



Horticulture Jobs site Hire Horticulture Announces Candidate Conversion Survey Results

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The tight labor market in the Horticulture and Landscaping jobs arena continues to be the biggest challenge facing both small and large companies within the industry; which means it takes more time to find the right candidate. Without a doubt, the internet is the most popular way for potential employees to see job openings and decide if they want to engage and convert to an applicant. But, the "post and pray" method we have become accustomed to (where resumes pour in) has changed; the focus has shifted to candidate quality vs. quantity. HireHorticulture.com surveyed over 10k potential candidates in the industry to get down to the nitty gritty of what is frustrating candidates when reading an internet job posting and what prevents them from applying.

The top 5 frustrations are:

Number one, not enough information in the post. Candidates want to "feel" the culture when reading a post; they want to get a gauge of what it might be like to work at the company.

Secondly, postings that had huge long lists of job requirements. Candidates want the basics, education, and

experience needed.

Third, not listing salary/pay came in third. Candidates that spoke up clearly stated that they will not engage as an applicant if there is no salary or pay range. "I don't want to waste my time or the employer's time if I'm already making more than they have in the budget to pay" was a commonly quoted remark.

Benefits and perks were fourth on the list. Potential employees want to understand that if they make a career move that they won't lose important perks like vacation time or great Healthcare benefits.

Numer five was growth potential and advancement. Over 80% said they'd like to know if there is a solid career path.

HireHorticulture has thousands of companies that have posted on the site; and offers a free service to assist in ad writing. "Our staff works daily with helping customers personalize their ads by asking direct questions of the hiring managers; getting them to think creatively with a marketing hat on vs. a recruiting hat," said Jeff Morra, the IT Director.

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For more information about Hire Horticulture, contact the company here: Hire Horticulture Suzanne Kludt 844-467-8562 info@hirehorticulture.com HireHorticulture.com Tigard, OR 97224

Hire Horticulture

HireHorticulture.com is a dedicated interactive AND proactive job board solely for the Horticulture, Landscape, and Green industries.

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