

COMPETENCY-BASED HIRING TAKES STEP FORWARD

NATIONAL NETWORK AND BURNING GLASS DEVELOP OCCUPATIONAL PROFILES FOR IN-DEMAND JOBS



PARTNERSHIP AT WORK

In an effort to better enable employers to identify potential job candidates for difficult-to-fill jobs, the National Network has partnered with Burning Glass Technologies to develop occupational profiles that clearly articulate the skills and experience necessary for candidates to succeed. Employers can use the profiles to establish more accurate indicators for assessing suitability of applicants, and create optimized job postings that should result in decreased hiring costs and less time needed to recruit workers.

THE CASE FOR COMPETENCY

Employers have long struggled to recruit workers with the skills and competencies necessary for hard-to-fill jobs. New technologies in the workplace, the challenges of an expanding global economy, and a widening skills gap have made this task more difficult. Human Resources professionals frequently rely on college degrees to indicate whether a job candidate is qualified for employment, but these often fail to represent the actual skills and competencies necessary for on-the-job success. Employers are increasingly looking beyond traditional hiring practices to find solutions.

A FIRST STEP

To address the problem, the National Network commissioned Burning Glass to develop 52 occupational profiles of the most in-demand jobs from across 17 of the National Network's member industry associations. The resulting profiles reference specific data points that employers can use to build competency-based job descriptions, helping hiring managers communicate more effectively to job seekers, educational institutions, and training providers about the competencies they need to fill vacant positions. Specifically, the profiles for any given occupation help to identify:

- Skills and certifications most valued by employers of the occupation
- Skills and competencies to emphasize in job descriptions
- Education and skill requirements that increase difficulty in filling a position in the occupation
- Alternative markets for sourcing talent to find qualified candidates

WHAT'S NEXT

The National Network plans to expand on this initial core group of occupational profiles as its members make use of this resource. In addition, Burning Glass is developing an online suite of tools that will integrate with the occupational profiles to provide users with real-time labor market data that cross-reference hiring demand, posting concentration and posting duration. This will help identify geographic regions where employers are having trouble filling specific positions.

TRANSFORMATION STARTS HERE

This initiative is a milestone in National Network efforts to move employers towards competency-based hiring practices that are scalable and replicable across industries and occupations. By improving the way in which employers target job candidates through job postings, the National Network hopes to motivate educators to better align academic and workforce training programs with the needs of employers, and encourage job seekers to pursue in-demand credentials that are under-represented in the job market. When employers send clear signals about the competencies that ideal candidates should possess:

- Job seekers can make more informed decisions about educational and career training.
- Educators can achieve more successful outcomes for students.
- Employers can significantly lower the cost of recruitment and hiring.

For more information on this initiative, or to learn more about the National Network, visit NationalNetwork.org or email jcavanagh@NationalNetwork.org.