

Randstad Award

Key Findings Global Sector Report – IT Consulting

Overall

- *Financial health* is more important to potential employees in IT compared to the global ranking; it takes 1st position before *job security*.
- When asked for the top 5 most important factors when choosing to work for a specific company, potential talent in IT answer somewhat different compared to the total sample. *Long-term job security* holds 1st place for both groups, but in IT a *pleasant working atmosphere* holds 4th position compared to #2 in the total sample. Additionally, *career opportunities* are at 5th position compared to the global ranking, where *job content* takes 5th position before *career prospects*.

Recruitment channels

- Job boards are the most popular channel to find a job and this is also true for IT. Compared to the total sample there are some differences in the way potential employees in IT use recruitment channels, the most noticeable one being (and perhaps not all that surprising): a higher preference for using social media (+15%).
- When looking at the way men and women in IT use recruitment channels, we see two major differences: women use employers' websites much more than men do to find jobs (+49%), and they score significantly higher when it comes to spontaneous applications (+91%).

Attractiveness by factor & geography

- When comparing the IT sector in different countries, the picture is quite mixed. IT doesn't score high on any of the ten most important factors for attractiveness in Australia, Poland, Singapore, New Zealand and the UK. By contrast, IT is rated the best sector in India. This is mirrored in Germany where IT is one of the top 3 sectors for all factors except *strong management*.
- IT is generally not regarded as very attractive in France and Italy except when it comes to *career opportunities* and *training* (France) or *pleasant working atmosphere* and *interesting job content* (Italy).
- In Belgium, IT is regarded as the 2nd best sector when it comes to *salary & employee benefits* and *career prospects* and holds 3rd position for *job content* and *strong management*.
- In Japan, IT holds the 2nd best position for *salary & employee benefits* and 3rd position for *financial health* and *career prospects*.
- IT receives a low score for *long-term job security*, *work-life balance*, *strong management* and *environment & society* in most of the countries. The sector scores better for *career opportunities* and *training*.

Relative attractiveness

- In India IT is considered very attractive by the respondents who know the companies in the sector.
- In Japan IT has the highest name awareness and is considered one of the most attractive sectors to work in. This means the players in the market can choose employees from a pool of well qualified/highly motivated people.
- Several countries show the same trend: IT and all (or almost all) other sectors are rated more attractive than last year. This applies to Belgium, Germany, Poland, Spain and India.
- In France most sectors are regarded more or less the same compared to last year, with IT being perceived as slightly more attractive (+2%).
- New Zealand shows a different picture; some sectors are regarded as more attractive, others as less attractive compared to last year. However, the attractiveness of IT has remained almost the same.
- The UK shows a different trend with IT becoming less attractive as compared to last year.