

5 things that matter to early careers candidates

in a post covid world.

1. career advancement and progression opportunities

Randstad recently carried out research to ask workers what would be most likely to influence them to apply for a job. The responses identified that progression and training are the only workplace factors that younger employees deem more valuable than their older colleagues.

As workplaces look to onboard a greater number of younger workers who have grown up experiencing rapid growth in the cost of living and reduced job security, alleviating concerns around career advancement is critical.



action point:

It is important to ensure that careers pages and job descriptions inform candidates of opportunities to learn new skills that will help them build a secure future.

2. extra support and a clearly signposted journey

As we approach two years of restricted living, it's important to remember that today's school and university leavers haven't had the same opportunities for work experience, or even team building experience such as collaborative face to face educational workshops that their predecessors had. Even the most confident candidates may be in need of extra support and guidance as they enter the new world of work.



action point:

Ensuring that application steps and onboarding processes are clearly signposted will help ease the transition into the next steps of their lives.



3. hot topics

Sustainability, and diversity and inclusion have always been hot topics for younger generations and the zest for making a positive impact has strengthened over the last two years. Black Lives Matter and COP 26 are just two of the recent major events to hit mainstream media headlines, and addressing the issues they have highlighted should be and is a top priority for organisations.



action point:

Our passionate and energetic younger generation will be looking for companies whose values align with their own, so ensure your actions and initiatives are highlighted and celebrated.

4. authenticity and trust.

Millennials and Generation Z (sometimes called Zillennials) have grown up in an era of data misuse and a continuous bombardment of advertising. Subsequently, they are more likely to initially distrust a brand's claims and they will value authenticity from employers that they engage with.



action point:

Embrace the use of Google, Indeed and Glassdoor reviews, as well as written and video testimonials that reflect your company culture.

5. human connections and social activities.

When Randstad asked workers what they enjoyed most about their current jobs, those aged 25 and under cited enjoying the work and having good colleagues. This contrasted starkly with older workers who were half as likely to appreciate their teammates.

Many young people will be leaving school and university friends behind to take on their first job, and with the growing popularity of remote and hybrid work are likely to be worried about making social connections at work.



action point:

Ensuring there are opportunities outside of work meetings for new starters to get to know their colleagues is hugely important for engagement, loyalty and nurturing a feeling of inclusion. Of course, you should be celebrating these initiatives in job advertising and on careers pages too.

Visit our [early careers page](#) for more information about how Randstad can help you with bespoke solutions for your early careers recruitment.