



**HUDSON RPO**

# Trends and Tips to Optimize Talent Attraction in Life Sciences

Globally, the Life-Sciences industry is achieving significant year-over-year growth, yielding opportunities for workforce expansion and reorganization. Yet, this positive outlook presents complexities to in-house people functions. Recent Deloitte research revealed that 83% of pharmaceutical and Life Sciences companies are having difficulty finding skilled talent, with 75% anticipating the shortage to worsen over the next five years.

The gap between demand and supply of required talent is converging across several fronts, shaped by external market stresses from competing factors including demographic shifts, workforce attrition, digital transformation and skills alignment, as well as increased competitiveness for skilled workers in high demand across other sectors.

Greater internal business demands for speed, quality, cost-efficiency and scalability of resource to meet new product launches, new facilities, acquisitions and territory expansions are culminating in the requirement for a fresh, agile and people-centric approach to the attraction and retention of top talent.

Over the next few months, the Hudson RPO Team will highlight and dive more deeply into some of the critical areas we are focusing on to evolve the success of our existing talent programs.

## **Technology Enablement**

### **Programmatic and Multichannel Advertising**

Reaching candidates in a proactive, innovative way is underpinning our ability to attract and engage with key talent across multiple markets. Programmatic and multichannel advertising is providing significant improvement opportunities to positively impact time-to-fill, quality and diversity metrics. Differing generational approaches in the search and selection for new career opportunities requires a greater mobile first approach, with targeted information of interest deployed in a variety of content formats, enhanced by a greater ease of accessibility to the application process.

### **Data and Analytics Capabilities**

Development of data and analytics capabilities to provide regular real-time status updates is critical in assessing challenge and success against a range of performance measurement requirements. Visually comprehensive formats (e.g.: the creation of bespoke dashboards) provides accessibility to a wider range of stakeholders, which is aiding in enhanced understanding of trends across the recruitment landscape

in a high level and requisition-by-requisition basis. We are excited about the capabilities to provide future trend and predictive exploratory analysis to improve strategic workforce planning capabilities.

### **AI-Enabled Process Automation**

Areas of high impact for revolutionizing traditional recruitment processes include tools across AI transcription, productivity, content/candidate engagement, copywriting, video editing and administration. Deployed with mindfulness, and as a support to a human-centric focused recruitment approach, significant gains across the recruitment life cycle have been made to speed, cost and satisfaction metrics for hiring communities and candidates.

### **Talent Intelligence and Market Mapping**

Provision of data-driven insights from internal and external sources is empowering companies to better understand the market they are recruiting in. The goal is to use market data to solve problems, and once enough insights are drawn from the data, the focus needs to shift to the process of recruiting.

Staying lean and comprehensive in talent intelligence ensures optimal efficiencies are gained. An example of this is the creation of customized reports and bespoke sourcing strategies at the outset of recruitment projects which may include, at a core level, heatmapping candidate clusters with relevant experiences to increase top-of-funnel pipelines and to enable creation of talent pool architectures.

### **Scalability & Flexibility**

From Pharmaceutical clients requiring shorter-term, time-bound hiring sprints to support new drug launches, to organizations investing in on-shore manufacturing facilities requiring the recruitment of new functional skillsets, the ability to scale recruitment teams to meet new hiring objectives is critical in better managing the ebb and flow of talent requirements.

Hudson RPO's Global Centers of Excellence are based across 6 regional hubs, allowing for rapid increases to our resources as and when needed. This operationally efficient and flexible approach allows companies to seamlessly meet objectives for speed and cost efficiency, while maintaining consistency in quality of service.

### **Culture & Belonging**

Employees' trust in their organization is one of the strongest variables in influencing how energized they feel at work, their sense of thriving and their intent to stay. The increased access to, and transparency of employee's satisfaction levels in the external market impacts early engagement funnels for top talent. The ability to clearly communicate attractive employee propositions as part of wider go-to-market employer brand strategy is a critical component in securing niche talent.

The Employee Value Proposition (EVP) has typically encompassed salary and benefits requirements which remain important, however the ability to provide clarity around career development paths for both emerging and established talent is now crucial. Several blended factors including commitment to sustainability and ethical business practices should be examined as part of a holistic EVP message.

## DE&I

Actions taken to foster inclusive recruitment practices and to develop workplace cultures that empower a diverse workforce to flourish are key motivators for top talent. While this necessitates a top-down, whole company commitment, working with Hudson RPO's regional DE&I Leads to facilitate conversations, drive improvements and to implement best-practice methodologies has led to rapidly increased participation and entrance of under-represented groups across skills-functions within Life Sciences.

Contact our Hudson RPO Life Sciences experts to find ways to best partner with you for your talent acquisition needs.



We look forward to discussing your recruitment needs. Contact us today.  
[hudsonrpo.com](http://hudsonrpo.com)

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