

# Recruiting in 2025: Avoiding the Pitfalls and Hiring the Best Candidate

Recruitment has always been a challenging process, but in 2025, it comes with a new set of complexities. Employers are still dealing with age-old pitfalls - such as candidates with unexplained gaps in CVs or short tenure in roles, a raft of legal requirements, and candidates providing only favourable referees. They are also facing new challenges, including AI-generated applications and remote employees who lack workplace interaction.

This article explores the common pitfalls in recruitment today, why they occur, and how employers can overcome them to secure the best talent for their teams.

## **Traditional Pitfalls in Recruitment – Still Relevant in 2025**

### **1. Unexplained Gaps in CVs**

Gaps in employment history may indicate time off for valid reasons, such as parental leave, further education, or personal circumstances. However, without explanations, they can raise concerns about employability, commitment, or undisclosed terminations.

**Solution:** Employers should not assume the worst, but they should investigate any gaps. Ask open-ended interview questions about gaps and assess the candidate's honesty and approach to addressing challenges. Answers can be checked with referees.

## **2. Short Tenure in Roles**

Frequent job changes can indicate a lack of commitment, performance issues, difficulty adapting to workplace culture or a level of ambition that outweighs loyalty to any employer. In 2025, this could also reflect changes in the gig economy or industry disruptions.

**Solution:** Look at patterns - has the candidate consistently moved for career growth, or do they leave abruptly? Conduct structured interviews that explore their reasons for leaving and seek genuine insights during reference checks. Does your application form include a question about the reason for leaving past roles?

## **3. Lack of Detail in Applications**

Some candidates submit generic CVs and cover letters without tailoring them to the role, which can indicate a lack of genuine interest or effort. Are they wanting to work in your organisation or are they just looking for entry into your market or region.

**Solution:** Check what you ask to be included in applications. Do you use an application form? Clearly outline job requirements in the advertisement and request specific examples of relevant experience. Consider implementing screening questions in the application process to filter out low-effort applications.

## **4. Candidates Choosing Referees Based on Likability, Not Relevance**

Applicants often select referees who will speak highly of them, rather than those who directly supervised them in a relevant role.

**Solution:** Employers should specify the type of referees required and, where necessary, request additional references from direct managers or key colleagues. Ensure your Privacy Act obligations

are met when carrying out reference checks. Ask me if you're not sure what this includes.

## **New Challenges in 2025 Recruitment**

### **1. AI-Generated Applications**

With AI-powered tools making it easier to generate CVs and cover letters, employers may struggle to assess a candidate's true skills and ability to communicate effectively.

**Solution:** Look beyond the application. Incorporate practical skills assessments, work samples, and structured interviews to evaluate real competency. Consider asking candidates to discuss their experience in detail to gauge authenticity.

### **2. Remote Work and Lack of Workplace Interaction**

Remote work and a heavy reliance on technology in communication can lead to a lack of in-person interaction and this can make it harder to assess a candidate's ability to collaborate, communicate, and integrate into company culture, especially, if your vacancy is office/team-based.

**Solution:** Employers should implement video interviews and scenario-based assessments that test collaboration and problem-solving in a remote work setting. Asking references about communication and teamwork skills is also key.

### **3. Skills Mismatch and Overstated Experience**

With online learning and AI-assisted applications, some candidates may exaggerate their qualifications and abilities.

**Solution:** Use competency-based interviews and validated skill tests to verify expertise. Employers should also ensure job descriptions are precise and up to date to attract candidates who genuinely fit the role. Psychometric assessments can also be a useful tool to help assess fit.

## **How Employers Can Overcome These Pitfalls**

### **Developing a Strong Recruitment Process**

A well-structured recruitment process is essential to identifying the right talent. This includes:

- **Accurate Job Descriptions:** Ensure clarity around key responsibilities, level of accountability and required skills, qualifications and experience.
- **Comprehensive Job Advertisements:** Use clear and targeted language to attract the right candidates. Also be concise and balance your needs with what is offered to the right candidate.
- **Structured Interview Questions:** Design questions that assess both technical competencies and cultural fit. If you have several candidates that provide strong applications, consider using a telephone interview initially, to narrow down your list for face-to-face/online interviews.
- **Robust Reference Checking:** Seek insights beyond just confirming employment dates.
- **Effective Candidate Assessments:** Use skills testing and scenario-based evaluations where appropriate. Be careful to not use tests where the candidate is carrying out work that your staff would otherwise need to do. Consider psychometric assessments to determine their working style, motivators, preferred manager and communication preferences.

### **How I Can Assist You as an HR/ER Consultant**

Recruitment is a time-consuming and complex process, but I can help streamline it while ensuring compliance with employment legislation.

For example, I can assist with a recruitment in the following ways:


- Reviewing or preparing job descriptions and advertisements to attract the right talent.
- Developing tailored telephone and face-to-face interview questions to assess candidates effectively.
- Participating on the recruitment panel.
- Carrying out and providing guidance on reference checks, ensuring relevant insights are gathered.
- Assisting with candidate assessments, testing, and selection criteria.
- Ensuring employment offers align with employment laws.
- Helping plan onboarding processes.

By partnering with me, you can enhance your recruitment strategy, avoid common pitfalls, and confidently hire candidates who truly align with your business needs.

### **Final Thoughts**

Recruiting in 2025 presents both challenges and opportunities. By understanding and addressing the pitfalls—both old and new—businesses can refine their hiring processes and secure top talent. If you need expert assistance with your recruitment strategy, I'm here to help.

**Contact me today** to ensure your next hire is the right one for your business.

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