

# global ITC & engineering professions report

employer brand  
research 2021

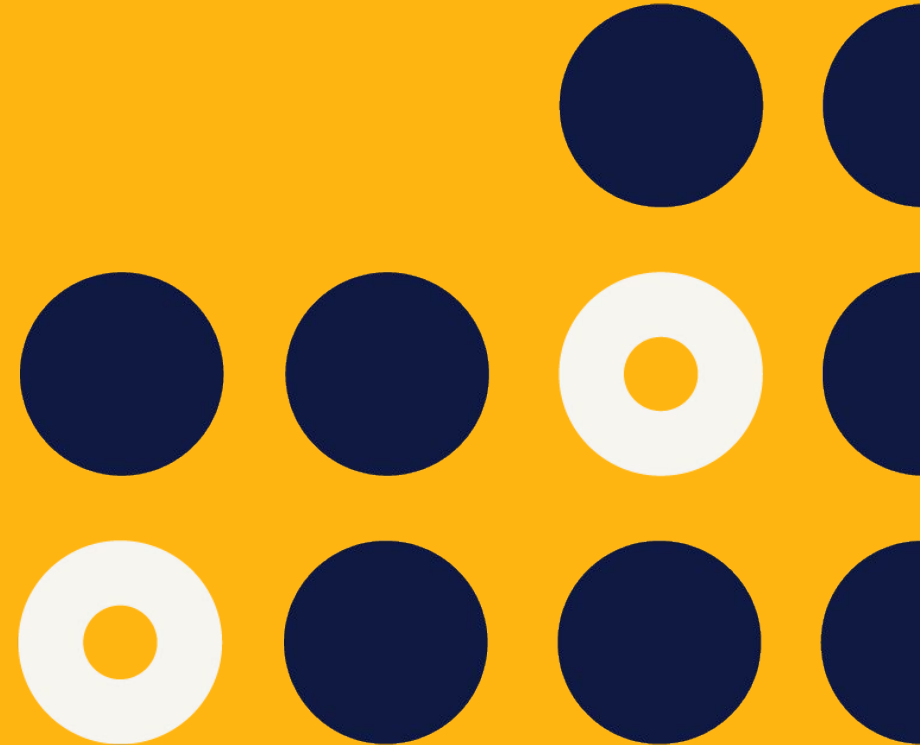


 randstad

human forward.

# contents.

- 1 executive summary
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executive

summary.



# executive summary.

Even though the COVID-19 pandemic has strongly impacted our lives and the world of work, some things have remained the same. The findings from our employer brand study show that the ITC & engineering workforce\* continued to work as normal (67%), considerably more so than working-age adults around the world (50%). Having said this, nearly 1 in 3 ITC & engineering working-age adults worked longer hours or reduced hours/reduced salary in 2020 due to COVID-19. Compared to professionals globally, a mere 1% of those in the industry became unemployed as a result of the pandemic (vs. 9% globally).

A quarter of the ITC & engineering workforce indicated a fear of job loss in 2021, which is comparable to the global workforce (26%). Those who said that they were afraid to lose their jobs were nearly three times more likely than those who did not fear job loss to look for another employer in the first half of 2021 (26% vs. 11%).

The ITC & engineering workforce's loyalty is similar to that of the global workforce: 70% said they were more loyal to their employer, while only 5% said they were less loyal. This compares to the 68% of the global workforce who feel more loyal and just 6% who said the opposite.



\*definition & sample composition of the ITC & engineering professions can be found on slides 46-47



# executive summary.

The factor most appealing to the ITC & engineering workforce\* is its salary and benefits package (cited by 65%), followed by a good work-life balance (62%) and job security (60%). However, when diving deeper into specific ITC & engineering groups, we see that ITC managers rate a good work-life balance, financial health, and attractive salary & benefits as the foremost important drivers (65%, 62% and 62%, respectively). Moreover, they deem strong management the fifth most important driver (56%) while for ITC & engineering professionals, strong management is a considerably less important pull factor (43%). Attractive salary & benefits are more important to ITC & engineering professionals (69%) than they are to managers and associates.

ITC (consisting of IT, software, telecom, internet providers and technology companies) is the most attractive sector for the ITC & engineering workforce (67%), and it is also the sector they feel their skills are most suited for (51%). Automotive follows as the next most attractive sector (64%). Looking at the sectors where ITC & engineering workers feel most suited to work, based on their skills, and excluding ITC, we see automotive, engineering and energy & utilities best fitting with their skill set.



\*definition & sample composition of the ITC & engineering professions can be found on slides 46-47



# executive summary.

About 1 in 10 global ITC & engineering working adults changed their employer in the second half of 2020 (9%) and nearly twice more planned to do so in the first half of 2021 (17%). This is more often the case among those aged 25 to 34: 12% said they changed employers and 23% said they planned to. This group's behavior is comparable to that of the global workforce who was just as likely to have changed their employers (12%) but slightly less likely to plan to do so (20%). The ITC & engineering workforce changed jobs most often in Latin America and CIS (12%, respectively); working-age adults in these regions were also more likely to plan to change employers in the first half of 2021 (25% in Latin American and 20% in CIS).

The ITC & engineering workforce are most likely to find their next employer on job portals (35%) followed by recruiters (31%), referrals and google (29%). Women in ITC & engineering are considerably more likely than men to find their next employer on job portals (43% vs. 32%), social media (38% vs. 26%) and company career sites (34% vs. 19%).

We hope the data contained in the following pages will help you understand how to better attract ITC & engineering talent in a transformed world of work.



what the

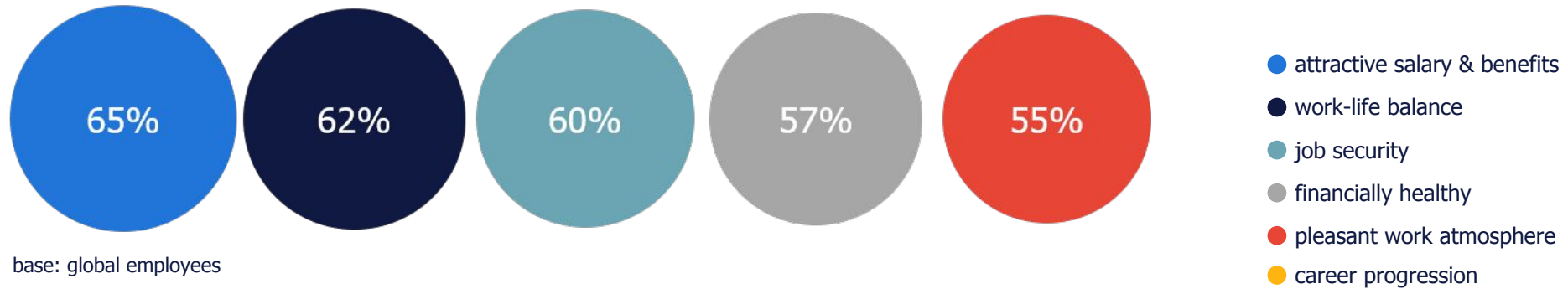


**ITC &  
engineering  
workforce  
want.**

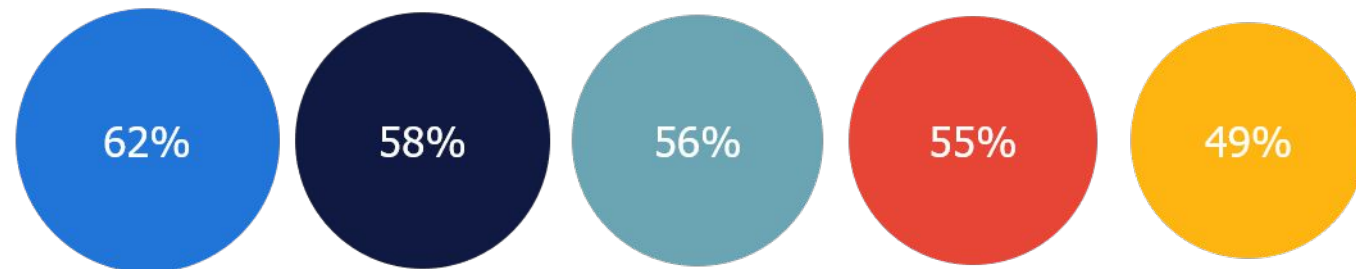
when compared to the global employee, the ITC & engineering workforce has the same top preferences in their ideal employer.

### top 5 reasons to choose an employer

base: ITC managers, ITC, science & engineering professionals, ITC technicians and science & engineering associates



base: global employees





# job security is important for ITC & engineering professionals.

Our data shows that salary & benefits is consistently the most important driver for both the average global workforce and those working in ITC & engineering. The differences begin when taking a closer look within ITC & engineering groups defined within the category\*. The top five most important attributes in an employer for both professionals and associates in ITC & engineering follow a similar ranking to the average global workforce, although ITC managers long for a good work-life balance.

Globally, women are more demanding than men on what they want from an ideal employer. This is also evident in ITC & engineering, where women consider more drivers as essential in an ideal employer than men do. Salary & benefits and a work-life balance (67%) are two of these essential drivers that are more significant among women.

The workforce in ITC & engineering are just as concerned about job security as the global employee. Our research shows that working-age adults rank this as the third-most important driver (56%), while those in ITC & engineering rate it even higher at 60%. This driving factor is important mostly to the working population aged 25-34 and senior workers aged 55-64 (62%, respectively).



\*definition & sample composition of the ITC & engineering professions can be found on slides 46-47



## ITC managers find use of latest technologies much more important.

It becomes clear that even those in the field of ITC & engineering find aspects that have a direct impact on them personally, such as work-life balance and salary & benefits more important when choosing a company than factors such as sustainability or diversity & inclusion. ITC managers, however, are more inclined to choose a company for using the latest technologies (50%) when compared to their professional and associate counterparts (36%).

ITC & engineering workers living in Latin America are more demanding, considering almost nine drivers important when choosing an employer, compared to the average of nearly eight drivers in the other regions. The ITC & engineering workforce in CIS, Latin America and Europe find attractive salary & benefits considerably more important (81%, 75% and 71%, respectively) than their counterparts in North America and APAC (63% and 61% respectively).

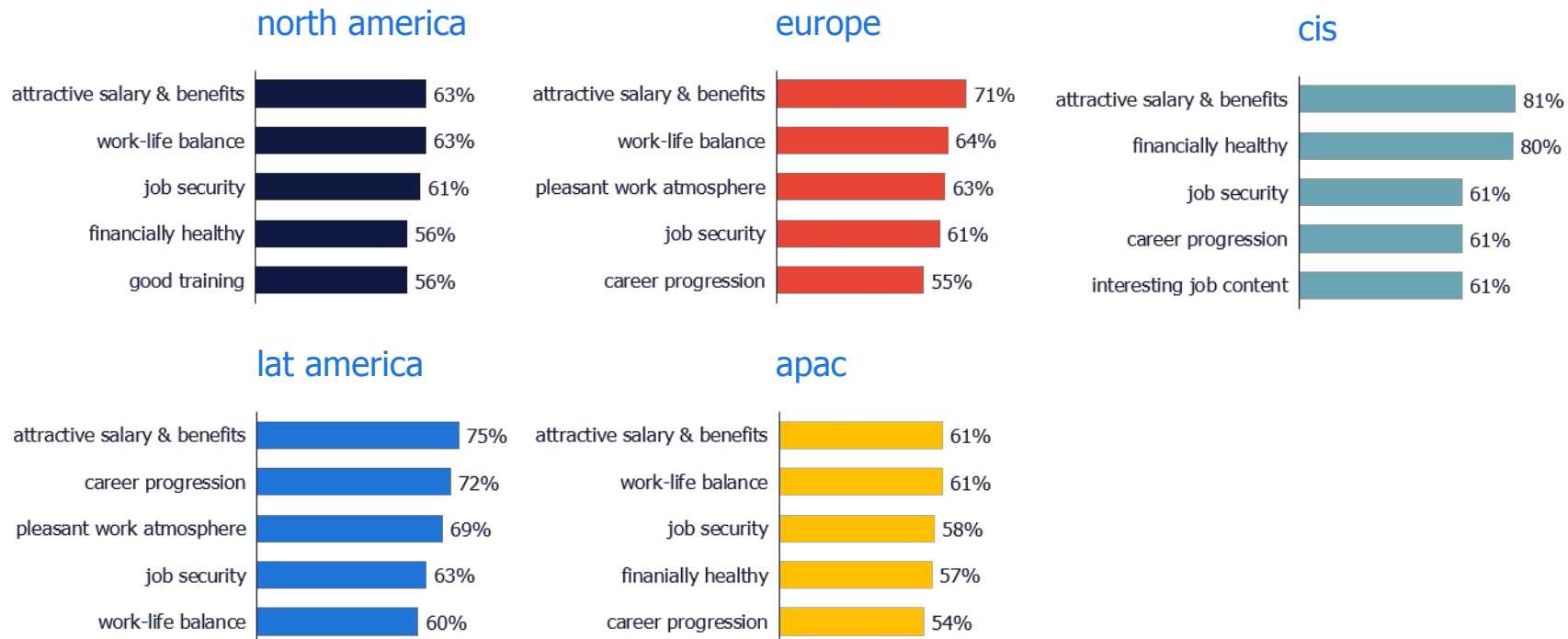
Work-life balance is the second most important driver in Europe, North America and APAC (64%, 63% and 61%, respectively). Career progression is the second most important in Latin America (72%), whereas for the CIS region it is the financial health of a company (80%) that is rated as the second most important EVP driver.



# top 5 reasons to choose an employer

## regional differences can shape an organization's employee value proposition.

what do ITC & engineering workforce want - by region

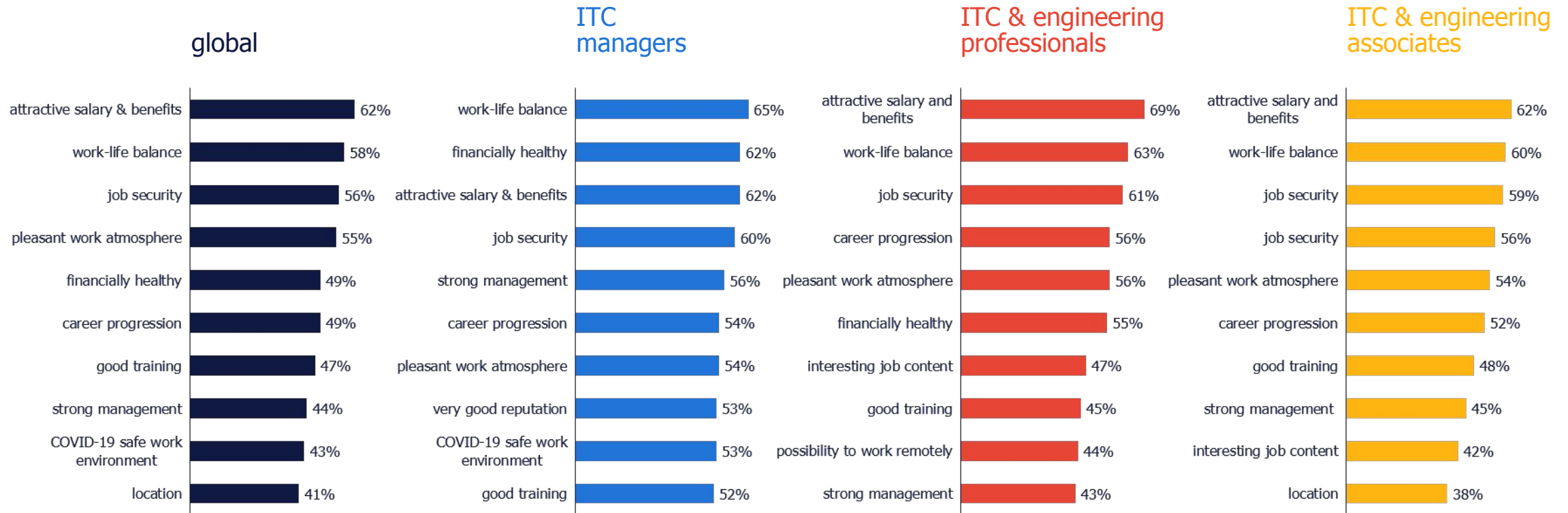


base: ITC managers, ITC, science & engineering professionals, ITC technicians, and science & engineering associates



# the most sought-after drivers differ across the ITC & engineering profession groups.

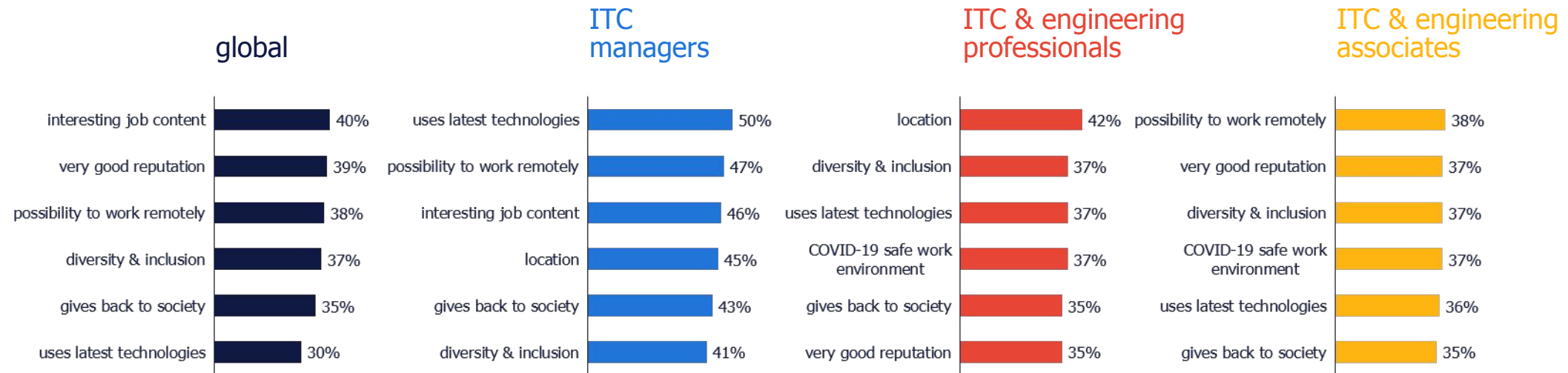
top 10 reasons to choose an employer  
 deep dive global ITC & engineering workforce\* vs. global employees



\*definition & sample composition of the ITC & engineering professions can be found on slides 46-47

# among the least important drivers for ITC & engineering professionals is giving back to society.

6 least important reasons to choose an employer  
 deep dive global ITC & engineering workforce\* vs. global employees



\*definition & sample composition of the ITC & engineering professions can be found on slides 46-47

# career progression considered more important in ITC & engineering.

When comparing what the global ITC & engineering workforce want in an employer to other professions (healthcare, business and customer services), working aged adults working in ITC & engineering rate the top 5 global EVP drivers higher than the other professions in healthcare, business and customer services.

Career progression has the largest gap among these talent groups, with the ITC & engineering workforce considering this more important than their counterparts.

Overall, all four professions are equally demanding in what they want from an ideal employer, with an average of seven drivers being important to each of the four talent groups.



# across the 4 job family groups, the ITC & engineering workforce rate 4 out of 5 drivers highest in importance.

top 5 most important drivers globally compared to 4 job family groups

	attractive salary & benefits	work-life balance	job security	pleasant work atmosphere	career progression
global	63%	58%	56%	55%	49%
healthcare professionals	60%	57%	55%	56%	48%
ITC & engineering	65%	62%	60%	55%	54%
business & administration	63%	59%	57%	54%	49%
customer services & support	63%	59%	57%	57%	48%



# ITC & engineering workforce



sector  
attractiveness.



# ITC & engineering skills possible in various sectors.

## attractiveness insights

ITC (IT, technology & communications) is the most attractive sector for the ITC & engineering workforce\* and all three subgroups; managers, professionals and associates have rated their skills in ITC as the number one sector that they are suited for. The engineering sector is the fourth most attractive among the average ITC & engineering workforce, with 2 in 5 workers indicating that they have the skills to work in this industry.

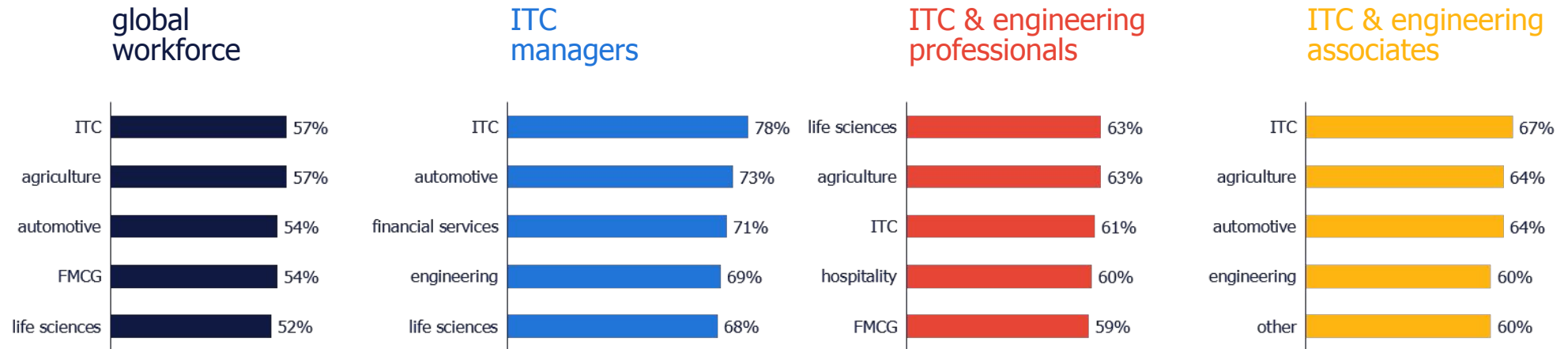
When further examining the three ITC & engineering professions groups, 60% of ITC managers say they possess the skills to work for companies in ITC, followed by a sharp drop to 44% who say they could work in FMCG. Leaving the ITC industry aside, ITC & engineering professionals and associates say that they have skills to work for companies in the automotive, energy & utilities and engineering sectors.

In addition to the sectors mentioned above, agriculture is seen as an attractive sector among the ITC & engineering workforce, especially among professionals and associates. Fewer working-age adults, however, feel that they can work in this sector. Our survey shows that the ITC & engineering workforce possess skills that are relevant across a varied number of sectors, which allows for greater opportunities for this professions group.



# agriculture is less attractive for ITC managers.

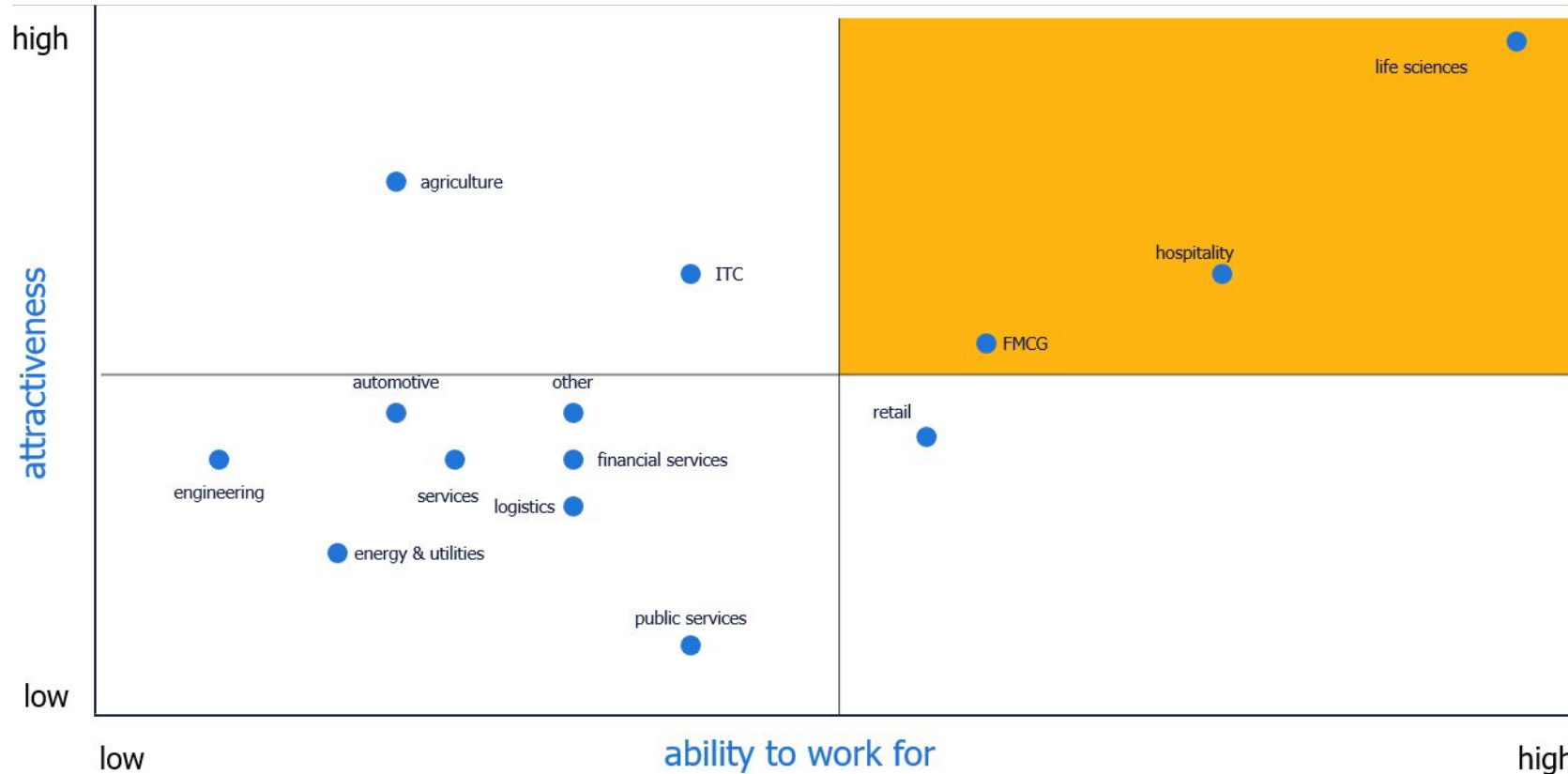
sector attractiveness



\*the ITC sector relates to companies in IT, Technology & Communications



# total ITC & engineering workforce attractiveness vs. ability to work for it.



high ability to work for sectors with a high score contain more companies whom respondents feel they could work for, based on their skills.

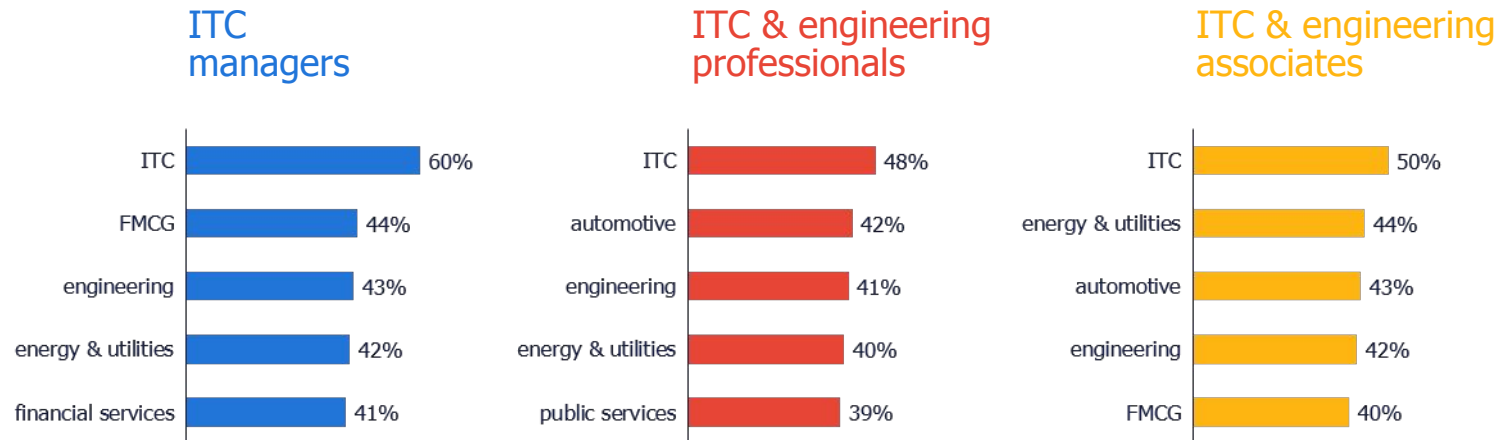
## high attractiveness

A sector with high attractiveness contains more highly attractive companies than other sectors.



aside from ITC & engineering, energy & utilities is the only sector in the top 5 across all 3 groups.

sector ability to work for



\*the ITC sector relates to companies in IT, Technology & Communications



# ITC & engineering

job switching  
behavior.

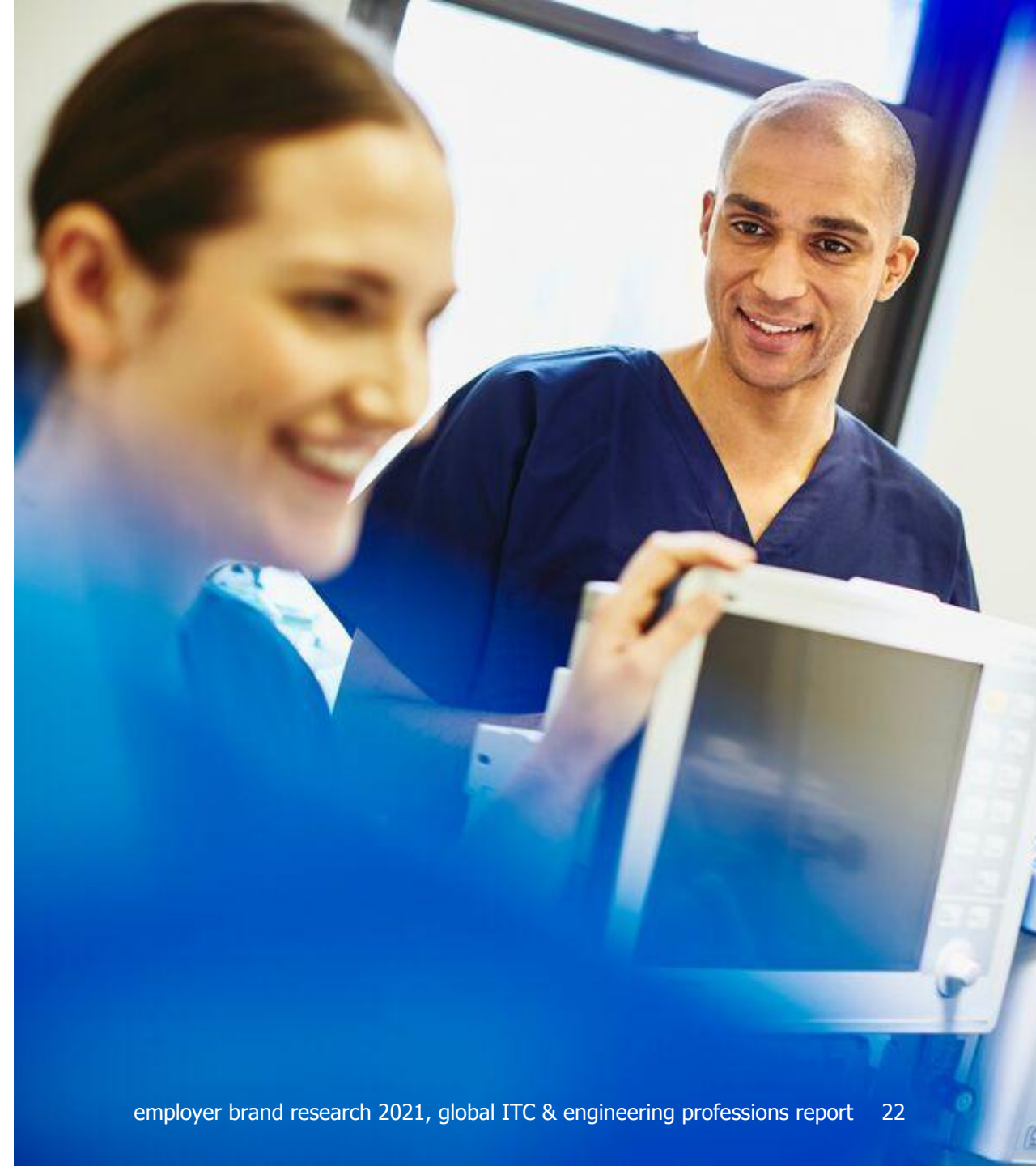


# almost 1 in 5 had planned to change employers.

9% of the global ITC & engineering workforce changed their employer in the last half of 2020, more so among the 25-34-year-olds (12%). Overall, 17% intended to switch employers in the first half of 2021, which sees the same age group (23%) who intended to do so. There are no differences in retention when looking across the three ITC & engineering professions groups.

Latin America and the CIS region saw the highest number of workers (12%) switching jobs in the last half of 2020. ITC & engineering workers in both these regions were more likely to consider changing their employer in the first half of 2021 (respectively 25% and 20%) than those in other parts of the world.

For those who had planned to change jobs in the first half of 2021, career progression (63%) stood out as a possible reason, ranking number 2 in importance for this group, compared to its rank as sixth among the average ITC & engineering workforce (49%).



# job switching & intention is greatly impacted in latin america and the cis region.



global switchers in ITC & engineering

9%

changed employer in the last half of 2020.

global intenders in ITC & engineering

17%

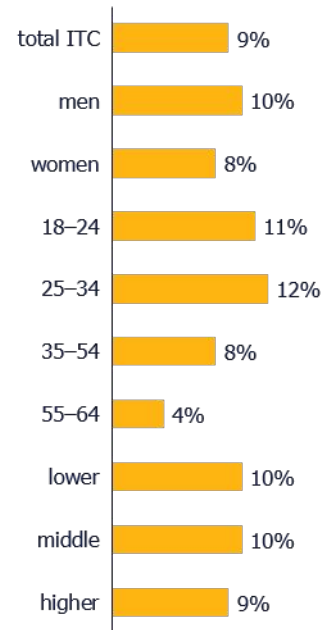
plan to change employer in the first half of 2021.



# switching behavior among the ITC & engineering workforce by socio-demographics.

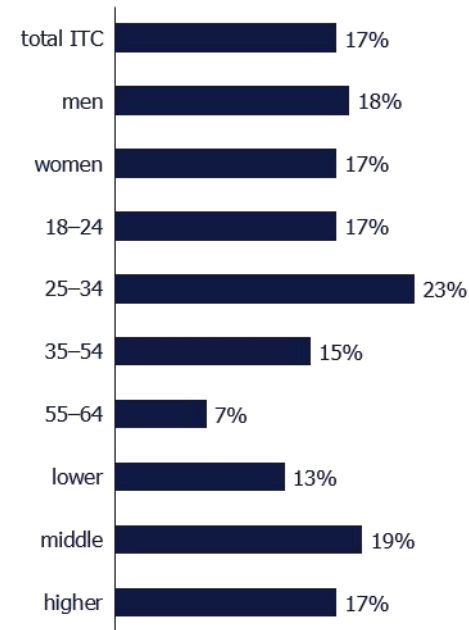
## switchers

base: ITC managers, ITC, science & engineering professionals, ITC technicians and science & engineering associates



## intenders

base: ITC managers, ITC, science & engineering professionals, ITC technicians and science & engineering associates



Deep dive into switching behavior by ITC managers, ITC, science & engineering professionals, ITC technicians, and science & engineering associates can be found in the appendix





# channels for finding work are varied among talent seeking new opportunities.

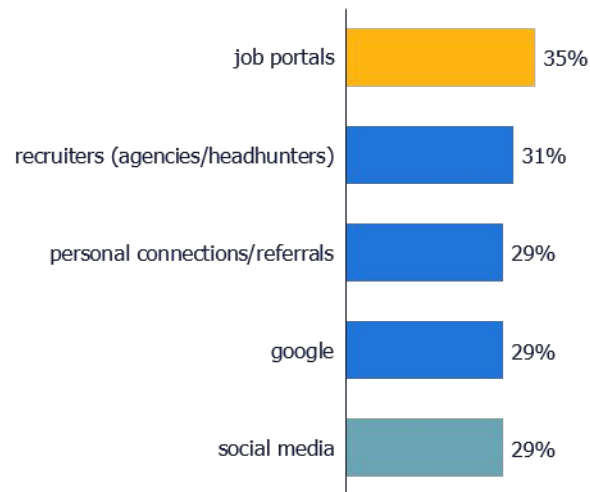
The search channel most often used by global ITC & engineering job seekers is job portals (35%). This is especially true for women (43%), working-age adults located in the CIS region (49%) and APAC (48%). Indeed.com (45%) is the most popular well-known job portal among job seekers in ITC & engineering. It is used more by women (52%) than by men (41%).

Social media (29%) plays an important role in the job search process and is more popular among ITC & engineering females (38%). Facebook (66%) and Instagram (52%) are used the most among the average ITC & engineering worker - with Instagram being more popular among men (60%) compared to women (35%).

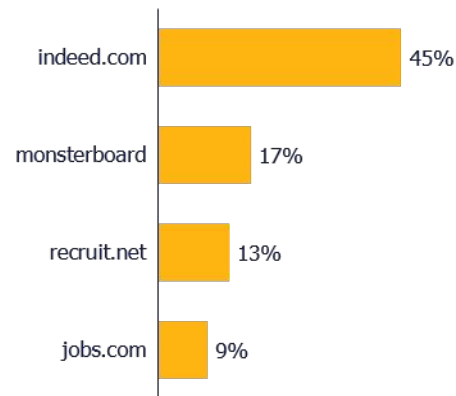


# ITC & engineering professionals' preferences when searching for new job opportunities.

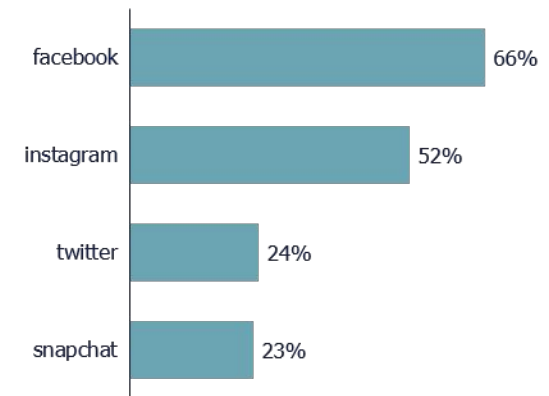
top 5 channels used to find a job



top 4 job portals

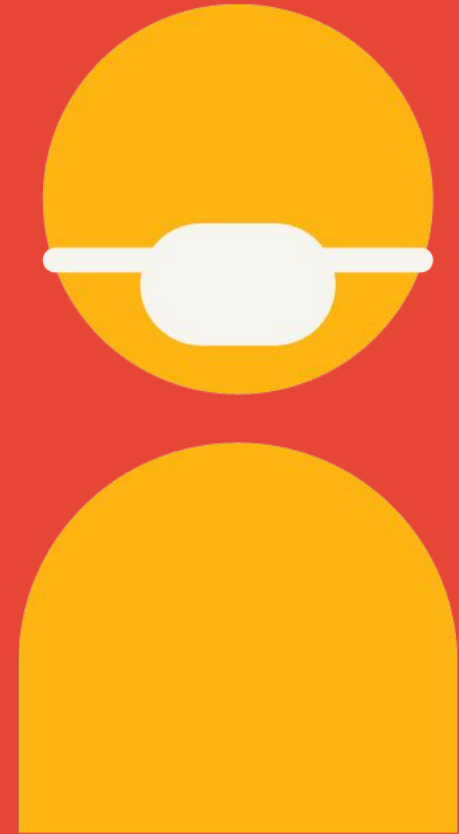


most searched social media channels



# COVID-19

in focus.



# ITC & engineering workforce less impacted by COVID-19.

Despite the disruption caused by the pandemic, our survey found that almost 7 in 10 workers in ITC & engineering globally continued to work as usual, which is higher than the average global workforce (50%). Especially in the CIS region (74%) and Europe (71%), working-age adults in ITC & engineering were able to continue to work as normal.

On the other hand, 31% of the ITC & engineering workforce were either furloughed, became unemployed, worked different hours than usual or for other reasons saw their employment situation change due to COVID-19 – which was lower than the average global workforce (40%).

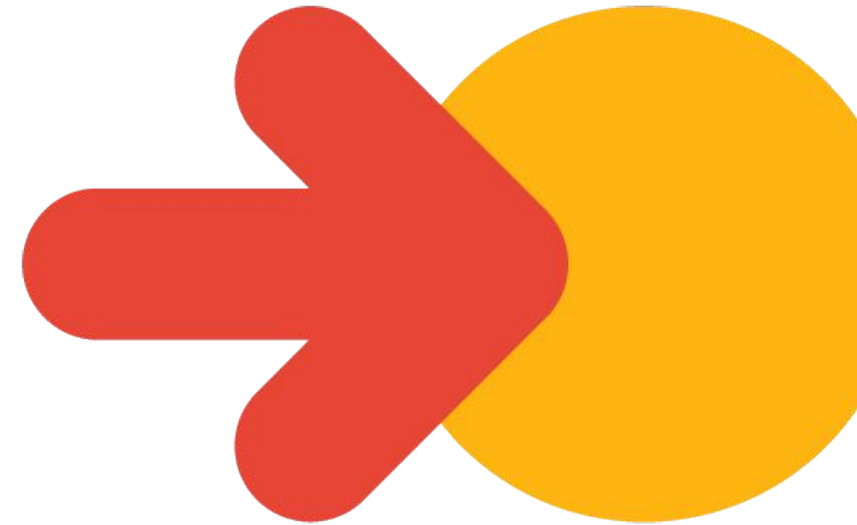
The younger workforce (18–24 years) indicated less often that they were able to continue their work as normal (54%). They found themselves working longer hours than usual (16%), which is higher than the average ITC & engineering worker (10%).



# workers in LATAM impacted the most by employment changes.

The ITC & engineering field in Latin America were disrupted the most, compared to the rest of the world, with 53% continuing their work as normal, as opposed to the average 68% in other regions. Those in Latin America found themselves working longer hours than normal (18%) and a higher proportion who were furloughed or became unemployed were among workers in Latin America (6%, compared to 3% of the average ITC & engineering workforce).

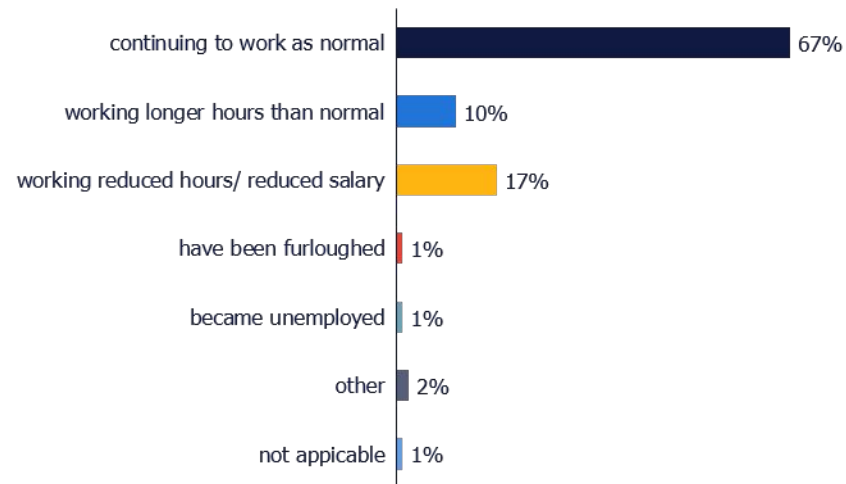
A greater number of the ITC & engineering workers who were afraid of losing their job in 2021 had planned to change their job in the first six months of 2021 (26%), slightly less than the average global workforce (29%). For those who were not afraid of losing their job, only 11% had planned to change their job.



# how COVID-19 affected employment.

## how COVID-19 changed one's employment situation

base: ITC managers, ITC, science & engineering professionals, ITC technicians, and science & engineering associates



## fear of job loss

### ITC & engineering

# 26%

Adults who continued to work in 2020 are afraid they will lose their job in 2021 as a result of COVID-19.

### region

Workers in Latin America whose jobs were not affected in 2020 by COVID-19 are the most afraid of losing their job in 2021 (45%), whereas workers in Europe (20%), followed by APAC (24%) are less afraid of losing their job in 2021.



# intention to switch jobs among those fearing job loss and those unafraid.



afraid

26%

of those who are afraid of losing their job plan to change their job in the first six months of 2021.

not afraid

11%

of those who are not afraid of losing their job plan to change their job in the first six months of 2021.



# remote work is important to more than 2 out of 5.

42% of the ITC & engineering workforce are attracted to companies offering the possibility of working remotely. Regionally, working remotely can be seen as more important in Latin America (50%) and Europe (48%).

Our data shows 18 to 24-years-olds more often started working (partly) from home (79%) compared to the average ITC & engineering workforce (68%). More of those living in North America started working partly or fully from home during the COVID-19 crisis (78%). On the other hand, more jobs in the CIS region (32%) were required to be performed on site than jobs in the other regions (9%).

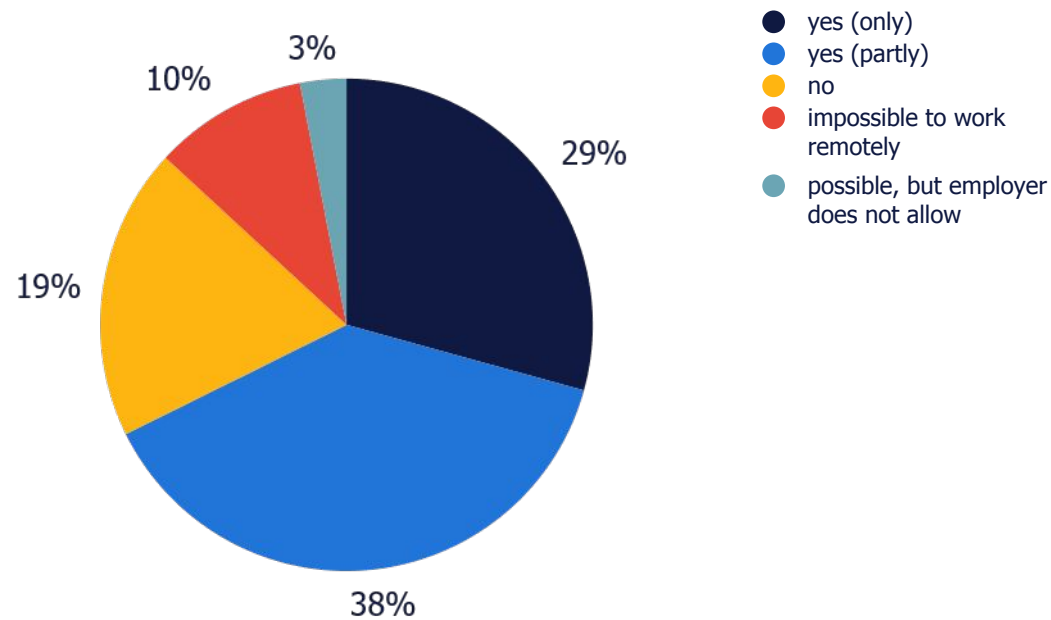
Out of the three ITC professions groups, associates more often indicated that for them it is impossible to work from home (13%) compared to ITC managers (4%) and professionals (9%).



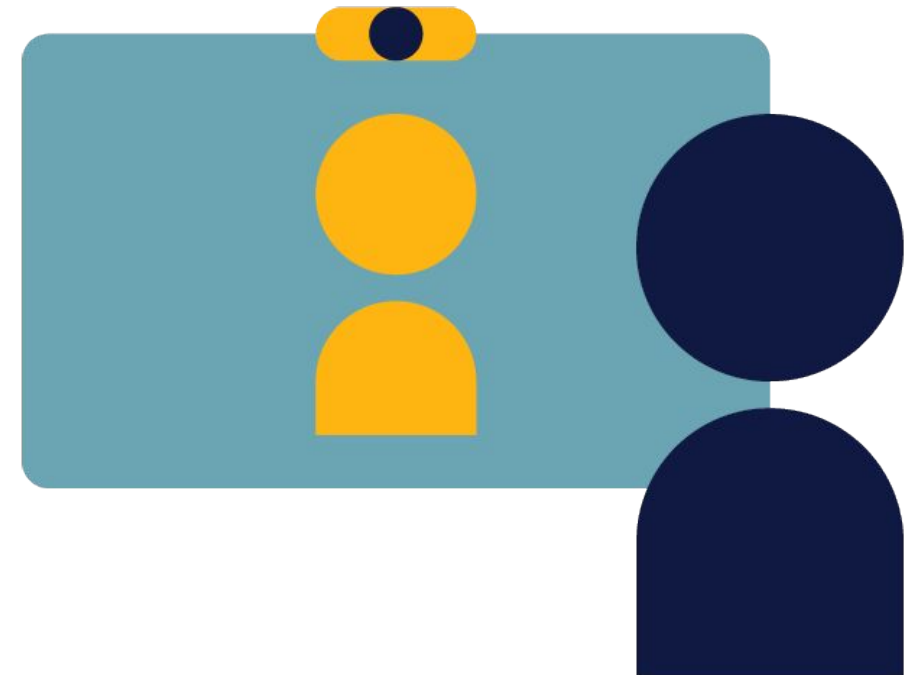


# two-thirds of the ITC & engineering workforce started working remotely during the COVID-19 pandemic.

did you start working (more) remotely/from home due to the COVID-19 crisis?



base: ITC managers, ITC, science & engineering professionals, ITC technicians, and science & engineering associates



# majority of ITC & engineering workers made the decision to work remotely.

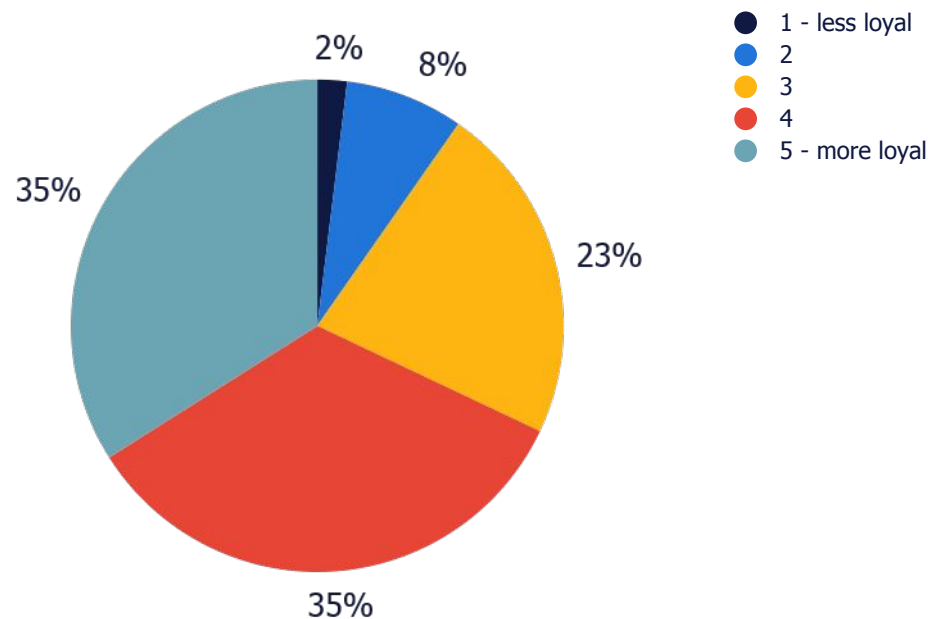
Out of the 68% of those who started working remotely, 56% were involved in the decision to do so, whereas for 43% the decision was mandated by their employer and/or regulatory authorities. More men (59%) were involved in their decision to work remotely than women (51%). The highest number where the decision was mandated by the authorities can be seen in Latin American (56%).

When looking across the three ITC & engineering professions groups, we see that ITC managers (81%) and professionals (73%) more often started working from home compared to associates (57%). Also, managers were more often involved in the decision to work remotely (63%) compared to professionals (57%) and associates (51%).



# employer management of COVID-19 results in more loyalty among ITC & engineering workers.

loyalty to one's employer based on how well supported employees felt during the COVID-19 pandemic



base: ITC managers, ITC, science & engineering professionals, ITC technicians, and science & engineering associates

The way ITC & engineering employers worldwide have supported their workforce and managed the pandemic has had a positive impact on loyalty. Overall, 70% of talent feel more loyal to their employer as opposed to 5% who feel less loyal.

Women more often indicate that they are more loyal (75%) to their employers compared to men (68%). Moreover, we found 18 to 24-years-olds (10%) and lower educated workers (12%) felt less loyal to their employer compared to the average workforce (5%). There were also clear regional differences. 17% of those in the CIS region and 55% of the workforce in Europe indicated that they were more loyal as opposed to the rest of the regions with an average of 76%.

# appendix.

- 1 what the ITC & engineering workforce want
- 2 job switching behavior



what the  
ITC &  
engineering



workforce  
want.

# what the ITC & engineering workforce want.

1/3

	global	information and communications technology services managers	physical and earth science professionals	mathematicians, actuaries and statisticians	life science professionals	engineering professionals (excluding electro-tech)	electro-tech engineers
attractive salary & benefits	62%	62%	57%	58%	75%	71%	68%
work-life balance	58%	65%	58%	60%	69%	65%	60%
job security	56%	60%	59%	70%	56%	65%	58%
pleasant work atmosphere	55%	54%	51%	49%	66%	58%	58%
financially healthy	49%	62%	46%	54%	49%	61%	63%
career progression	49%	54%	46%	50%	63%	58%	58%
good training	47%	52%	40%	47%	53%	46%	37%
strong management	44%	56%	43%	48%	47%	43%	35%
COVID-19 safe work environment	43%	53%	32%	32%	49%	40%	29%
location	41%	45%	38%	37%	50%	41%	34%
interesting job content	40%	46%	39%	40%	56%	48%	42%
very good reputation	39%	53%	30%	34%	32%	35%	28%
possibility to work remotely	38%	47%	35%	56%	49%	41%	30%
diversity & inclusion	37%	41%	41%	35%	45%	35%	28%
gives back to society	35%	43%	33%	33%	38%	39%	27%
uses latest technologies	30%	50%	26%	40%	35%	36%	28%



# what the ITC & engineering workforce want.

2/3

	global	architects, planners, surveyors and designers	software and applications developers and analysts	database and network professionals	physical and engineering science technicians	mining, manufacturing and construction supervisors	process control technicians
attractive salary & benefits	62%	72%	42%	72%	60%	62%	62%
work-life balance	58%	66%	38%	62%	55%	52%	60%
job security	56%	63%	33%	57%	60%	51%	59%
pleasant work atmosphere	55%	65%	48%	54%	49%	48%	57%
financially healthy	49%	59%	37%	57%	57%	49%	63%
career progression	49%	61%	39%	54%	47%	45%	57%
good training	47%	45%	38%	43%	46%	45%	48%
strong management	44%	46%	31%	39%	43%	38%	42%
COVID-19 safe work environment	43%	39%	31%	31%	34%	30%	36%
location	41%	44%	23%	44%	36%	33%	34%
interesting job content	40%	48%	40%	48%	40%	38%	43%
very good reputation	39%	40%	33%	39%	36%	34%	33%
possibility to work remotely	38%	41%	29%	47%	37%	28%	29%
diversity & inclusion	37%	40%	17%	37%	35%	31%	36%
gives back to society	35%	39%	24%	30%	33%	38%	36%
uses latest technologies	30%	42%	17%	37%	38%	33%	36%



# what the ITC & engineering workforce want.

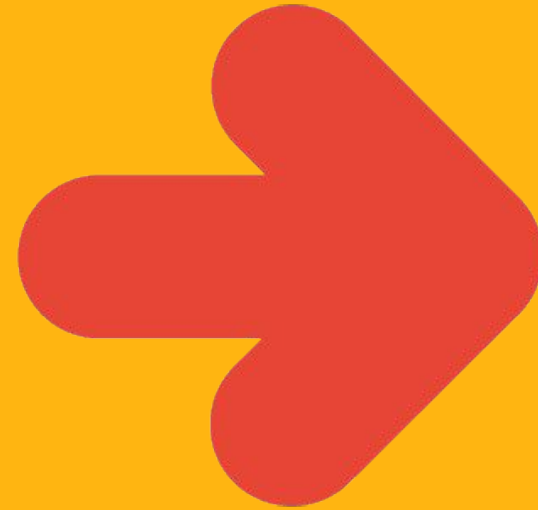
3/3

	global	life science technicians and related associate professionals	ship and aircraft controllers and technicians	information and communications technology operations and user support technicians	telecom and broadcasting technicians
attractive salary & benefits	62%	70%	82%	62%	62%
work-life balance	58%	67%	54%	64%	55%
job security	56%	64%	76%	60%	48%
pleasant work atmosphere	55%	65%	70%	55%	47%
financially healthy	49%	52%	74%	56%	50%
career progression	49%	46%	63%	55%	44%
good training	47%	55%	60%	50%	45%
strong management	44%	50%	48%	48%	37%
COVID-19 safe work environment	43%	47%	33%	39%	41%
location	41%	44%	41%	41%	40%
interesting job content	40%	51%	49%	42%	36%
very good reputation	39%	44%	37%	38%	39%
possibility to work remotely	38%	44%	17%	43%	39%
diversity & inclusion	37%	31%	33%	40%	35%
gives back to society	35%	29%	22%	37%	28%
uses latest technologies	30%	35%	38%	37%	27%





# job switching

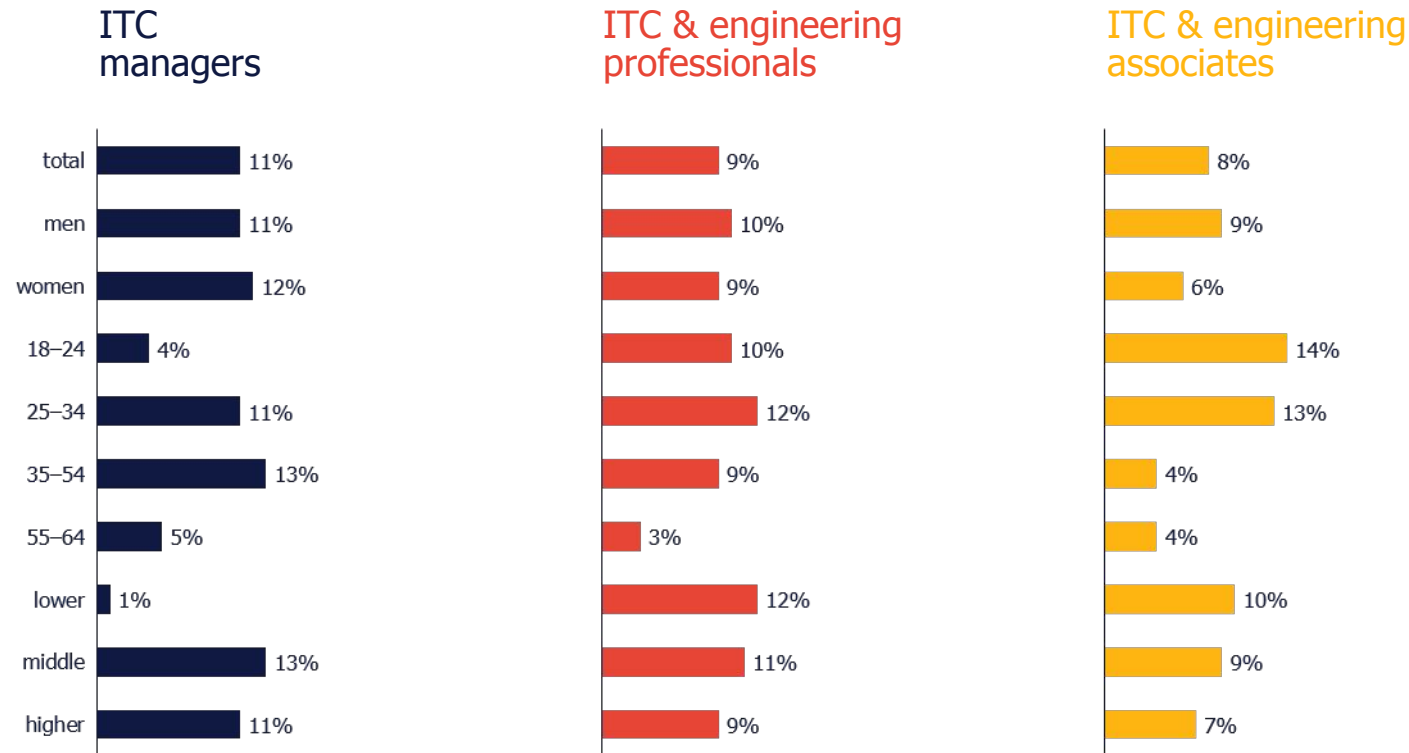


# behavior.

# switching behavior among the ITC & engineering workforce by socio-demographics.

## switchers

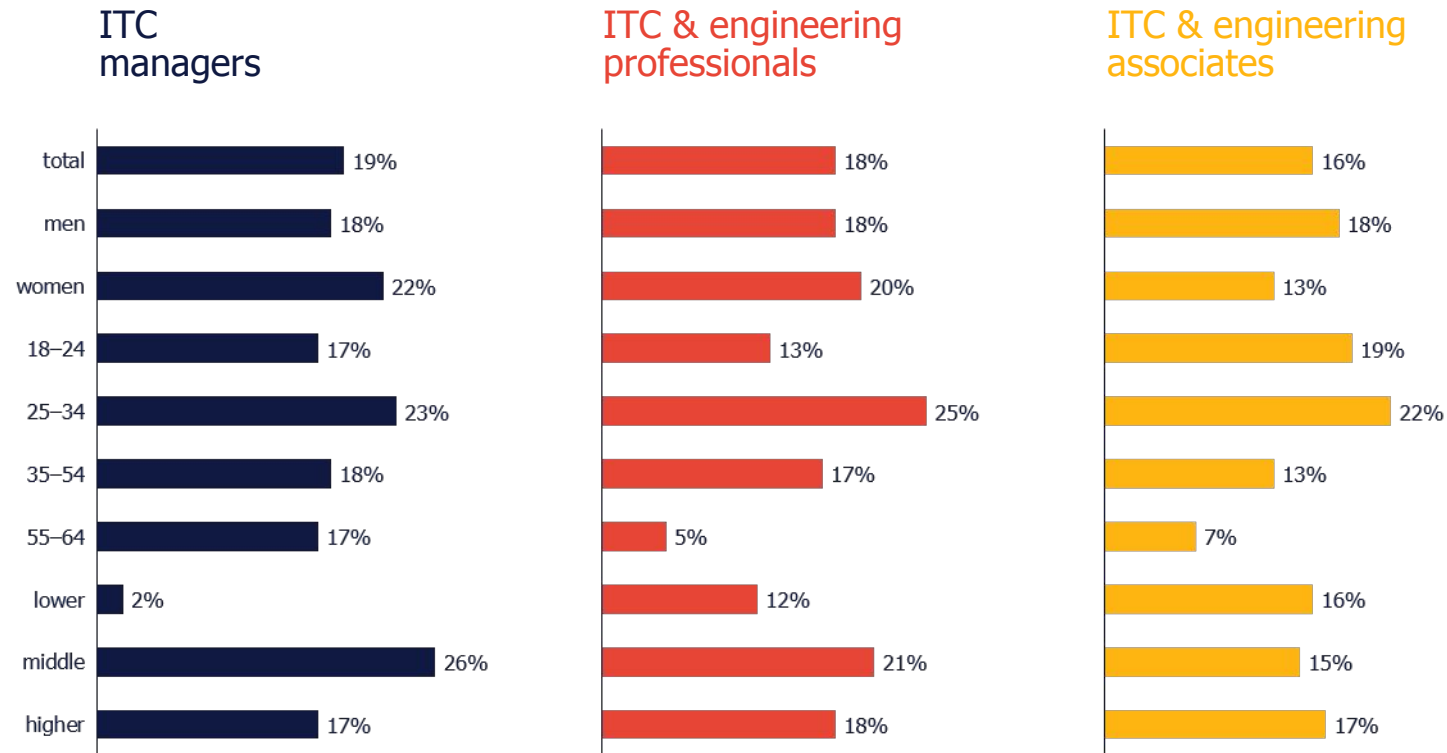
base: ITC managers, ITC & engineering professionals, ITC & engineering associates



# switching behavior among the ITC & engineering workforce by socio-demographics.

## intenders

base: ITC managers, ITC & engineering professionals, ITC & engineering associates



about the



research.

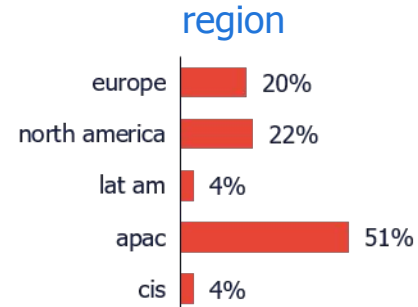
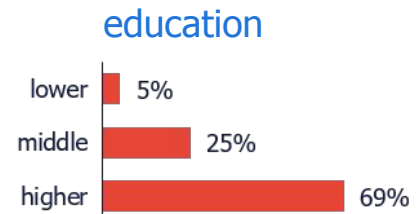
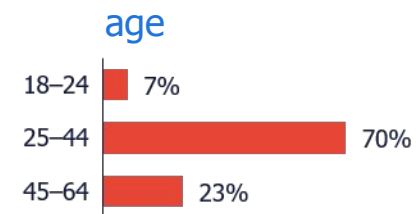
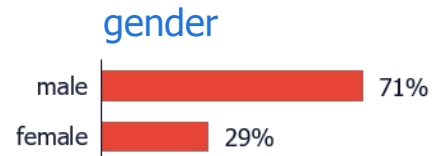
# what is the randstad employer brand research?

- a representative employer brand research based on perceptions of the general audience. Optimizing 21 years of successful employer branding insights.
- an independent survey with over 190,000 respondents in 34 markets worldwide.
- a reflection of employer attractiveness for each market's largest employers known by at least 10% of the population.
- provides valuable insights to help employers shape their employer brand.



# definition & sample composition of the ITC & engineering sector.

1/2



total sample of ITC & engineering sector: n= 24,032  
fieldwork: between January and February 2021



# definition & sample composition of the ITC & engineering sector.

2/2

## ITC & engineering profession definitions

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information and communications technology services managers

information and communications technology services managers

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information and communications technology, science and engineering professionals

physical and earth science professionals

mathematicians, actuaries and statisticians

life science professionals

engineering professionals (excluding electrotechnology)

electrotechnology engineers

architects, planners, surveyors and designers

software and applications developers and analysts

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information and communications technicians & science and engineering associate professionals

physical and engineering science technicians

mining, manufacturing and construction supervisors

process control technicians

life science technicians and related associate professionals

ship and aircraft controllers and technicians

information and communications technology operations and user support technicians

telecommunications and broadcasting technicians

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# 34 markets surveyed covering more than 80% of the global economy.

austria  
australia  
argentina  
belgium  
brazil  
canada  
china  
czech republic  
france  
germany  
greece  
hong kong SAR  
hungary  
italy  
india  
japan  
kazakhstan  
luxembourg  
malaysia  
mexico  
new zealand  
netherlands  
norway  
poland  
portugal  
romania  
russia  
singapore  
spain  
sweden  
switzerland  
ukraine  
UK  
USA



● markets surveyed

## worldwide

- over 190,000 respondents
- 6,493 companies surveyed

## sample

- aged 18 to 64
- representative on gender
- overrepresentation of age 25 - 44
- comprised of students, employed and unemployed workforce

## fieldwork

- online interviews
- between January and February 2021

## length of interview

- 16 minutes





# breakdown of ITC & engineering sector by market.

country*	n=
argentina	668
australia	809
austria	484
belgium	710
brazil	441
canada	368
china	964
czech republic	478
france	671
germany	442
greece	282
hong kong	302
hungary	923
india	872
italy	718
japan	496
kazakhstan	609

country*	n=
luxembourg	141
malaysia	405
mexico	909
the netherlands	1743
new zealand	476
norway	256
poland	608
portugal	880
romania	762
russia	2784
singapore	591
spain	1139
sweden	409
switzerland	437
ukraine	1138
UK	775
US	342

\*global data is weighted on GDP



# employer brand research setup.

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## 30 companies per respondent

'do you know this company?':  
determines awareness.

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## for each company known

'would you like to work for this company?':  
determines attractiveness.

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## each company known

rating on a set of drivers:  
determines reason for attractiveness.

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## smart sampling

Each respondent is shown 30 companies. Each company is evaluated only by respondents who are aware of that particular brand.

In order to make sure that the less well known brands are assessed by a sufficient number of respondents, we make use of a smart sampling method.

This method ensures that the lesser known companies are shown to more respondents in order to realize a sufficient robust sample. That way the Randstad Employer Brand Research assures dependable insights for both well known and lesser known employer brands.

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## drivers

each company is evaluated on:

- 01 financially healthy
  - 02 COVID-19 safe work environment
  - 03 very good reputation
  - 04 job security
  - 05 career progression
  - 06 gives back to society
  - 07 possibility to work remotely/from home
  - 08 pleasant work atmosphere
  - 09 work-life balance
  - 10 attractive salary & benefits
- 



### KANTAR

For this research, Randstad partners with Kantar, one of the world's largest insight, information and consultancy networks.



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human forward.

