

RAISE

The Future of Job Boards in the Age of AI

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Introduction



Today's job market isn't much of a market anymore; without a single location, spread digitally all over the world, the job market is a vast network where data and communications are exchanged between employers, candidates, job boards and third-party systems at incredible speeds.

And it's changing. Quickly.

It's easy to point to generative AI as a game changer in today's job network, but the fact is that automated technology has been at play in recruitment for years. On the candidate side, algorithms were already sending tailored jobs to job seekers; resume templates and generators have been available for some time. And on the recruitment side, screening tools, automated voice interviews, and automated messaging has already replaced much of the work recruiters used to do.

What we are seeing with generative AI isn't something brand new, but more an inflection point where advances in automation have culminated in a change of kind, rather than degree—a point after which we need to fundamentally reconsider how people apply to jobs, and how we receive and assess candidates.

If you're not convinced, consider this:

"The death of the resume" is nothing new—but we are starting to see the cascading effects of that death in multiple areas:

candidate experience and expectations are changing; the volume and quality of fraudulent applications is increasing while our use of tools and strategies has not kept up; job application volume is up, alongside the costs associated with candidate acquisition. **Significant changes in any one of those could have an effect on your bottom-line, but all of them at once could make the difference in which companies sink and which ones swim.**

Imagine a world in which 80% of applicants are using resumes and cover letters generated with AI:

- 1 Keyword searches would become an ineffective tool for separating resumes** because everyone uses the same ones—qualified and unqualified candidates will look much the same
- 2 Your resume database will be filled with job specific applications which are less likely to be applicable for other jobs**
- 3 Online interview/screening processes become less reliable**, as candidates have access to powerful AI tools to help them answer questions and complete tests

What's inside



This Ebook will walk you through some changes you can expect in the next few years that will likely impact your ability to make successful hires



Each section will provide some fast facts on those changes, some potential consequences, and strategies that will help you adapt



We'll also share Raise's ever-evolving approach to today's technology challenges

Key challenges for hiring in the next 3 years ↘



1. AI assistance in application materials

- Fraud
- Disrupted key word searches
- Job application quality and volume
- Database integrity

2. AI assistance in skills testing

- Fraud
- Marginal hires



3. Candidate Experience

- Very low success rate on job applications
- Lack of personal touch from recruitment teams
- Lack of feedback on unsuccessful applications



4. Rising job board costs

- More candidates /= better candidates
- Bundled screening/matching tool costs



1. AI in Job Applications

Fast Facts

- There are multiple free/inexpensive platforms that can generate professional looking resumes and cover letters in seconds
- These platforms can easily tailor application materials for specific job descriptions
- These platforms can automate keyword matching to job descriptions
- 58% of jobseekers report using AI to help their job search***
- AI is increasing the number of applications that jobseekers submit by up to 41%***

**According to Capterra's 2024 Job Seeker AI Survey*

What this means for employers:

When you advertise a job today you should expect:



More applications



More fraudulent applications



More applications passing keyword searching

As a result, you can also expect the following:

- You will need more time or system upgrades to process high application volume
- You will find it harder to tell between qualified and unqualified candidates on the basis of keyword searches, cover letters and resumes alone
- Your database will fill up with higher volumes of lower value resumes, which will be less applicable for future positions
- Your database will fill up with duplicate applicants

What you can do about it:

- Invest in a good screening tool that can parse large volumes of resumes accurately
- Be aware of which keywords you are using and their performance in identifying skilled applicants
- Use skills testing platforms to screen candidates for the ability to perform specific tasks rather than relying on resumes and interviews
- Invest in an ATS that can track/ eradicate duplicate profiles



How Raise optimizes hiring:

- ✓ **Because Raise is already processing enormous amounts of applications, we've invested in the best systems** and processes to evaluate applicants. These tools can be cost prohibitive for organizations not making high volumes of hires.
- ✓ Our experienced recruitment team looks at hundreds of legitimate resumes from skilled applicants every week—**that experience helps us spot applications that are too good to be true.**



Note:

Working with an experienced recruitment team can save you system and labour costs associated with high application volume, labour intensive screening, and scam applicants



2. AI Assistance in job/ skills testing *Fast Facts*

- There are free/inexpensive online AI tools that help candidates complete job testing, and can generate calculations, code, content, or graphics in seconds
- 29% of applicants report using AI to complete a job test or assignment*
- Areas such as Information and Computer Technology, Engineering, Professional/Technical Writing and Graphic Design are ripe to be impacted by AI assistance
- Skills testing and/or job testing can be an effective tool to screen fraudulent applicants. But platforms can be expensive, and testing can be time consuming, especially when they include screening for AI assistance

**According to Capterra's 2024 Job Seeker AI Survey*

What this means for employers:

When you qualify a candidate today using a test or assignment:



Candidates could be submitting fake work



Candidates may not have the skills they claim



Only optimized testing can tell between real and fraudulent applicants

As a result, you can also expect the following:

- More unqualified candidates will make it to testing and pass
- More unqualified candidates will be hired
- More time and money will be spent on bad or marginal hires

What you can do about it:

- Include job testing as part of your screening/application process
- Ensure that job testing procedures are resistant to AI assistance (make candidates discuss/explain their work, ask for draft work, or develop tests that are difficult for AI to assist with)
- Invest in a reliable skill testing platform



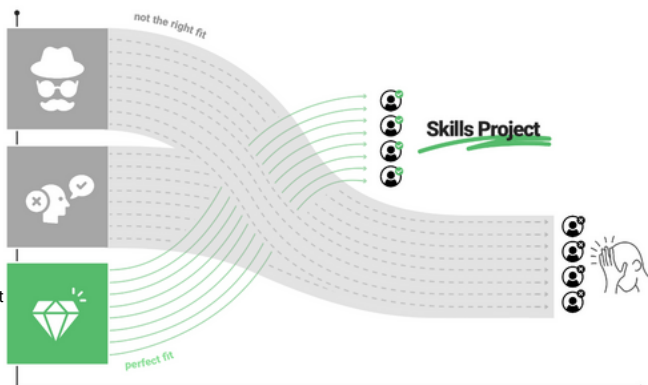
How Raise optimizes hiring:

- ✓ For technical roles in IT, **Raise uses Skills Project**: a platform that tests specific, measurable candidate skills using real world scenarios and projects
- ✓ Skills Project uses analytic technologies that will detect the use of technological assistance, including AI
- ✓ Screening includes video interviews where candidates explain their solutions
- ✓ Skills Project includes fraud prevention measures such as VPN detection, multiple logins, and substitute test takers
- ✓ Raise clients have used Skills Project to successfully hire for a variety a technical positions, including AI Solutions Architects, Data Engineers, Cloud Specialists, Full-Stack Engineers and more

Candidate 1:
Resume written and formatted by chat GPT

Candidate 2:
Well written resume and good at interviews but lacks key hard skills.

Candidate 3:
Highly skilled and productive, but hasn't spent time learning and playing "the resume game"





3. Candidate Experience

Fast Facts

- Imagine a mid-sized recruitment firm that receives 200K job applications and hires 1900 of them in a year —that means less than 1% of those people got jobs
- At 5 minutes per application, the time wasted by those people would be 16,508 hours (about 687 days) for that company alone
- Because of the volume of applications companies receive in today's market, many recruitment teams rely on automated messaging to communicate with candidates**
- Candidates often feel unseen or ignored when there aren't enough points of human contact during automated recruitment processes**, especially when they are unsuccessful and don't understand why

What this means for employers:

You should expect the following impacts on your candidates going forward:



Lower quality applications



Less engaged Candidates



Negative reviews from discouraged candidates

As a result, you can also expect the following:

- Quality candidates may avoid your job postings in favour of more worthwhile strategies, such as networking
- Candidates may be more inclined to use platforms like LinkedIn which provide networking opportunities
- Candidates may look for jobs in niche/community channels that they trust

What you can do about it:

- Include message automations as a core part of candidate experience. Make sure your recruitment process is standardized so that candidates don't sit around without messages in jobs that should be closed
- Whenever possible, get recruiters to write clear and personalized candidate messaging—let candidates know WHY they weren't selected for a position, especially after interview
- Make sure candidates know who to reach out to if they have questions or problems, ideally through a support team/individual



How Raise optimizes hiring:

- ✓ **Raise has expertise in managing candidate experience and expectations.** Whether as a steward of your brand in a [direct sourcing program](#), or as a trusted supplier of [contract labour](#), Raise has advanced communications technology and a dedicated support team to manage candidate and contractor communication.
- ✓ **Raise can insulate your brand against candidate complaints by owning the recruitment process—**all you need to do is review applicants and hire accordingly.





4. Rising Job Board Costs

Fast Facts

- ↘ **Job boards are adapting to new technological paradigms in a variety of ways, and are passing those costs onto employers**
- ↘ In order to maintain applicant quality, job boards are introducing screening/qualification tools on their platforms which are bundled into overall costs
- ↘ Candidate verification is a new and important way that job boards are adapting, which can lead to increases in the time and cost of candidate sourcing
- ↘ Job Advertisers that rely on resumes and job posts alone could lose market share (and candidate quality/volume) relative to more robust platforms that provide added value (social media, content, networking, etc.)

What this means for employers:

Over the coming months, you should see the following changes to your job board advertising:



Higher costs or reduced efficacy on job board spend



Unused, but still costed-in features for job boards

As a result, you can also expect the following:

- Higher costs for hires and/or lower applicant quality
- Additional recruitment time and resources to learn tools/features on job boards

What you can do about it:

- Do a detailed analysis of your job board spend to help make decisions about which jobs should spend how much on which platform. If certain boards aren't working for certain jobs, consider advertising by other means
- Get familiar with the tools and functions of each job ad platform to maximize value
- Look into referral programs, organic posting, career fairs, and other alternative talent acquisition methods



How Raise optimizes hiring:

- ✓ Raise uses data driven approaches based on today's hiring trends. That means we're able to optimally manage advertising costs while sourcing the right candidates for openings.
- ✓ **Because of our expertise and relatively large advertising budgets, we're able to reduce sourcing costs and pass those savings onto clients.**
- ✓ Our team stays up-to-date on all platform offerings from job board partners to ensure we are making use of the latest and greatest technology.
- ✓ **Raise verifies the identity of every candidate, which means a greatly reduced risk of hiring fraudulent or under-skilled candidates.**
- ✓ **One of our most exciting tools is RAI—our free to use recruitment trained Chatbot—that can help you understand market trends and make better hiring decisions.**



Conclusion



Key Points in This Discussion

As always, **big changes result in one of two things for businesses—adaptation or failure.**

The rise of automation in the today's job network is no different, and businesses that are able to understand, evaluate, and employ technology strategically will find themselves at a distinct market advantage. But those companies that lack the time or resources to react to change while still meeting their workforce needs will struggle.

Those are the kinds of companies that would **benefit from partnering with Raise for their recruitment process outsourcing needs**—we also provide cost effective hiring solutions using a variety of programs and platforms, including **Direct Sourcing**, Volume Hiring, and **Skills-Based Hiring** in addition to our longstanding success in IT, Technical, Engineering, and **Skilled Trades** contract staffing.

If your business has hit barriers in its staffing needs, either in terms of candidate volume, increased hiring costs, or a lack of qualified applicants, Raise has the technology, experience and know-how to help you elevate your workforce and rise above the competition.

Book a Call Today

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