

## BUSINESS (AND RECRUITMENT) RETURNING TO PRE-PANDEMIC

# UK EMPLOYERS ARE OPTIMISTIC ABOUT HIRING IN 2022

Despite a rise in COVID-19 cases in the run-up to Christmas, most businesses are feeling optimistic about 2022, according to the latest research, conducted by reed.com. 251 hiring managers and decision-makers were surveyed to understand the sentiment of the market and what this means for hiring plans next year, and the results look promising.

**72%**

OF EMPLOYERS

felt optimistic about hiring in 2022 and are confident about a strong economic recovery.

**82%**

OF EMPLOYERS

of our respondents said that they felt confident that the current labour shortages would improve in 2022

**49%**

OF EMPLOYERS

say that they were very likely or likely to hire more people next year than in 2021.

## CANDIDATES SHORTAGES

**Candidate experience matters:** More vacancies will mean that job seekers will be stretched for choice in the new year. However, businesses are in a stronger position to onboard & train staff remotely than before the pandemic & the November Job Market Review showed that more businesses are focusing on improving their offerings. Lessons learnt from the past two years can be applied moving forwards & businesses should invest time into improving their candidate experience to give jobseekers a positive experience while remaining competitive.

**Invest in upskilling & training:** The labour shortage has meant that employers are struggling to fill vital roles. To tackle this, employers will need to identify the technical skills needed for their roles & assess whether they can train & upskill employees with transferable skills for key positions. Resources and the ability to provide training, plus willingness for candidates to learn will need to be taken into consideration when making hiring decisions.