Staffing Agency Online Job Postings in New Hampshire
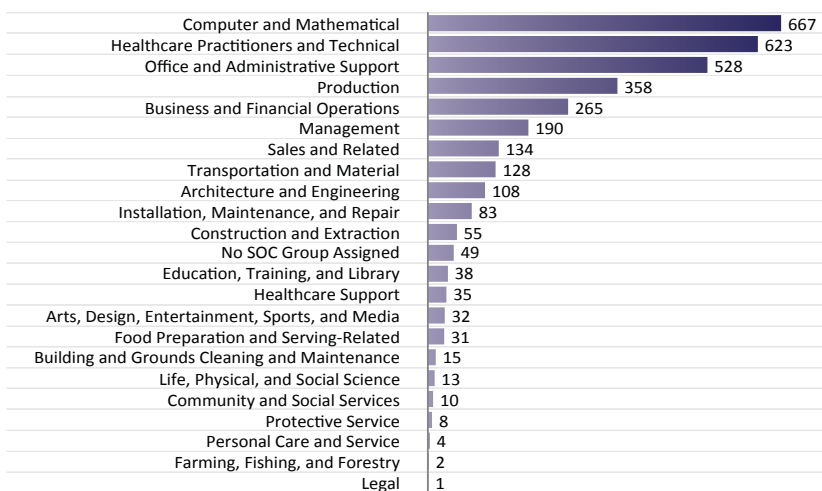## September and October 2015

Businesses that need to add workers, need workers on a contingent basis, or are filling an executive position may engage a staffing agency to find qualified individuals. Many of these workers are hired on a temporary basis, and some are offered a chance to become full time or permanent. For workers, these jobs may be the foot in the door they need to obtain full time work, or the chance to gain experience or improve a resume, with opportunities in varied occupations and industries. Do job postings from staffing agencies differ from those posted directly by employers? Staffing agencies are in the business of recruiting applicants for many different jobs. Why might employers use staffing agencies rather than – or in addition to – advertising themselves? Do employers use staffing agencies because they need workers on a temporary basis, or because staffing agencies are more efficient at recruiting workers? Examining the online jobs posted by staffing agencies is one way to explore the reasons.

Online Job Ads in New Hampshire [1] – September through October 2015

There were almost 17,300 online job ads in New Hampshire during September and October 2015. The source for one of every five of these ads was a staffing agency, representing 3,622 ads. [2]

Staffing agencies handle temporary employment services for business clients. The staffing agency is responsible for hiring and terminations of employees, as well as payroll and associated taxes, such as Medicare and Social Security. [3] Agencies recruit for a variety of positions, depending on needs of their business clients.

Occupational Groups Included in Online Staffing Agency Job Ads

Occupational Group	Count
Computer and Mathematical	667
Healthcare Practitioners and Technical	623
Office and Administrative Support	528
Production	358
Business and Financial Operations	265
Management	190
Sales and Related	134
Transportation and Material	128
Architecture and Engineering	108
Installation, Maintenance, and Repair	83
Construction and Extraction	55
No SOC Group Assigned	49
Education, Training, and Library	38
Healthcare Support	35
Arts, Design, Entertainment, Sports, and Media	32
Food Preparation and Serving-Related	31
Building and Grounds Cleaning and Maintenance	15
Life, Physical, and Social Science	13
Community and Social Services	10
Protective Service	8
Personal Care and Service	4
Farming, Fishing, and Forestry	2
Legal	1

Source: Labor Insight - Burning Glass Technologies, New Hampshire September and October 2015

1. Online job postings throughout this study were extracted from Labor Insight, Burning Glass Technologies. Ads were filtered to include those for New Hampshire for the period September 1, 2015 through October 31, 2015. A 60-day period was used because that matches Labor Insight's deduplication cycle for ads.

2. Of the 3,622 staffing agency job postings in New Hampshire for September and October 2015, there were 245 identified as duplicates. However, because the same vetting process to eliminate duplicates was not applied to all online job ads during the time period, the comparison of the share of staffing agency job ads was based on their total, including the 245 identified duplicates.

3. Russell Huebsch. *How Staffing Agencies Work*. Demand Media. Chron.com © Copyright 2015 Hearst Newspapers, LLC. <http://smallbusiness.chron.com/staffing-agencies-work-3084.html>.

Staffing Agency Online Job Postings in New Hampshire
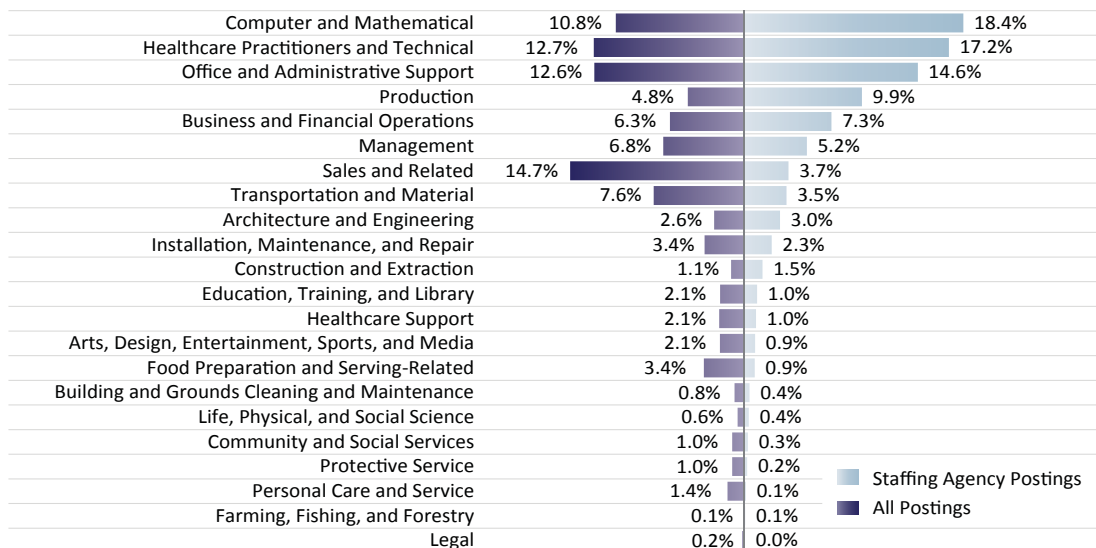## September and October 2015

Online Staffing Agency Job Ads by Occupational Group

Online job postings almost always include a job title. Since online postings by staffing agencies can be identified, this information allows analysis of the type of positions which businesses are looking to fill through staffing agencies. In September and October 2015, there were 3,622 New Hampshire online staffing agency job ads. Of those, 245 were deemed duplicate job postings.

Some characteristics were specified in most job postings from staffing agencies. Of those, job titles were almost always included in the job ads, and were our primary guide. Other employer specifications included education and programs of study, although they were far less likely to be listed. The specific employer or industry was not identified in many ads. A preference for specific certifications was included primarily in Computer and Mathematical occupation and Healthcare Practitioner and Technical occupation postings; ads for jobs in most other occupational groups did not include that information.

Among online ads sourced from staffing agencies, more than two-thirds of the ads were for occupations in five groups: Computer and Mathematical occupations; Healthcare Practitioners and Technical occupations; Office and Administrative Support occupations; Production occupations; and Business and Financial occupations. Ads for these same five occupational groups accounted for less than half of all online job postings.

Share of Staffing Agency Online Job Postings by Occupational Group Compared to All Online Job Postings

Occupational Group	All Postings	Staffing Agency Postings
Computer and Mathematical	10.8%	18.4%
Healthcare Practitioners and Technical	12.7%	17.2%
Office and Administrative Support	12.6%	14.6%
Production	4.8%	9.9%
Business and Financial Operations	6.3%	7.3%
Management	6.8%	5.2%
Sales and Related	14.7%	3.7%
Transportation and Material	7.6%	3.5%
Architecture and Engineering	2.6%	3.0%
Installation, Maintenance, and Repair	3.4%	2.3%
Construction and Extraction	1.1%	1.5%
Education, Training, and Library	2.1%	1.0%
Healthcare Support	2.1%	1.0%
Arts, Design, Entertainment, Sports, and Media	2.1%	0.9%
Food Preparation and Serving-Related	3.4%	0.9%
Building and Grounds Cleaning and Maintenance	0.8%	0.4%
Life, Physical, and Social Science	0.6%	0.4%
Community and Social Services	1.0%	0.3%
Protective Service	1.0%	0.2%
Personal Care and Service	1.4%	0.1%
Farming, Fishing, and Forestry	0.1%	0.1%
Legal	0.2%	0.0%

Staffing Agency Online Job Postings in New Hampshire
September and October 2015

Online Staffing Agency Job Ads for Computer and Mathematical Occupations

Computer and Mathematical occupations accounted for 18.4 percent of online job ads posted by staffing agencies in September and October 2015, compared to 10.8 percent of all ads.[4]

All of these online job postings specified a job title. The largest number of ads, 220, was for Software developers, applications. Computer user support specialists, Web developers, Database administrators, Computer systems engineers, and Software quality assurance engineers held the next highest number of ads, with roughly 50 postings each.

Top Computer and Mathematical Occupation
Online Job Postings by Staffing Agencies

O*NET Code	Occupation	Job Postings
15-1132.00	Software Developers, Applications	220
15-1151.00	Computer User Support Specialists	56
15-1134.00	Web Developers	50
15-1141.00	Database Administrators	49
15-1199.02	Computer Systems Engineers/Architects	47
15-1199.01	Software Quality Assurance Engineers and Testers	46
15-1199.08	Business Intelligence Analysts	40
15-1121.00	Computer Systems Analysts	37
15-1133.00	Software Developers, Systems Software	36
15-1142.00	Network and Computer Systems Administrators	34
15-1131.00	Computer Programmers	34
15-1199.09	Information Technology Project Managers	23
15-1122.00	Information Security Analysts	18

4. These occupations were explored in detail in *New Hampshire Computer and Information Technology Job Postings, May 2015*. <www.nhes.nh.gov/elmi/products/real-time.htm>.

Staffing Agency Online Job Postings in New Hampshire
September and October 2015

Among online ads posted by staffing agencies, less than 30 percent of Computer and Mathematical occupation ads, 214 job postings, included an employer's preference for an applicant's educational attainment. Among those that did, 162 postings specified a preference for applicants with a Bachelor's degree. An Associate's degree was the preference in 24 postings, a high school diploma was specified in 17 ads, and a graduate degree was the preference in 11 postings.

Less than 10 percent of online job ads for computer and mathematical occupations, 69 postings, were looking for applicants who had completed a specific program of study; 57 of those postings specified an educational program in Computer science.[5]
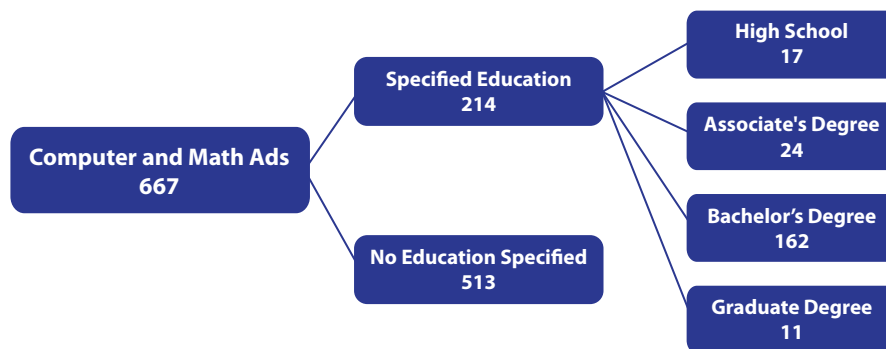
Employers Most Frequently Specified
Softworld Incorporated
Softword Inc
Net2Source Inc
Best Buy
PMG Global
Eliassen Group
Valtech
Arthur Lawrence
Information Technologies
VF Corporation
Cavalier IT, Inc
Healthcare IT Leaders
Reqroute Inc

About one of every four staffing agency job postings for Computer occupations identified the employer. Listed are employers most frequently specified in this group of job postings.

About eight percent of ads for Computer and Mathematical jobs posted by staffing agencies, 57 out of 667 ads, specified a preference for applicants to have specific certifications.[6] Certified Information Systems Security Professional (CISSP) and Microsoft Certified Technology Specialist (MCTS) were most frequently requested.

5. There may have been more than one program of study indicated in the job postings; therefore, the total number of programs of study will not match the number of job postings including the information.

6. There may have been multiple certifications indicated in the job postings, therefore, the total number of certifications will not match the number of job postings including the information.

Online Staffing Agency Job Ads for Healthcare Practitioners and Technical Occupations

Online postings for Healthcare Practitioners and Technical occupations accounted for slightly more than 17 percent of job postings from staffing agencies, compared to less than 13 percent of all ads.

Registered nurse was the occupation specified most frequently, with 199 staffing agency job ads.[7] Other frequently specified occupations were Physical therapists, with 112 ads, and Speech-language pathologists, with 63 ads.

**Top Healthcare Practitioners and Technical Occupation
Online Job Postings by Staffing Agencies**

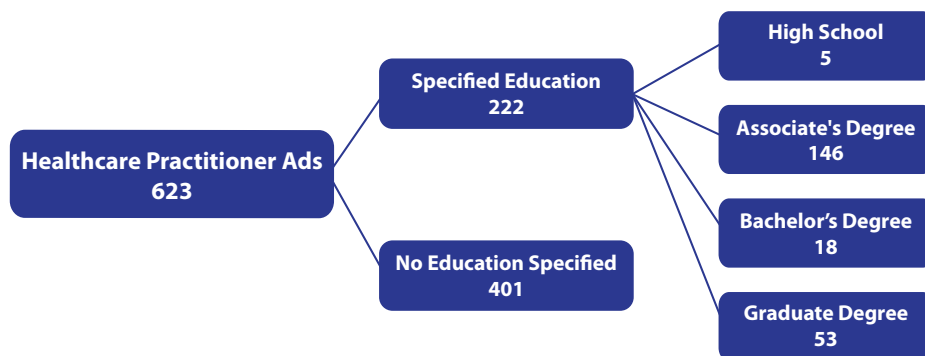| O*NET Code	Occupation	Job Postings
29-1141.00	Registered Nurses	199
29-1123.00	Physical Therapists	112
29-1127.00	Speech-Language Pathologists	63
29-2071.00	Medical Records and Health Information Technicians	25
29-1069.00	Physicians and Surgeons, All Other	23
29-1122.00	Occupational Therapists	21
29-1141.03	Critical Care Nurses	16
29-2055.00	Surgical Technologists	13
29-2061.00	Licensed Practical and Licensed Vocational Nurses	13
29-2012.00	Medical and Clinical Laboratory Technicians	12

7. Online postings for nursing jobs are explored in *Nursing Job Postings in New Hampshire, June 2015*. <www.nhes.nh.gov/elmi/products/real-time.htm>.

Roughly one-third of staffing agency ads for Healthcare Practitioner occupations specified a preferred educational attainment.

Of the 222 job postings that specified a preferred educational attainment, about two-thirds of those specified a preference for applicants with an Associate's degree. Roughly 23 percent indicated a preference for applicants with a graduate degree, and about eight percent specified a Bachelor's degree.

Although about one-third of the ads included a preference for educational attainment, slightly less than six percent included a specific educational field. The programs most frequently specified mirrored the leading occupations: Physical Therapy/Therapist; Nursing Science; and Speech-Language Pathology/Pathologist.

Healthcare Practitioner Ads: 623
- Specified Education: 222
  - High School: 5
  - Associate's Degree: 146
  - Bachelor's Degree: 18
  - Graduate Degree: 53
- No Education Specified: 401

Over 40 percent of online job ads for Healthcare Practitioner occupations included information on the prospective employer, but barely eight percent of these ads mentioned an employer by name.

There were 234 staffing agency ads for Healthcare Practitioner and Technical occupations that looked for applicants with a specific certification, more than any other occupational group. The certification specified in the largest number of ads was Registered nurse, which was also the leading job title. The next largest number of ads specified First Aid CPR AED and Advanced Cardiac Life Support (ACLS) certifications.

Employers Most Frequently Specified
Coremedical Group
Genesis Healthcare Corporation
Portsmouth Regional Hospital
Hospital Corporation of America
Banfield Pet Hospital
Jackson Health System
Parkland Medical Center

Staffing Agency Online Job Postings in New Hampshire
September and October 2015

Online Staffing Agency Job Ads for Office and Administrative Support Occupations

Almost 15 percent of online job ads posted by staffing agencies were for workers in Office and Administrative Support occupations, which accounted for less than 13 percent of all online ads.
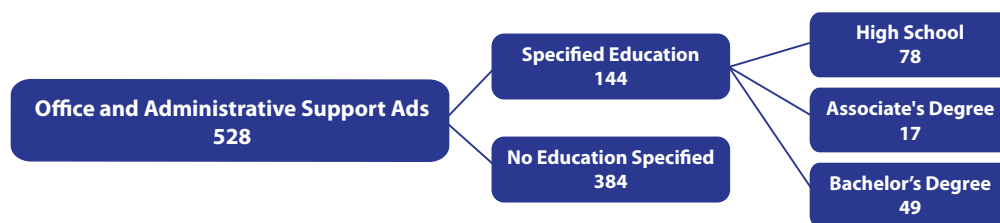
The largest number of online postings was for Bookkeeping, accounting, and auditing clerks, followed by Secretaries and Customer service representatives.

Top Office and Administrative Support Occupation
Online Job Postings by Staffing Agencies

O*NET Code	Occupation	Job Postings
43-3031.00	Bookkeeping, Accounting, and Auditing Clerks	171
43-6014.00	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	89
43-4051.00	Customer Service Representatives	68
43-5071.00	Shipping, Receiving, and Traffic Clerks	35
43-3011.00	Bill and Account Collectors	33
43-9061.00	Office Clerks, General	31
43-9021.00	Data Entry Keyers	18
43-3051.00	Payroll and Timekeeping Clerks	18
43-4171.00	Receptionists and Information Clerks	15

Less than one of every four staffing agency job postings for Office and Administrative Support occupations included a preference for educational attainment.

Of the ads with an educational preference, over half of the job ads for Office and Administrative Support specified a high school diploma, and one-third specified a preference for applicants with a Bachelor's degree. Barely four percent of staffing agency ads for Office and Administrative Support occupations included a preference for a specific program of study; Accounting was the program most frequently specified.

Office and Administrative Support Ads
528

Specified Education
144

No Education Specified
384

High School
78

Associate's Degree
17

Bachelor's Degree
49

Among staffing agency postings for this occupational group, very few job ads, four percent, specified the actual employer.

Employers Most Frequently Specified

Allstate

Best Buy

C&S Wholesale Grocers

Reqroute Inc

Staffing Agency Online Job Postings in New Hampshire
September and October 2015

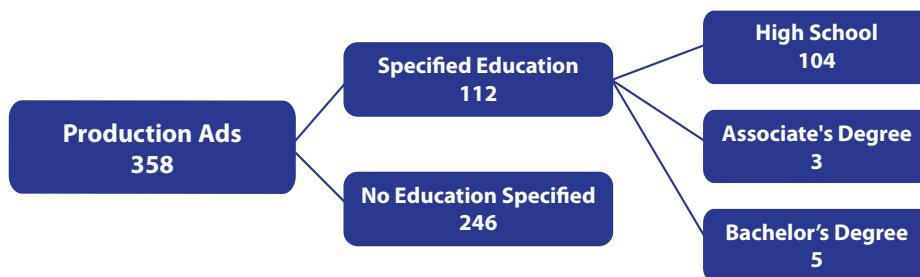## Online Staffing Agency Job Ads for Production Occupations

Almost ten percent of ads posted by staffing agencies in September and October 2015 were for Production occupations, while less than five percent of all online ads were for Production occupations.

Staffing agencies posted the largest number of ads for Production workers, all other – a residual occupation – with more than 100 ads posted in September and October 2015. 8 The 'all other' category encompasses occupations that do not fit into specialized job descriptions. Team assemblers, Inspectors, and Machinists were the next most frequently requested production occupations posted by staffing agencies.

Top Production Occupation
Online Job Postings by Staffing Agencies

O*NET Code	Occupation	Job Postings
51-9199.00	Production Workers, All Other	109
51-2092.00	Team Assemblers	58
51-9061.00	Inspectors, Testers, Sorters, Samplers, and Weighers	44
51-4041.00	Machinists	33
51-2099.00	Assemblers and Fabricators, All Other	20
51-2023.00	Electromechanical Equipment Assemblers	17
51-1011.00	First-Line Supervisors of Production and Operating Workers	16
51-4011.00	Computer-Controlled Machine Tool Operators, Metal and Plastic	9
51-4031.00	Cutting, Punching, and Press Machine Setters, Operators, and Tenders, Metal and Plastic	6
51-4199.00	Metal Workers and Plastic Workers, All Other	6
51-4122.00	Welding, Soldering, and Brazing Machine Setters, Operators, and Tenders	6

Only 30 percent of Production job ads specified applicant educational attainment; almost all of those preferred applicants with a high school diploma.

```
                                          ┌──────────────────┐
                          ┌──────────────→│  High School     │
          ┌──────────────────────┐        │      104          │
          │ Specified Education   │        └──────────────────┘
          │        112            │
┌───────────────────┐  ├──────────────────→┌──────────────────┐
│ Production Ads     │──┤                    │ Associate's Degree│
│       358          │  │                    │        3          │
└───────────────────┘  │  ┌──────────────────┐ └──────────────────┘
          │ No Education Specified │          ┌──────────────────┐
          │         246            ├─────────→│ Bachelor's Degree │
          └──────────────────────┘            │        5          │
                                              └──────────────────┘
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8. Labor Insight assigns occupational codes based on available ad text. Ads may have been classified as this occupation due to lack of information included in the ad text, or based on an interpretation of occupational descriptions.

Staffing agency job ads for Production occupations provided very little identifiable industry information. Very few employers were identified in job ads for production occupations.

Employers Most Frequently Specified
General Electric Company
Continental Resources Incorporated
CDP
Avid Corporation
Teleflex

* * * * * *

Online Staffing Agency Job Ads for Business and Financial Occupations

Online job ads for Business and Financial occupations accounted for slightly more than seven percent of staffing agency job postings in September and October 2015. Business and Financial occupations accounted for slightly more than six percent of all online job postings.

Among job ads posted by staffing agencies, the largest number of ads was for Accountants, followed by Human resources specialists and Financial analysts.

Top Business and Financial Occupation
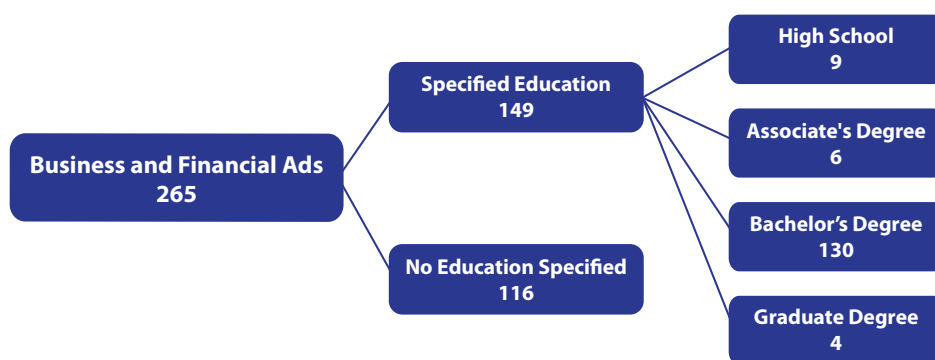### Online Job Postings by Staffing Agencies

O*NET Code	Occupation	Job Postings
13-2011.01	Accountants	103
13-1071.00	Human Resources Specialists	47
13-2051.00	Financial Analysts	32
13-1161.00	Market Research Analysts and Marketing Specialists	15
13-1111.00	Management Analysts	13
13-1023.00	Purchasing Agents, Except Wholesale, Retail, and Farm Products	11
13-2011.02	Auditors	8
13-1032.00	Insurance Appraisers, Auto Damage	6
13-2052.00	Personal Financial Advisors	6

Staffing Agency Online Job Postings in New Hampshire
September and October 2015

More than half of job postings for Business and Financial occupations included a preference for educational attainment.

Of those ads indicating a preferred educational attainment, almost all (87 percent) indicated a Bachelor's degree.

Accounting and General business administration and management were most frequently specified among the 20 percent of postings (62 ads) that included a preferred program of study.

```
Business and Financial Ads          Specified Education          High School
265                                 149                          9

                                                                 Associate's Degree
                                                                 6

                                    No Education Specified       Bachelor's Degree
                                    116                          130

                                                                 Graduate Degree
                                                                 4
```

Fewer than 40 job ads for occupations in this group identified a specific employer. Only seven employers were most frequently listed in these job ads.

Employers Most Frequently Specified
STR Group Portsmouth
Reqroute Inc
C&S Wholesale Grocers
VF Corporation
Eliassen Group
Fidelity
Dartmouth College

Staffing Agency Online Job Postings in New Hampshire
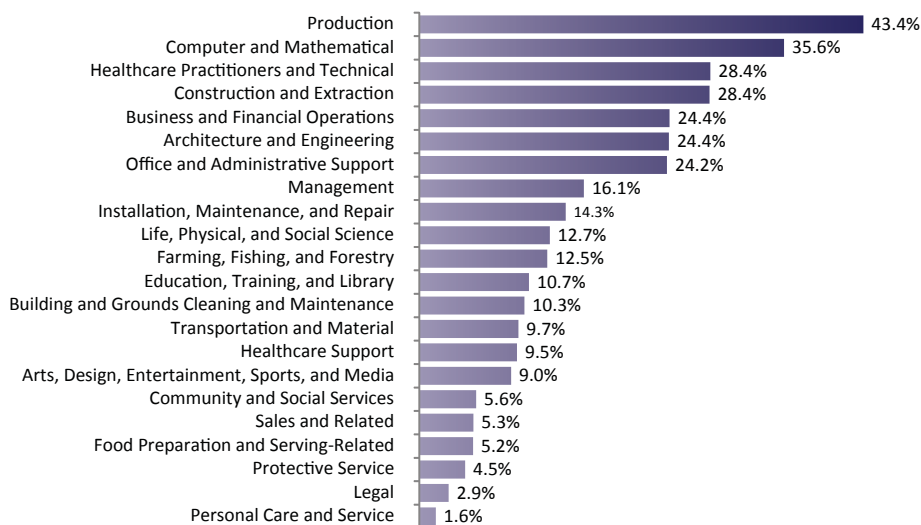## September and October 2015

Summary

There are distinctive differences in the share of occupational groups among all online job ads compared to those posted by staffing agencies.[9] The occupational groups Computer and Mathematical occupations; Healthcare Practitioners and Technical occupations; Office and Administrative Support occupations; Production occupations; and Business and Financial occupations each had a larger share of online staffing agency postings than among all online job posting during September and October 2015.

What may be even more telling is the share of online job ads for each occupational group posted through staffing agencies. For example, the largest number of online ads was Sales and Related occupations with 2,534 job ads, but only 134 of those ads, 5.3 percent, were posted by staffing agencies.

On the other end of the scale, there were 835 online ads for Production occupations, and over 40 percent of those, 358 ads, were posted by staffing agencies. There were 2,191 online ads for Healthcare Practitioners and Technical occupations, of which 28.4 percent were posted by staffing agencies. More than one-third of the 1,872 online Computer and Mathematical occupation ads, 667 ads, were posted by staffing agencies. Other studies have explored the specialties and contingent assignments of online postings for some computer and healthcare postings, however, those studies did not explore the source of those postings.[10, 11] The high share of specialty occupations being posted by staffing agencies may suggest that staffing agencies are the go-to source for businesses to fill temporary or specialty positions.

Staffing Agency Share of All New Hampshire Online Job Postings by Occupational Group

Occupational Group	Share
Production	43.4%
Computer and Mathematical	35.6%
Healthcare Practitioners and Technical	28.4%
Construction and Extraction	28.4%
Business and Financial Operations	24.4%
Architecture and Engineering	24.4%
Office and Administrative Support	24.2%
Management	16.1%
Installation, Maintenance, and Repair	14.3%
Life, Physical, and Social Science	12.7%
Farming, Fishing, and Forestry	12.5%
Education, Training, and Library	10.7%
Building and Grounds Cleaning and Maintenance	10.3%
Transportation and Material	9.7%
Healthcare Support	9.5%
Arts, Design, Entertainment, Sports, and Media	9.0%
Community and Social Services	5.6%
Sales and Related	5.3%
Food Preparation and Serving-Related	5.2%
Protective Service	4.5%
Legal	2.9%
Personal Care and Service	1.6%

Source: Labor Insight - Burning Glass Technologies, New Hampshire September and October 2015

9. All online job postings also include those jobs posted by staffing agencies.

10. Computer occupations in *New Hampshire Computer and Information Technology Job Postings, May 2015*. <www.nhes.nh.gov/elmi/products/real-time.htm>

11. Online postings for nursing jobs in *Nursing Job Postings in New Hampshire, June 2015*. <www.nhes.nh.gov/elmi/products/real-time.htm>.

Challenges Assessing Staffing Agency Job Postings

Evaluating online job ads for staffing agencies is challenging because of the nature of the business. For staffing agencies, one business goal is to attract many applicants, regardless of the availability of open positions. Staffing agencies may actively recruit workers to their pool of available labor, or they may post positions that were also posted directly by a company or another staffing agency. In some cases, employers rely on staffing agencies to screen potential employees. One way these agencies try to recruit the best possible applicants is to reach out to passive job seekers — those who are not actively looking for work, usually because they are already employed. [12]

Because staffing agencies are trying to attract a wide range of applicants, some of the online job postings used in this assessment may be duplications, despite a robust de-duplication process. Identification of duplicate job postings is difficult if postings are identical except for a truncated or otherwise abbreviated job title; additional spaces or symbols added in the job description text; a different URL; or differences in the job identification and/or reference number. These aspects can be difficult to identify even upon close examination of job posting text.

Reviewing postings from staffing agencies, it was discovered that online job ads from some agencies were duplicates of online job ads from other agencies. Staffing agencies re-posting used various methods to reduce the possibility of those ads being identified as duplicates. Some of the methods seen in the postings from staffing agencies who re-posted ads from other agencies included:

- Making the job identification number part of the URL;
- Adding a new job identification number to job ad text;
- Eliminating an identification number or using one that was completely different;
- Adding spaces or characters (*) throughout the ad text; or
- Abbreviating or completely eliminating the ad content.

With these practices, identification of duplicates by comparing postings was rendered impossible.

Examining New Hampshire online job ads for production occupations was particularly difficult. Employers may use multiple staffing agencies, providing common ad text which may be posted or modified by different agencies. Additionally, online production job postings frequently were seeking more than one worker within a single job posting. In this study, wherever possible, verifiable duplicate postings were eliminated, and postings for multiple positions were counted as one job posting.

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12. Russell Huebsch. *How Staffing Agencies Work.* Demand Media. Chron.com © Copyright 2015 Hearst Newspapers, LLC. <http://smallbusiness.chron.com/staffing-agencies-work-3084.html>.