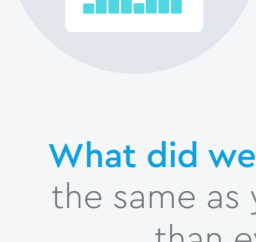


# Jobseekers' top priorities in 2022

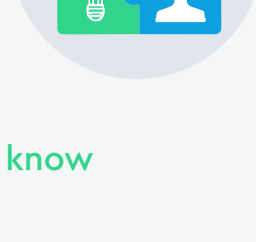
## Introduction

In 2021-22, jobseekers asked employees **27,000** questions through Clinch's career site discussion platform.



We analyzed these questions and grouped them into key topics, comparing their popularity year on year.

**What did we learn?** Today's jobseeker isn't the same as yesterday's: they expect more than ever from a potential employer.



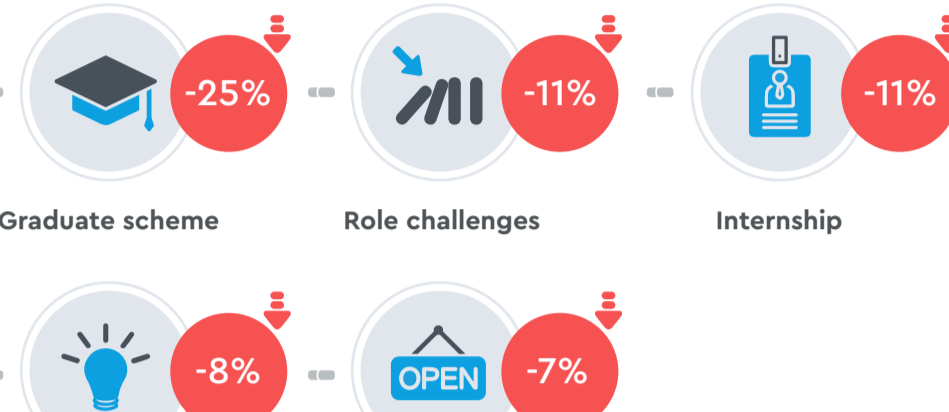
Here's **what jobseekers really want to know** about your organization in 2022.

## Which career topics are increasing in popularity in 2022?



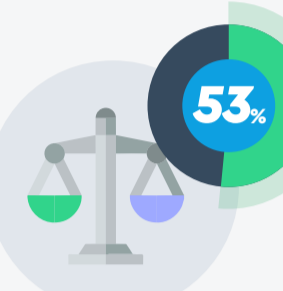
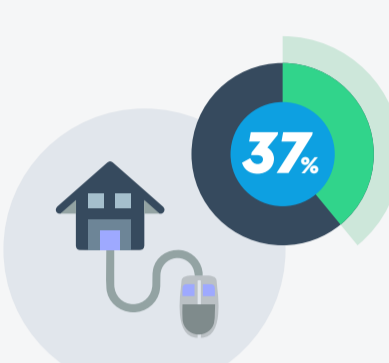
\*35% of jobseekers say a salary increase is their main objective when it comes to accepting a new role

## Which career topics are decreasing in popularity in 2022?



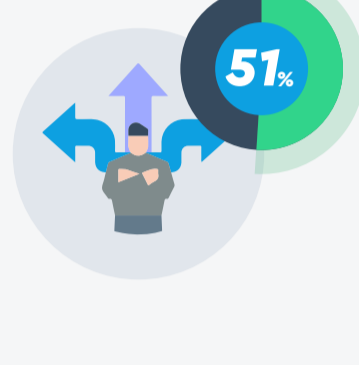
## Flexible work becomes an expectation

**37%** of employees say they would change jobs for one that offered them the ability to work where they want at least part of the time.



**More than half of employees (53%)** say it's "very important" to have a role that allows them greater work-life balance.

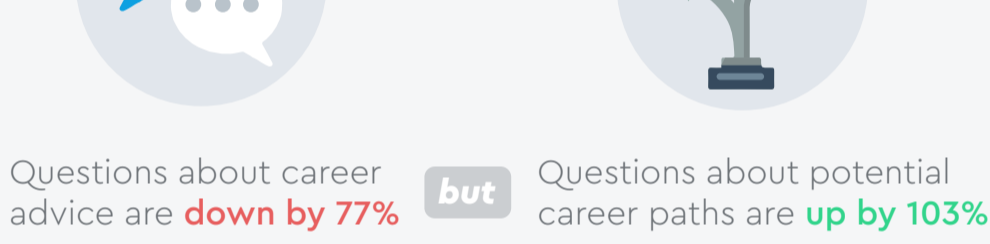
**51%** of employees would change jobs for one that offered them flextime.



## What questions are jobseekers asking employees?

- What does the business casual dress code look like?
- How has work-life evolved since the pandemic for a consultant?
- When working as auditors in BDO, do you regularly work in a fixed team or the people you work with often change?
- When field based, how much time do you spend on the road/on your laptop?

## Career progression becomes self-led

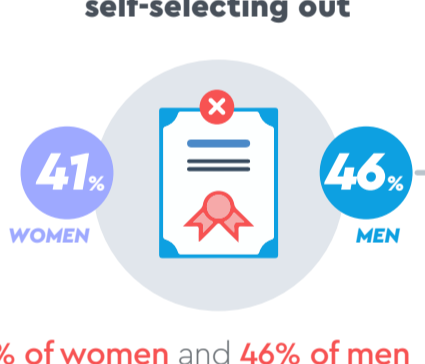


## How are organizations responding?

### Candidate experience becomes a priority



### Prevent jobseekers self-selecting out



### How Clinch can help:

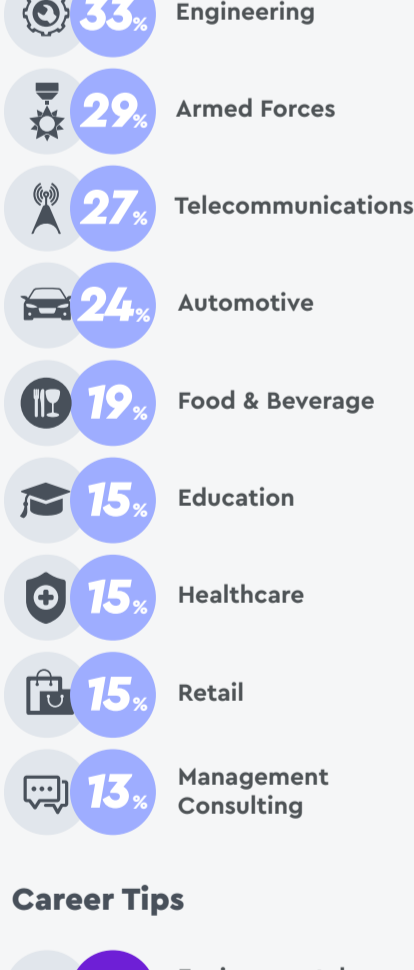


**Be transparent** and give jobseekers the opportunity to ask current employees granular questions. This helps candidates make informed decisions before applying.

**Inviting questions** from jobseekers allows you to address concerns that might otherwise cause them to self-disqualify.

## What are the most popular jobseeker topics by industry?

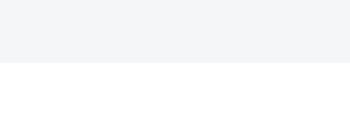
### Everyday Life



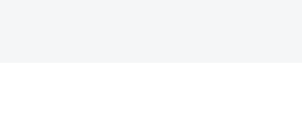
### Eligibility Advice



### Career Tips



### Role



## What can organizations do with this information?

### Strategic recruitment marketing delivers more qualified candidates



## Do jobseekers have an easy way to ask you questions?

Letting jobseekers dictate the conversation throughout the recruitment process is the key to keeping them engaged. Clinch's employee-generated discussion tools can give your organization valuable insight into which topics potential applicants want to know more about.



80% of candidates who used Clinch Employee Connections **recommend** it



77% of Clinch users said it **improved** their perception of the organization



68% of hires said insights from Clinch's **employee Q&A platform** were critical to their decision to accept the job offer

**LEARN MORE**

