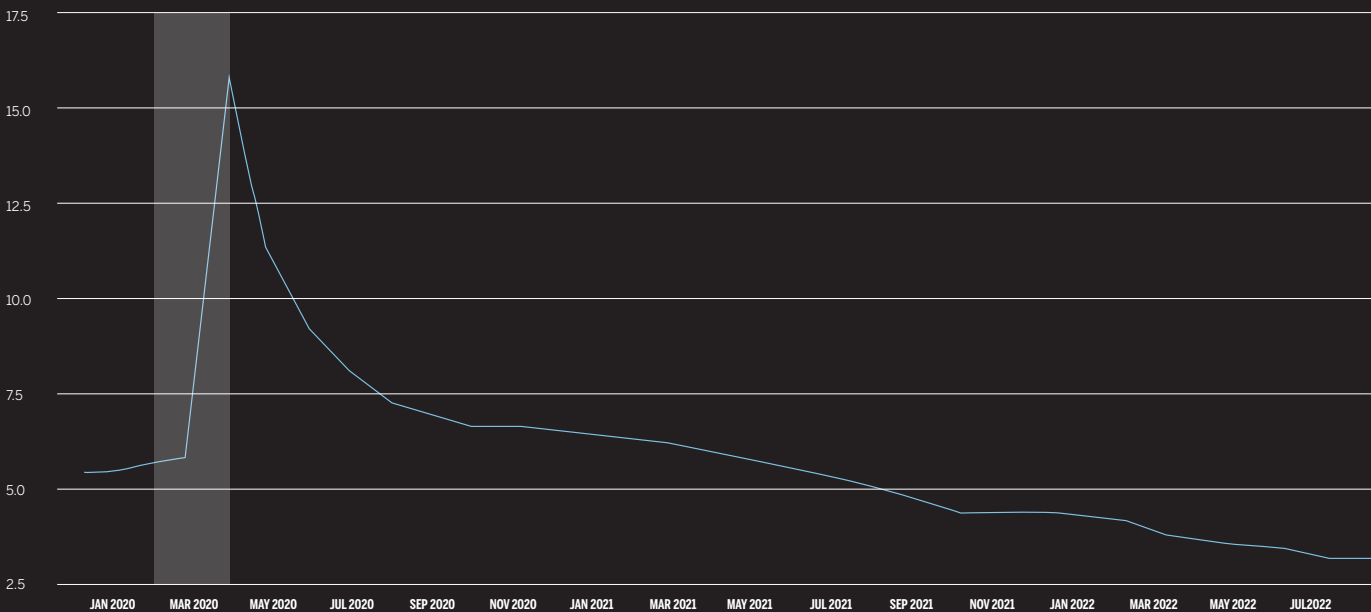
Introduction

Recruitment practices have shifted drastically since the 2020 pandemic. And, with the rise of work-from-home jobs and digital recruiting practices, we're unlikely to ever return to the traditional model. Even now as the words inflation and recession dominate news coverage, many companies haven't reset to pre-2020 norms.

The tables have also turned on unemployment rates. Statistics from the Mississippi Department of Labor show that the unemployment has rate dropped to 3.6%, compared with 15.4% in March of 2020 at the height of the pandemic.

Will that continue into 2023?

Even if the rate creeps up, no one is expecting a sharp increase and the pressure on companies to find and keep workers should continue into the foreseeable future.



Jobseekers have gained the upper hand. Low unemployment rates have led to more open jobs than candidates to fill them. And candidates hold more power in deciding where they prefer to work. That means organizations will have to work harder to stand out to attract the best talent.

Mississippi Employment Dashboard

Let's dive into the hiring outlook in Mississippi and then our 4 major markets.

At the statewide level – we're at a 6 out of 10 or "moderate difficulty" overall. Of course, some positions like nurses, truck drivers and trades could be at an 8, 9 or 10. In general – though, it's tough for employers.

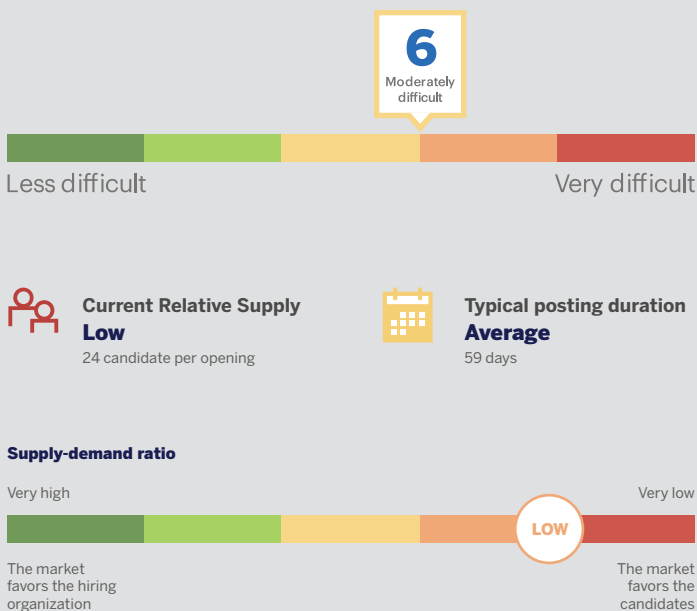
1. There is a low number of candidates for positions

2. It takes an average of 2 months to fill a position

3. A lot of companies are fighting over the same prospect pool



HIRING DIFFICULTY



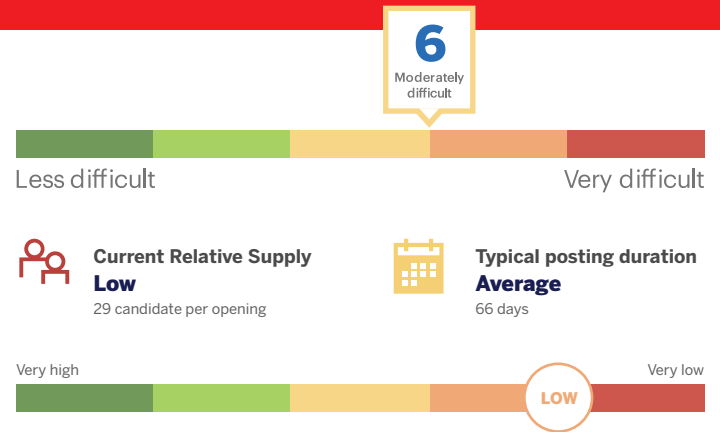
TOP JOB TITLES IN POSTINGS:

NO.	TOP TITLES	# OF POSTINGS
1	Truck Driver CDL	7111
2	Driver CDL	5556
3	Registered Nurse	5294
4	Customer Service Representative	5085
5	Assistant Store Manager	3872
6	Sales Associate	3632
7	Delivery Driver	3081
8	Cook	2979
9	Truck Driver	2886
10	Driver	2706

Tupelo Employment Dashboard

Now let's zoom into our major markets, starting up north in Tupelo – the difficulty index is the same at Moderately Difficult

1. There's a lower number of candidates for positions
2. Posting duration increases a week
3. But there are many employers fighting over workers with the same skills and backgrounds



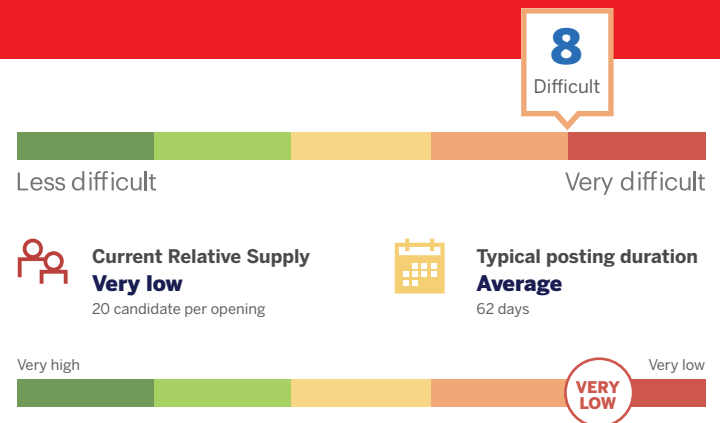
Jackson Employment Dashboard

1. Hiring difficulty still difficult, but better than Tupelo
2. Posting duration goes is 2 months with a low candidate supply
3. And competition is at its highest



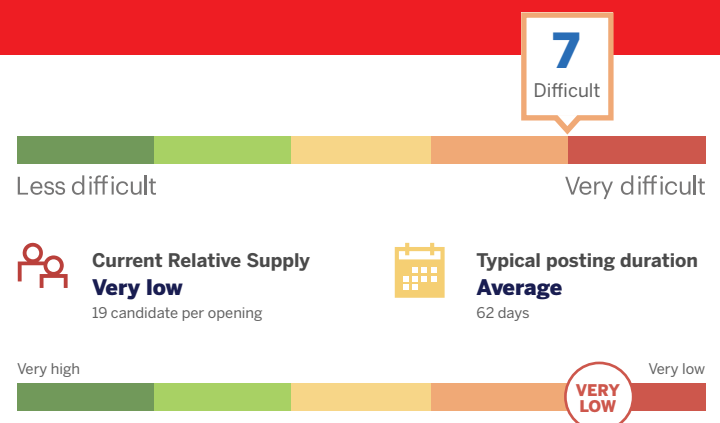
Hattiesburg Area Employment Dashboard

1. Hiring difficulty is higher than the state at an 8 out of 10.
2. Posting duration is average, but the candidate supply goes down to make the market get a Very Low rating.



Gulf Coast Employment Dashboard

1. Hiring difficulty is higher than the state, and only one click down from Hattiesburg
2. Posting duration is Average, but the candidate supply is even worse than Hattiesburg and the rest of the state earning it a very low rating.



Candidates Centric Workplaces



Many companies are now offering long-term remote work options, and the intelligence firm IDC has forecasted that remote workers will make up 60% of the workforce by 2024. So, having a streamlined process from application to interviewing to onboarding will be important to companies working to attract and smoothly onboard new hires.

If you want to win the hiring game, you must understand this is a candidate-centric marketplace. They are entertaining multiple offers, and a long, drawn-out process will turn off top candidates. If you want to win the hiring game, you must understand this is a candidate-centric marketplace. They are entertaining multiple offers, and a long, drawn-out process will turn off top candidates.



65% of tech employees THINK they can find a better job somewhere else.

With all the news of the great resignation, satisfied employees in every job can start to question whether the grass is greener at another employer. Even if it's not true, the doubts can cause them to question and open to what else is out there.

Which brings us to one of the most weapons your company must affect **BOTH RETENTION and new-employee ACQUISITION: The Workplace Brand.**

Branding the Workplace

I'm not talking about your products or your logo or your Facebook page – I'm talking about your workplace brand. That's the real differentiator for both CURRENT and FUTURE EMPLOYEES!



Before you can start to brand your workplace, you need to honestly face what your workplace means to the people who work there. And that can be different depending on who you ask.

EMPLOYER VALUE PROPOSITION

Your brand is really based on your EVP – your Employer Value Proposition. I'll bet you all know your products or services value proposition to each of your customer segments. But what is the value prop of your workplace to your employees? A paycheck? Benefits? Is that it?

Whatever that truly is – that's what your workplace brand is to the marketplace – the hiring marketplace and (internally) the retention marketplace. It's why employees keep coming to work every day and why some of them leave you.

EMPLOYEES DRIVE YOUR BRAND

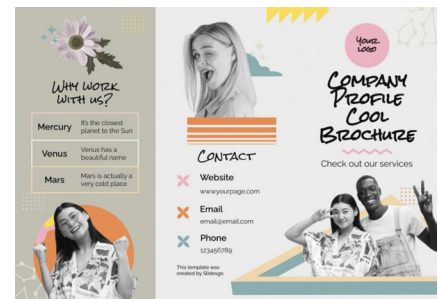
If you do not know your brand, or you don't like your brand, you need to start asking your employees (all of them) what's right about your workplace – and what's wrong about your workplace. Once you have done that hard work – you can start to fix the wrongs and sell the rights – to both your prospect pool and your existing employees.

While EVP is the start of your workplace brand, there is a lot more to consider –

What is a Workplace Brand?

- Your brand is people
- Your brand is culture
- Your brand is work-life balance
- Your brand is appreciation
- Your brand attitude
- Your brand is how people feel at work
- Your brand is what you accomplish as a team
- Your brand is winning in the marketplace
- Your brand is the quality of your product, your service
- Your brand is what employees say about where they work

Not this



What makes your company unique? It's some or all the things on this slide. Certainly, your people define your culture, but it goes beyond that to how they work, how they think, how they live their lives in balance with their work – and how they make your company and its products work.



In the end – the most authentic representation of your brand is what your employees say about where they work – and what your company means to them.

How to Recruit When No One is Job Hunting?



Once you've figured out your company's brand – it's time to leverage the brand to attract new recruits and retain and motivate your existing workforce. How do we do that?

Employees are influenced every day whether they are aware of it. Economic news and trends influence how workers feel about their industry and their job security. Uncertain economic news may move them towards the active seeker spectrum.

PASSIVE

ACTIVE

1. NOT LOOKING

2. CURIOSITY

3. CONSIDERING

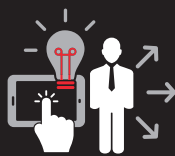
4. TELL ME MORE

5. OK, I'M IN

6. HIRED!



Aware but Not Interested



Exploring the Possibilities



Digging Deeper



Reaching Out for Advice



Formally Applying
for the Job



I'm a Brand Evangelist!

Many influencers move workers either towards passive or active status – from social to economic to personal circumstances. All of these are outside of a company's control. But there a lot of things companies can do through recruitment marketing to move workers from the passive side of the spectrum towards the active.

Conclusion

A solid rebranding and marketing strategy is necessary to keep up with the current landscape. Businesses should get clear on their values, culture, and messaging about the type of workplace they can offer. That includes prioritizing diversity, flexibility, and more remote opportunities as much as possible.



Are you set up to attract top-tier passive and active candidates in 2023? AMG Recruitment Marketing can help your company create the best plan of action for your workplace and needs. We employ the most up-to-date recruitment processes in the industry. While we're local, we have a national reach. Reach out today, and we'll help ensure you're ready for this challenging time and beyond!



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