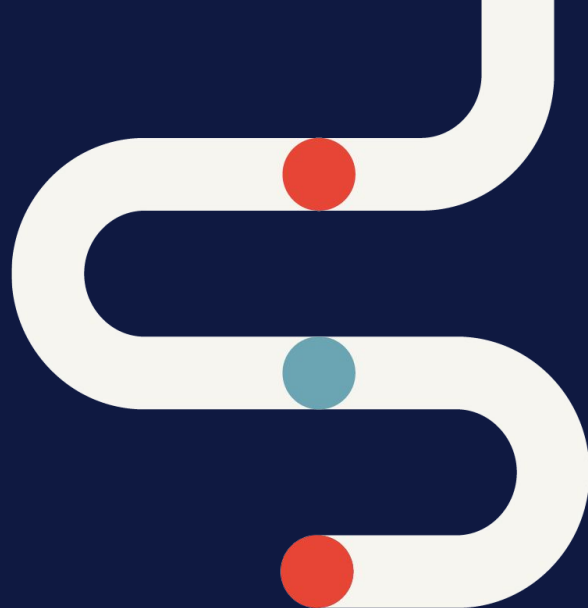


Randstad intelligence

how is your key talent
impacted by COVID-19 in the UK?



table of contents.



briefing & methodology	3
conclusion & recommendations	5
job family analysis	8
audit	9
data	12
finance	15
marketing	18
sales	21
software development	24



briefing & methodology

How has the pandemic impacted your key talent?
 What skills are your competitors hiring now?
 What behaviours does COVID-19 drive in your candidates?

Our objective with this talent intelligence report is to provide you with concrete, tangible data on the skills your organization needs the most now; presented in a way to advise you as to what decisions to make now.

At Randstad we believe there's no silver bullet when mapping out a market. Data sources need to be combined to ensure figures provide a realistic representation.

A usual challenge in the intelligence space is finding enough relevant data. In contrast, when analysing COVID-19's impact on the UK market, our task was rather to cut through the noise of the myriad of data sets available on the subject.

We first collected and grouped the positions advertised by top organizations at the moment. At this stage we had a collection of job titles. Titles however, are only the tip of the iceberg as they are rarely explicit about what an ideal skill profile for the job looks like. If this intelligence report were your GPS while driving, having only job titles would be like including only the country roads, excluding all highways and other information.

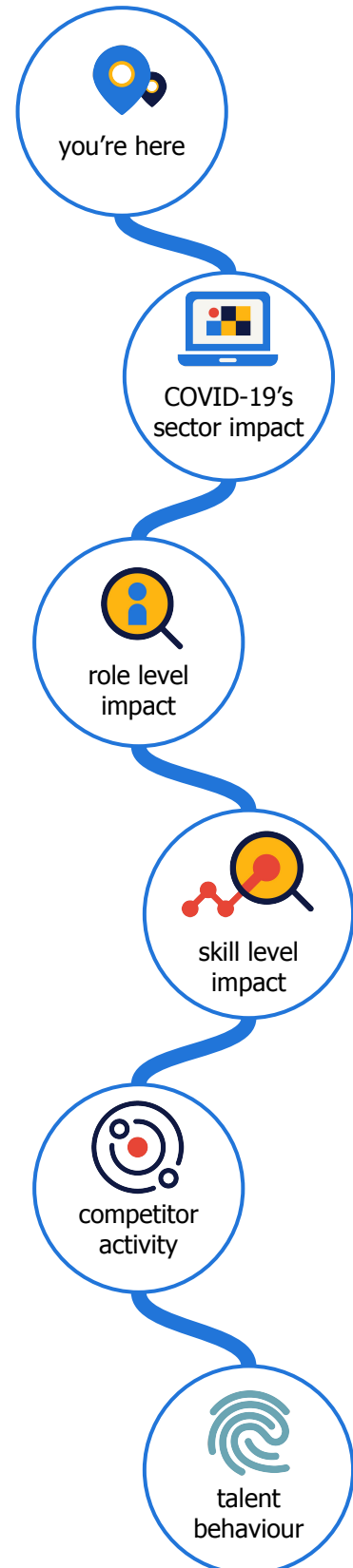
Our methodology to overcome this limitation was to compile all iterations of the same job, including what skills are needed to do it. (So that your GPS has all roads, towns, villages, gas stations...etc.). We could achieve this through combining ONS (Office of National Statistics), job board, career site and social media posting data.

It was time to put this information on a time-scale. We turned to the official World Health Organization situation reports on the UK to identify when COVID-19 was first registered in the country, and split our data into two categories: before the first case, and since the first case.

Here we had to be careful when deciding how far back in time we wanted to go with our research. If we go back only a month or two (Dec-Feb) that period includes recruitment seasonality (usual slow down around Christmas and gradually picking up until Feb). In order to get rid of this effect, the past one year was included.

In this way, we were able to map the true demand landscape for the skills you hire the most during the pandemic. But what is your competition doing? Are they hiring the same talent, or have they slowed down recruiting?

report story map



Following a similar process to that above, this time exclusively targeting your primary competitors, we identified what skills are considered the most precious in your space.

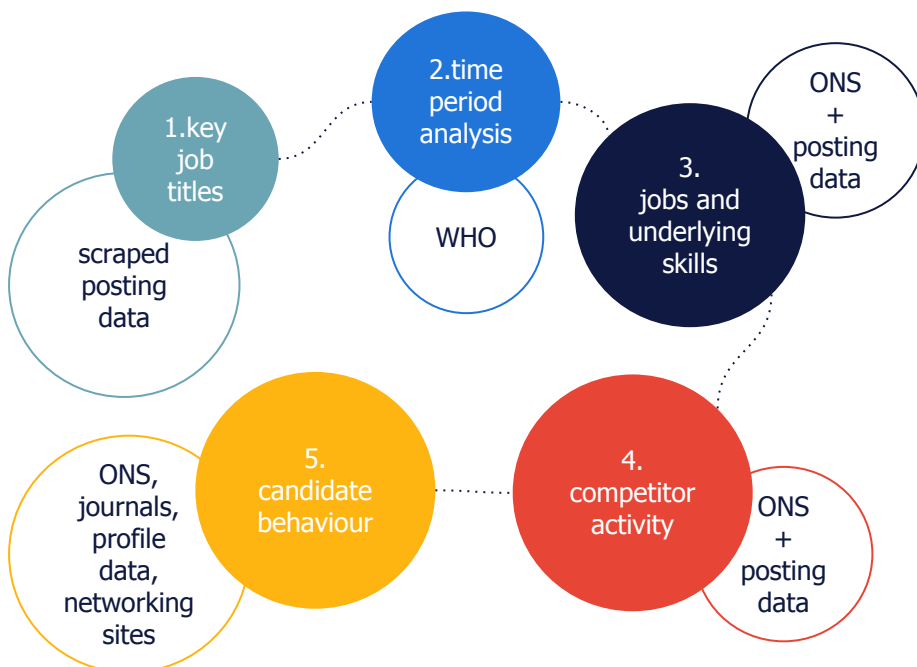
Until this point all points covered were in the realm of quantitative data: concrete skills, demand figures for these, and their breakdown across sectors. Although this information already answers the original question on how COVID-19 has impacted your key skills in the UK, we considered there's an element missing.

How do candidates with these skills behave in the market today? Are they afraid of losing their jobs? Are they so popular they don't know which recruiter to turn down?

This is where our qualitative research expertise entered the picture. We've inspected articles from top UK journals, content posted on LinkedIn, Facebook, Twitter, vertical networks and combined it with our data on hundreds of thousands of candidates in the UK.

This combination of quantitative demand data and qualitative supply information provides a clear direction on which skills to safeguard in your organization, what additional recruitment efforts may be needed to cope with your competition, and how candidates on the market behave during the pandemic.

data source journey



conclusion & recommendations



Our analysis of the six job families (audit, data, finance, marketing, sales and software development) has revealed six core tendencies. In this conclusion and recommendations section we'll explore each in more detail, and provide advice on how your organization could approach these.

1) February-April 2020 trends show slump in job ads

Although the first case of COVID-19 was registered in the UK as early as 30-01-2020, we've seen a general trend across all six job families: a record strong start of the year (up to 93% more jobs in January 2020 than in December 2019 - a lot, even considering December is usually slower), followed by a gradual decrease for most role types (except data and software devs, which showed a 1% and 8% increase respectively), followed by a slump in number of vacancies in April, due to the introduction of the lockdown and stricter measures by the government.

What does this mean to your business?

There's much fewer companies hiring now than before COVID-19. If you trigger targeting these passive job seekers now, with the right messaging, you're up against generally less ferocious competition than normally.

2) People don't search for jobs

Without exception, all six demographics show significantly lower than usual job search activity. The reason behind this behaviour depends from cluster to cluster (and is something we explore in further detail in the report below), but the overarching pattern is: candidates are risk averse and are more reluctant to change jobs, with a recession looming.

What does this mean to your business?

Candidates are more difficult to convince, and won't be as responsive to ads as before. Your active sourcing efforts will make up a higher percentage of your recruitment mix now than before. Advertisements still work, but the message needs to be communicated in the most tailored way, emphasizing the pull factors detailed in our report.

3) Job security is a top selling point

Our qualitative research has shown all six job families consider job security as the most prominent pull factor under COVID-19.

What does this mean to your business?

We saw in section 2 above, candidates are becoming increasingly risk averse. Although the recruitment space is less competitive now than usually (historically low demand), when your recruitment teams reach out to candidates, or advertise roles, any statement around job security, or how you're planning to ensure the newly onboarded colleagues will retain their jobs despite coming recession, is not an added value anymore.





4) Junior jobs are not advertised anymore

Each of the six clusters have displayed the trend, that only mid-senior level roles are still advertised online. Our analysis has shown this is due to the generally higher difficulty level to fill these requisitions, and so, more reluctance by recruitment teams to abandon the ads.

What does this mean to your business?

This can be turned into your opportunity to hire for more junior roles (there's less competition, less noise, your ads will be seen more). Additionally, when your recruitment teams are talking to mid-senior experience candidates, ensure they prepare their list of pull factors to help your message/company stand out from the competition.

5) Sales and marketing hit hardest

Although we've seen job posting activity plummet across the board, sales and marketing have experienced a more than 70% cut in vacancies, significantly limiting the 'movement' of these professionals. This, combined with the general climate of concern around marketing and sales targets - given the impending recession - makes these two groups hit the hardest across the clusters we've analysed.

What does this mean to your business?

If you're keen to secure sales or marketing professionals for projects coming up after COVID-19, this is the time to do that, with record low competition for this talent group. Additionally, make sure you look after your own sales and marketing workforce, and adjust their targets to the current situation.

6) Data professionals and software developers unfazed

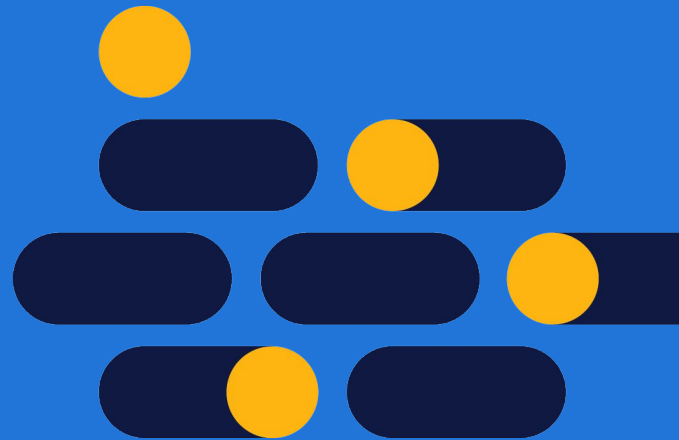
While other job families were impacted by the effects of the pandemic as early as March this year, data and software development roles saw an increase in volume (1% and 8% respectively). Other candidate groups, including sales and marketing professionals are worried about layoffs, data and software professionals have a high sense of job security, but many were subject to cost cutting measures (salary reduction) being a high cost function.

What does this mean to your business?

Hiring data professionals and developers is never an easy task. This trend hasn't budged into another direction during the pandemic. Competition is still strong for these talent groups, especially within telco and professional services. A solid engagement approach, emphasizing job security, a competitive salary and an interesting relevant project portfolio can be especially powerful. Advise your recruitment teams to leverage vertical networks such as Kaggle for data professionals and Github/Stackoverflow for developers, when working on their engagement strategy.



job family analysis



This section details COVID-19's impact on your key jobs in the UK. Based on the collection of underlying skills, the positions have been grouped into six families:

- audit
- data
- finance
- marketing
- sales
- software development

For each of these, you'll find an overview of demand trends on a job family, role and skill level; the analysis of what your competitors are doing, and how your candidate groups behave now, during the pandemic.

Factors to consider before diving into the data are:

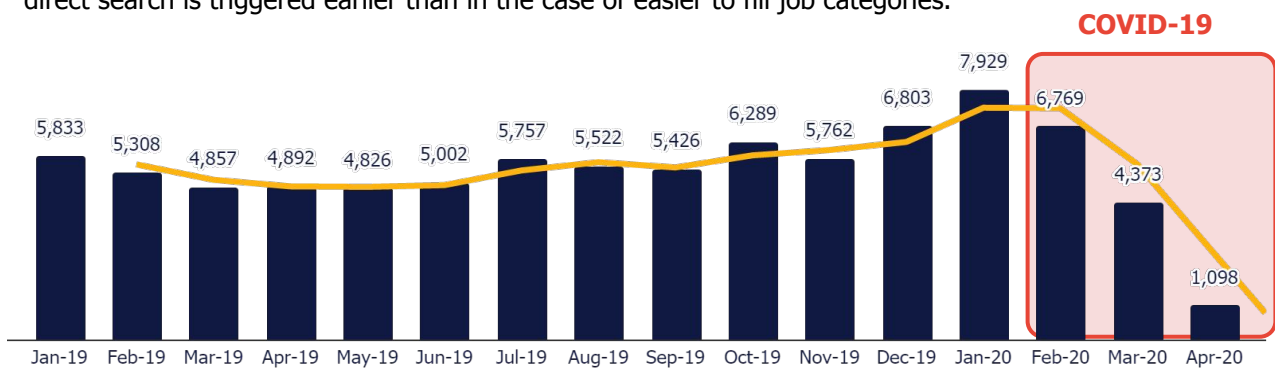
- the first case of COVID-19 was registered 30-01-2020 (WHO) in the UK
- sweeping measures were introduced in the country in March to combat the pandemic



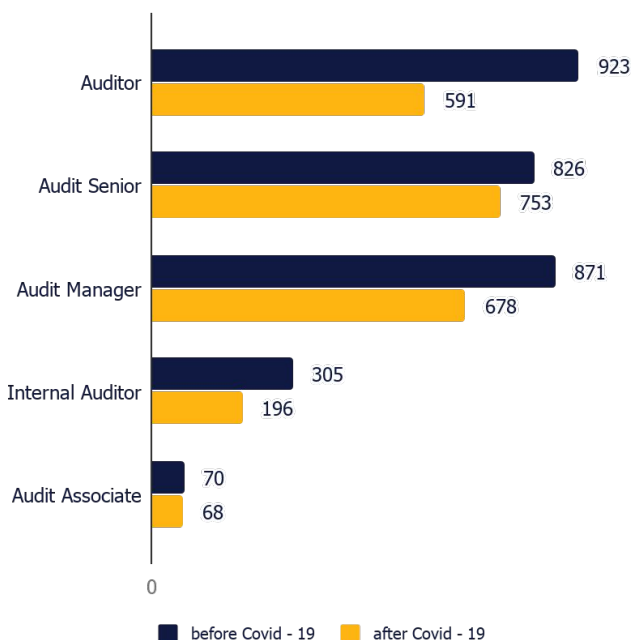
audit

the change in demand under COVID-19

In order to gain a realistic view on the demand for audit talent, we considered for this section all advertisements across the UK with any iteration of "audit" or "auditor" in the job title. The first things we notice when comparing to the other job families, is the generally lower number of advertisements. The simple explanation would be the generally niche skill-set and certifications required for audit roles, making this a narrow cross-section on the labour market. However, scratching the surface there's another underlying trend: companies know this is a difficult job type to fill, so they don't always post the job. There's a strong reliance on the professional network (referrals) when recruiting in this space, and direct search is triggered earlier than in the case of easier to fill job categories.



The first case of COVID-19 in the UK was registered 30-01-2020 according to the World Health Organization. Interestingly, February, the first full month after the event, has seen a 21% rise in audit jobs compared to a year before. This also indicates the effects of the pandemic don't show themselves until March, when the UK government announced stricter measures. Then, however, the decline is visible. First a 35% dip in March, followed by a slump of 74% in April.



impact on key audit jobs

What audit roles are still being hired for, and how are they affected? Mid-senior level positions are still open within the audit space. There's historically fewer associate and junior positions, also, it's worth noting internal auditors are often simply called "auditor" by companies, making many internal audit professionals belong to the top-most category, in disguise. These five, prominent, and currently still recruited talent categories have seen on average only a 23% decrease in volume. This, compared to the 74% free fall seen for the entire audit sector, is still significant, but reasonably lower.



key roles: underlying skills profile

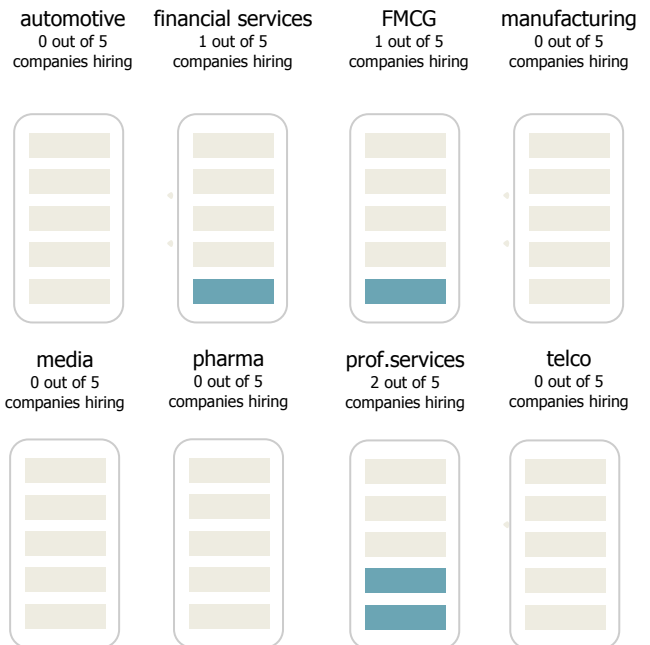
Knowing what are the key roles still hired for in the UK audit space, we can ask the follow up question: what exactly are the skills in need now? Each of the roles identified in the previous section have an 'underlying skill profile', a combination of skills that make a good professional in the given job. We generally consider this section to be less revealing or surprising when discussing such a narrow cross-section of the labour force as audit professionals. However, the fact we see "internal audit" appear in 29% of the cases, while in the previous slide it's clearly shown only 10% of the total auditors sought are in internal audit, further highlights those companies hiring "auditors" often become competitors for an internal audit skill-set.



competitor activity in the audit space

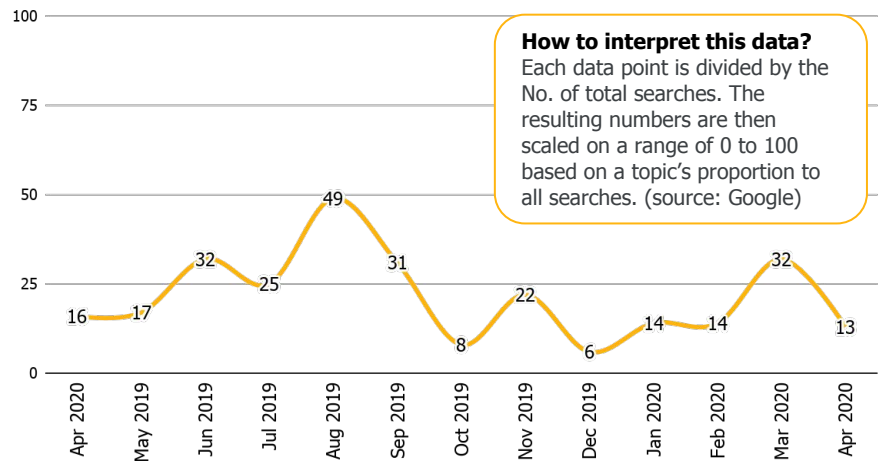
How has the pandemic impacted the recruitment activities of your competition? We took the top five companies in your space and analysed whether they recruit the same underlying skill-set as you.

If your company is active in the professional services space, your sector is the most active in hiring this talent. The hiring meter we're showing here would be normally 5 out of 5. The impact of COVID-19 shows 3 of your main competitors stopped recruiting audit talent after impact.



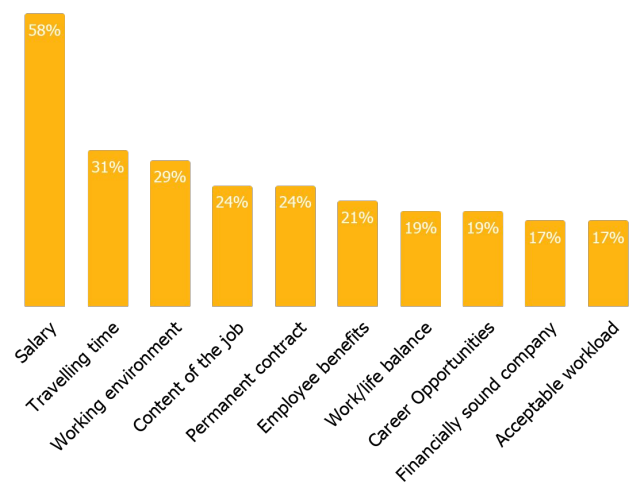
audit talent behaviour during the pandemic

This is a graph pulled from Google Trends, the tool tracking number of searches for certain keywords. We were curious to see if there are any patterns we can identify in the job search behaviour of audit talent. Interestingly, while demand has seen the first significant dip in volume in March, the same month marks auditors' peak interest in looking for a job.



pull factors of audit talent

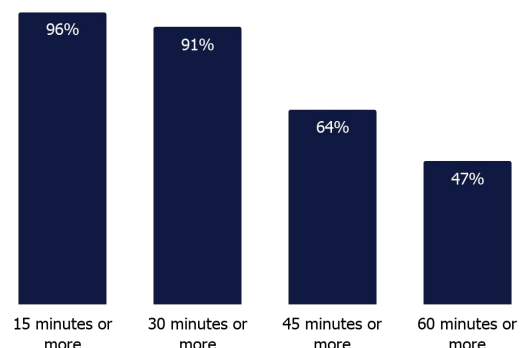
Compared to the other job families in this report, audit is the only job type showing a significant increase in candidate-driven job search activity. It will be interesting to compare these findings with the detailed ONS unemployment survey of the period, once released later this year.



Until then, we have analysed what the audit community is discussing in professional journals, via LinkedIn, Twitter or Facebook posts and found professionals in this group expect more jobs opening up in the space, especially within 'health and welfare' compliance areas with stricter rules and regulations predicted to be introduced.

willingness to commute

Standard pull factors for audit talent still apply during the pandemic, which include a shorter than 1 hour commuting time, a competitive salary, modern and professional working environment, and exciting projects.

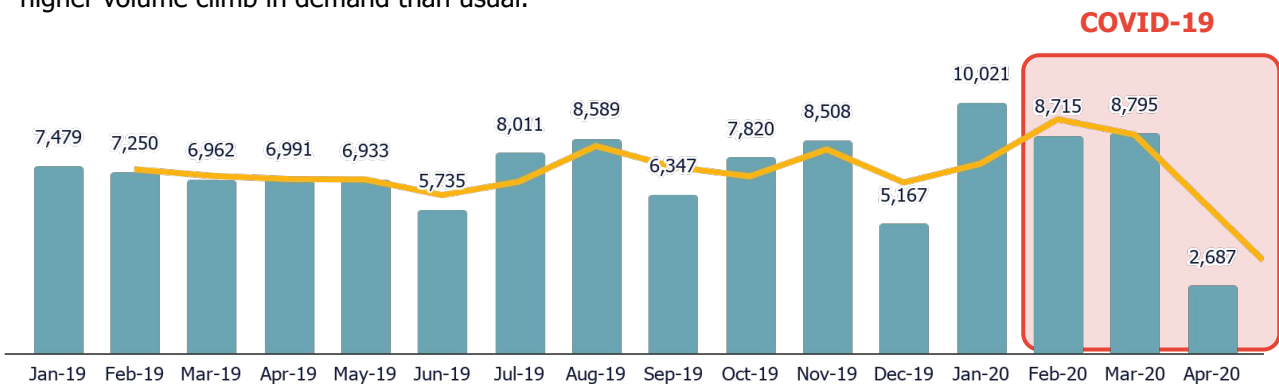




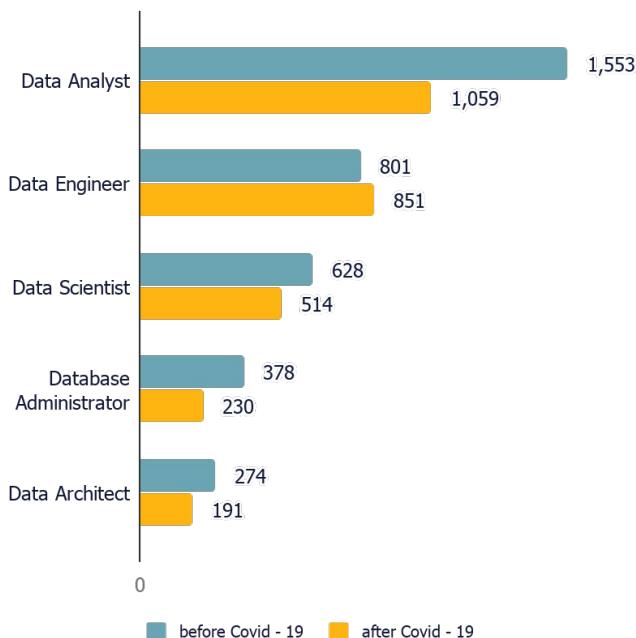
data

the change in demand under COVID-19

In this section we focused on all professionals active in the fields of “data mining”, “data engineering”, “data entry”, “data science”, “data analysis” or “data warehousing”. This approach helped us eliminate false positives, demographics which have data as a skill but don’t actually work in this space full time. Even with the filters being rather strict, we can see a higher number of job postings for this job family, compared to auditors in the previous chapter. December 2019 is an interesting month. It has seen a 39% drop from the posting volumes of the previous month. This is something we can contribute to recruitment seasonality (Christmas hiring slow-down). This slump is then followed by a faster, and higher volume climb in demand than usual.



From December 2019 to January 2020, the number of job postings has almost doubled (shows a 93% increase), giving 2020 a strong push within the data space. Looking at the time-frame when COVID-19 was first registered, most other job families in this report show a minor decrease already in March, completely plummeting in April. Demand for data talent actually increased in the month of March, then to eventually dip by 69% in April. Data talent is still considered necessary under COVID-19.



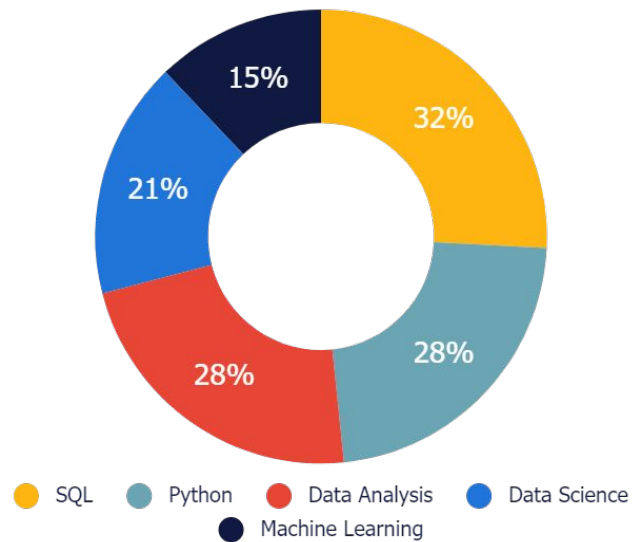
impact on key data jobs

Although our analysis is never based only on job titles (read more about how we conduct research in the methodology section), titles become pivotal here because of a market trend. The trend of confusing data analysis with data science. In fact many data analysts do more than just analyse data, while many data scientist openings are data analysis jobs in a more appealing and “trendy” package. This helps us come to the conclusion data analysis and data science jobs are still highly advertised, and only experienced a 28% drop in volume, less than half of what we’ve seen for the wider job family.



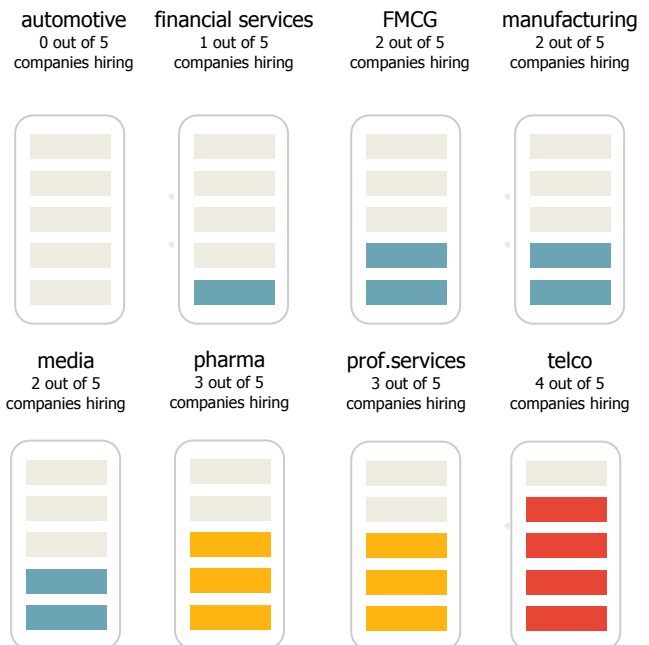
key roles: underlying skills profile

The five jobs identified on the previous page are not completely segregated, there's varying degrees of overlap between them. The collection of what skills these professionals need to have, tells an interesting story of emerging skills. The biggest slice of our doughnut is SQL, a traditional element of organizing, cleansing, wrangling and analysing data. Python has been a rising star among data analysis and data science professionals in the past decade and now has some of the best libraries to do similar work than SQL, but faster. Data science, machine learning and Python are in fact skills co-occurring for most professionals. Those who know one of these, usually know a little of the other too. In conclusion Python and machine learning driven data analysis/data science skills are relevant during the pandemic.



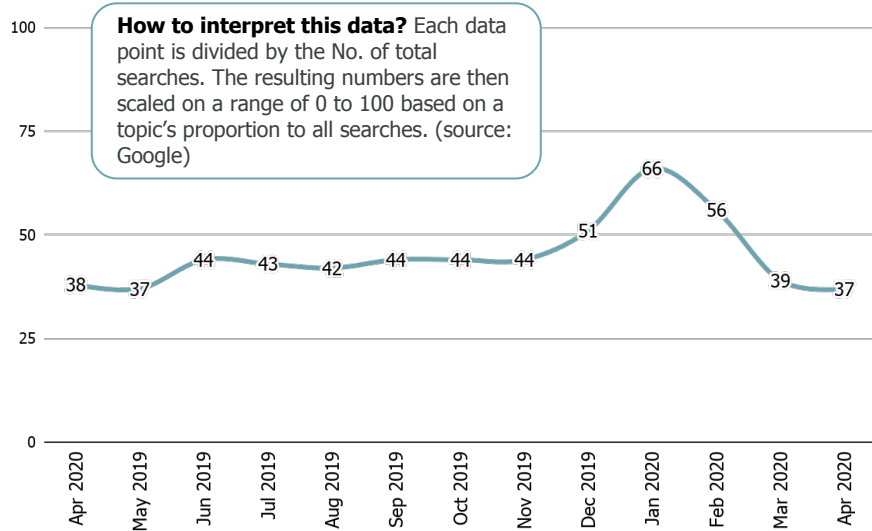
competitor activity in the data space

If you're active in the telco, professional services or the pharma industry, most of your key competitors are actively hiring data professionals during the pandemic. The media, manufacturing and FMCG sectors have seen moderate hiring while the financial services industry limited this activity during COVID-19. This low hiring activity in financial services was surprising to us at first. However, most financial services companies already have a sizable data workforce, making the recruitment slow down understandable. The telco industry on the other hand, sees such high activity due to the effects of the lockdown on customer behaviour, and the necessity to analyse it.



data talent behaviour during the pandemic

Most data professionals, who searched for job opportunities, did so in January 2020, a month which saw a record high demand for this skill-set as well (see previous sections). Interestingly, although demand was mildly impacted by the pandemic, search activity decreased gradually by 44%. This means more data professionals are passive candidates now than before.

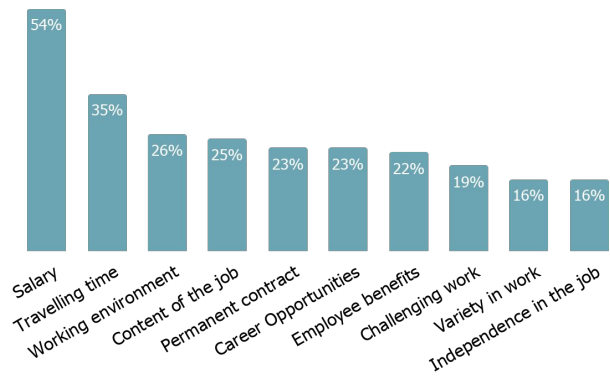


Despite the reasonable high demand for data professionals, and still considerable job search activity from the candidate's side, our research of qualitative information on vertical networks, journals, networking sites and social media suggests, data professionals active in more transactional roles are concerned about layoffs and are actively looking to transition into industries offering more stability, such as healthcare.

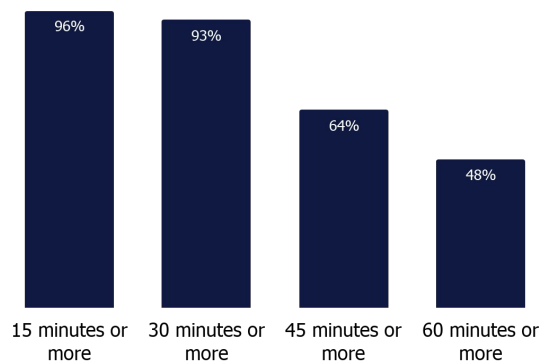
Another tendency we've seen is professionals working in data outside the IT industry are also looking for jobs within the tech sector, as it seems to be more stable at the moment.

Pull factors for data talent are therefore stability, followed by the more standard items from "times of peace" including a competitive salary, and an ideally less than 45% commuting time.

pull factors of data talent



willingness to commute

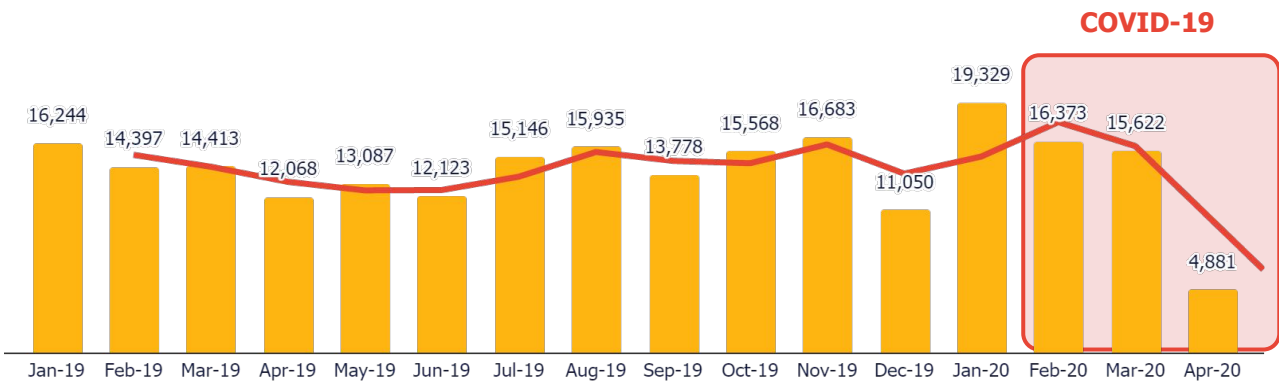




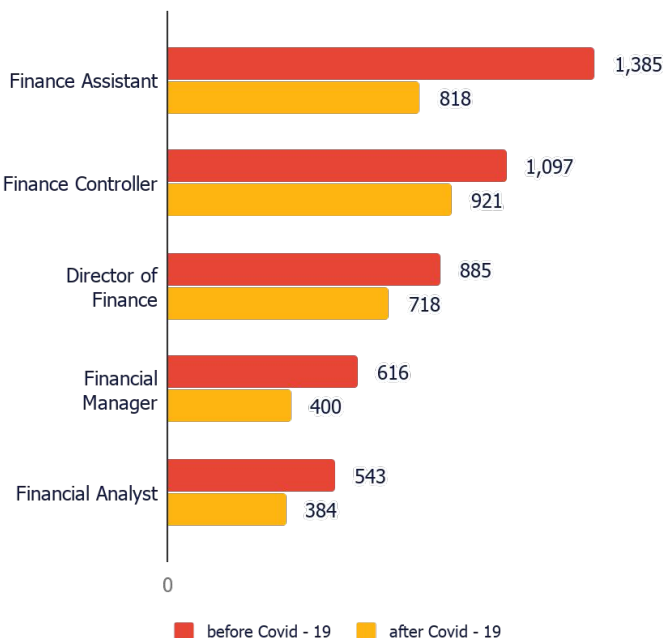
finance

the change in demand under COVID-19

While some other job families, like audit or data have a laser focus on a specific type of skill, finance and marketing had us cast a wider net, to demonstrate behaviours in the broader industry. In order to eliminate all false positives, we only included data from companies active in the ONS (Office of National Statistics) "finance and insurance" cluster. A trend we saw first when discussing the data job family, repeats itself in the case of finance as well: January 2020 shows record high job posting activity, which quickly normalizes by February. This 15% decrease in demand puts February-March 2020 on par with the posting activity of the previous year.



A particularly interesting trend, noting the first case of COVID-19 in the UK was registered as early as January 30, is that it took until the strictest measures fell into place by April before an impact was visible. The mere -5% change in volume from February to March is accelerated, causing figures to plummet by 69% in April.



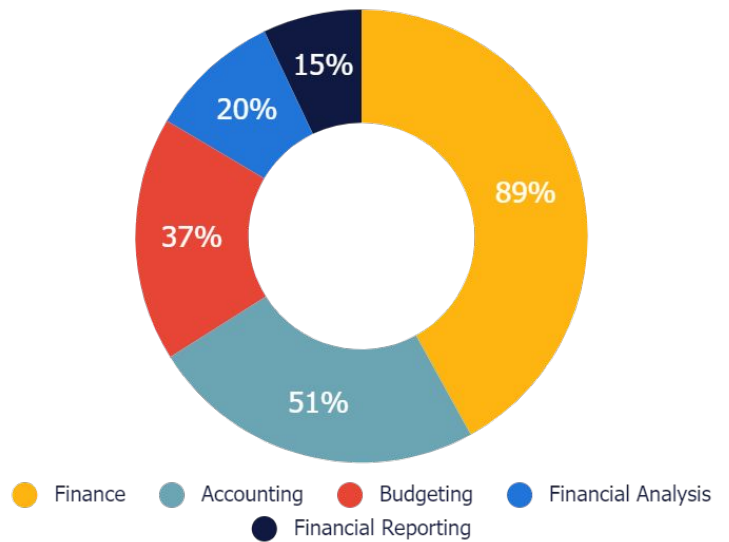
impact on key finance jobs

Conducting a volume analysis on job postings indicates, most of the roles recruited for within finance are normally junior-mid level positions in financial assistance and controlling. However, when the effects of the pandemic are factored in, a different pattern emerges. Let's use finance assistants to demonstrate this. Although this group is hired in the highest volume traditionally, job ads for this skill-set decreased by a significant 41%. Mid-senior level positions are still recruited for during the pandemic, while junior openings have plummeted.



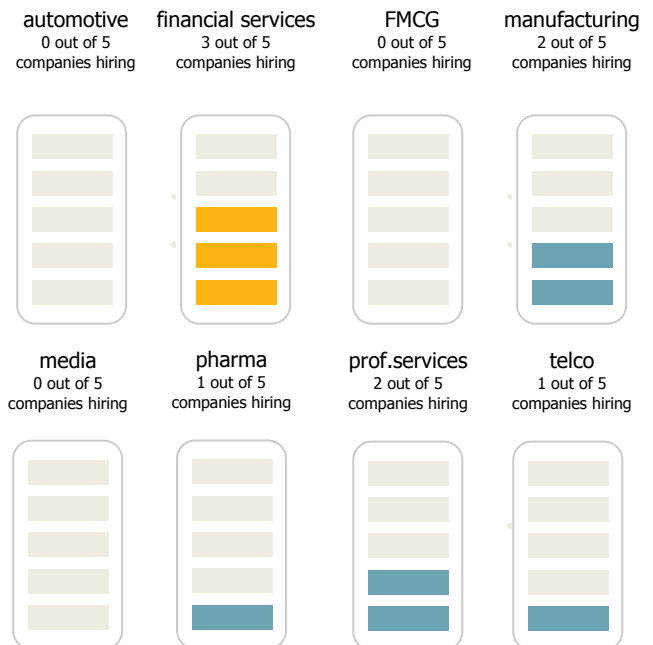
key roles: underlying skills profile

The overwhelming majority of finance jobs, (89%) require a background in finance, or at least economic studies. Looking beyond this barrier, we get an in-depth understanding of what most finance jobs - those still recruited for now - are focusing on. Accounting related activities are present in 51% of the job ads we analysed for the top 5 roles identified on the previous slide. Budgeting follows closely with 37%. The skills analysis in this section needs to be combined with our previous findings on the finance space, which translate these skills around accounting, budgeting and financial analysis are paired with mid-senior level experience in the field. This is the appealing combination still recruited for during the pandemic.



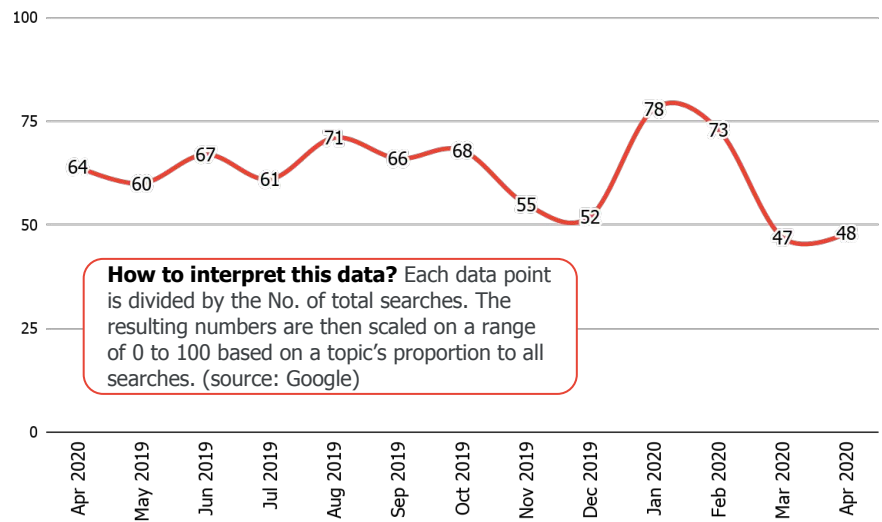
competitor activity in the finance space

If you're active in the financial services space, 3 out of 5 of your key competitors are actively hiring the same mid-senior level talent described in the previous slide. The other industries showing activity are manufacturing, pharma, professional services and telco. Taking another look at the underlying skills above this section shows why this makes sense. The overwhelming majority of professionals still being hired have a combination of accounting and budgeting experience, two universally sought after skills across all the other mentioned industries.



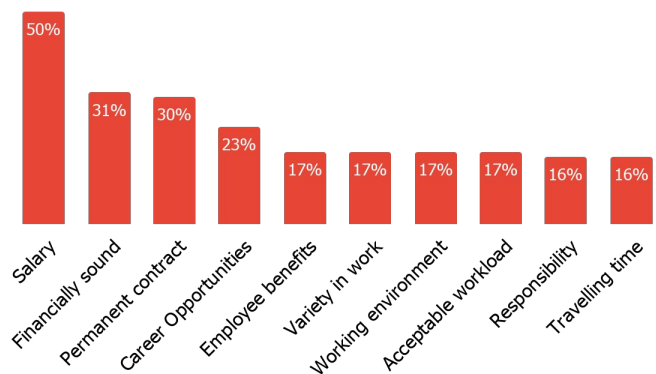
finance talent behaviour during the pandemic

Similarly to the trends we've seen in the data section, finance professionals were also searching for jobs at the beginning of the year, their activity peaking in both January and February. In March, as the lockdown and other measures were introduced by the government, job search activity steeply decreased by 35%. It's important to state here, this cannot be put in parallel with the decrease of job postings as the two periods don't overlap, nor does one influence the other. Professionals are just less likely to abandon something secure for a new job in light of the coming recession.

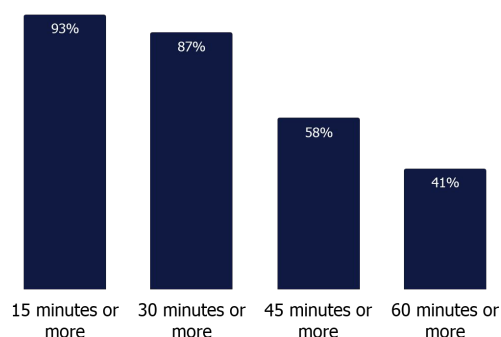


Our analysis of prominent journals, networking sites and social media groups indicated there's little discussion among finance professionals about potential layoffs. There is however conversation around comparing previous crises (dot.com bubble, 2008 housing crisis) to the economic impact of the pandemic. This narrative reinforces a focus on the present challenges, and holding on to a job that's secure instead of looking for new opportunities. A combination of these factors result in an increasing difficulty of hiring skilled professionals within the finance space, during the pandemic. More traditional pull factors, such as a competitive salary, financially sound company (another indicator of our points above) and a permanent contract are applicable now as well.

pull factors of finance talent



willingness to commute

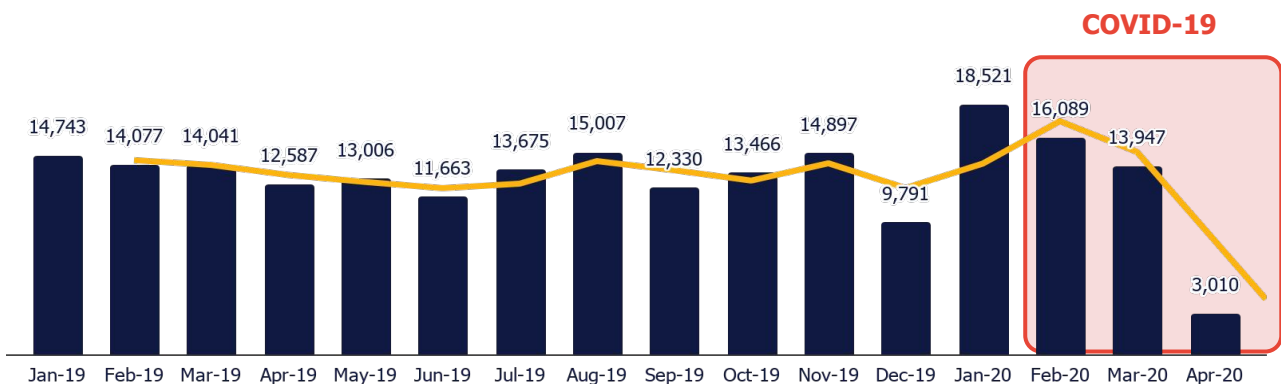




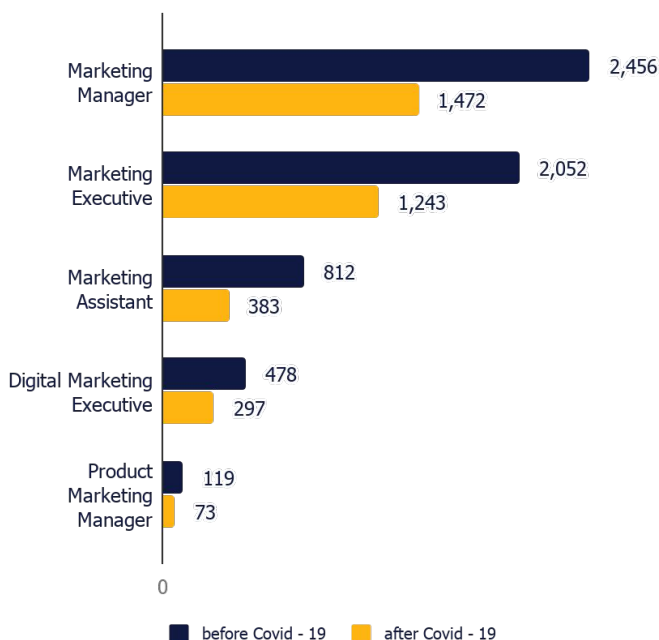
marketing

the change in demand under COVID-19

In order to see how the pandemic has impacted job advertising activity targeting marketing professionals, we looked at all postings that could fit into the wider job family of "marketing and public relations". The first thing to notice, is marketing is one of the larger job families discussed in this report, only exceeded in total annual volume by 'sales' and 'finance'. Similarly to the data and finance chapters, we notice a record high demand for marketing professionals in January 2020 (a 25% increase compared to the same period of 2019). The impact of COVID-19 materialises earlier than in the case of the other job families covered so far. Already from February to March, there's a 13% decrease in volume.



The number of marketing jobs slumped by 78% from March to April, a freefall caused by stricter measures from the Government at the end of March. This decrease is the second highest among all 6 job families covered in our report, only outdone by sales (81%).



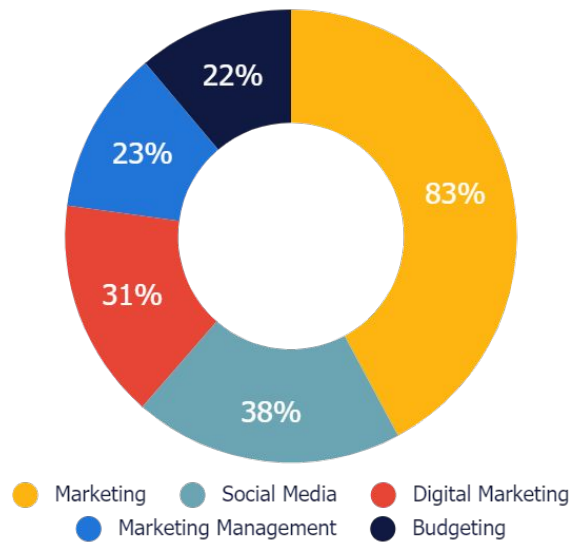
impact on key marketing jobs

4 out of the top 5 marketing roles still actively hired for during the pandemic are mid-senior level, marketing assistants being the odd one out, the only junior role on the list. The generally longer time to hire for the senior roles results in these adverts still being posted. This explains why the marketing assistant role was the most impacted. 53% of these jobs were removed within the span of a month. The second and third most affected roles (marketing manager and marketing executive) were cut by 40% by contrast. The more niche the skill-set required for the job is, the less impacted posting activity has been within the marketing space (e.g. digital marketing exec. with a decrease of 37%)



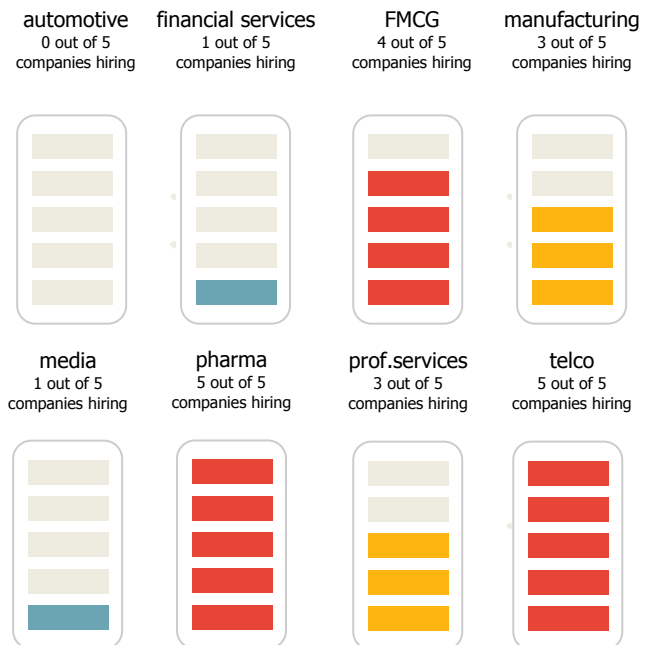
key roles: underlying skills profile

If we look beyond the fact that 83% of the jobs advertised for the 5 key marketing roles require a background or education in marketing, an interesting tendency is revealed around social media expertise. One third of all jobs advertised require either social media or digital marketing skills. Although this trend generally applies for the marketing sector as talent is transforming and adapting, the significant shift in consumer behaviour due to the “new normal” of lockdowns, working from home, and the skyrocketing consumption of digital channels also reinforce the need for professionals with this underlying profile.



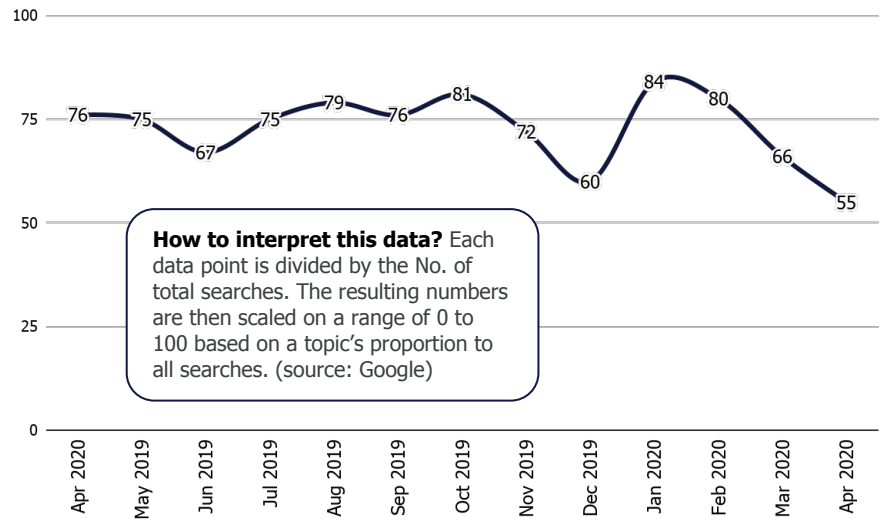
competitor activity in the marketing space

If you’re active in the pharma or telco industries, all of your core competitors are actively hiring marketing professionals despite the pandemic. We also measured high levels of activity in the FMCG, manufacturing and professional services sectors. The remaining three sectors, financial services, media and automotive usually display significantly lower levels of recruiting marketing professionals than the other 5 listed, and this trend appears to continue during the pandemic as well.



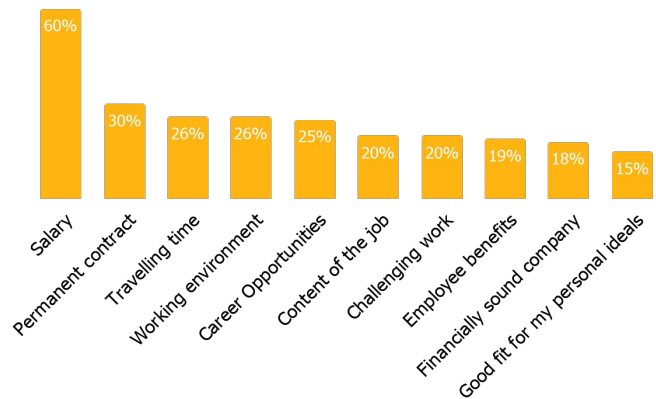
marketing talent behaviour during the pandemic

Marketing professionals show the highest consistent levels of interest in new opportunities, and a willingness to search for jobs themselves. In other words, out of the 6 job families we've analysed in this report, marketing has the highest number of active candidates historically. Although the strict measures introduced in March/April in the UK did impact this group's search activity as well, even the lowest point (April 2020) is still higher than that of any other job family investigated here.



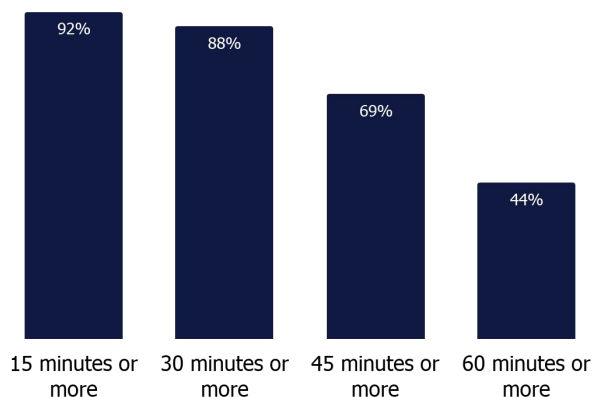
pull factors of marketing talent

Considering the generally risk averse candidate behaviour across the spectrum, the still prevalent job search activity may be surprising at first. However, when we inspected candidate discourse in marketing journals, professional groups and networking sites, we've found the marketing community sees a high probability of layoffs. Many professionals are trying to cope with the coming recession by adapting to the digital transformation trends present throughout the UK and global markets. Our analysis has also shown, there's an increasing interest among the marketing community in freelancing possibilities, especially those requiring web / digital / design related marketing skills.



The more traditional pull factors, like the competitive salary and a permanent contract are still applicable during the pandemic.

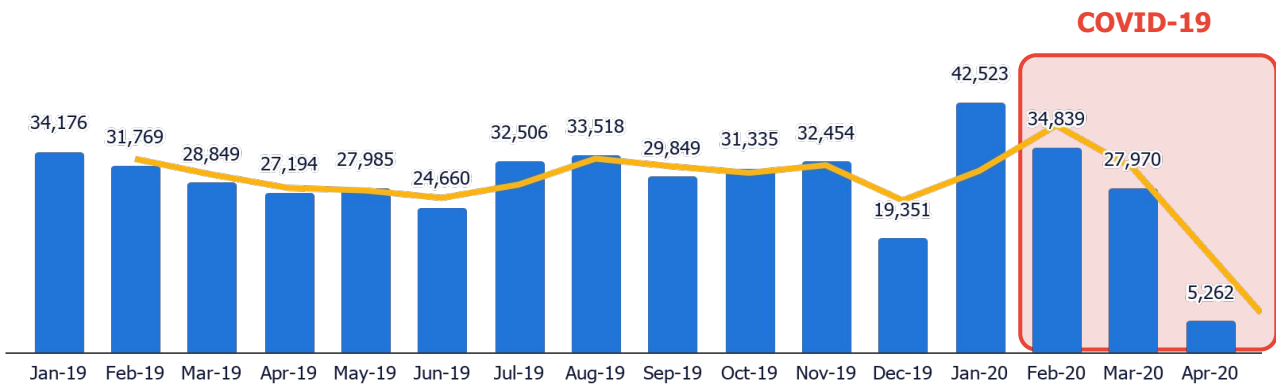
willingness to commute





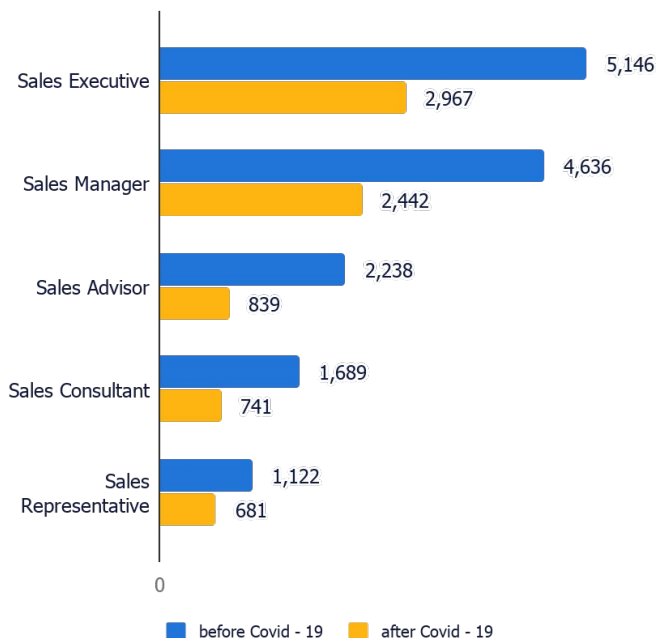
the change in demand under COVID-19

In order to build out our analysis of sales demand trends, we focused on all jobs classified as "sales" by the Office of National Statistics. This resulted in the highest demand pool (348,837 ads in the past year). Considering the first case of COVID-19 was identified 30-01-2020, and strict measures were introduced UK-wide in March, most other job families covered in this report have shown a tendency to gradually cut job openings in March, followed by a steep decrease in figures by April. The sales job family, however, behaves slightly differently, the cut in opportunities affecting this cluster earlier. Already by the end of March there was a 19% decrease in number of postings compared to February.



April brought about the most significant slump in job postings seen in this report, 81% of all sales vacancies were cut within the span of a month.

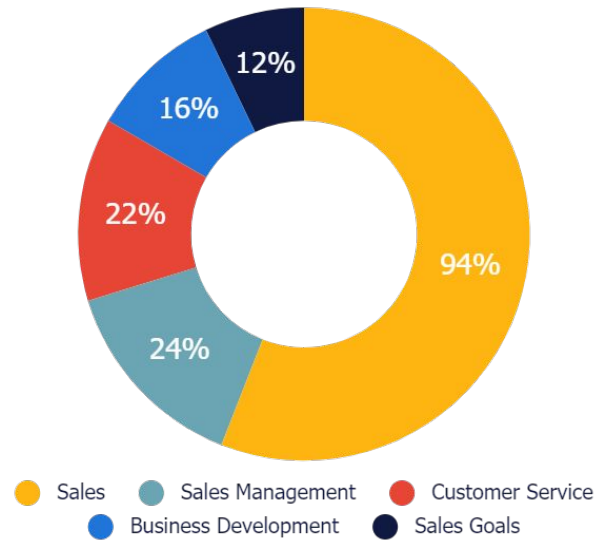
impact on key sales jobs



The majority of sales jobs still advertised are in the mid-senior experience category. The reason is similar to the case of marketing jobs: the more difficult it is to fill a role (due to seniority, niche skill-set..etc) the more likely the ad is going to stay posted. The bottom three categories, sales advisors/consultants and representatives are clusters used interchangeably by companies. Although individually speaking, sales advisors saw the biggest cut (of 62%) in job opportunities, the three grouped together average at 52%. Senior roles such as the sales executive were affected slightly less, their decrease standing on 42% at the moment.

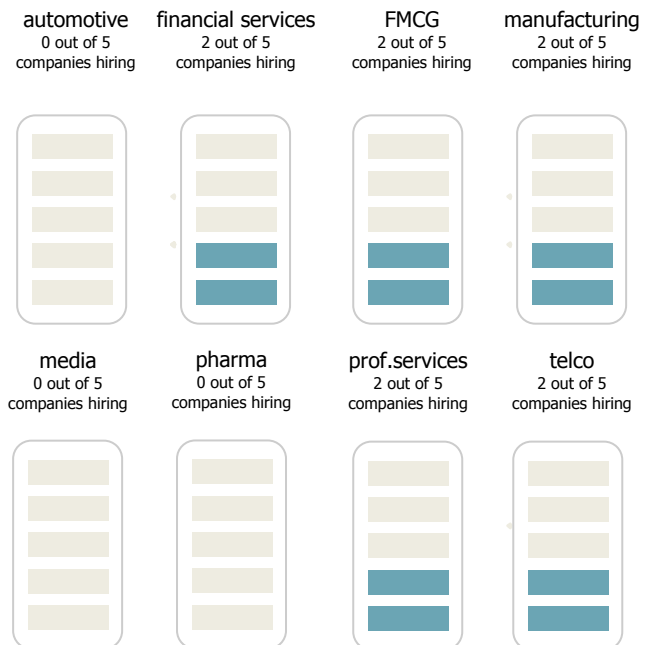
key roles: underlying skills profile

The sales job family has the most overlap in underlying skills across positions. This is due to the importance and presence of the sales function in most industries. 94% of all currently advertised sales jobs require prior sales experience. Although it may not seem surprising, scratching the surface we notice the pattern is due to more experienced profiles being hired at the moment. The rest of the skills listed, business development, providing good customer service and setting sales goals are an integral part of any sales job. The story this skills analysis tells us, is that junior vacancies and candidate profiles are discarded or put on hold during the pandemic.



competitor activity in the sales space

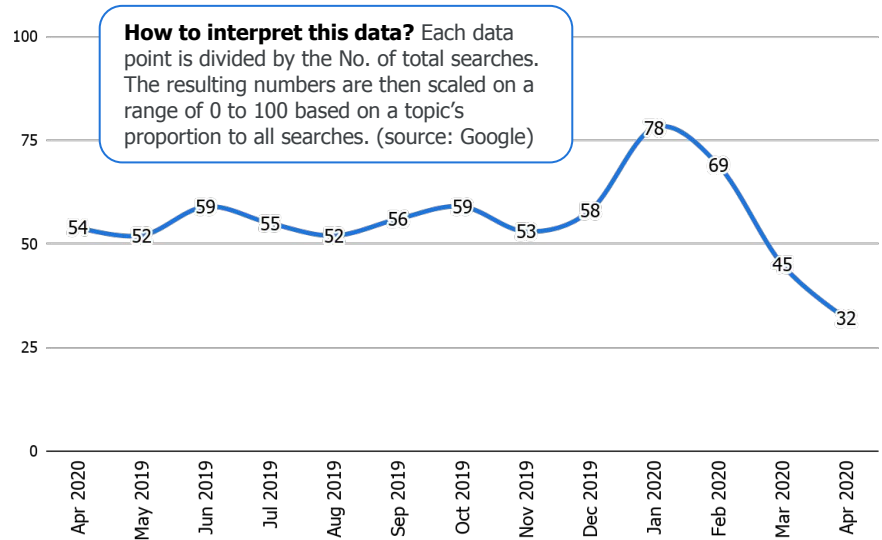
The hiring activity for sales roles is spread out evenly between 5 industries out of the 8 analysed in this report. 40% of your competitors in the financial services, FMCG, manufacturing, professional services and telecommunication industries are gradually slowing down their recruitment activities for sales professionals, while following the trend we identified in the previous slide, that is, leaving more senior openings in the pipeline and allowing hiring to continue for these.





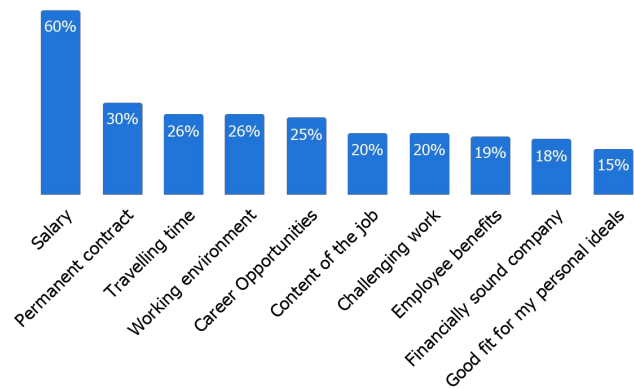
sales talent behaviour during the pandemic

The parallel between the behaviour of marketing and sales professionals needs to be highlighted. Both groups have faced significant cuts in job opportunities, and both have historically displayed high levels of job seeking activity based on Google Trends data. The risk averse attitude we also observed in the case of the marketing demographic, applies even moreso for sales professionals, with their job seeking activity seeing a 53% decrease since the virus first appeared in the UK.

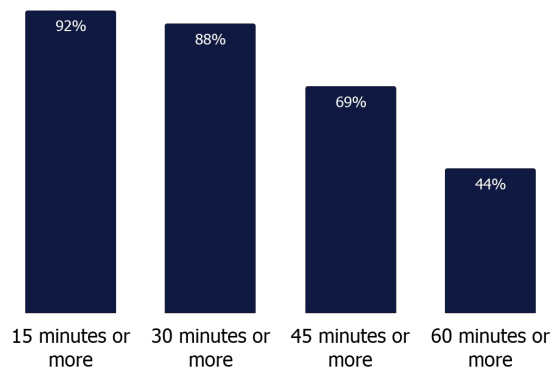


Our analysis of journals, networking sites and social media groups dedicated to sales professionals, has shown this candidate group is generally concerned about not meeting their targets in the current socio-economic climate. They are increasingly looking for collaborations and suggestions from other sales professionals for innovative ways to achieve their required targets. There is a significant fear of layoffs in this community. Changing jobs is not part of the conversation at the moment as the focus is mainly on retaining their present positions. Several junior level sales professionals (less than 3 years' experience) are looking to upskill themselves should they need to look for a new work opportunities in the upcoming few weeks. The only job related discussions seem to be around looking for opportunities which give them the potential for a greater percentage of fixed pay as opposed to sales related bonuses. Traditional pull factors still apply during the pandemic.

pull factors of sales talent



willingness to commute

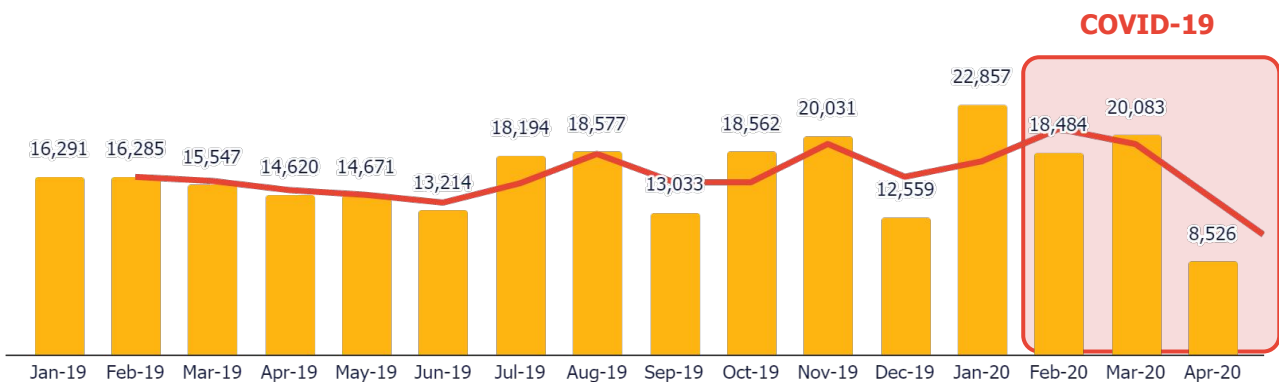




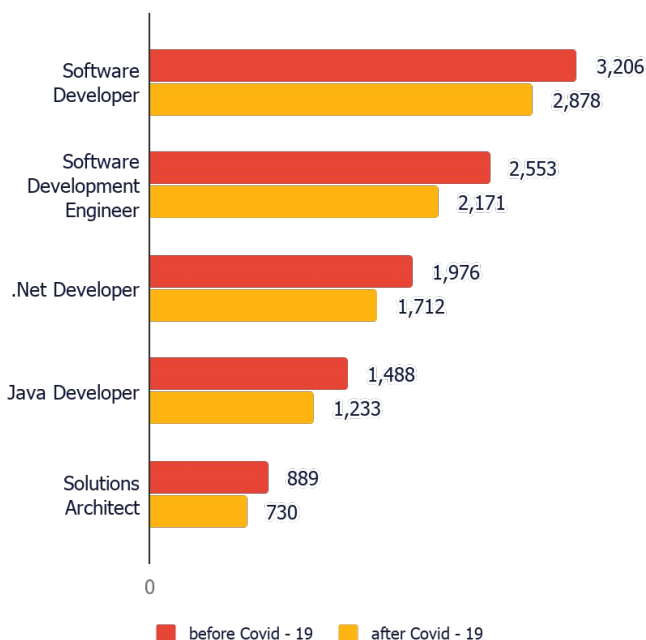
software development

the change in demand under COVID-19

In order to discuss how the virus has affected jobs in software engineering, development and architecture, we focused on the ONS category of software development and engineering professionals. The first thing we notice is there's a generally high number of advertisements throughout the past year, and the same seasonality pattern we saw earlier (the January peak) appears here as well. This is, however, not what makes the software development job family special in this report. It is what happened after February. We already saw in the case of the data job cluster, a slight (1%) increase in jobs while other sectors saw a 30% cut in jobs, but the developer



cluster has grown by a considerable 9% at the same time. As the more serious measures were introduced in March, the same slump we've pointed out earlier affected developers too, but the decrease of jobs was the lowest among all other groups covered in this report (a 57% decrease in dev jobs compared to a usual 70% seen for other roles).



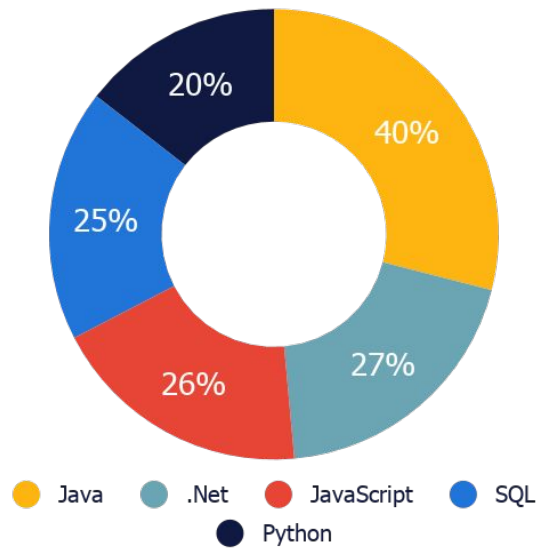
impact on key software development jobs

The trend identified above - software development jobs not being as heavily impacted as other clusters - continues on a role level as well. Solutions architects see the highest discrepancy between the average number of ads in 2019 and the period of COVID-19, which is merely 18%, compared to the 35% average seen earlier. The seniority distinction made earlier would not be applicable in the development space. Java and .Net developers are demographics highly sought after even during the pandemic.



key roles: underlying skills profile

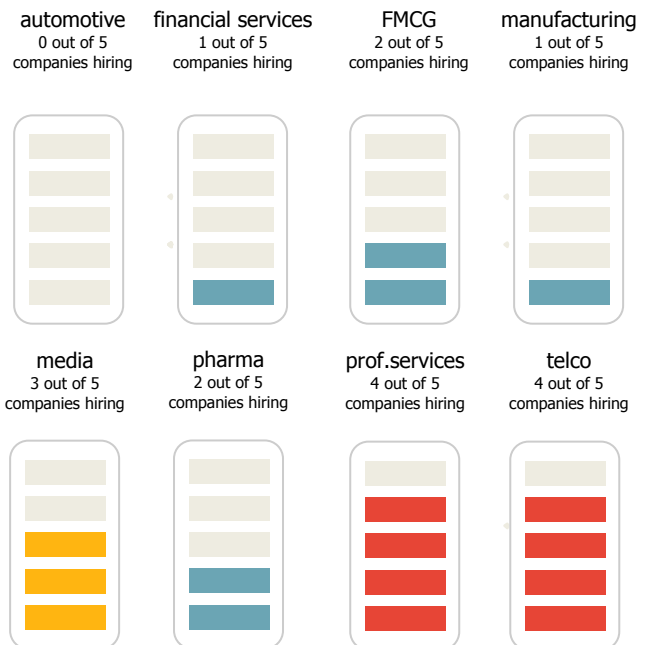
Considering Javascript and Java are among the top 5 most popular programming languages (source: Stackoverflow survey 2019), the high demand for this skill-set is not surprising. The 20% requirement for python got our attention when conducting this analysis. Python is considered to be an easy language to work with and is becoming a rising star among programming languages. The reason why we only see it be required only 20% of the time is due to the context, the lenses we've got on for this section. The percentage is considerably higher (28%) when looking at the data space (discussed earlier in this report), as python is the foundation of many data analysis and data science related libraries (Pandas, NumPy..etc).



competitor activity in the developer space

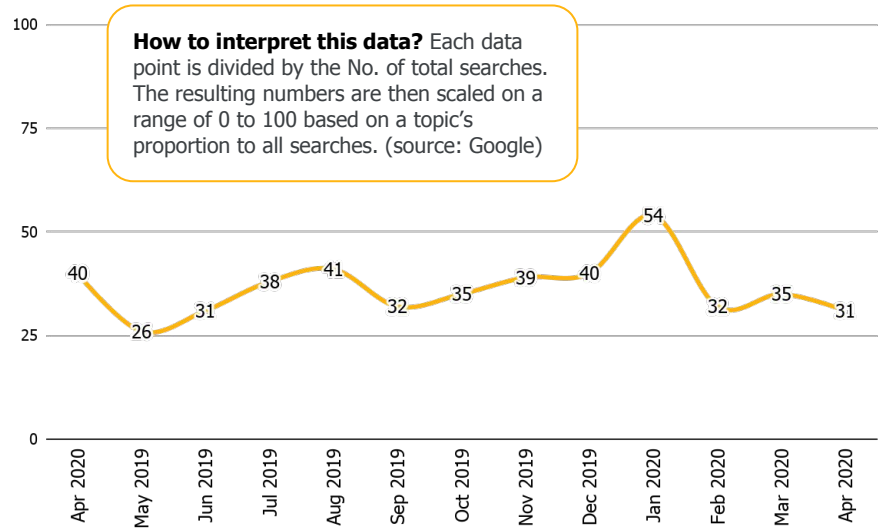
If you're active in the professional services or telecommunications industries, 4 out of 5 of your key competitors are actively hiring developers despite the pandemic. Additionally, this is the only job family covered by our report, which sees high recruitment activity levels in the media and entertainment space.

At first it surprised us to see no activity in the automotive industry (with self-driving cars becoming the focus for many players), looking deeper at the skills however, indicated this is due to that skill-set sitting in the mechatronics/software engineering cluster, which is not included in this report.



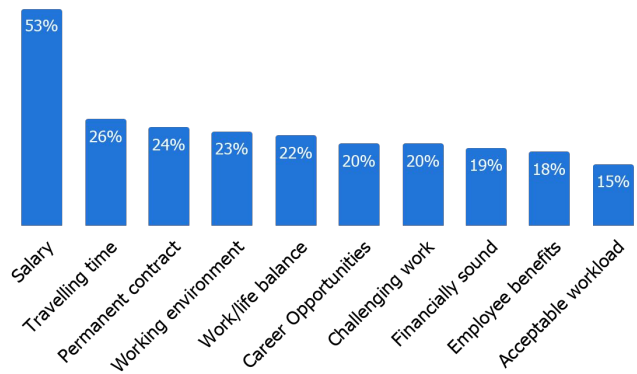
developer talent behaviour during the pandemic

Developers are the most interesting demographic to pull a job seeking activity chart on. Why? Because our surveys suggest they receive an average of 25 recruitment emails a week. This group normally doesn't need to look for a job, as is displayed by the significantly lower search figures than seen with the other job families. The Google search trends of developers have not been affected at all by COVID-19. This signals that developers feel secure in their current jobs and are not actively seeking but continue to be approached for opportunities still - job seeking behaviour hasn't changed from a pre covid market in this regard.

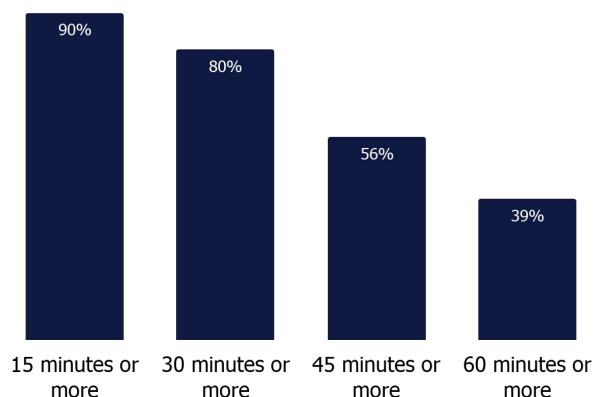


The discourse of developers in journals, vertical networks and social media indicates, devs don't expect layoffs. Their concerns lie elsewhere. Being a generally expensive talent group, which on the other hand is very challenging (slow and complicated) to recruit encourages companies to retain this part of the workforce. This means however, this is also one of the first groups to get a pay cut (usually 10-15% on the market average), or even be put on furlough. Developers and professionals in the data job family share a common trait of being highly 'remotable' (wherever they sit, they can do their job) enabling most of them to still work on projects if not instructed otherwise by their company. We have an addition to the standard pull factors shown on the right: exciting projects. Although at this time even developers are reluctant to change jobs, a competitive salary, a secure environment, and an exciting project create a combination that can attract skilled devs to your organization.

pull factors of developer talent



willingness to commute



randstad

human forward.



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