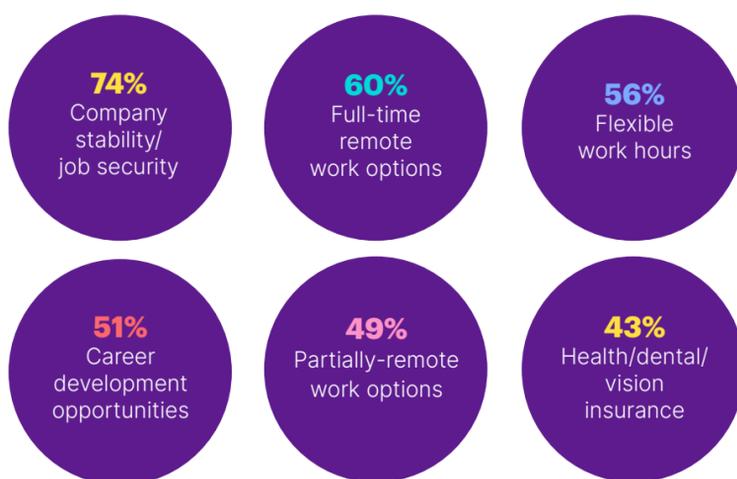


# 2021 Recruiting Trends & Challenges

We surveyed 500 Talent Acquisition professionals to understand the key recruiting initiatives they have in 2021 as the pandemic continues, hiring picks up, and we all adjust to everything that 2020 brought. Below are highlights from the survey. If you want to learn more, you can download the full report [here](#).

## What talent cares most about in 2021

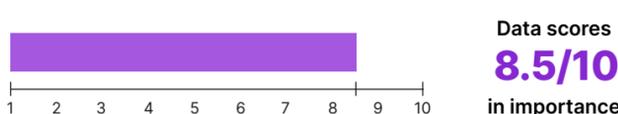


## Talent leaders place a high value on automation



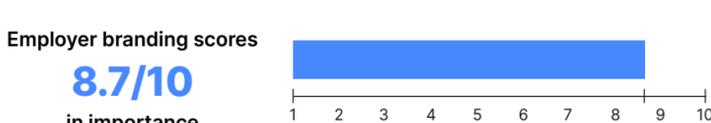
The majority of talent leaders said automation is important because it frees their teams up to build stronger, more attentive relationships with prospects and candidates in process and attend to other critical tasks like tracking diversity and becoming advisors to their hiring functions. *Plus* they have solutions, like Gem, that ensure they don't have to sacrifice personalization.

## Data is critical for recruiting



Data is a crucial tool in 2021 for helping TA teams tell their post-COVID stories—particularly when it comes to source of hire, diversity hiring, identifying pipeline bottlenecks, and tracking candidate outreach.

## Employer branding is more valuable



In the wake of COVID and Black Lives Matter, talent wants to know how companies responded to the pandemic, addressed social justice issues, and demonstrated their allyship. Things like stability and community—*especially* in a remote work environment—are top-of-mind for talent; employer branding is the only way to showcase security and culture while cutting through the noise, since a remote work option has become a table-stakes benefit that the majority of companies now offer.

## Top recruiting trends of 2021



## Top recruiting challenges of 2021

