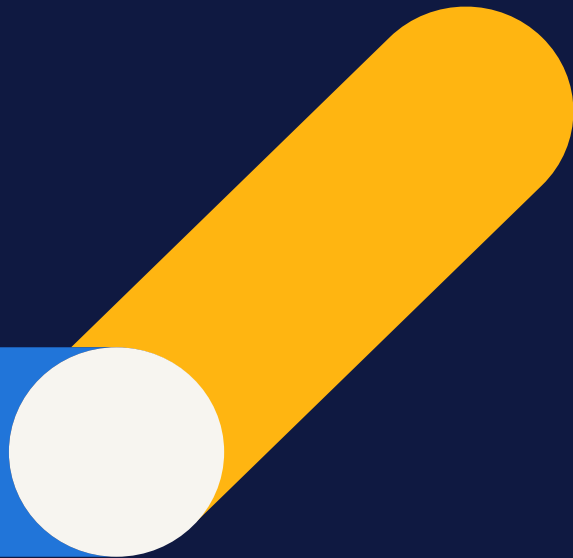


global insights into the  
perception of the  
engineering sector.

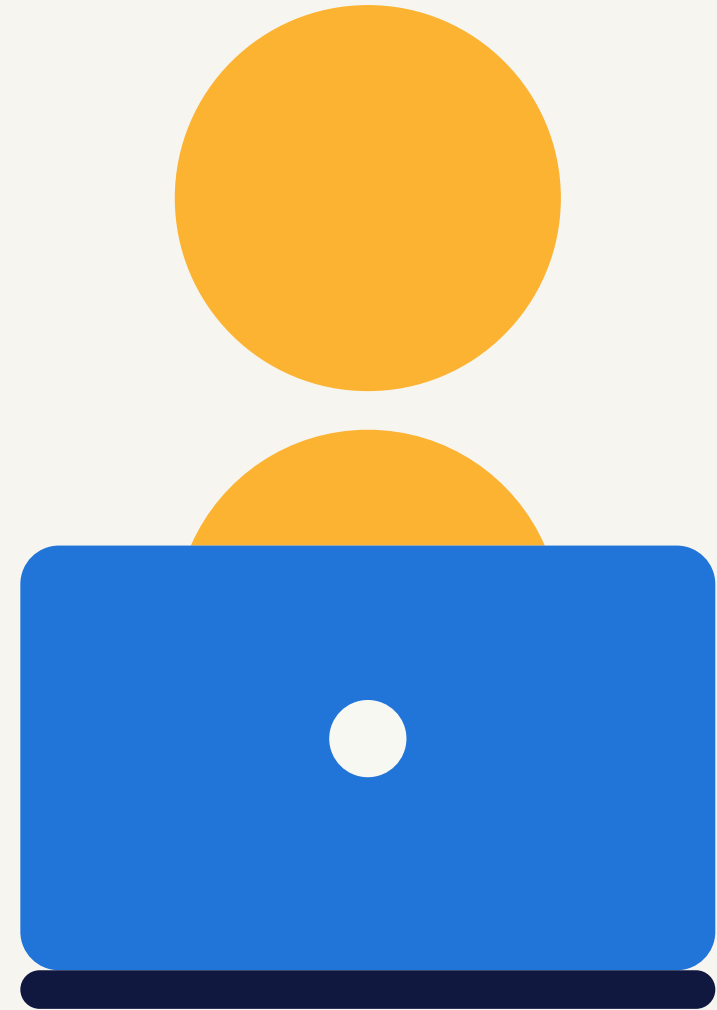


employer brand research 2020

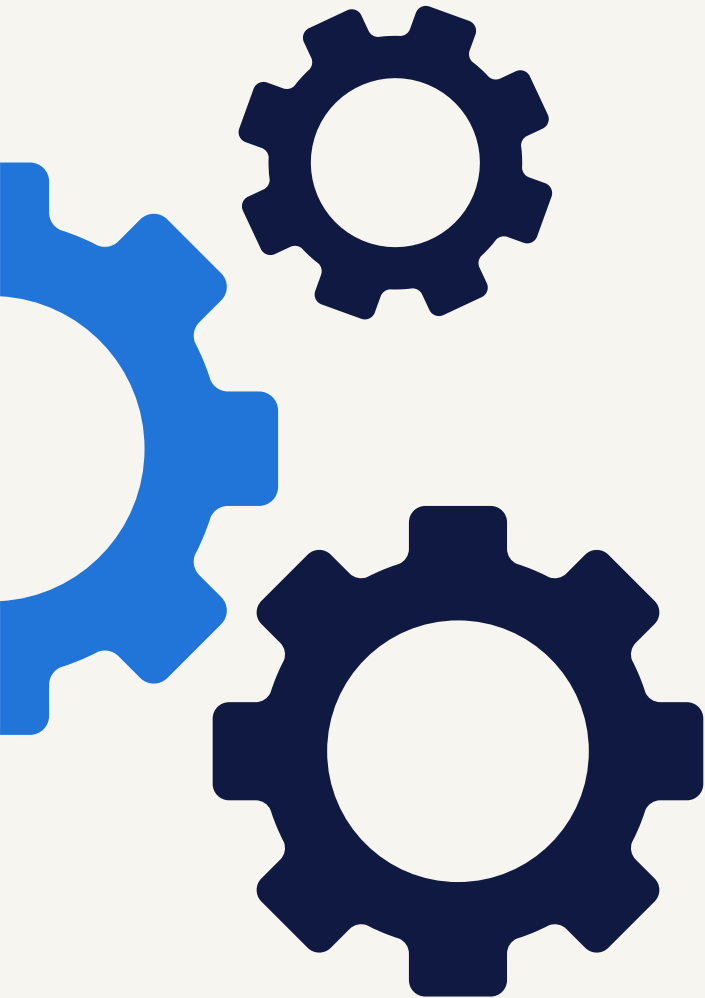
# foreword.

As we publish this year's Randstad Employer Brand Research, we at Randstad are fully aware of the new situation we are in as a result of COVID-19. The timing of the questionnaire and its results were analyzed before the discovery of the virus. Since then, COVID-19 has paralyzed local economies and labor markets and as a result several companies find themselves facing unprecedented challenges.

In these uncertain times, employer branding is more important than ever. This year's Randstad Employer Brand Research results can be very helpful in building on a sharpened employer branding strategy for your company.



# the changes in the engineering sector influence the future of workforce strategies.

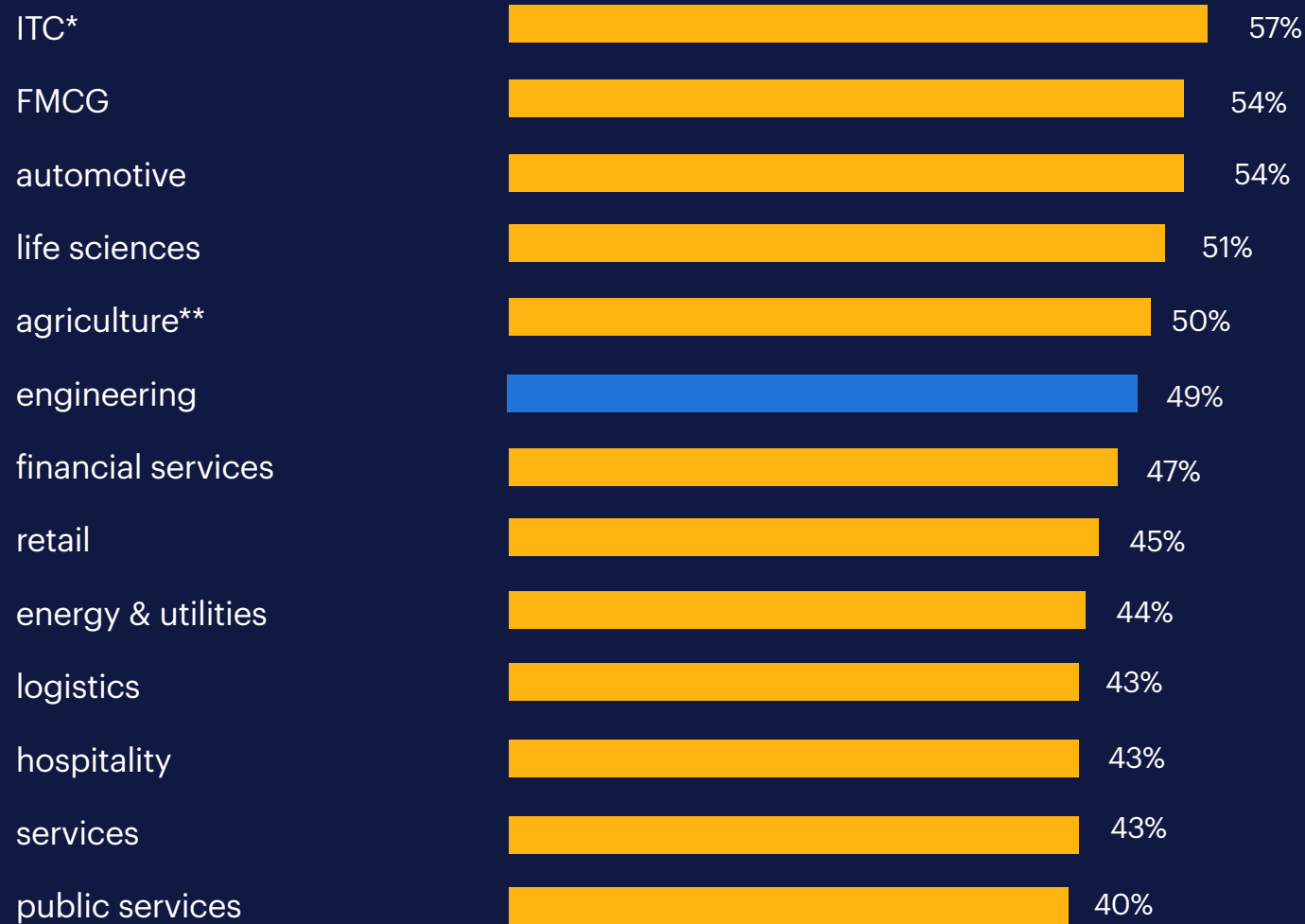


With almost every part of society depending on the engineering industry to develop new products, improve quality and guarantee safety, this sector - although not necessarily recognized as one of the most attractive by our respondents, is certainly one of the most important fields in the world of work today.

Accelerated by constant technological growth, the skills engineers are required to have are undergoing significant change and covering the talent shortage within the sector can be a difficult task to accomplish for many companies.

Furthermore, competition remains rife amongst engineering companies, which, combined with the need for talent becoming more acute, is making it challenging for organizations to differentiate themselves from the crowd. This is where a strong employer brand can make all the difference.

# sector attractiveness **global.**



\* the ITC sector relates to companies in IT, technology & communications

\*\* agriculture, forestry and fishing




The perception of the engineering sector from a talent perspective, both inside and outside of the industry, is that it has always been a medium with highly skilled, well educated professionals, and due to the ever changing scope of routes an employee could take within engineering, it is a sector that will continue to flourish in the coming years.

The U.S. Bureau of Labor Statistics predicts employment growth for engineers, with nearly 140,000 new jobs until 2026. Around 23% of these new jobs are expected to be for civil engineers, followed closely by the mechanical and industrial engineers (each representing ~18% of new wave jobs).

The current trend for many engineering workers is to further specialize and become more knowledgeable in a specific area, therefore a focus on internal training programs and subsidized further education might represent an influential factor when choosing their future employer.

# employer branding becomes essential when it comes to **attract and retain engineering talent.**



The consequences of the COVID-19 crisis are being felt by all stakeholders in the engineering sector on different scales. Supply chains are affected by the lack of materials and subcontractors face increased workforce shortages or termination of on-going contracts. These are just a few of the elements that induce the volatile behavior of the global market.

One of the most important aspects that this crisis has emphasized is the lack of scientific and medical products available on a global level. This aspect will cause an increased demand for technical talent who are able to develop and engineer more products and services that can anticipate and encounter future crises.






Besides being able to find new ways of adapting to the latest market trends, employers in the engineering sector should perceive the employer branding as being part of their core strategies, as this will help to attract and retain highly skilled professionals within the sector.

# what do engineering workers want vs. global employees.

## top 5 reasons to choose an employer

Receiving an attractive remuneration package is especially important for engineering professionals, who rank attractive salary and benefits as the key driver by far and is even 5pp higher than the global average. As for job security and work-life balance, both options were selected by almost the same proportion of respondents from the engineering sector as they were on a global level.

When compared to the global average, employees in this sector are more interested in a job that allows them to grow professionally, with the difference between what engineering professionals want vs global results representing one of the highest gaps (9pps).

	2020 base: engineering prof.		trend vs 2019 base: engineering prof.*	2020 base: all respondents.**
attractive salary & benefits	 62%	=		57%
job security	 46%	=		44%
work-life balance	 45%	▼		45%
career progression	 44%	=		35%
financially healthy	 40%	=		34%

\* triangle highlighted red when the difference with 2019 engineering data is higher than 3%

\*\* percentage highlighted red when the difference with 2020 global data is higher than 3%

# gap analysis global engineering.

what engineering professionals  
seek

what engineering employers  
offer

1 attractive salary & benefits

2 job security

3 work-life balance

4 career progression

5 financially healthy

6 pleasant work atmosphere

7 interesting job content

8 gives back to society

9 very good reputation

10 uses latest technologies

1 uses latest technologies

2 financially healthy

3 very good reputation

4 attractive salary & benefits

5 career progression

6 job security

7 pleasant work atmosphere

8 interesting job content

9 work-life balance

10 gives back to society

Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand.

When it comes to attractive salary and benefits, employees perceive the sector to already offer competitive and satisfactory compensation packages, particularly when compared to other sectors where this driver falls further down the ranking.

Having said this, the second and third most wanted attributes, job security and work-life balance, are not perceived as being offered by the employers.



# switching jobs engineering professionals behavior.

From the respondents surveyed, 17% said that they have changed jobs in the last year while a further 26% plan to change jobs in the next 12 months.

Job switching behaviour is highest in Latin and North America. Most of the people who intend to change their job in the next 12 months are from Latin America.

Although job security is the second most important factor when choosing an employer, the REBR research shows that the turnover in the sector is the same as the turnover at a global level (you can find more details about the global Randstad employer brand research in the [global report](#)).



# the employer brand roadmap.



To learn more about the 2020 Randstad Employer Brand Research, we invite you to read more [here](#).