

Randstad Award

Key Findings Global Sector Report - Finance

Overall

- *Financial health* is more important to potential employees in Finance compared to other sectors. It takes first position before *job security*.

Recruitment channels

- Job boards are the most important recruitment channel for Finance. Recruitment agencies take second place among potential employees in Finance, in the total sample adverts in newspapers/magazines rank #2.
- Usage of social media channels to find a job in Finance is higher (24%) than in the total sample (18%).
- Compared to women, about a quarter more men use social media channels to find a job.
- In the total sample 31% more men than women use networking events in order to find a job, but in Finance that gender difference is non-existent: on average 17% use networking events.
- In the total sample 3% more women than men try to find jobs through friends & family, whereas in Finance men use this channel much more than women (a difference of 26%).
- Women in Finance use adverts in newspapers/magazines more (+ 14%) than men do.

Attractiveness by factor & geography

- Finance is ranked very attractive in Belgium compared to other sectors in terms of *career progression opportunities*, *work-life balance* and *training*.
- Finance does not score high on any of the 10 attractiveness drivers in Australia, Germany and Japan.
- Finance is generally not regarded as very attractive in France and Spain either, except for *work-life balance*. The sector is also ranked high for *work-life balance* in Belgium, Italy, Canada, New Zealand and Singapore.
- Finance scores well in the Netherlands and the UK in terms of *salary & employee benefits* and *career progression opportunities*.
- Finance is regarded as very attractive in New Zealand and Singapore, particularly in terms of *salary & employee benefits*, *career progression opportunities*, and *work-life balance*. Additionally the sector's *pleasant working atmosphere* is favored in Singapore, as is *financial health* in New Zealand.

Relative attractiveness

- While the name awareness of the Finance companies researched is lower in India, the Finance sector is considered very attractive to work in by the respondents who know the players in the sector. It's the other way around in Japan: there is high name awareness but the sector isn't regarded as very attractive. Countries like Belgium, Germany, New Zealand and the UK sit somewhere in the middle: the sector is reasonably well-known and is considered reasonably attractive.
- In Australia, Belgium, France, Germany, the Netherlands and New Zealand, Finance is viewed more or less as attractive as it was last year.
- Finance is viewed as more attractive than 2011 in Italy, India and Spain, with the biggest increase in India. Please note that in Italy, India and Spain all sectors are viewed as more attractive this year compared to last year.
- In Japan, Finance is regarded as the least attractive sector for potential employees.
- Finance scores much better in Singapore where it is rated the 3rd most attractive sector to work in after Hospitality and Construction.