

# global insights into the perception of the ITC 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.



# in a changing business environment, attracting the right talent for your business is crucial.

In these times of both social and economic uncertainty, the companies must make sure they are able to adapt to changing business demands. What better way of doing this than implementing new technologies and upgrading their business to deal with the latest digital innovations?

It is not surprising, then, that employers in the IT, technology and communications are once again viewed as the most attractive around the world, according to the 2020 Randstad Employer Brand Research.

Attractive salary packages, secure jobs and work-life balance are the elements that secured ITC sector's place in the top. With 57% of those surveyed who say they would work in the ITC sector, it ranks slightly above the fast-moving consumer goods business (54%) and automotive industry (54%).



# sector attractiveness **global.**



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

\*\* agriculture, forestry and fishing


The world is becoming more dependent on technology and its attributes, thus placing the ITC sector on top of most attractive sectors for employment.

The constant changes and progress within the sector along with attractive compensation and benefits offered by the companies, have directly influenced the employees preferences towards the ITC field, facilitating the recruitment processes.

Nevertheless, hiring ITC professionals remains a constant challenge for companies. As per the latest Eurostat data more than half (58%) of the companies in the EU reported difficulties when trying to fill in vacancies that required relevant ITC skills. The preference towards the specialties where skills are most in demand such as digital security, business networks, mobile technologies or cloud computing will become more robust in the years to come.



# adapting to difficult situations becomes essential for companies active in the ITC sector.



The COVID-19 crisis has triggered the digital transformation of companies to make technology investments that support modernization and workforce engagement. As technology plays an important role during the pandemic, the sector's attractiveness has strengthened in recent months.

However, due to the economic impact of the coronavirus crisis, Gartner forecasts a decrease of 8% in global IT spending, in 2020, while spending in some subcategories such as cloud computing or digital security are expected to register an increase.






The pressure to make further investments within the digital well-being and upskilling of the workforce, has been enforced by the current crisis making companies to realize the importance of the skills gap closure.

# what do ITC workers want vs. global employees.

## top 5 reasons to choose an employer

Receiving an attractive remuneration, followed by job security and work-life balance are the most important factors when an ITC worker is choosing an employer.

With the world of work impacted by the effects of the COVID, non-monetary benefits such as flexible hours, working from home and better job security are some of the most powerful tools employers can use to attract and retain talent for their organization.

	2020 base: ITC prof*		trend vs 2019 base: ITC prof*	2020 base: all respondents.**
attractive salary & benefits	 55%	=		57%
work-life balance	 43%	=		44%
job security	 43%	▼		45%
career progression	 39%	▼		35%
pleasant work atmosphere	 37%	=		34%

\* triangle highlighted red when the difference with 2019 data is 3% higher or lower

\*\* percentage highlighted red, when the difference with ITC professionals professionals for 2019 is 3% higher or lower

# gap analysis global ITC.

what ITC professionals  
seek

- 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 uses latest technologies
- 9 very good reputation
- 10 gives back to society

what ITC employers  
offer

- 1 uses latest technologies
- 2 financially healthy
- 3 attractive salary & benefits
- 4 very good reputation
- 5 career progression
- 6 job security
- 7 interesting job content
- 8 pleasant work atmosphere
- 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.

Employees in the sector say that ITC employers are best at using the latest technology, offering financial stability and attractive compensation plans.

When it comes to attractive salary and benefits, the gap is narrow: what the employees seek and what the employers offer is almost aligned.

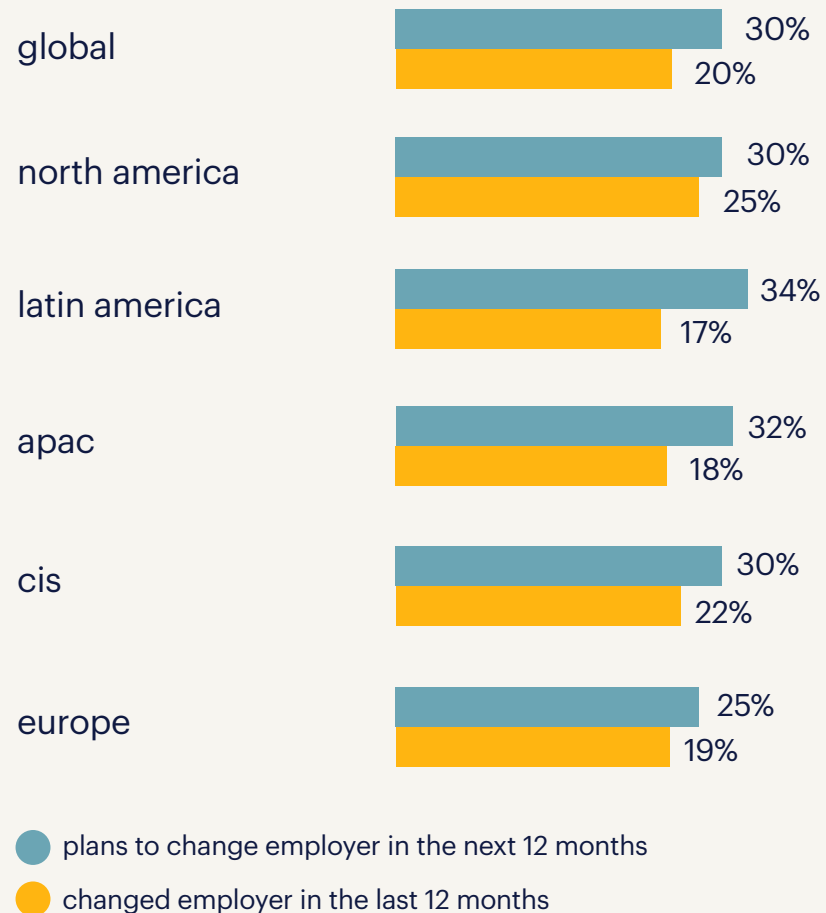


# switching jobs

## ITC professionals behavior.

Although job security is the second most important factor when choosing an employer, and ITC is seen as the most attractive employment sector worldwide, the research conducted in March-April shows that the turnover in the sector is higher than at a global level (you can find more details about the global Randstad employer brand research in the [REBR global report](#)).

In fact, 30% of those working in the sector that we surveyed say they plan to change jobs in the next 12 months; 20% said they had already changed jobs in the previous year.



# the employer brand roadmap.



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