



ARKANSAS
TALENT GROUP

RECRUITMENT & HIRING TRENDS

AR HFMA
APRIL 11, 2024

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AGENDA

-  About ATG
-  State of the Job Market
-  The Demand for Skilled Talent
-  Remote Work Trends
-  Employer Branding
-  Retention Strategies
-  Future Outlook
-  Questions



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ABOUT ARKANSAS TALENT GROUP

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- ATG is an Arkansas-based permanent placement recruitment firm that specializes in Accounting, Finance, and Human Resources.

ATG was created to provide a local top-tier service that offers a first-class experience. Due to our deep network and 25+ years of experience, we want to offer a consultative approach to our business partners that is second to none.

- Our mission is to “Connect top talent with exceptional companies in the state of Arkansas.”

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EXECUTIVE TEAM

Chris Chunn
Co-Founder

Stephanie Shine
Co-Founder

Arkansas Talent Podcast

Apple Podcasts
 Spotify
 Google Podcasts

<https://arkansastalent.buzzsprout.com/share>

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TALENT RECRUITERS



Bailey Clark
Talent Recruiter




Chika White
Talent Recruiter




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OUR SPECIALTIES




ACCOUNTING



FINANCE



HR



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OUR SPECIALTIES

ACCOUNTING

Key positions in demand for Accounting professionals

Working with Arkansas Talent Group will help you gain a deeper insight into Arkansas' Accounting sector. ATG provides valuable insights into high-demand Accounting positions, from Senior Accountants to Chief Financial Officers.

- Accounts Payable
- Accounts Receivable
- Bookkeeper
- Staff Accountant
- Senior Accountant
- Auditor
- Tax Accountant
- Accounting Manager
- Assistant Controller
- Controller
- Chief Financial Officer



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OUR SPECIALTIES

FINANCE

Key positions in demand for professionals in Finance

Uncover a better understanding of Arkansas' Finance sector through work with ATG. Arkansas Talent Group delivers insights into in-demand Finance positions, such as analysts to Directors of Finance within rapidly growing organizations across the state.

- Credit Analyst
- Financial Analyst
- Senior Financial Analyst
- Financial Planning & Analysis
- FP&A Manager
- Director FP&A
- Director of Finance



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OUR SPECIALTIES

HUMAN RESOURCES

Key positions in demand for HR professionals

Discover opportunities within Arkansas' Human Resources sector with a detailed exploration. Arkansas Talent Group provides invaluable insights into high-demand HR roles, such as HR Managers in major healthcare organizations and Talent Acquisition Specialists for leading retail companies across the state.


- HR Assistant
- HR Specialist
- HR Generalist
- Recruiter
- HR Analyst
- Senior HR Generalist
- Training & Development
- Compensation & Benefits Manager
- Executive Assistant
- Sales Assistant
- HR Manager
- HR Director
- VP of Human Resources



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UNEMPLOYMENT TRENDS

National Unemployment Rate	3.9%	National Quit Rate	2.1%
Arkansas Unemployment	3.6%	Arkansas Quit Rate	2.3%



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STATE OF THE JOB MARKET

ACCOUNTANTS & AUDITORS


 Projected to grow 4% from 2024 to 2032

 126,500 openings projected each year

Source: Accountants and Auditors : Occupational Outlook Handbook: : U.S. Bureau of Labor Statistics ([bls.gov](https://www.bls.gov))





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STATE OF THE JOB MARKET

FINANCE & FINANCIAL ANALYSTS

 Projected to grow 8% from 2022 to 2032

 27,400 openings projected each year over the next decade



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HIRING CHALLENGES FACING HEALTHCARE IN 2024

-  FINDING SKILLED TALENT
-  COMPANY CULTURE MATCH
-  EMPLOYEES WILLING TO WORK IN OFFICE
-  MEETING CANDIDATE'S SALARY EXPECTATIONS



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GROWTH & TURNOVER CAUSING MORE HIRING

67% Growth
44% Employee Turnover



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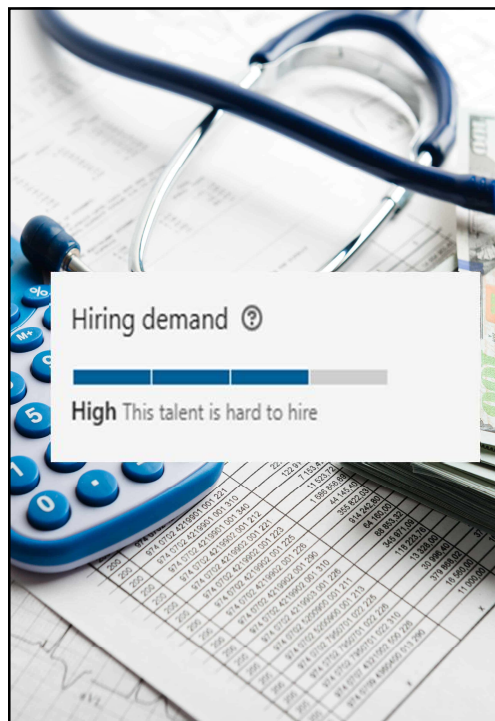
ACCOUNTING & FINANCE IN HEALTHCARE

Roles in Demand:

- Financial and Business Analysts
- Revenue Cycle Analysts
- Decision Support
 - Senior, Supervisor, Manager, Director
- Staff, Senior Accountant, Accounting Manager
- Controller
- Director of Finance
- Cost Accountant
- Medical billing, denials specialists, collections, and payment posters



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ACCOUNTING & FINANCE IN HEALTHCARE

776

Professionals ▲ 4%

78

Changed jobs

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Job posts

Hiring demand ⓘ

High This talent is hard to hire

Where is this talent located?

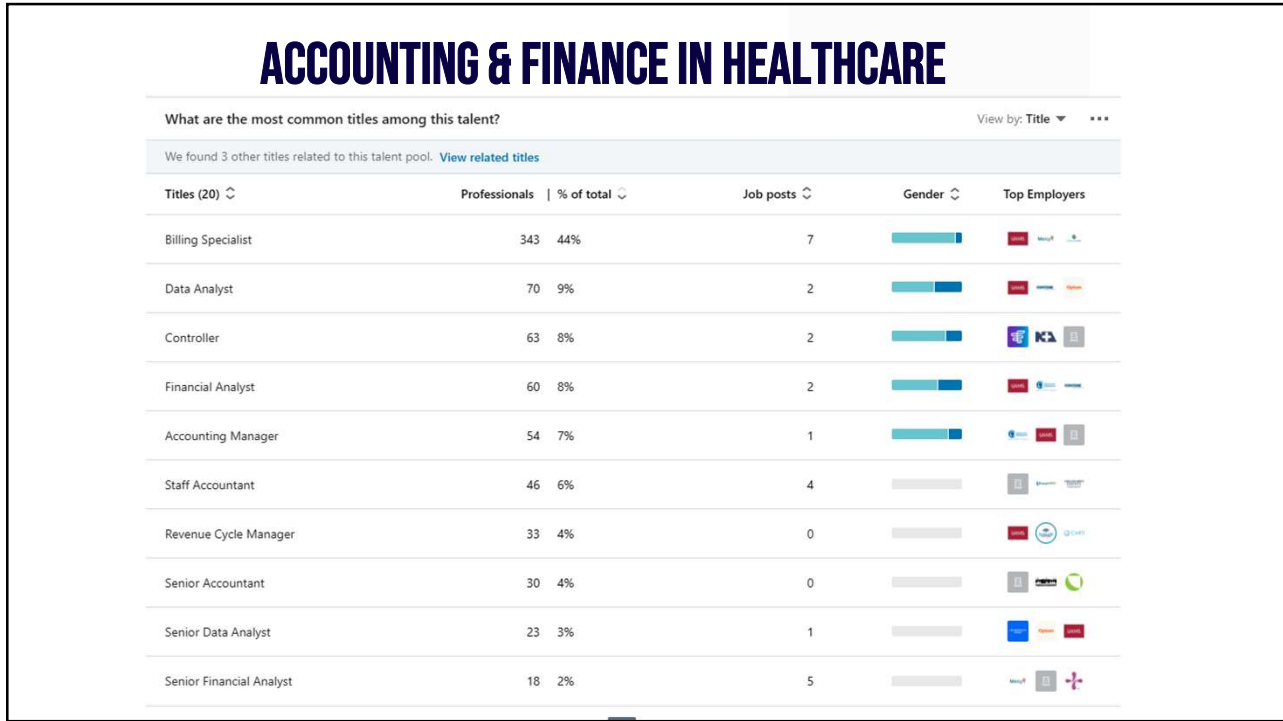
[See Location](#)



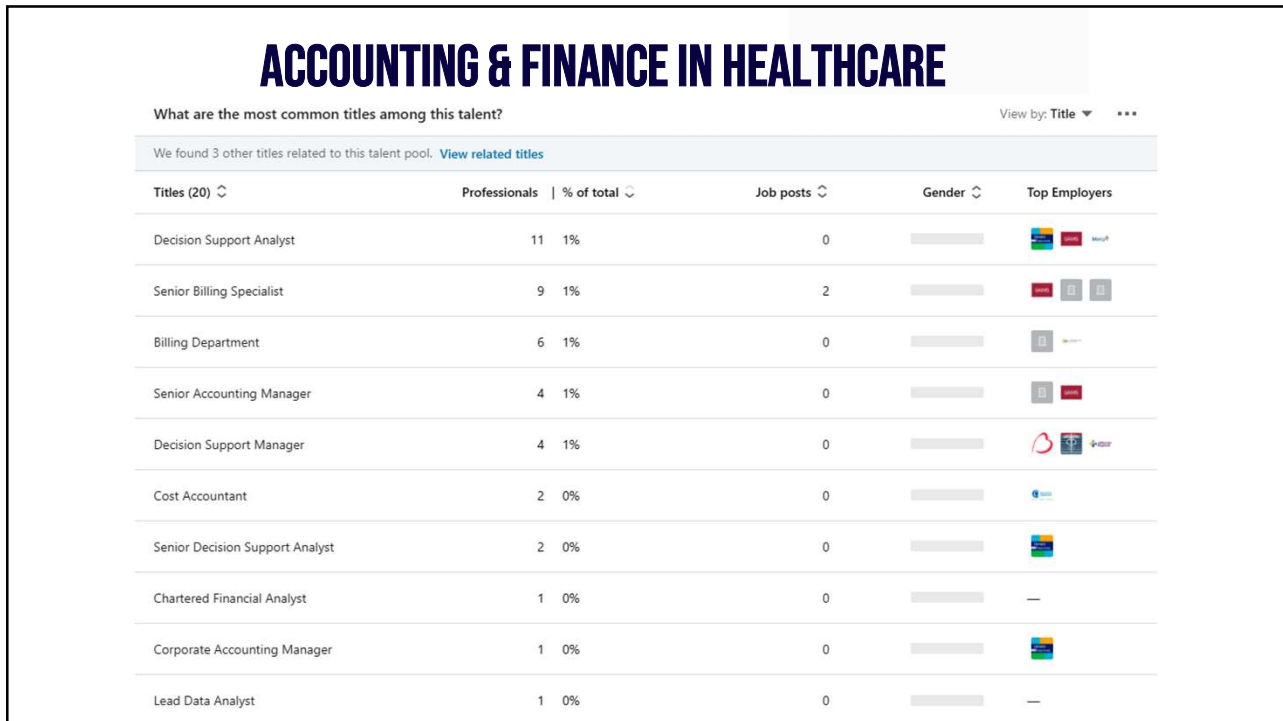
Top locations	Professionals
Little Rock Metropolitan Area	319
Greater Fayetteville, AR Area	127
Greater Fort Smith Area	99
Jonesboro-Paragould Area	47
Hot Springs, Arkansas, United States	18



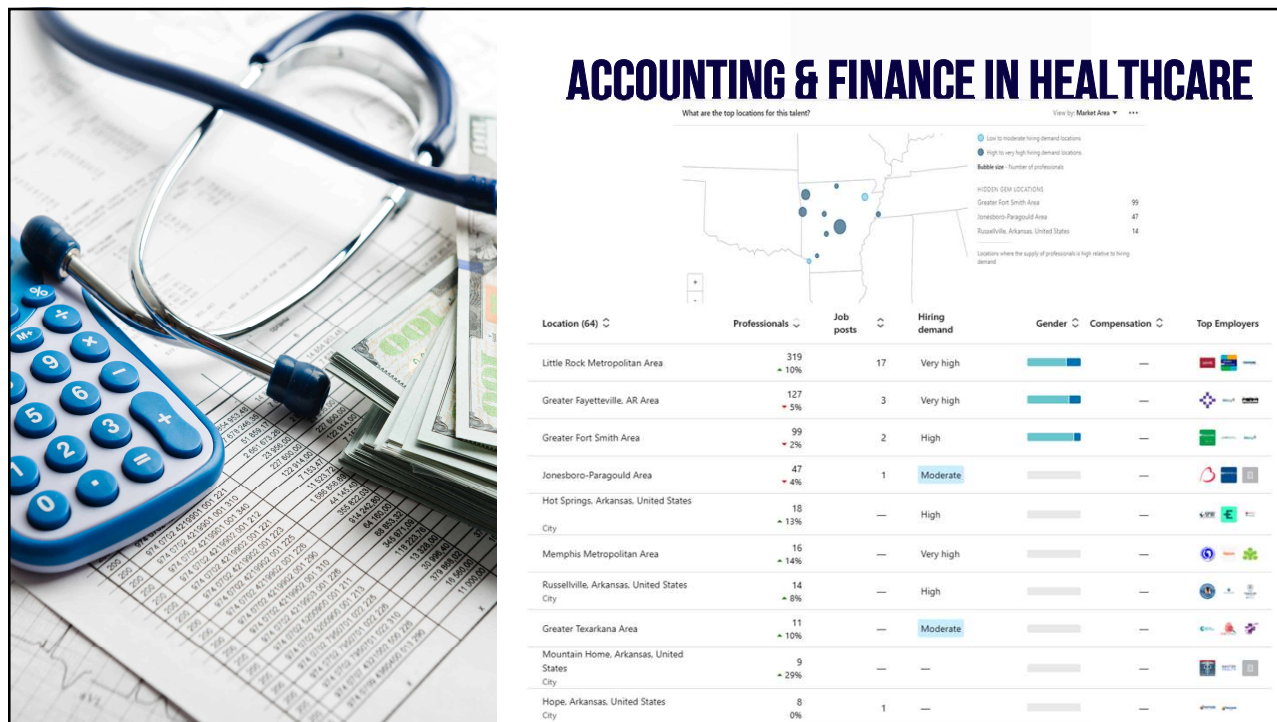
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RECRUITMENT STRATEGY RECOMMENDATIONS

- #1 strategy is through referrals
- Post roles on both Indeed & LinkedIn-post salaries (future slide)
- HR staff utilize LinkedIn Recruiter to search & send messages to talent
- Use a local specialized recruiter
 - Local=they know the talent/market & local companies' culture & reputation
 - Specialized=robust talent pool in that industry & understands job requirements and skills needed
 - Have access to post on multiple sites (30+)
 - Partner with someone local with significant experience in the market
- Offer hybrid
- Pay at or above market salary
- Offer growth opportunities, perks, and great company culture (PTO/401k/Insurance)



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OTHER ISSUES FACING HEALTHCARE HIRING LEADERS

- Shortage of Skilled Staff
- Retention Issues
- Technology Advancements
- Diversity & Inclusion
- Regulatory Compliance & Credentialing
- Succession Planning
- Remote Work & Flexible Work Arrangements
- Economic Constraints



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REMOTE WORK TRENDS

-  **12.7% of full-time employees work from home**
-  **28.2% work a hybrid model**
-  **59.1% still work in-office**



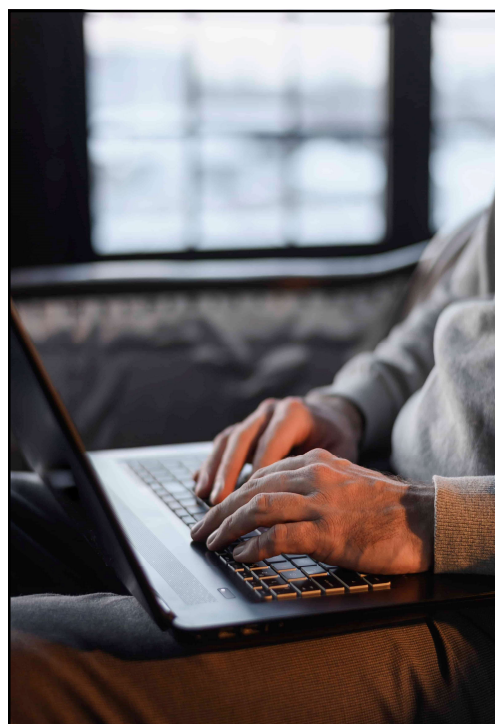
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REMOTE WORK TRENDS

- **22%** 32.6 million remote workers in the US
- **98%** Want to work hybrid
- **93%** Employers conduct job interviews remotely
- **16%** Employers are fully remote



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REMOTE WORK TRENDS

- Top Industries for remote work
 - #5 Medical & Health
- Highest % of remote workers is aged 24-35
 - Within this demographic, 39% are fully remote and 25% are hybrid
- Higher levels of education = typically have more success with remote work.



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REMOTE WORK TRENDS-CANDIDATE PREFERENCES

- **57% Would look for a new job**
- **35% Remote employees feel more productive**
- **65% Want to work remote all the time**
- **71% of remote workers said remote work helps work/life balance**



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EMPLOYER BRANDING

WHY IS IT IMPORTANT FOR RETAINING & ATTRACTING TOP TALENT

- ✓ Differentiate yourself from competitors
- ✓ Showcase unique culture & values
- ✓ Create a compelling employer brand identity



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EMPLOYER BRANDING IN RECRUITMENT



- Define and Articulate Your Employer Value Proposition (EVP)
- Create Compelling Job Postings
- Optimize Your Careers Page
- Leverage Social Media and Online Platforms
- Provide a Positive Candidate Experience



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EMPLOYER BRANDING IN RECRUITMENT

- Encourage Employee Referrals
- Employee Testimonials and Success Stories
- Employer Branding Events and Initiatives
- Transparency with salary ranges



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EMPLOYER BRANDING IN RECRUITMENT

POSTING SALARY RANGES & ITS IMPORTANCE

Employer Perspective:

- 70% of organizations that list pay ranges say it has led to more applicants
- 65% say pay ranges make them more competitive in attracting top talent

Candidate Perspective:

- 82% are more likely to consider applying if listed on job posting
- 74% less interested in applying to roles without a salary range
- 73% are more likely to trust organizations that list pay ranges over those that do not display



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RETENTION

WHY EMPLOYEES LEAVE

- Inadequate compensation
- Feeling overworked or burnt out
- Feeling unsupported
- No or limited room for growth and advancement
- Better work/life balance
- Management or company culture
- Better job opportunities available



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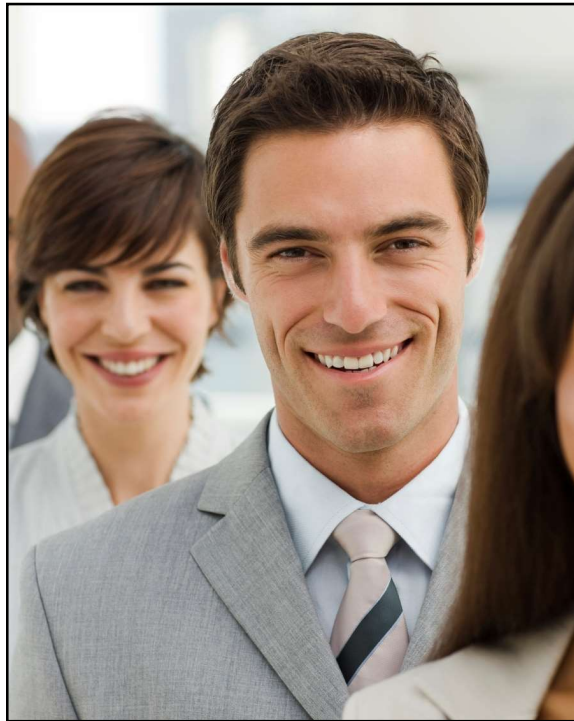


RETENTION STRATEGIES

- Offer competitive salaries
- Consider a hybrid work option
- Provide flexible scheduling or consider reduced workdays
- Encourage work/life balance
- Recognize & reward their work
- Culture is key
- Build employee engagement



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RETENTION STRATEGIES

- Reduce burnout
- Provide wellness offerings
- Offer additional perks
- Foster growth & development
- Hire for culture first
- Manage for retention
- Know when to say goodbye



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2024 HEALTHCARE OUTLOOK

- Hospitals can expect a steadier year financially, but uncertainty still exists
- Scarcity of available labor
 - Productivity gained through redesigned labor processes (AI/technology advances)
- Enhanced Recruitment and Retention most meaningful differentiators between operational success or failure
- Labor conditions easing & job openings declining to pre-pandemic levels

Source: HFMA



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2024 HEALTHCARE OUTLOOK

- 3% of health system executives and 7% of health plan executives described their 2024 outlook as *positive*
- 43% of health system leaders and 50% of health plan leaders said they were cautiously positive about the year.
- Organizations overall success will vary and be based largely on the success of the organization's Recruitment & Retention efforts

Source: HFMA



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QUESTIONS?



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THANK YOU

Visit us at www.arkansastalentgroup.com

