

# employer brand research 2019.



global insights into  
the perception of  
the ITC sector



# the industry's appeal stems from its daily interaction with consumers.

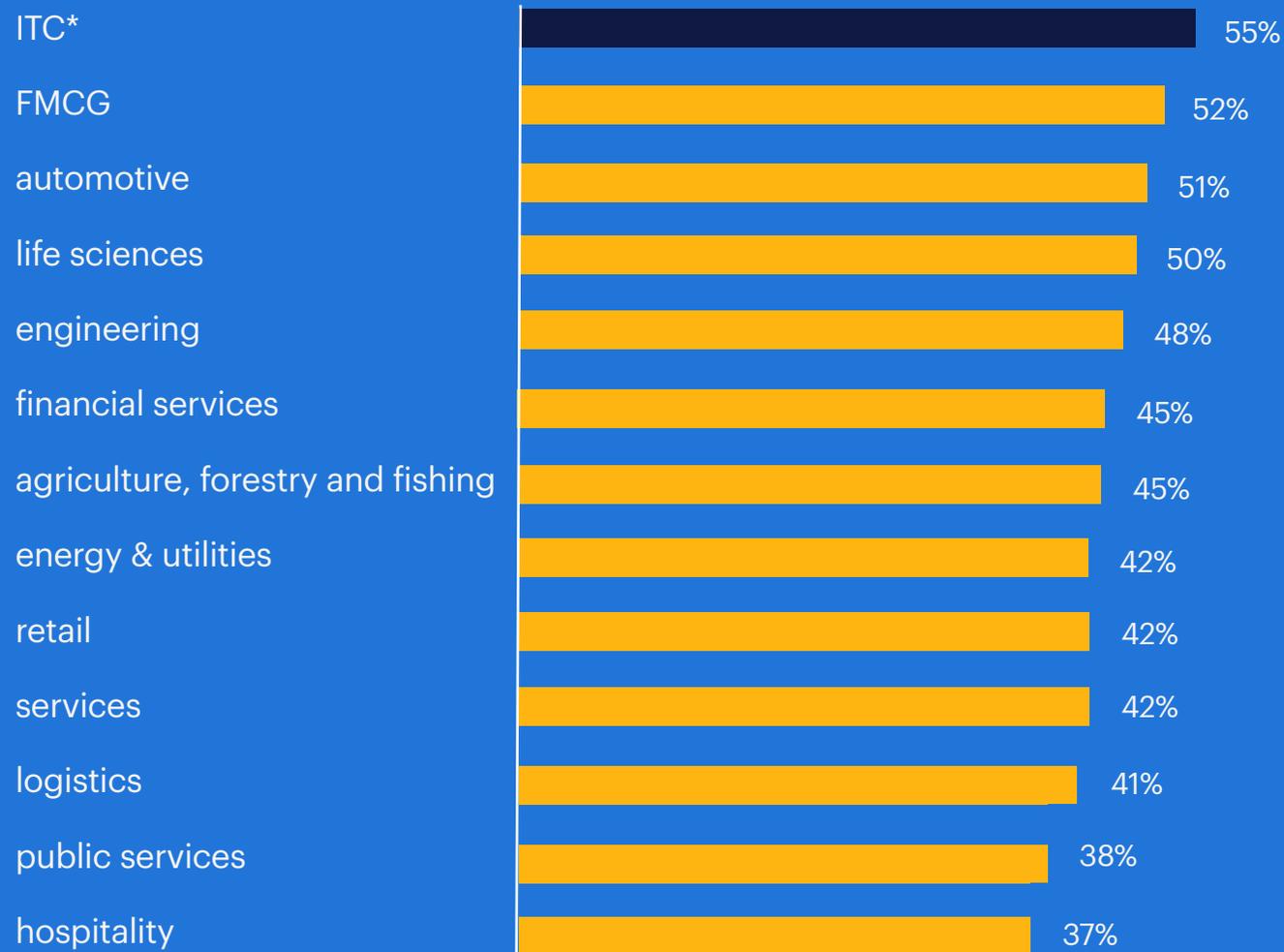
Apple, Google, Amazon, Facebook, Samsung and other technology titans are brands nearly every consumer around the world is familiar with. They make the electronics found around the home, nurture the personal and professional connections we develop and deliver products to our doors. It seems these companies at times are more integral to our lives than even family members.

It's no wonder, then, that employers in the IT, technology and communications sector are once again viewed as the most attractive around the world, according to the [2019 Randstad Employer Brand Research](#). With 55% of those surveyed who say they would work in the ITC sector, it ranks slightly above the fast-moving consumer goods business (52%) and automotive industry (51%).





# sector attractiveness **global.**

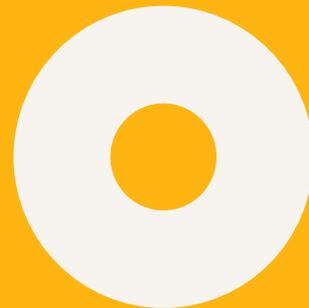


\* the ITC sector relates to companies in IT, Technology & Communications



“The demand for high-tech talent has become mainstream to all organizations and is no longer isolated to specialized businesses. Success depends on having a solid and agile talent acquisition strategy with the ability to attract, nurture and retain such talent.”

Richard Narine, Senior Vice President, Enterprise Solution Design



Every year, ITC companies are seen as the most desirable to work for, with promises of interesting careers, competitive compensation and outstanding benefits as rewards. Their technological innovations generate the biggest headlines, attract the biggest followers and make the most profound changes in the way we work and live.



That's good news for companies operating in this sector because this advantage facilitates their recruitment efforts. Being a widely admired sector is immeasurably valuable and helps to build a robust talent pipeline for the long term.



The drawback is that even with so much talent interested in a career in ITC, there are plenty of competitors seeking the same skills – and not just from within the sector. Nearly every industry is undergoing digital transformation, and that means Python programmers, data scientists, app developers and other technology specialists are among the most sought-after talent in the market today.



Various estimates predict a tremendous shortage in qualified ITC skills. According to the European Commission, the Union's shortage of specialists will rise from about 373,000 in 2005 to a half million by next year. Among the specialties where skills are most in demand include:

- digital security
- business networks
- big data analytics
- internet of things
- mobile technologies
- cloud computing

By 2020, most organizations will experience visible business disruptions due to infrastructure and operations skills gaps, according to Gartner. Furthermore, many ITC skills needed to innovate in the near future don't even exist today, so the sector faces growing pressure to develop and acquire these new skills.

Parts of the ITC sector are struggling just to fill the roles they need today. In growing fields such as robotic process automation (RPA), data analytics and cyber security, companies are frantically looking for skilled specialists who can help them keep up with customer demand while developing the next generations of these technologies.

# what do ITC workers want vs. global employees.

## top 5 reasons to choose an employer

	2019 base: ITC prof*	trend vs 2018 base: ITC prof*	2019 base: all respondents.**
attractive salary & benefits	 57%	=	59%
work-life balance	 46%	=	46%
job security	 42%	▼	45%
career progression	 42%	=	37%
pleasant work atmosphere	 39%	=	44%

If these skills are the same ones you seek, you must enhance your attraction strategy by aligning your company's employee value proposition to the desires of your target talent. Our research found that in the ITC sector an attractive salary and benefits are the most important considerations for workers, followed by work-life balance and job security.

\* triangle highlighted green or red when the difference with 2018 data is 3% higher or lower

\*\* percentage highlighted green or red, when the difference with ITC professionals for 2018 is 3% higher or lower

# EVP drivers

## ITC professionals retention.

### top 5 reasons to stay with an employer



Keep in mind that not only should you communicate these value propositions to win over new hires, but they are also the most important considerations for retaining employees. Also important to hanging on to ITC workers is creating jobs with interesting work content and setting up the workplace in a centrally located area.

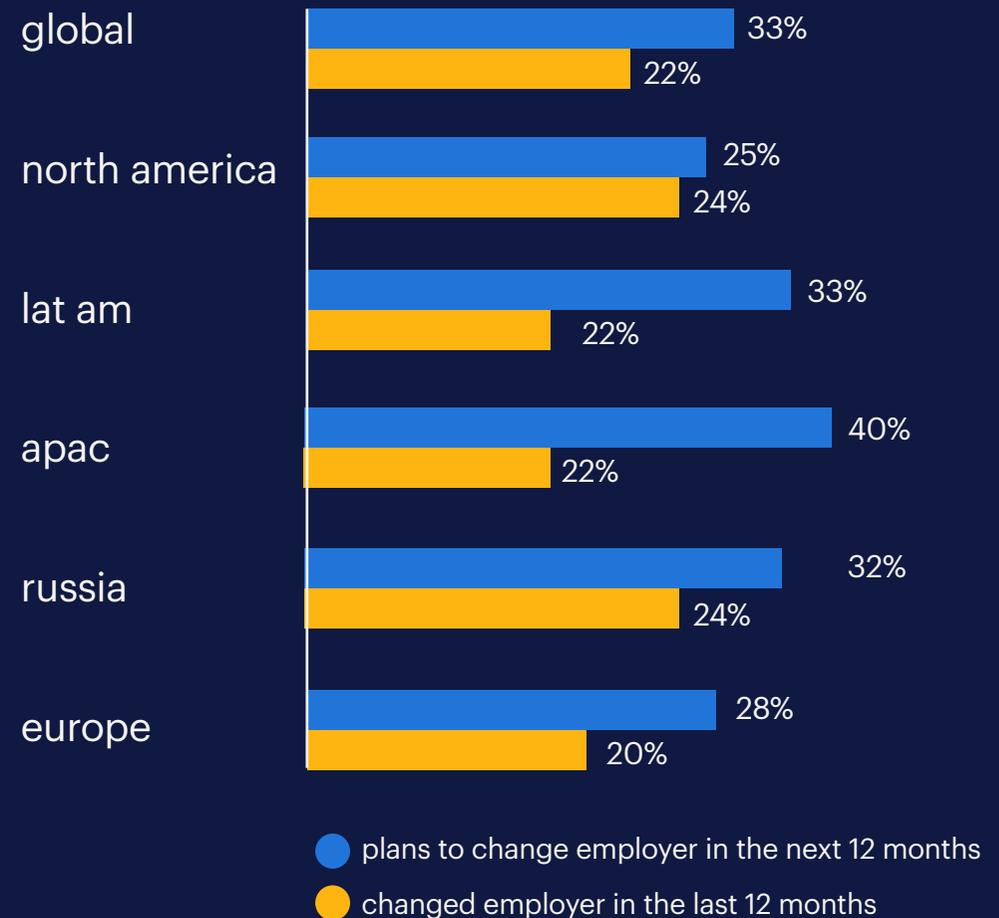


# switching jobs ITC professionals behavior.

But even with your best effort, ITC talent tend to change jobs more, with 3 out of 10 across the world saying they plan to switch their role in the next 12 months; 1 out of 5 have already done so in the past year. The struggle to retain talent is especially difficult in the Asia Pacific region, where workers plan to change jobs at a higher rate than the rest of the world.

So as you consider ways to attract and retain ITC workers, be sure to not overtax your employees and provide assurances about the security of their jobs. Doing so will position your company as an employer of choice in a highly competitive market.

Want to learn more about what workers in the ITC and other sectors want from their employers? We invite you to visit our [online Employer Brand Research center](#) for all of our 2019 reports.



To learn more about the 2019 Randstad Employer Brand Research, we invite you to read more [here](#).