

Ultimate Guide to Hire a Recruiter in the US



PRECISION
GLOBAL
CONSULTING



Hiring Recruiters in the US Recruitment Market

How hard can it be?

Well...that 's what we're here to answer.

We've complied all our most frequently asked questions from ambitious UK Recruitment leaders who made the leap and decided to you this simple guide.

We'll Cover

Test out the US Recruitment Market From Afar First?

Transfer Recruitment Consultants to the US?

Convince Your Top Billers to Recruit in the US

Convincing Your Top Billers to Recruit in the US

US Visa Processs

US Recruiter Salaries and Finding Talent

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Why Test out the US Recruitment Market From Afar First?

Most of our UK recruitment clients start recruiting in the US from afar first before landing and expanding. Why?



Spend less, earn more

- Rent Free
- Earn larger US fees without relocating
- Without US Living Costs



Low Barriers to Entry

- Test for demand without taking the leap
- Build relationships and a strong candidate base from afar



Build a US Base

- Have your UK recruitment consultants work US Hours when starting out.
- Trial prior to spending on actual US relocation of employees

Why Transfer Recruitment Consultants to the US?

What UK recruitment companies we helped expand to the US have to say about this tactic

“

For us, it was critically important to take our UK staff to the US because organic growth and how we develop people is part of our magic.

Kieran Behan - Phaidon International

“

Of all our staff that transferred from the UK to the US, all of them are still here apart from one.

It's not as simple as going, “You guys want to be in America. Here's a ticket...We went through a number of interviews”.

Kieran Behan - Phaidon International

Continued...

What UK recruitment companies we helped expand to the US have to say about this tactic

“

I felt we weren't able to reach our full potential in the based in the UK... However, we have accelerated aggressively since creating a physical presence in the US”.

Jamie Fraser - Interex Group

“

Many of our international clients start their business expansion journey in their home country first. Dealing with employee classifications, insurances, benefit plans, payroll, and different employment laws per state and city can be daunting so PGC take care of it for you”.

Amy Davies - PGC Group

How to Convince Your Top Billers to Recruit in the US

How do you convince your top billers to recruit in the US? The commission and dream lifestyle....

25-45%

Average US contract
commission PER placement

Visas

Offer a US relocation
package - visas, flights, etc.

“

What we found is a 200k biller in the UK would be 500k in the US. So don't be afraid to entice your best people to go over to the US. The opportunities in terms of average fees, average invoices, is massive.

Ben Broughton - Founder of Primis

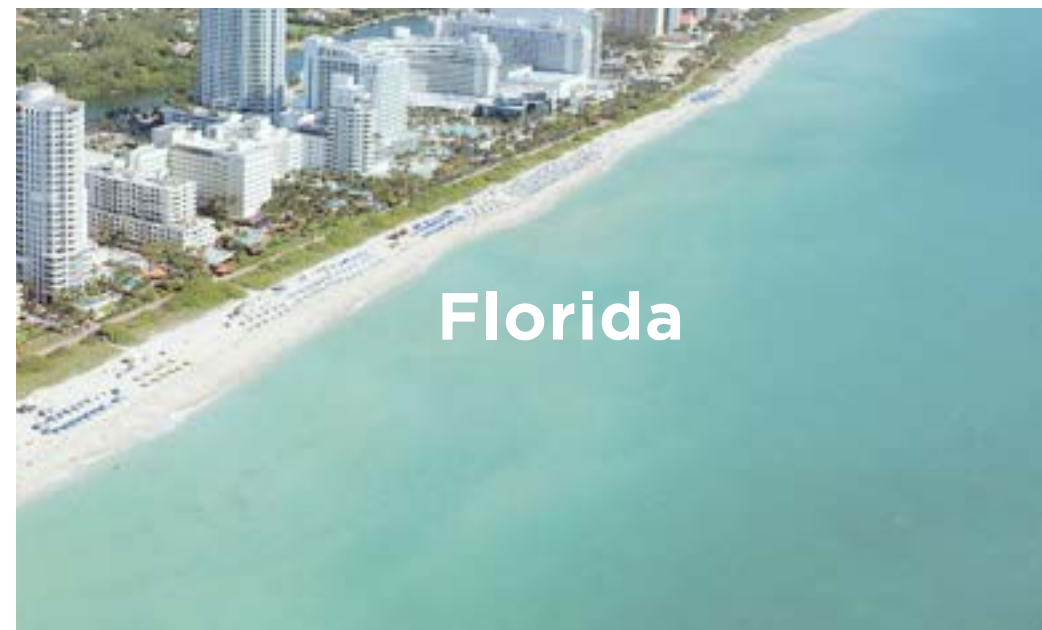
How to Convince Your Top Billers to Recruit in the US

Achieving the American dream, is not only for those who call the USA home..



Recruit and live in New York

- If you can make it here.. you can make it anywhere.
- City that never sleeps, endless things to do and see.
- Most connected city in the United States.



Recruit and live in Florida

- No personal income tax = more money to spend on lifestyle.
- The 'Sunshine State' - 237 average days of sunshine per year.
- Beautiful beaches - A tourist hotspot destination for a reason.



Recruit and live in California

- Fifth largest economy globally.
- The origin of the American Film Industry.
- Home to the rich, famous and iconic places like Hollywood, Disneyland and the Golden Gate Bridge.

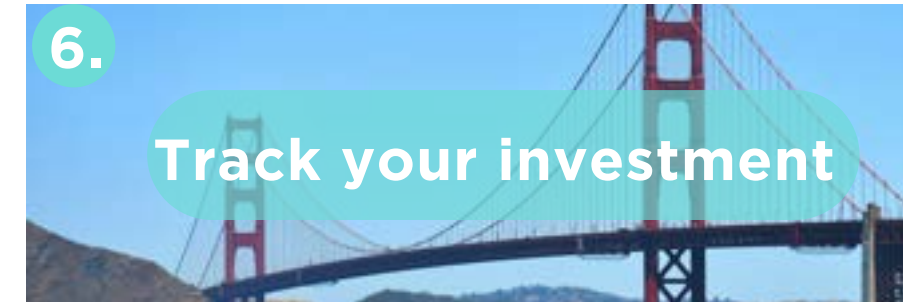
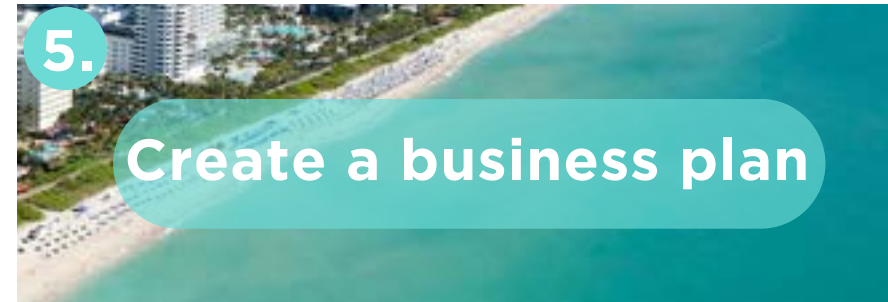
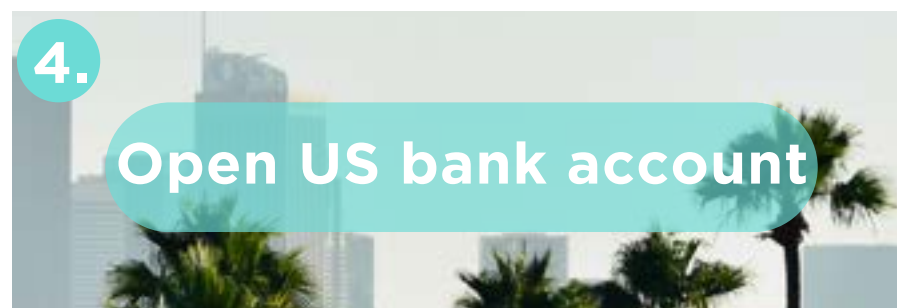
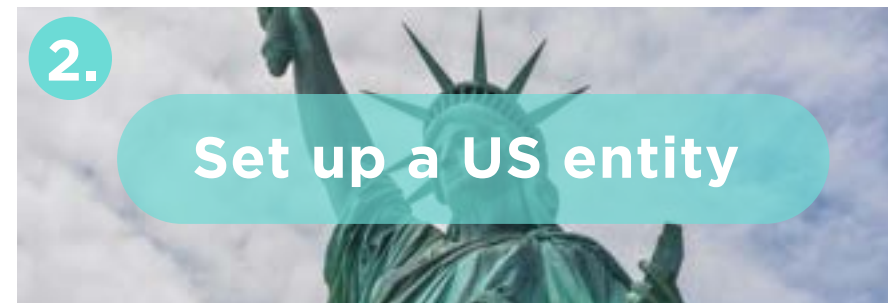
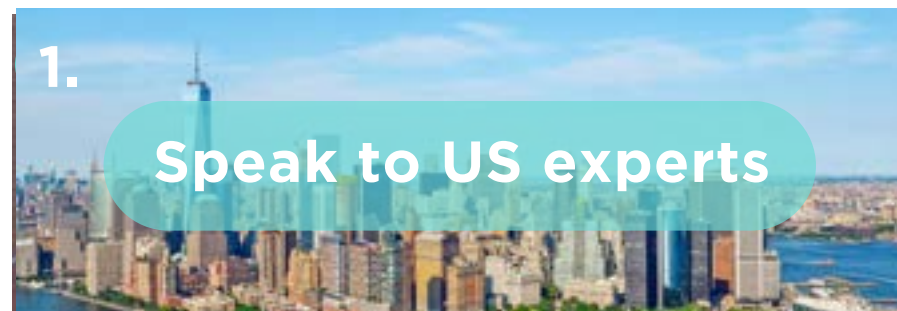
Visa Processs to Transfer Recruiters to the US

Your consultants can't work US hours forever. You need a relocation plan in place and it's best to start early.

The E2 Visa

- For UK citizens, the E2 visa can be granted for up to 5 years
- Allows recipients to re-enter the US multiple times.
- Extension requests can be granted in increments of up to 2 years each, with no maximum limit.
- E2 visa holders can bring their spouse and children to the US.
- Read our blog on a [UK recruitment companies experience on the E2 visa application process](#) for more detail.

How to Apply



Types of VISAS to Work in the US as a Recruitment Consultant

It's just a four letter word... don't let it intimidate you. We've split up the four most common types used by businesses expanding the US, to help you choose the right one for you.

E2 VISA

- Popular Visa for UK citizens.
- Most common type of visas among our international clients.
- Can be granted for up to 5 years and allows recipients to re-enter the US multiple times.

E3 VISA

- Popular Visa among AUS citizens.
- Hold a degree and at least 3 years of experience
- 3-4 months to be approved

L1 VISA

- Can be used by a recruitment agency to transfer internal employees.
- It's advised to use this VISA should you not hold a UK or AUS passport, to make it easier to transfer internally.

H1B VISA

- Enables US employers to employ workers temporarily.
- Requirements are a degree, multiple years of experience, and a job offer.
- Can often take 6 months to complete this process, and often unsuccessful.

The process of finding talent and the right talent... for your business.

Ok, so by now you should be an expert in transferring employees to the US...
However you're probably wondering how to hire more talent when you get there.

Well lucky for you.. as always we've got it covered.

Up Next...

Recruiter base salaries
in the US

Best locations for recruiters

Make them
come to you

Platforms to find recruiters

Best way to source recruiters

How to hire recruiters

US Recruiter Salaries

Recruiter Base Salaries in the US

How Much Does a Recruiter Make in US?

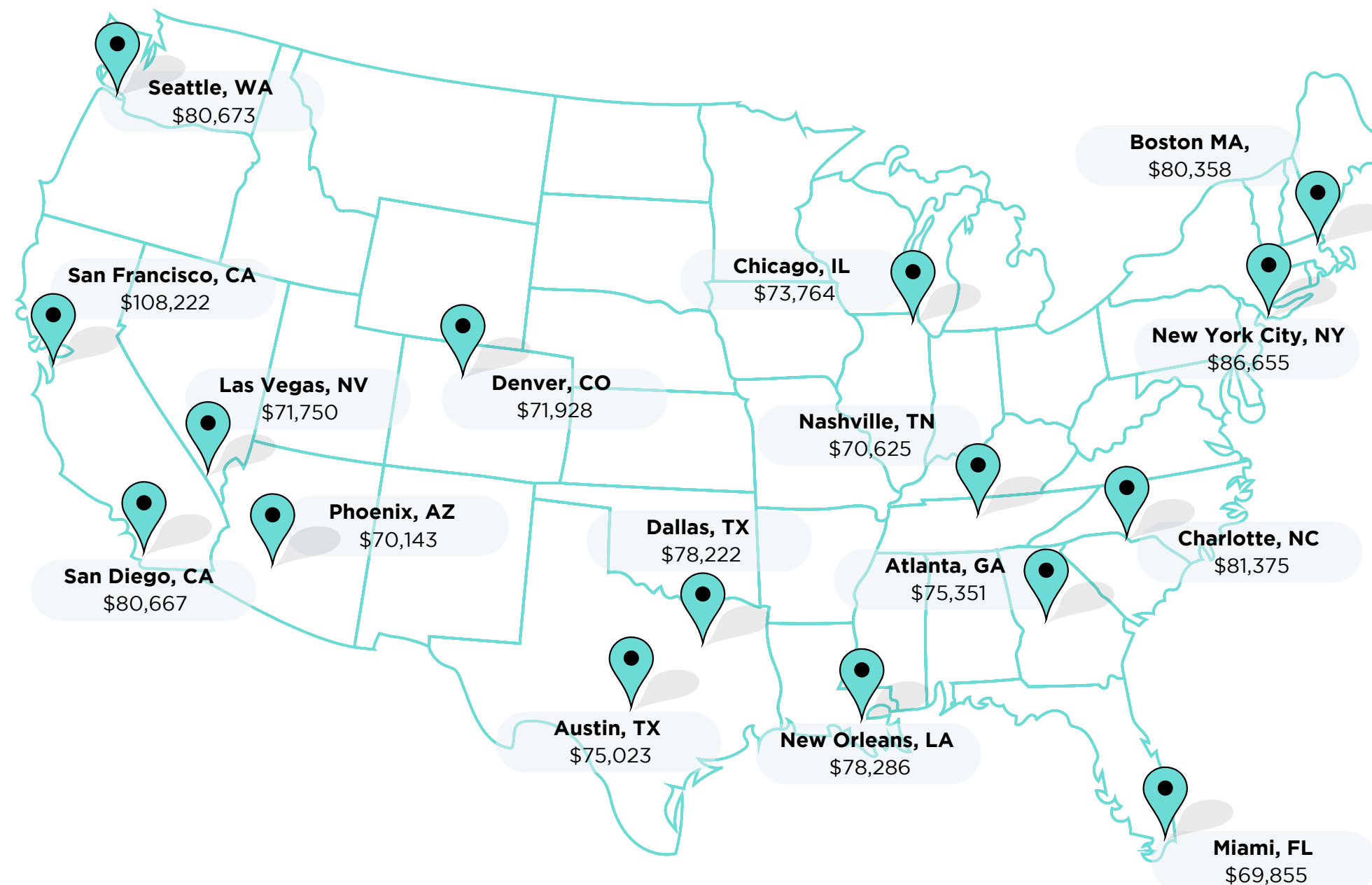
- Having an attractive compensation package is key to bringing in talent to your US team. PGC's team of experts can advise you on best practice in the US and help you build out a suitable compensation and benefits package.
- It is generally advised to include the salary range when advertising job roles in the US. Increased interest in pay transparency when hiring, with more states legally requiring a salary bracket to be disclosed.
- According to Built In (Online community for startups and tech companies), the average additional cash compensation for a Recruiter in US is \$10,766.
- The average total compensation for a Recruiter in US is \$92,207.
- Recruiter salaries are based on responses gathered by Built In from anonymous recruiter employees in US.



Recruiter Base Salaries in the US

Average US Recruiter Salaries based on location

It should come as little surprise to you that the location you choose will have a huge impact on worker salary expectations. Here's a breakdown of the average recruiter base salary in some key US cities.



(Builtin, 2023).

Human Resource Specialists

Average US recruiter salaries based on location

The US Bureau of Labor Statistics Occupational Outlook Handbook is the most nationally recognized source of career information. Although it does not have specific information on recruiters, it organises "recruitment specialists" and "talent acquisition specialists," who find, screen, and interview applicants for job openings in an organization, under 'HR specialists'.

Tech recruitment = highest salaries

Quick Facts: Human Resources Specialists	
2021 Median Pay	\$62,290 per year
Number of Jobs, 2021	782,800
Job Outlook, 2021-31	8% (Fast than average)

In May 2021, the median annual wages for human resources specialists in the top industries in which they worked were as follows:

Total, all occupations

Note: All Occupations includes all occupations in the economic sector except agriculture, forestry, fishing and hunting, and mining, quarrying, and oil and gas extraction.
Source: U.S. Bureau of Labor Statistics

Professional, scientific, and technical services	\$76,920
Government	74,150
Manufacturing	72,370
Healthcare and social assistance	57,720
Employment services	48,440

(US Bureau of Labor Statistics, 2022).

Human Resource Specialists

States with highest recruitment employment numbers

1) California

Employment

93,790

Annual mean wage

\$86,260

Texas

Employment

75,660

Annual mean wage

32.62

Pennsylvania

Employment

35,630

Annual mean wage

\$33.02

New York

Employment

53,940

Annual mean wage

\$40.95

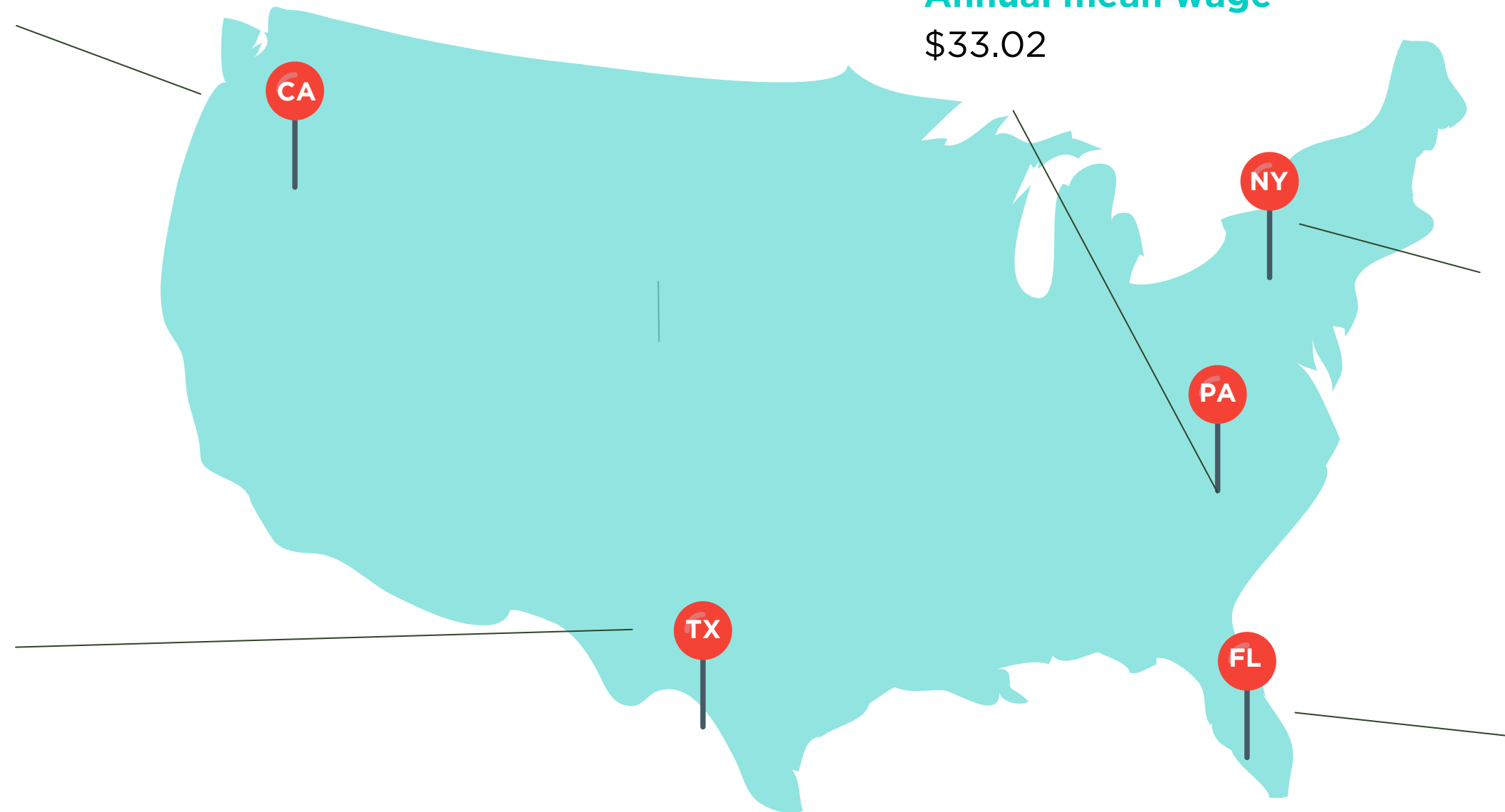
Florida

Employment

53,100

Annual mean wage

\$33.06



Recruiter Base Salaries in the US

In the table below, you will find an outline of average base salary established on level of experience based off a recent survey by Fifteen West.

Level of Experience	Average Salary
Graduate	\$44,900
Consultant	\$65,850
Senior Consultant	\$71,857
Team Lead	\$104,000
Associate Director	\$137,500
Director	\$188,667

(Fifteen West, 2022)

Commission structures

The most common structures in the US PGC witness from our UK agency clients. are either flat 20% commission or sliding scales.

NYC Recruiter Salaries (Builtin, 2023)

\$86,886

**Average base salary in
NYC**

\$14,397

**Additional Cash
Compensation**

(Builtin, 2023)

Hiring Entry Level Candidates

Hiring Entry Level Candidates

Attract qualified young professionals

Young talent may be a great option for your staffing agency. Consider advertising through universities. With so many colleges in the US, there is a large pool of talent that you can tap into.

Progression

When communicating with graduates, one point you should ensure you get across is how their careers can progress. Progression is a big factor for new graduates who are ready to kickstart their careers. They want to know if they will be able to flourish and progress in their careers by joining your company.

Training and Development

Training and development opportunities are key to this. Check out our conversation with the [US Head of Operations at RocSearch](#) where he attributes their training program for entry-level consultants as one of their main factors to success.

You will want to make recruitment stand out as an amazing, incentivised career to choose. But to attract qualified young professionals, you must have a visible brand.



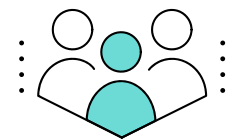
Hiring Entry Level Candidates

The best platforms to find entry level candidates



LinkedIn

Advertising positions on LinkedIn, posting on the organic job board, or use the platform to source and reach out to ideal candidates for the position. Most popular in US.



Internal Recruiters alumni network

Use alumni university networks to reach out to recent graduates and highlight the career path in recruitment and the commission they can earn. Or attend graduate events.



Partnering with academic institutions



Handshake



Hiring Entry Level Candidates

How can staffing agencies reach out to recent graduates?



Print Media

Place ads in a student newspaper, this may be subject to your advertising budget, other print media forms such as notice board posts may be more cost-effective.



Social Media

Gen Z spend a lot of time online, establishing company presence on sites such as Facebook and Instagram may help students be more aware of your brand, focus on LinkedIn, where students promote themselves professionally.



Events

Converse with students directly at university job fairs. Guest lectures also provide a great opportunity to engage with students. Or sponsor a sporting or academic event to increase your brand awareness among the student body.



Internships

Build relationships with universities and prospective candidates through internships. The two most common contract lengths are a summer internship (10-12 weeks duration) or during a college semester (15 weeks duration).

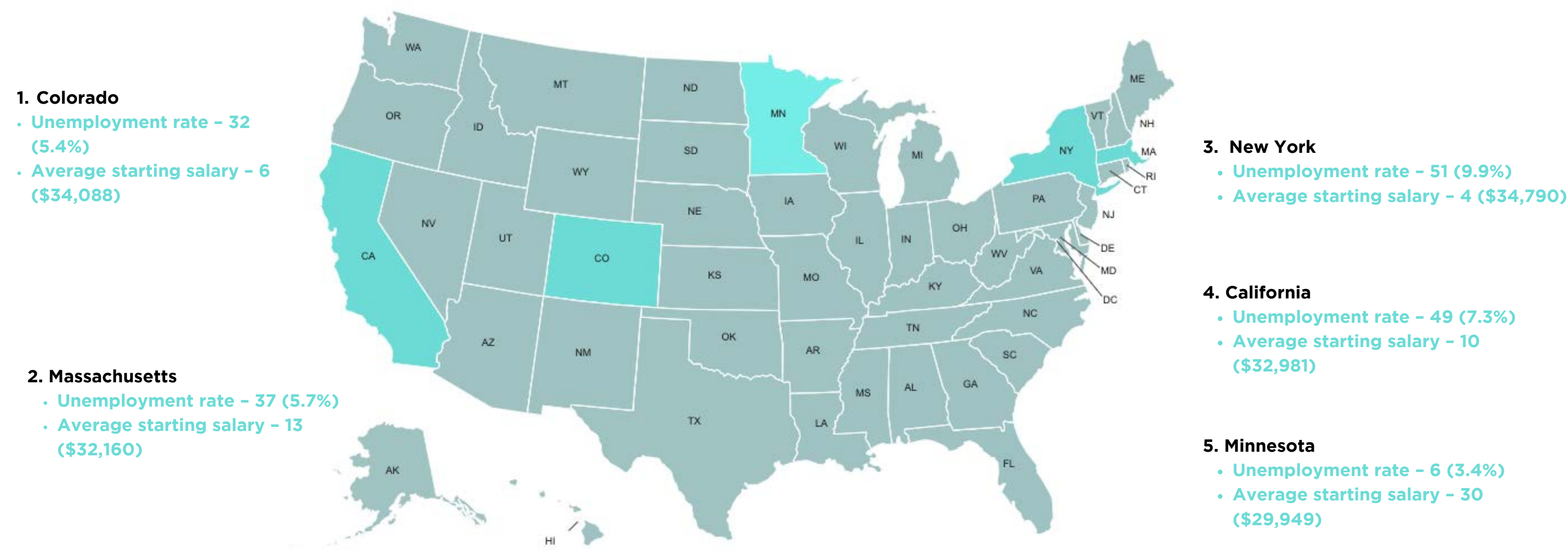


Job Posting Sites

Advertise job listings on the most common job sites such as Resume Library, Career Builder, DICE, Job Diva and Zoho.

Hiring Entry Level Candidates

Top 5 states for US Employment



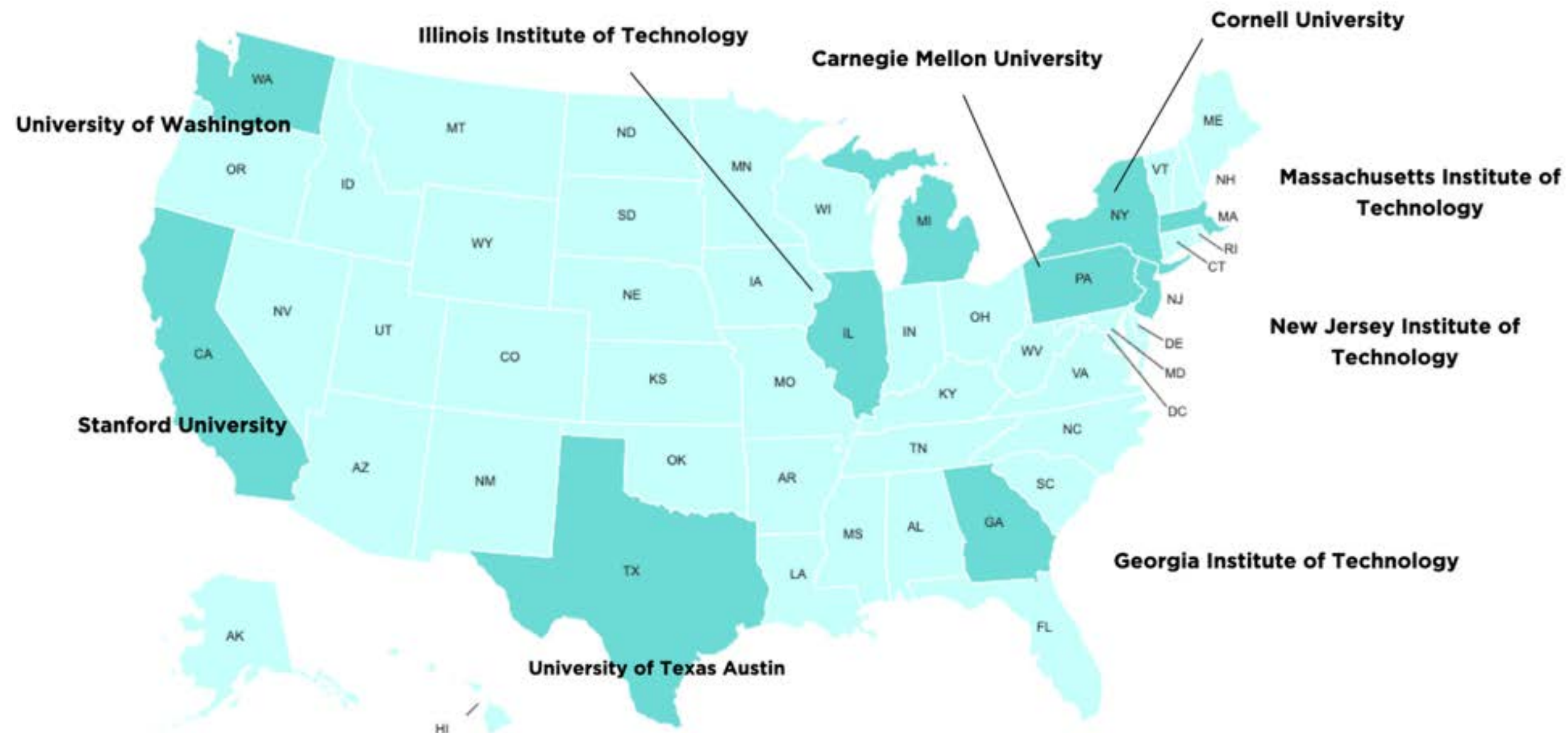
(US BLS, 2022)

Hiring IT/Tech Recruiters

Best US tech colleges - Rankings from the Times

The US Bureau of Labor Statistics (BLS) predicts a 13% increase in computer and information technology jobs by 2030, a larger increase than the average industry.

Here are some states that have strong IT recruitment amongst graduates



Hiring Entry Level Candidates

Top 10 states for IT Graduate Recruiters

These states have several metropolitan technology hubs, a growing number of IT jobs and competitive pay for technology positions. The pay for IT positions in these states may depend on the cost of living in that area and the job level.



(Indeed, 2022)

Finding Experienced US Recruiters

Hiring Your Internal Recruitment Team in the US

Why hire US consultants?

- To get boots on the ground to build relationships, as the US is more relationship driven.
- Offer a wider timezone coverage, by hiring internal staff members based in the US, you can eliminate the barriers of working across multiple timezones and be better placed to serve the US market.
- Test the market without having an entity, making placements in the booming Florida tech market, or access the globally competitive economy of California.





How to Source Experienced Recruiters in the US?

LinkedIn

- Establishing a company presence, post about job roles within groups relevant to the position.
- Post the job position on LinkedIn jobs section.
- Consider LinkedIn advertising and InMail targeting.

US Job Sites

- Careerbuilder.com
- Glassdoor
- Indeed

Referrals

- If you are speaking with a candidate, or recently hire a recruiter, ASK them if they know anyone else who'd be interested, qualified, or they have worked with in the past they'd recommend for the role.
- There is nothing more powerful than referrals. Perhaps this candidate can send jobs to their alumni network from university?

Hire Recruiters Using PGC's Solution

Employing a workforce in the US doesn't have to be complicated, especially when you use our Employer Of Record solution.

How to employ recruitment consultants in the USA?

Use an Employer of Record

PGC provide a fully-outsourced employment solution that gives you the ability to rapidly deploy not only contractors, but your own staff, anywhere in the US with very little risk to your business and zero set up costs.

We take on the legal responsibility of your internal staff, ensure full regulatory compliance, manage onboarding, payroll, expenses, insurance, and benefits, so you don't have to.

Attract talent in the US with top benefits

Almost half of US job applicants cite health and retirement benefits as the deciding factor when choosing their job, offering a stand-out benefits plan has never been more important.

We are proud to have partnered with one of the top 3 healthcare providers in the US. The PGC sponsored health benefits plan will be available to all your workers and their families. From long and short-term health insurance to 401(k), vision, and dental. We've got you covered in full compliance with state laws.



How to Start Hiring Internal Recruiters In the US

Use a specialised US Employer of Record

Find your ideal recruiter

You've decided you want to hire recruiters in the US. All you have to do is find the talent, then let an employer of record like PGC sort out the rest.

We even offer US recruitment market training to help your consultants get a grasp of the contract market, common terms, top sectors, states and more.

Use an employer of record

Using an employer of record like PGC to employ your recruiters in the US covers:

- Payroll
- Onboarding and offboarding
- Healthcare benefits
- Full employment compliance
- Worker insurances
- US recruitment market training
- US recruitment market insights

Ready to Get Started in the US?

If you're ready to start hiring recruiters in the USA, PGC are here to help you every step of the way! Schedule a chat with one of our friendly US Expansion Consultants to be one step closer.

[Let's Talk](#)

