RECRUIT AMERICA’S FINEST

Insights and strategies to successfully recruit Veteran talent
Yes, You Can Recruit Veteran Talent

While there are many groups of people protected by EEOC rules and regulations, there is one group that is uniquely protected under several federal laws: Veterans. Two of those laws, Title I of the Americans with Disabilities Act (ADA)¹ and the Uniformed Services Employment and Reemployment Rights Act (USERRA),² protect Veterans from employment discrimination.

What this means for talent acquisition professionals is that they can legally promote their interest and commitment to hiring Veterans.

In fact, with more than one million jobs remaining unfilled every month, recruiting Veteran talent offers an opportunity to fill jobs faster in a tight labor market.

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10M+
Veterans in the U.S. are between the ages of 18 and 65³

200K+
Veterans transition from the military to the civilian workforce every year⁴

274K
Veterans are unemployed⁵

1/3
of Veterans are underemployed⁶

11%+
of job seekers on ZipRecruiter identify as Veterans,⁷ compared to 7% of the U.S. labor force⁸
Challenges for Veterans

Surprisingly, Veterans face unique challenges in finding work. Some of the challenges they face include:

- Making the initial transition from the military to the civilian workforce
- Navigating the hiring process
- Knowing what industries they are interested in
- Knowing which jobs they are qualified for
- Negotiating compensation

44% of Veteran job seekers state the biggest challenge is “finding Veteran-friendly employers”

41% of Veteran job seekers state their biggest challenge is “understanding what jobs they are qualified for”
Skills That Veterans Have to Offer

Veterans are qualified for a wider range of roles than they may even realize. They often come with a great recommendation because the military chooses top candidates who perform well in aptitude and fitness tests. Then, they invest heavily in training and require good conduct and discipline.

The military also requires teamwork, leadership, dependability, adaptability, problem-solving, and proficiency working with cutting-edge technology. Many Veterans also have international experience, an advantage in an increasingly integrated global economy.

Therefore, not only are Veterans often highly qualified, they also bring a diverse set of skills, experiences, and perspectives to the workplace.
I was a Corporal in the U.S. Marines for over five years, and when I finished serving, I had to figure out my next move. For ten years I worked a lot of odd jobs: car sales, customer support...I didn’t know what I wanted to do, or what I could do.

—Christopher San Juan, Former Corporal, U.S. Marines

However, despite their range of skills and interests, Veterans are commonly overrepresented in security related jobs and underrepresented in industries like healthcare, retail, education, and finance—even with the number of organizations, of all sizes, committed to hiring Veterans.
The table below lists the top occupations or industries where Veterans are overrepresented relative to non-Veterans, and the top three sub-areas in each with the highest percentage of Veterans.

<table>
<thead>
<tr>
<th>Veterans are overrepresented in the following occupations:</th>
<th>And industries:</th>
</tr>
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<tbody>
<tr>
<td><strong>Protective Services</strong></td>
<td><strong>Public Administration</strong></td>
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<tr>
<td>Transportation security screeners; police/sheriff’s patrol officers; detectives/criminal investigators</td>
<td>National security and international affairs; justice, public order, and safety; other general government or support roles</td>
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<tr>
<td><strong>Installation/Maintenance/Repair</strong></td>
<td><strong>Transportation/Warehousing</strong></td>
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<tr>
<td>Avionics technicians; aircraft mechanics/service technicians; radio/telecommunications equipment installation</td>
<td>Postal service; air transportation; services incidental to transportation</td>
</tr>
<tr>
<td><strong>Transportation</strong></td>
<td><strong>Utilities</strong></td>
</tr>
<tr>
<td>Air traffic controllers/airfield operations; aircraft pilots/flight engineers; sailors/marine oilers</td>
<td>Power generation, transmission or distribution; sewage treatment; unspecified utilities</td>
</tr>
<tr>
<td><strong>Architecture/Engineering</strong></td>
<td><strong>Mining, Quarrying, or Oil and Gas Extraction</strong></td>
</tr>
<tr>
<td>Engineering technicians; marine engineers/Naval architecture; aerospace engineers</td>
<td>Metal ore mining; nonmetallic mineral mining; oil and gas extraction</td>
</tr>
<tr>
<td><strong>Computer/Mathematics</strong></td>
<td><strong>Manufacturing</strong></td>
</tr>
<tr>
<td>Information security analysts; computer network architects; operations research analysts</td>
<td>Ship and boat building; aircraft and parts manufacturing; tire manufacturing</td>
</tr>
<tr>
<td><strong>Production</strong></td>
<td></td>
</tr>
<tr>
<td>Power plant operations/distributors; engine/other machine assembly; stationary engineers/boiler ops</td>
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While it’s clear that many Veterans are qualified for a variety of roles—and businesses across many industries are eager to hire them—the two parties still struggle to connect.

So, how do we eliminate the barriers?

Some job sites try to address the challenge by translating military occupational specialty codes (which are comparable to job titles) and mapping the skills to jobs. This is an effort to translate military resumes to civilian language that recruiters recognize. However, this approach doesn’t address the full scope of the challenge, which includes helping Veterans navigate the hiring process and understand what jobs they are qualified for.
Additionally, many nonprofits take a hands-on approach and work with Veterans one at a time, connecting them with open roles at organizations where they have formalized hiring relationships. But these practices are challenged in accommodating the sheer scale of the Veteran job seeker community—and the number of available opportunities ready and waiting for Veteran talent.

That’s why ZipRecruiter is committed to leveraging its industry-leading AI to help businesses hire Veterans.

With products like VeteranPost, employers can promote their jobs as “Veteran-Friendly” and gain access to multiple Veteran-specific job boards. Other features like “Invite to Apply” enable recruiters to proactively invite top candidates to apply for their roles, including Veterans.
But That’s Not All

ZipRecruiter’s AI analyzes millions of data points (including candidate skills, experience, background, and preferences) to match Veterans with the job requirements of open roles. This helps to remove limitations posed by more traditional methods of matching (like those based on job titles, industries, or MOS codes).

Veteran job seekers also have the option to indicate their Veteran status on their profiles, so when they apply to a job, the employer will see a Veteran badge next to their name.

To further support Veteran job seekers throughout their employment journey, ZipRecruiter offers a library of customized job seeker resources readily available for Veterans. This includes resume templates, information about top job opportunities, salary data, and guides on navigating the hiring process.

Putting my resume on ZipRecruiter completely changed my life from working minimum wage jobs to ending up with a career that now nets me about six times what I was making before.

—Christopher San Juan, Former Corporal, U.S. Marines
While there is no one-size-fits-all solution for recruiting Veterans, with the right tools and insights, talent acquisition professionals have an opportunity to expand their candidate pool and fill jobs faster.

ZipRecruiter is committed to helping Veterans bridge the gap between military service and civilian employment.

To learn more, visit:

ZipRecruiter.com/Veteranpost
ZipRecruiter.org/Veterans
ZipRecruiter.org
Endnotes

2. https://www.dol.gov/agencies/vets/programs/userra
5. https://www.bls.gov/news.release/empsit.t05.htm
7. Based on survey of 2,092 job seekers over the age of 18 logged into a ZipRecruiter job seeker account from Sept. 14 - 28 2018; based on self-reported Veterans of the US military, assumes that logged in job seekers are in the labor force.
8. U.S. Census Bureau, 2016 American Community Survey 1-Year Estimates
9. ZipRecruiter 2018 job seeker survey