



TALENT in Japan:

Accelerating results in a candidate-driven market

The talent market in Japan champions speed-to-hire initiatives, candidate experience and strong employer branding. As a TA leader, prioritizing these drivers with the proper context to apply them strategically in the market will propel actionable change and help you navigate today and tomorrow's talent needs. Here's what you need to know about the talent market in Japan and how working with a talent partner can help you reach your hiring objectives.

Talent market overview

Although there are 37 million people in the greater Tokyo area, only a small percentage of the overall workforce possess business-level English, meaning that it is a candidate-driven market for foreign capital companies

Many organizations are still reliant upon using agencies for the majority of their hires

Traditional staffing placement fees range from 30-35% depending on the level of the position

Internal recruitment teams within foreign capital companies are traditionally transactional in their approach

Internal recruitment has ongoing bandwidth and direct sourcing issues by volume, as the talent pool for necessary skills is limited

Working with a talent solutions partner to achieve more

An ideal talent solutions partner is one where recruiters drive innovation, map out the market, direct source and build talent communities to tap into the limited candidate pool available. Talent partners are also helpful in communicating the integrity around midcareer hiring; this builds confidence in the candidate to apply.

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Employer branding as a hook

Competition to hire bilingual professionals is fierce in Japan. That said, strong employer branding will help you make an impact – and talent solutions partners are adept at doing exactly that. Talent partners have expertise around brand positioning, job advertising and employee value propositions (EVPs) to create compelling offers and attract top talent.

High placement fees make staffing expensive

Reducing cost-per-hire and time-to-hire are two main benefits of working with a talent partner, as it garners considerable savings over working with an agency. On behalf of one of our tech clients, we improved the submit-to-interview ratio significantly. This trickle-down effect resulted in higher conversions overall from a carefully crafted workflow that functioned well within the client's parameters, saving money and decreasing the time to get the right hires started.

Technological intelligence drives informed business decisions

Talent partners evaluate market trends and leverage macro intelligence that covers the entire talent journey. This resonates with the market demand for cost savings in the hiring process. Additionally, vetting technology and advising on the right fit for businesses minimizes the complexity of the decision-making process. It also encourages innovation in a measured, strategic way for everyone involved in the business.

▶ LEARN MORE

The candidate journey has evolved, and so has talent acquisition technology.

Optimize your tools and processes with our **Taking Control of TA Tech** workbook.

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Large workforce, smaller candidate market

Due to language requirements for most international companies, there's a smaller candidate pool of job seekers qualified for work. This means time-to-hire can take anywhere from weeks to months. Talent partners provide guidance around building talent communities and recruitment marketing plans in order to build long-term relationships for future hiring needs. By utilizing ongoing content – especially employee-generated content – this keeps potential candidates engaged and helps nurture them for the future.

Positive candidate experience goes a long way

Taking time to train hiring managers can make a huge difference. Talent partners provide tools and expertise for a positive candidate experience from job application to onboarding paperwork. That first impression is everything – in fact, 44% of gen Z workers surveyed said the recruiter they spoke with had the biggest impact on their decision to accept a job. This means every interview should leave a positive impression on candidates, even if they don't end up being a good fit. The impact of positive interactions culminates into an impressive brand reputation and growing referrals.