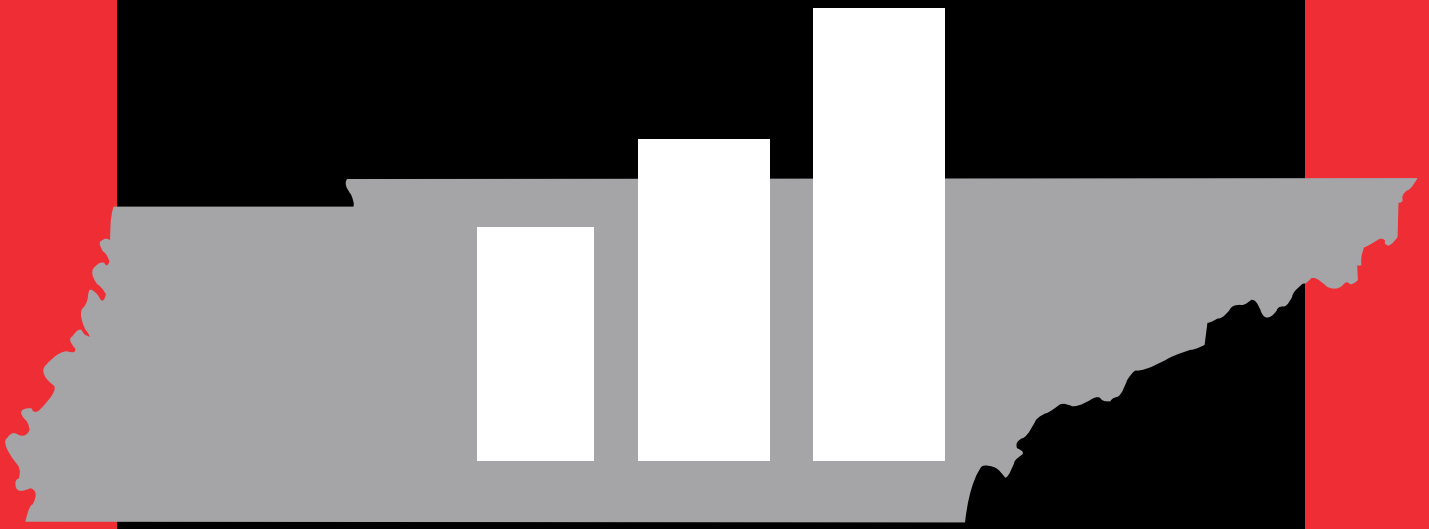


# TENNESSEE



## RECRUITMENT OUTLOOK **2024**



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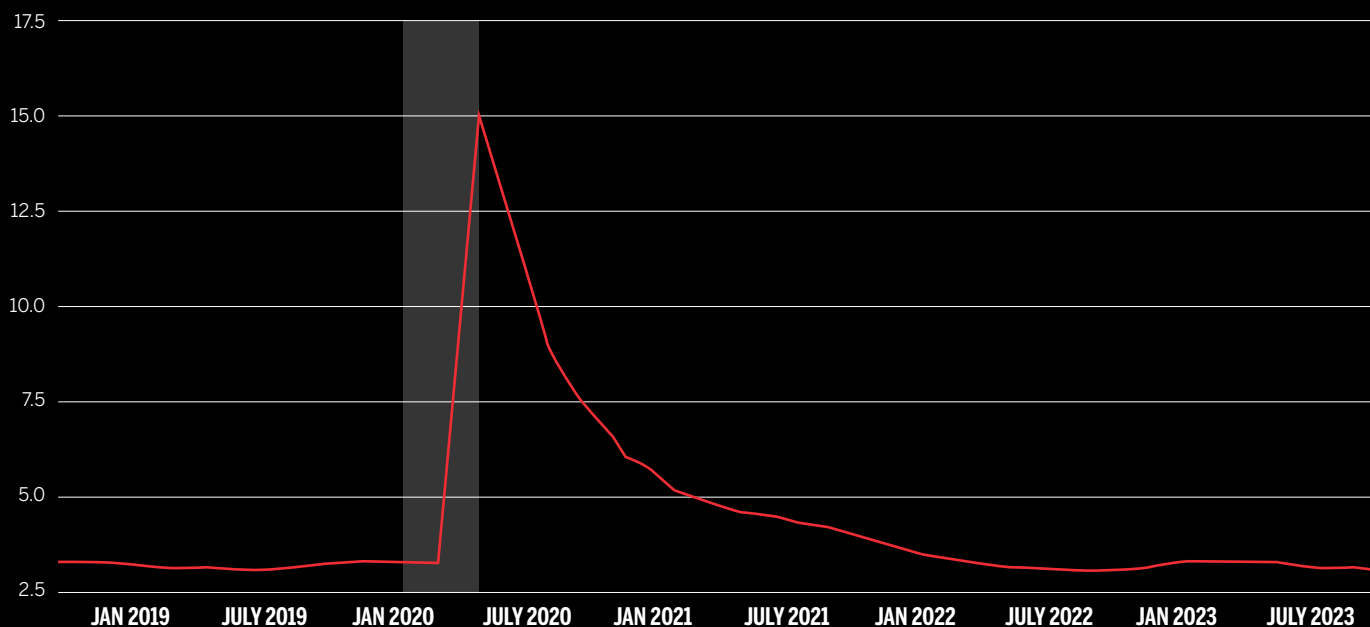
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# Introduction

Since the COVID restart, Tennessee's economy has continued to grow at record pace. As we hear news of tech layoffs and slowdowns in some sectors, Tennessee businesses are still challenged by a tight labor market while they are trying to grow their businesses.



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.

Let's check in with our major cities to see how low unemployment is affecting hiring difficulty, wages, and in-demand job titles.

# Tennessee Employment Dashboard

Let's dive into the hiring outlook in Tennessee and then our 3 major markets.

At the statewide level – we're at a 5 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



## TOP JOB TITLES IN POSTINGS:

NO. TOP TITLES		# OF POSTINGS
1	Registered Nurse	12,816
2	Registered Nurse Medical Surgical	8,581
3	Customer Service Representative	8,076
4	Assistant Store Manager	6,277
5	Sales Associate	5,889
6	Licensed Practical Nurse	5,788
7	Store Manager	5,075
8	Travel Registered Nurse Medical Surgical	4,849
9	Registered Nurse Intensive Care Unit	4,761
10	Customer Service Associate	4,399

# Nashville Employment Dashboard

## HIRING DIFFICULTY

**6**  
Moderately  
difficult



## SUPPLY



**976,898**

## DEMAND



**36,786**



**POSTING DURATION**  
**64 DAYS**



**ESTIMATED SALARY**  
**\$52k - \$80k**

### TOP TITLES:

TITLES	# OF POSTINGS
Registered Nurse	4,317
Registered Nurse Medical Surgical	3,805
Customer Service Representative	2,771
Sales Associate	1,883
Registered Nurse ICU	1,712

### TOP SKILLS:

SKILLS	# OF POSTINGS
Communication	15,249
Relationships	8,990
Customer Service	8,258
Scheduling	8,146
Operations	7,637

### ACTIVE EMPLOYERS:

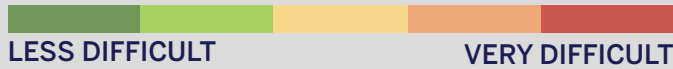
EMPLOYERS	# OF POSTINGS
GPAC	1,509
Vanderbilt Health	1,119
Vanderbilt University Medical Center	926
Gaylord Hotels	684
Internal Revenue Service	591



# Chattanooga Employment Dashboard

## HIRING DIFFICULTY

**6**  
Moderately difficult



## SUPPLY



**245,564**

## DEMAND



**6,849**



**POSTING DURATION**  
**65 DAYS**



**ESTIMATED SALARY**  
**\$50k - \$77k**

### TOP TITLES:

TITLES	# OF POSTINGS
Registered Nurse	768
Customer Service Representative	682
Sales Associate	673
Registered Nurse Medical Surgical	621
Assistant Store Manager	482

### TOP SKILLS:

SKILLS	# OF POSTINGS
Communication	2,593
Customer Service	1,919
Scheduling	1,402
Relationships	1,203
Operations	1,131

### ACTIVE EMPLOYERS:

EMPLOYERS	# OF POSTINGS
GPAC	315
Internal Revenue Service	276
University of Tennessee	160
Dollar General	124
Urgent Team Management	119



# Knoxville Employment Dashboard

## HIRING DIFFICULTY

**6**  
Moderately difficult



## SUPPLY



**383,026**

## DEMAND



**11,244**



**POSTING DURATION**  
**67 DAYS**



**ESTIMATED SALARY**  
**\$51k - \$78k**

### TOP TITLES:

TITLES	# OF POSTINGS
Registered Nurse	1,280
Sales Associate	955
Customer Service Representative	799
Licensed Practical Nurse	709
Registered Nurse Medical Surgical	664

### TOP SKILLS:

SKILLS	# OF POSTINGS
Communication	4,812
Customer Service	2,670
Scheduling	2,419
Written Communications	2,334
Verbal Communications	2,317

### ACTIVE EMPLOYERS:

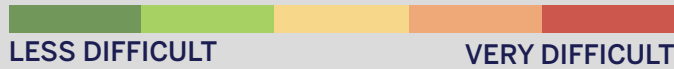
EMPLOYERS	# OF POSTINGS
Oak Ridge National Laboratory (ORNL)	539
University of Tennessee	473
GPAC	444
Internal Revenue Service	286
Dollar General	202



# Memphis Employment Dashboard

## HIRING DIFFICULTY

**6**  
Moderately difficult



## SUPPLY



**621,334**

## DEMAND



**20,089**



**POSTING DURATION**  
**69 DAYS**



**ESTIMATED SALARY**  
**\$54k - \$83k**

### TOP TITLES:

TITLES	# OF POSTINGS
Customer Service Associate	2,669
Registered Nurse	2,380
Customer Service Representative	1,883
Assistant Store Manager	1,836
Material Handler	1,623

### TOP SKILLS:

SKILLS	# OF POSTINGS
Communication	6,994
Scheduling	4,971
Customer Service	4,350
Collaboration	4,064
Leadership	4,063

### ACTIVE EMPLOYERS:

EMPLOYERS	# OF POSTINGS
Forrest City Medical Center	1,366
Baptist Memorial Health Care	1,118
GPAC	846
Methodist Healthcare	567
Internal Revenue Service	313





# 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.

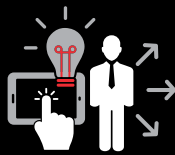


## 1. NOT LOOKING



Aware but Not Interested

## 2. CURIOSITY



Exploring the Possibilities

## 3. CONSIDERING



Digging Deeper

## 4. TELL ME MORE



Reaching Out for Advice

## 5. OK, I'M IN



Formally Applying for the Job

## 6. HIRED!



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 2024? Advance 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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