

employer brand research 2022

global report:
life sciences &
engineering.

 randstad



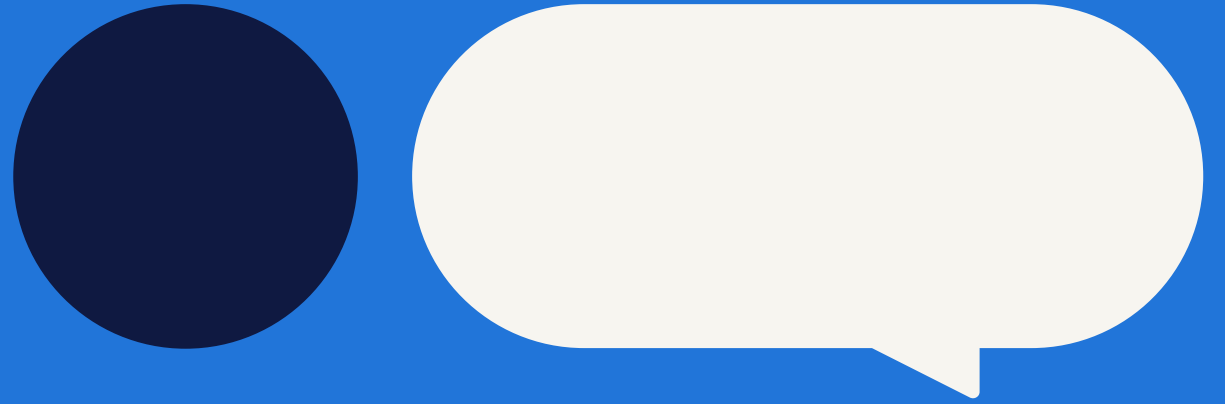
human forward.

content.

- 1 executive summary
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executive summary.



executive summary.

Science, technology, engineering and maths skills continue to be in high demand, and the outlook for workers with such skills is especially positive for the foreseeable future as the Fourth Industrial Revolution gains momentum. Our research found that engineering and life sciences workers have tremendous career opportunities, and many of them have or are looking to switch jobs during this time of uncertainty.

With so many trading in their jobs for ones that offer better pay, flexibility and perks, it's not surprising that professionals in the life sciences and engineering fields are anxious for change. In fact, 15% reported having new jobs as of the second half of last year — a rise of 50% from a year earlier. Remarkably, nearly one-quarter (24%) said they plan to find a new job this year — also a significant rise from 18% in 2020.

The appetite for change is especially high in life sciences, where 22% reported taking on a new role in 2021. Among engineering workers, just 13% made a switch – a figure that is below the 16% reported for workers in all sectors.

15%

of life sciences & engineering professionals have changed jobs by moving to another employer in the latter half of 2021.

48%

of these job switchers used recruitment agencies as one of their sources when looking for a new job, turning it into the most important job search channel.

executive summary.

68%

of life sciences & engineering professionals consider salary & benefits to be the most important driver.

63%

find long-term job security important, making it the second most important driver.

61%

of life sciences & engineering professionals (also) find a good work-life balance important.

What motivates life sciences and engineering workers? Our data shows the top employee value propositions for this workforce have not materially changed in 2022, reflecting the same desires they had a year before. The top five traits of an ideal employer are: competitive salary and benefits, job security, a good work-life balance, financial health, and a pleasant work atmosphere.

There is a surprising divergence among life sciences and engineering workers. Whereas compensation is clearly the most important factor for engineers (cited by 71%), just 55% of life sciences professionals felt the same. In fact, it ranked third behind job security (60%) and a pleasant work environment (58%).

The data also revealed a gap between what's important to both groups of professionals and how well their employers are delivering on these needs. When asked to rank the value propositions provided by their employers, workers said salary and benefits placed seventh among the 10 most desired perks.



executive summary.

One particularly important benefit to engineering and life sciences professionals is the ability to work remotely. More than half of those surveyed said they are able to spend some or all of their work week remotely — a high percentage considering workers in sectors such as healthcare and manufacturing have little choice in the matter.

This issue has become especially troublesome for companies seeking to bring back their workforce to the workplace since many are objecting to being on premises full time. Numerous companies have revised plans to do so due to employees challenging such plans, with some even quitting to join organisations with more generous policies.

Clearly the life sciences and engineering workforce needs a good work-life balance. Nearly half (45%) want their employers to offer more flexibility for work location and work hours. Secondly, 41% would like more continued education, paid meals and internet/phone stipend. These desires are in line with workers in other industries.

what
the workforce wants.



top 5 reasons to choose an employer.

The five most important incentives for life sciences & engineering professionals have not changed in the past year. Looking at regional variation, Europeans consider attractive salary & benefits most important (76%), while those in LATAM value good career progression opportunities as the most important driver (78%).



salary & benefits ↓

Salary & benefits is the most important driver for the life sciences & engineering workforce (68%), as was the case in 2021. To Europeans this driver is even more important (76%).



job security ↑

Job security is the second most important driver at 63%. This is slightly higher compared to 2021. Both Europe and LATAM workers rate this driver higher (66% for both) compared with the other regions.



work-life balance ↓

As the third most important driver, 61% of the life sciences & engineering workforce feel a good work-life balance is important. Women feel more strongly than men (66% vs. 59%), and those in Europe value this higher than those in North America (66% vs. 54%).



financially healthy ↑

An employer's financial health is the fourth most important driver (59%). In APAC, this is even more important (62%), while in LATAM it is not as critical (51%).



work atmosphere =

A pleasant work atmosphere is tied with a company's financial health (also 59%). LATAM workers, however, rate this highly (72%). It is also more important to women in life sciences & engineering (69%) than men (55%).

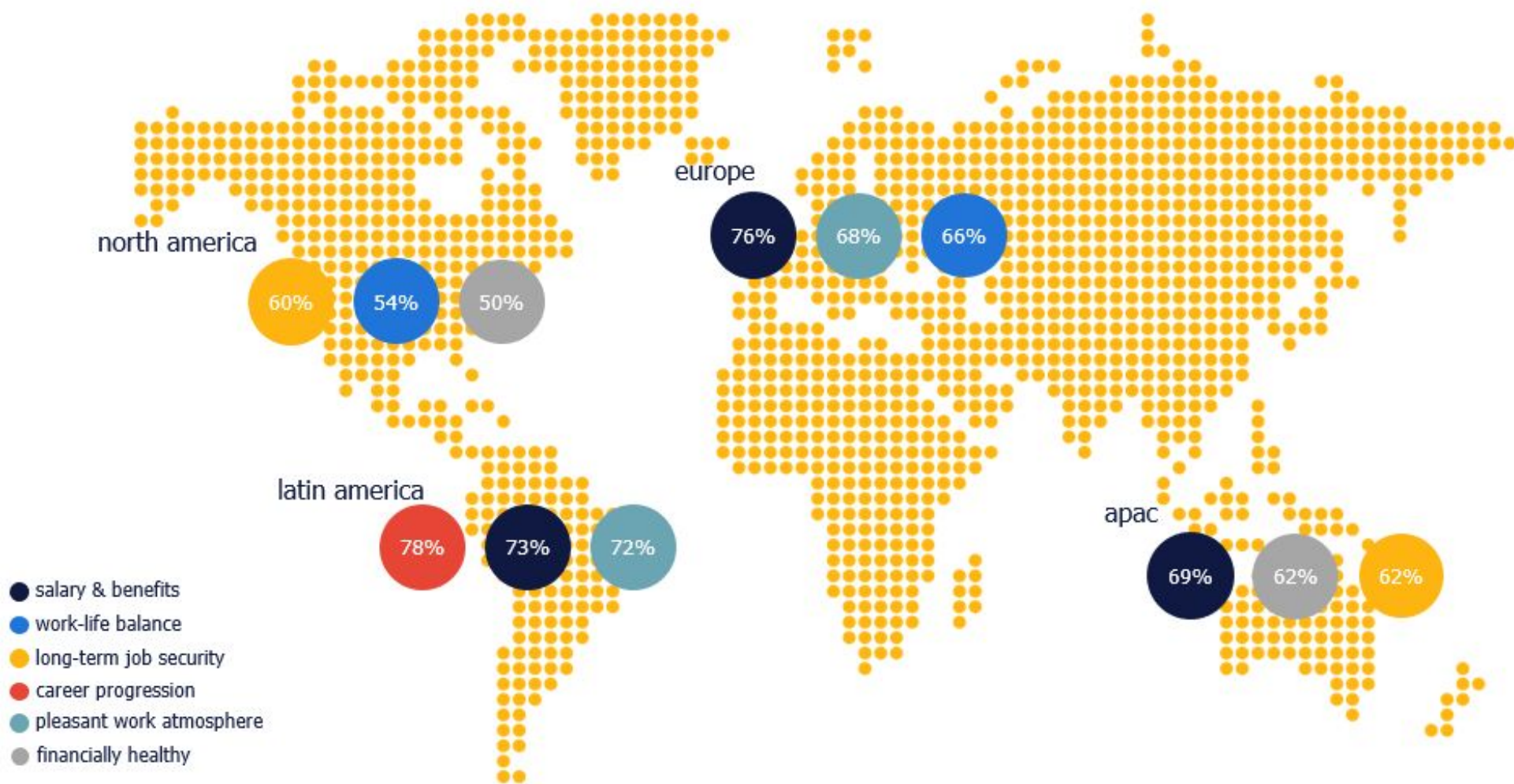
↑ means higher in percentage compared to 2021

↓ means lower in percentage compared to 2021

= means same in percentage compared to 2021



regional differences among EVP drivers.



global – life sciences & engineering



While salary & benefits is the most important driver for the average life sciences & engineering professional, this is not shown across the regions. North America ranks long-term job security as the most important driver, while in LATAM career progression is most important.



perception of employer offer across functions.

Understanding the gap between what professionals find important and what they think their employers offer provides valuable insights into building an employer brand. Employers in the life sciences & engineering sector are particularly strong in providing job security, being financially healthy and offering a pleasant work atmosphere. However, professionals do not perceive life sciences & engineering employers as good at providing an attractive salary.

evaluation of current employer

- 01 long-term job security
- 02 financially healthy
- 03 very good reputation
- 04 offers interesting job content
- 05 pleasant work atmosphere
- 06 work-life balance
- 07 attractive salary & benefits
- 08 career progression
- 09 gives back to society
- 10 possibility to work remotely/from home

profile of ideal employer

- 01 attractive salary & benefits
- 02 long-term job security
- 03 work-life balance
- 04 financially healthy
- 05 pleasant work atmosphere
- 06 career progression
- 07 offers interesting job content
- 08 very good reputation
- 09 possibility to work remotely/from home
- 10 gives back to society



ideal employers vs. current employers for life sciences workforce.



their most important drivers

- 01 long-term job security (60%)
- 02 pleasant work atmosphere (58%)
- 03 attractive salary & benefits (55%)
- 04 financially healthy (55%)
- 05 career progression (52%)

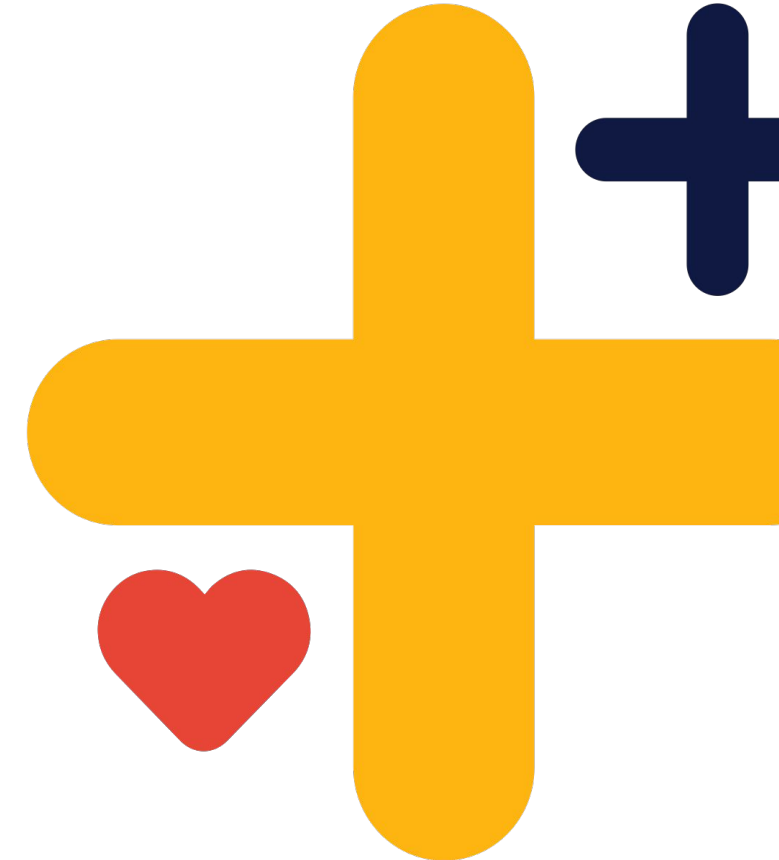
The rankings of the top 5 drivers for life sciences professionals is somewhat different from those of the average life sciences & engineering worker. They feel that job security and work atmosphere are more important than attractive salary & benefits. Career progression is also more important for life sciences professionals than the average life sciences & engineering professional.



their employer proposition

- 01 financially healthy (71%)
- 02 long-term job security (70%)
- 03 interesting job content (65%)
- 04 very good reputation (64%)
- 05 work-life balance (63%)

Only 2 out of the 5 most important drivers for life scientists are offered by their current employer. Career progression is the fifth most important, but only ranked in eighth place when evaluating their current employer. Attractive salary & benefits, which is ranked third for ideal employer, placed seventh among the top benefits provided by their employers.



ideal employers vs. current employers for engineering workforce.



their most important drivers

- 01 attractive salary & benefits (71%)
- 02 long-term job security (63%)
- 03 good work-life balance (63%)
- 04 financially healthy (60%)
- 05 pleasant work atmosphere (59%)

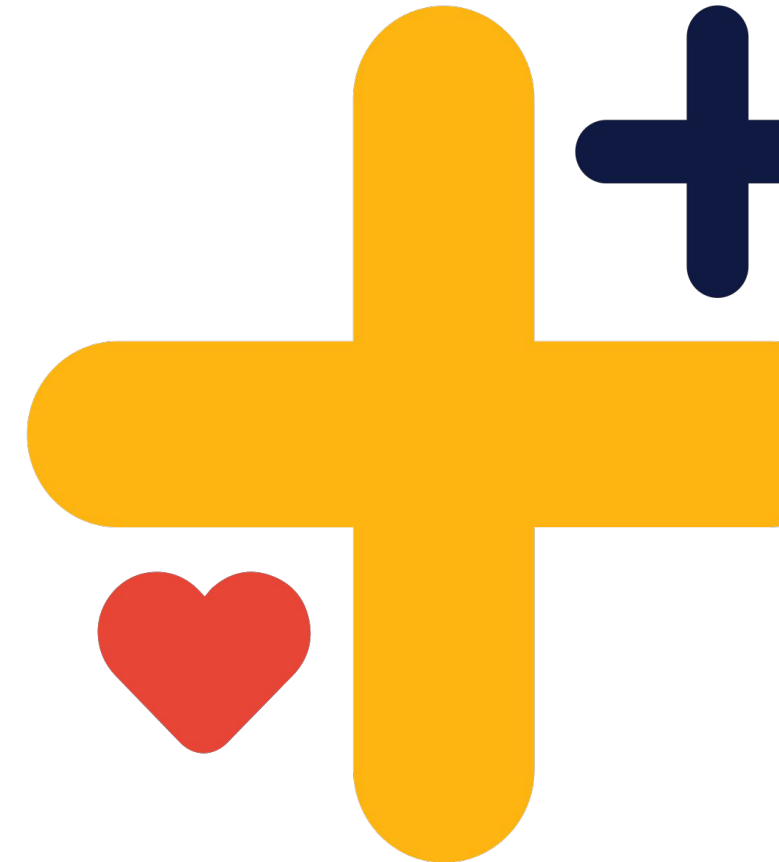
The ranking of top 5 drivers of the engineering workers is identical to that of the average life sciences & engineering professional. Attractive salary & benefits is rated more important (71% vs. 68%).



their employer proposition

- 01 long-term job security (78%)
- 02 financially healthy (74%)
- 03 very good reputation (64%)
- 04 pleasant work atmosphere (63%)
- 05 work-life balance (62%)

4 out of the 5 most important drivers of engineers are offered by their current employer, and these includes salary & benefits. Attractive salary & benefits is not among the top 5 benefits their employers offer. Engineering professionals rank attractive salary & benefits seventh among the benefits they receive.



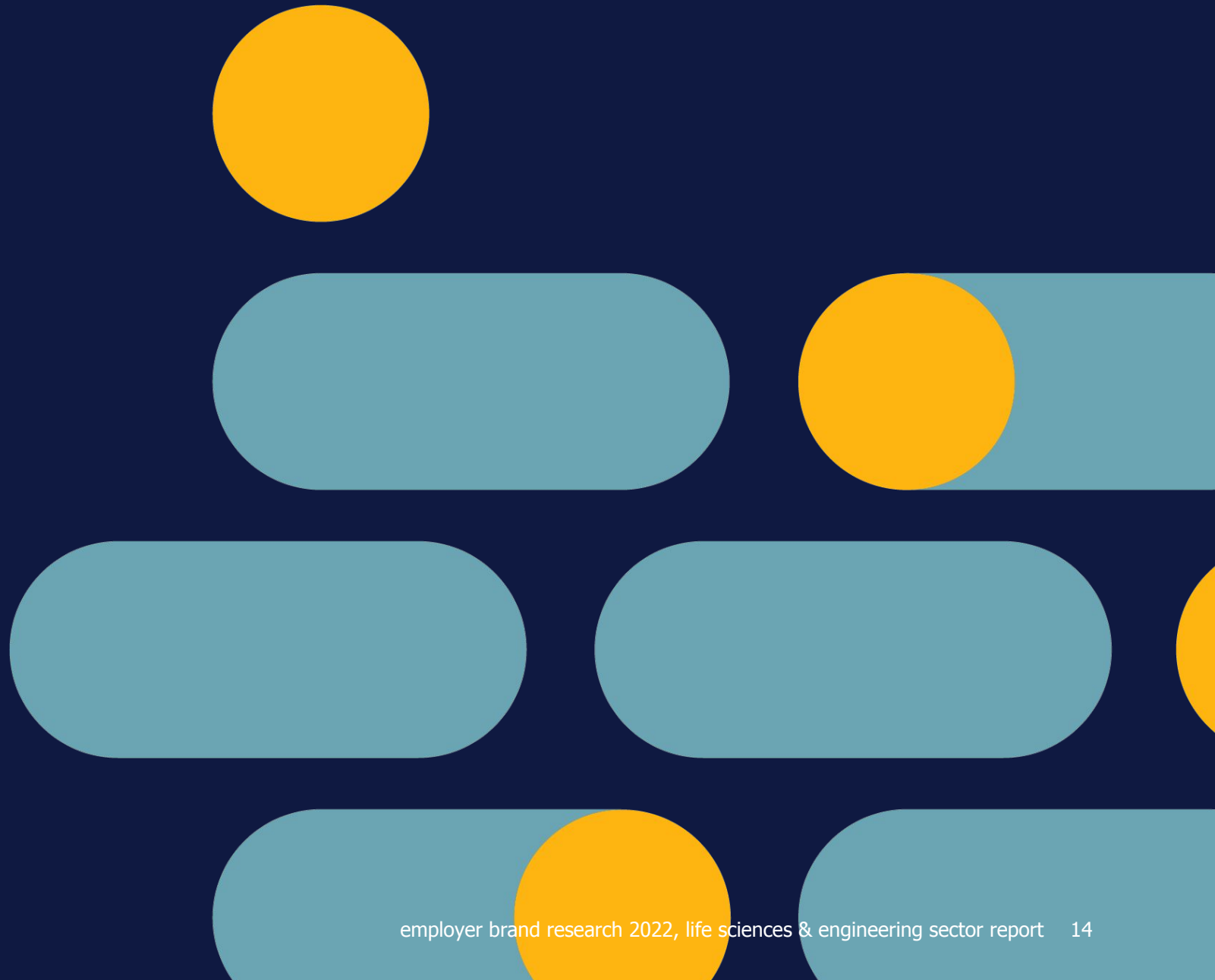
what potential employees want employer takeaways.

top 3 takeaways

- **Salary and benefits** is among the top 3 incentives for both life sciences & engineering workers but is often not considered to be a top benefit their employers provide. It is therefore a key point of focus for organisations wanting to retain and attract employees.
 - **Long-term job security** is a top 5 driver of life sciences & engineering professionals, and workers said their current employer is effectively delivering on this.
 - Because life sciences & engineering workers said they have a **good work-life balance**, employers should continue to reinforce this messaging to their job applicants. Companies should also emphasise career progression opportunities in their organisations to attract life sciences talent.
-



key trends.



key trend
global switching
behaviour.

in focus.



switching behaviour among life sciences & engineering workers.

Switching behaviour among life sciences and engineering professionals has increased to 15% from 10% a year ago, but this is not materially different from the average global worker (16%). The younger workforce (<34 yrs.) switched more often (21%). North American professionals were way more prone to changing employers (35% of them did so) than in LATAM (12%), APAC (10%) and Europe (9%).

The intention by 24% of life sciences and engineering professionals to switch in the first half of 2022 is up compared to a year ago (18%). It is identical to the average global worker. Those living in Europe are way less likely to change employers (17%) than in North America (36%), LATAM (30%) and APAC (23%).



life sciences & engineering switchers vs. stayers.

switchers

15% ↑

changed employers in the second half of 2021.

intenders

24% ↑

plan to change employers in the first half of 2022.

stayers

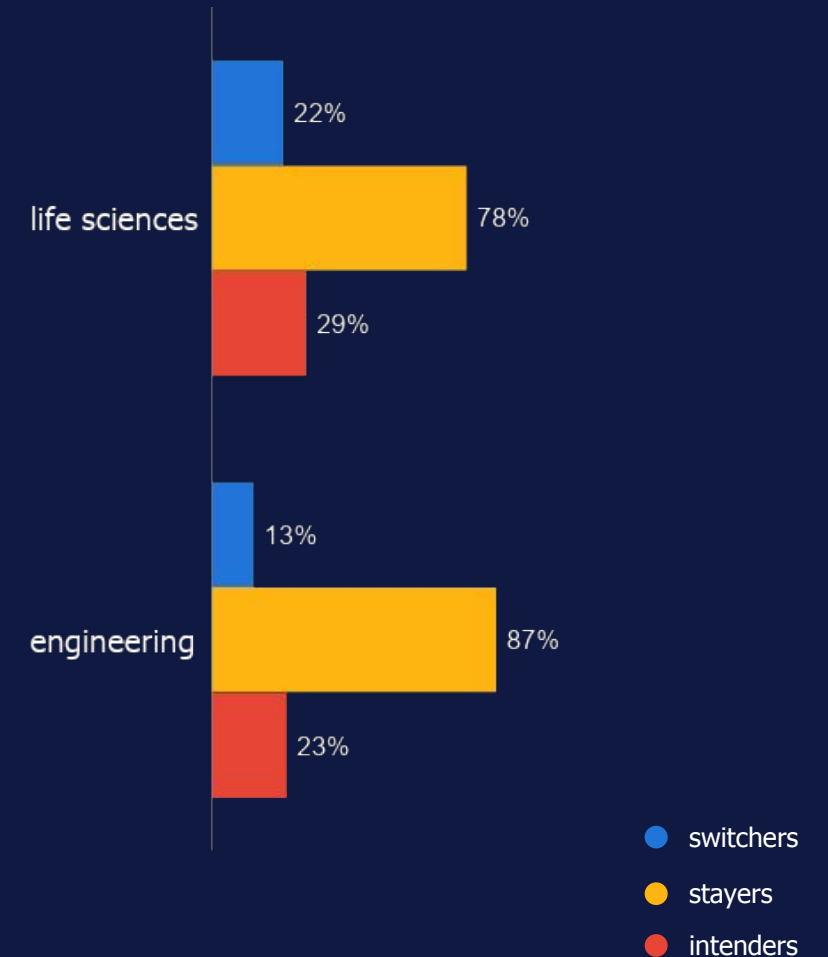
85% ↓

stayed with their employers in the second half of 2021.

↑ higher compared to 2021

↓ lower compared to 2021

= same compared to 2021



job switching behaviour function breakdown.

life sciences



Younger and male life scientists switch more often

Nearly a quarter (22%) of life sciences professionals switched employers in the last six months of 2021 (up from 16% a year earlier). The intention to switch is higher as well (20% vs. 29%). Switching behaviour is higher than the average life sciences and engineering professional (15%). As expected, younger workers are more likely to switch, and men switch significantly more often than women (27% vs. 14%).

engineering



Higher intention to switch among younger workers

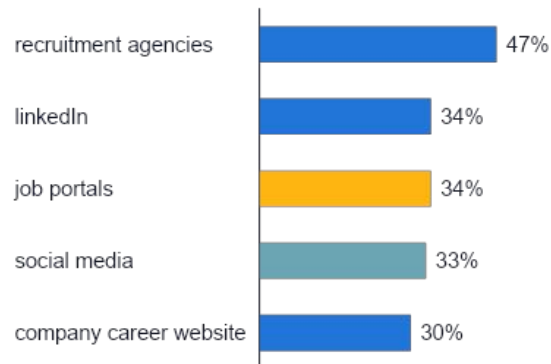
Just 13% of engineering workers switched jobs in the last six months of 2021, which is still higher than a year ago (7%). The intention to switch is up as well (17% vs. 23%), almost identical to that of the average life sciences & engineering professional. Those up to 34 years old are somewhat more likely to switch (20% vs. 9%), but unlike those who already switched there is no gender difference in intention to switch.



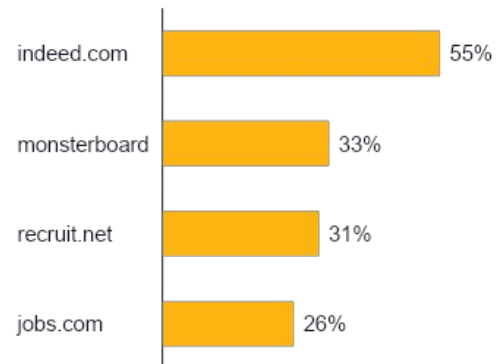
how life sciences & engineering employees find new job opportunities.

The top 3 channels that switchers used in the last half of 2021 have changed compared to the year before. Recruitment agencies now dominate as the No. 1 channel, followed by LinkedIn and job portals, which were the most used channel a year ago. Indeed is still the top job portal and has increased by 5%. Although social media is not a top-used channel, Instagram significantly increased this year from 53% to 64% ,while Facebook declined from 70% to 58% among job seekers who used social media.

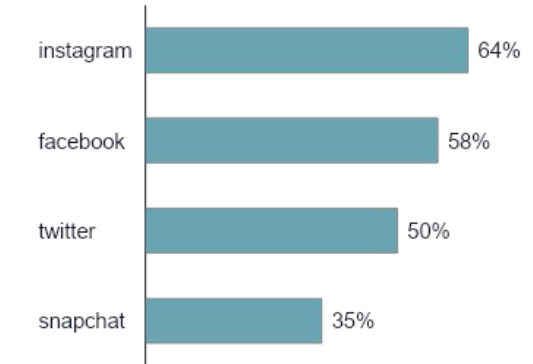
top 5 channels used to find a job



top 4 job portals — breakdown



top 4 social media — breakdown



*note: job portals & social media are follow-up questions from channels used to find new jobs.

search channel function breakdown.

life sciences



recruitment agencies

- Recruitment agencies were most used by life sciences professionals (59% vs. 47% among all workers in engineering and life sciences).
- Male switchers (68%) turned to recruiters more often than females (30%).
- LinkedIn (29%) and employer career websites (27%) trail the use of recruiters but are ahead of Google (24%).

engineering



recruitment agencies and job portals

- Recruitment agencies are most often used by engineering workers (43%), with job portals a close second (42%). As with life sciences, men turn to recruiters more often than women (48% vs. 30%).
- Indeed dominates, as 53% of portal users utilised this brand. Local portals are strong, as well (36%) as is Monster (36%).
- Social media is the third most used channel. Instagram (60%) and Facebook (57%) have the highest reach among engineering switchers who use social media to find a new employer.



takeaways from talent seeking new opportunities.



top takeaways

- The dynamics of the life sciences & engineering labor market have changed as both the numbers of switchers and intenders have gone up considerably over the past 12 months. Employers will benefit from a strong strategy to counteract these changes which should focus on the key drivers (salary, job security, work-life balance and such) in order to retain and attract talent.
- Recruitment channels have become a particularly important channel for this group of professionals, while the impact of LinkedIn, job portals and social media should not be overlooked. Employers will have to determine the right channel mix for their employer branding strategy.
- In this age of inclusion and diversity, employers need to be aware that recruitment agencies tend to be used more often by men. In other words, if the intention is to attract more women, the channel strategy should be skewed to other channels.



key trend

work meaning &
career development.



global importance of meaning of work & personal career growth.

meaning & growth more important for 44% of the life sciences & engineering professionals

Work and career became more important to 44% of the life sciences and engineering workforce while 7% felt it became less so. Compared to all global workers, life sciences and engineering professionals value this more (44% vs. 39%).

Local differences should not be overlooked, especially in LATAM, where 59% valued work and career more. In Europe, this is just 24%. Engineering professionals value meaning of work and personal career growth more compared to life sciences professionals (47% vs. 33%).

career growth important to 8 out of 10 of the life sciences & engineering professionals

The vast majority (79%) of life sciences and engineering professionals consider their career growth/progression as very or somewhat important. This is even more so for life sciences and engineering professionals in LATAM (95%). There is no material difference between life sciences professionals and engineering professionals in this regard.

The attitude is strongly related to age, as those 18 to 34 tend to find their career growth more important (87%) compared to the age groups 35–64 (76%).

importance vs. offer on **reskilling/upskilling**.

gap in workers' perception of the importance of reskilling/upskilling and employers actually offering such opportunities



83%

find it (very) important to be offered the possibility for reskilling/upskilling by their employers

61%

of the employees feel their employers offer enough development opportunities

A vast majority (83%) of life sciences and engineering professionals said it's important that they are offered the possibility for reskilling/upskilling by their employers.

Only 61% feel that their employers actually offer these opportunities. Such an offer is actually skewed toward those who appreciate it more, as 83% of the workforce who feel it to be important actually have opportunities for skilling.

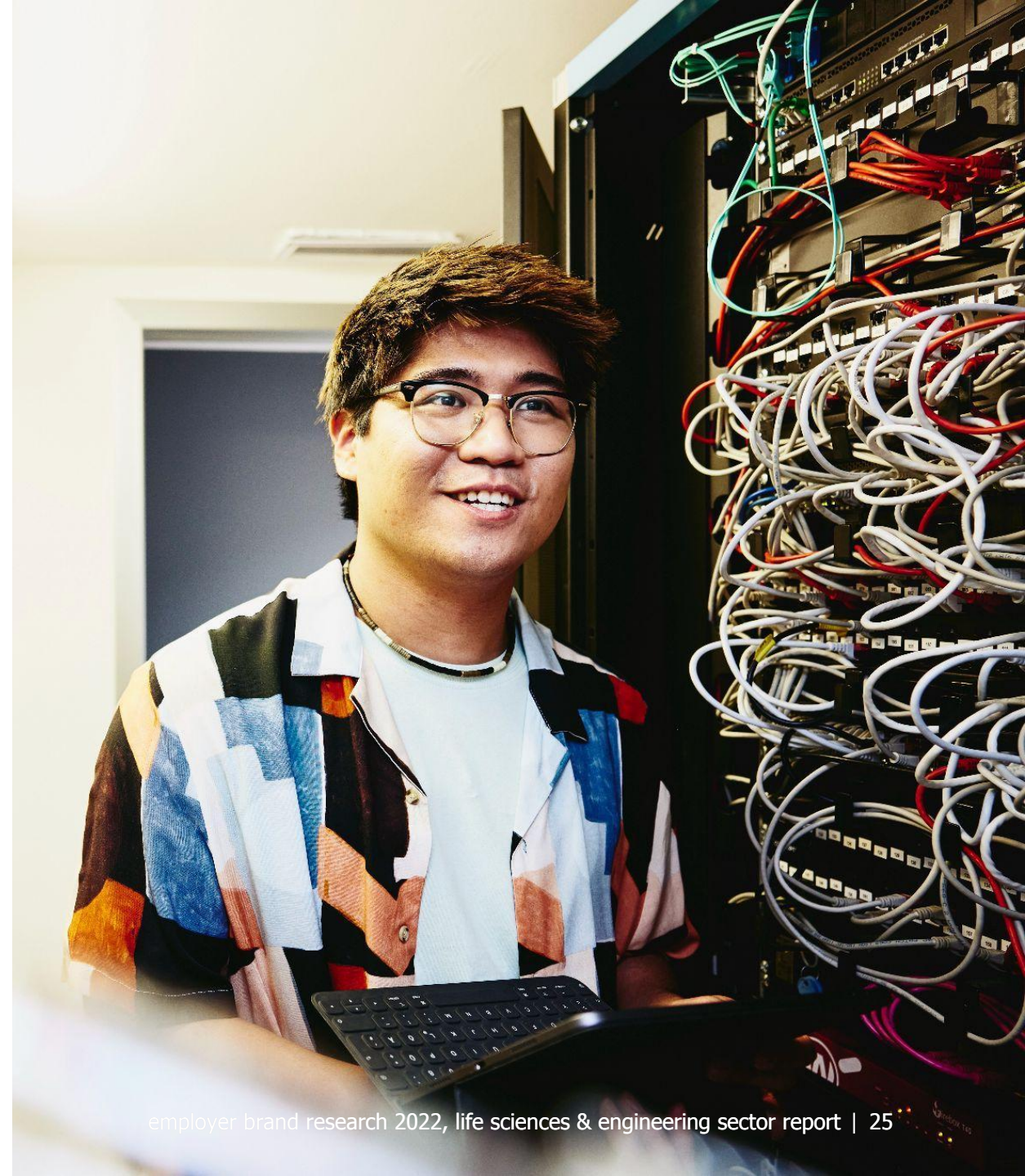


global takeaways on meaning of work & career development.



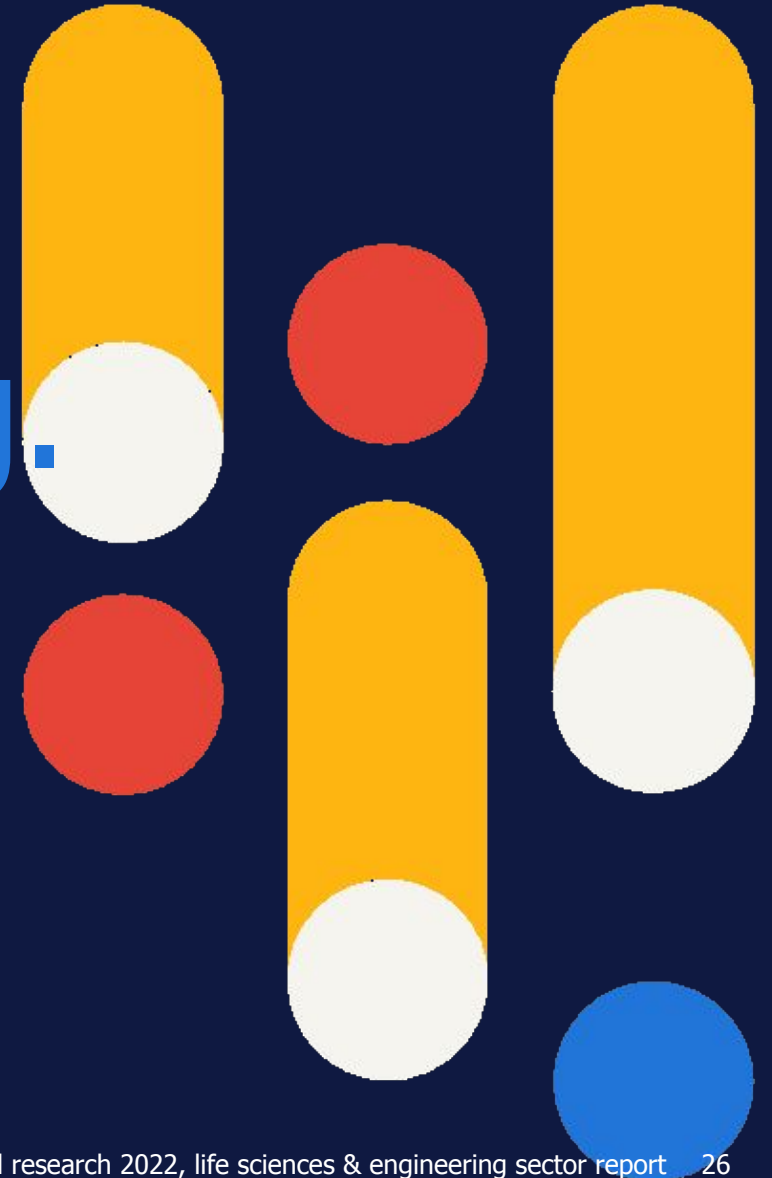
takeaways

- Work became more important in the light of 2021 world events. This is particularly the case for engineering professionals.
- For the younger workforce (up to 35 years old), the importance of work became more apparent, possibly not just because of world events but also due to the career stage they are in. Somewhat related to this, younger generations place more emphasis on personal career growth than older workers. Employers should keep this in mind when developing a strategy for different age groups.
- Employers should also look into the possibility of offering skilling opportunities to their workers if they do not already do so in a formal program. Since a vast majority claim they are more likely to stay with their employers if such opportunities are offered (77%), companies should keep this in mind when looking to improve retention.



key trend

work-life balance
& remote working.



life sciences & engineering work-life balance & remote working.

As work-life balance is one of the top-rated drivers, it is important to understand what this workforce looks for when improving their work-life balance.

For the life sciences and engineering workforce, the top two actions taken are working more remotely (34%) and opting for more flexible time slots (32%). This is in line with what employees expect their employers to provide: flexible work arrangements such as location and shift times (45%) and employee perks such as continued education, meals and internet/phone stipend (41%). Almost equally attractive are salary protection/fair compensation (37%) and compensation beyond salary such as retirement plans and bonus sharing (37%).

work-life balance is a top 3 driver, but employee perks should not be overlooked



life sciences & engineering takeaways on actions to improve work-life balance.

34%

of life sciences & engineering employees worked more flexible time slots and 32% (also) worked more remotely in order to improve their work-life balance.

45%

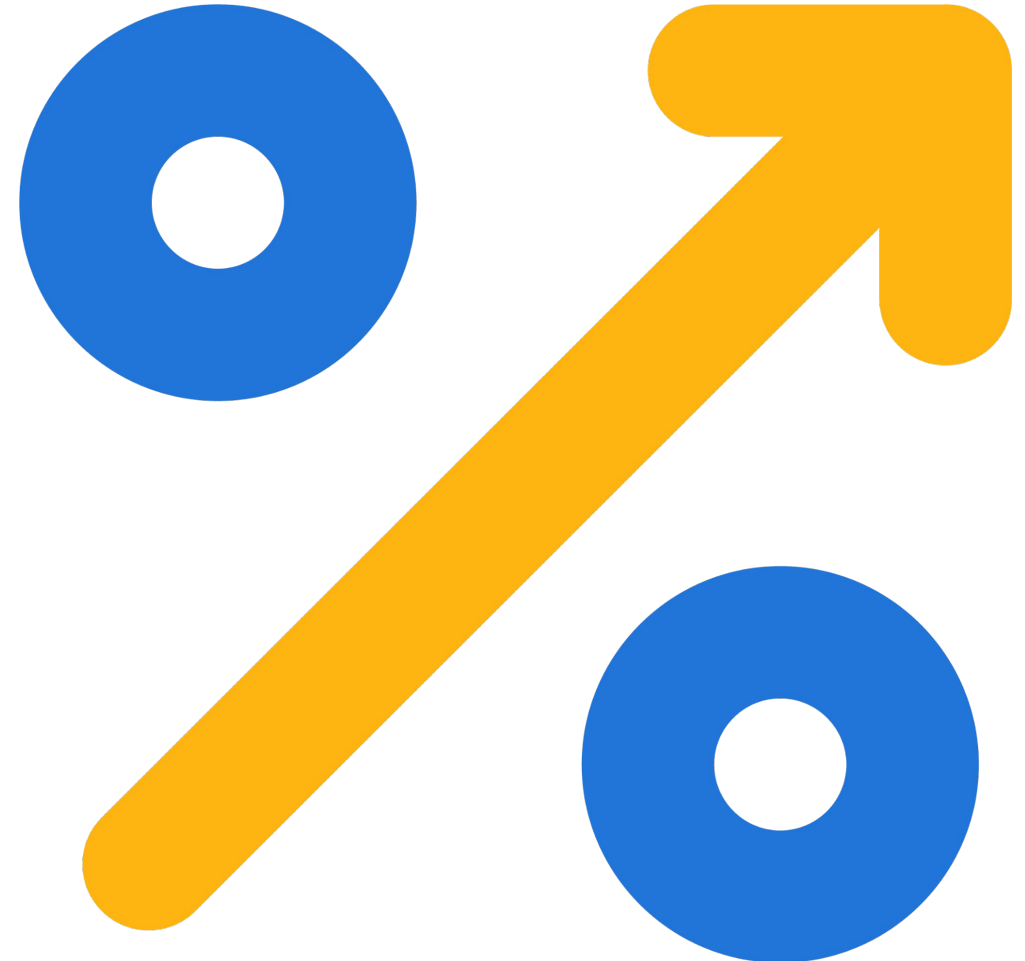
feel that their employers should offer them flexible work arrangements, which aligns with the 34% who worked more flexible time slots and worked more remotely. Second to that, 41% would (also) like to receive employee perks such as continued education and meals, in order to improve their work-life balance.

19%

of life sciences & engineering workers, on the other hand, did not take a clear action to improve their work-life balance. Workers in Europe (26%) were the most passive.

38%

of life sciences & engineering workers felt that their employers should offer career development opportunities and salary protection to improve their work-life balance.



employer & employee actions to improve work-life balance.

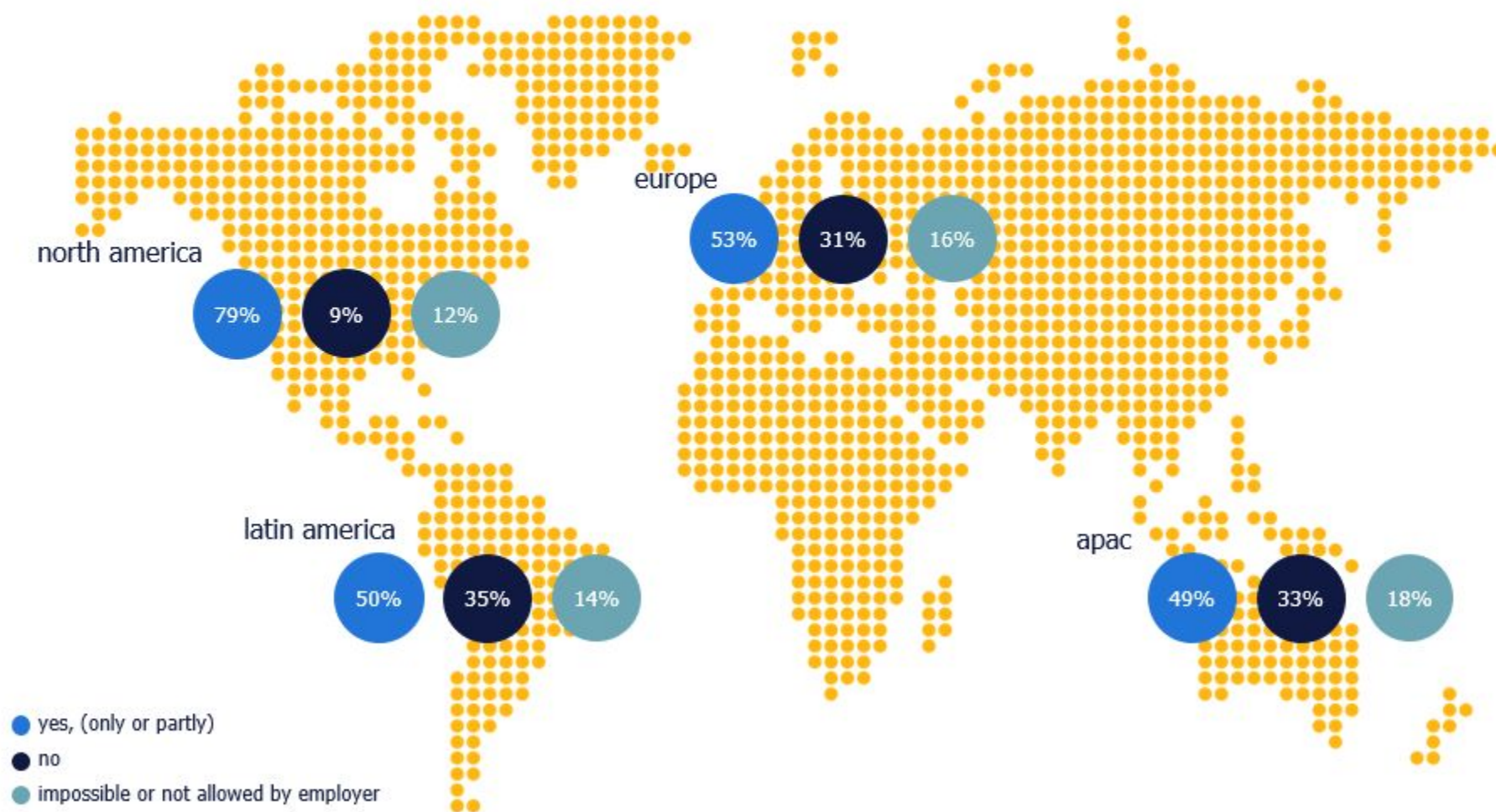


flexible work arrangements, flexible time slots and employee perks can improve retention.

- The growing wave of employer switching by life sciences and engineering professionals requires a strong retention and recruiting strategy. Such a strategy must focus on supporting the work-life balance of these professionals. (e.g., offering flexible time slots, working remotely).
- Next to this, life sciences and engineering professionals are keen on any incentives that tie into their salary and benefits package, in particular employee perks and salary protection.
- With 38% of life sciences and engineering professionals desiring career development opportunities, employers should take a close look at how they can meet this expectation.



life sciences & engineering remote working.



global – life sciences & engineering

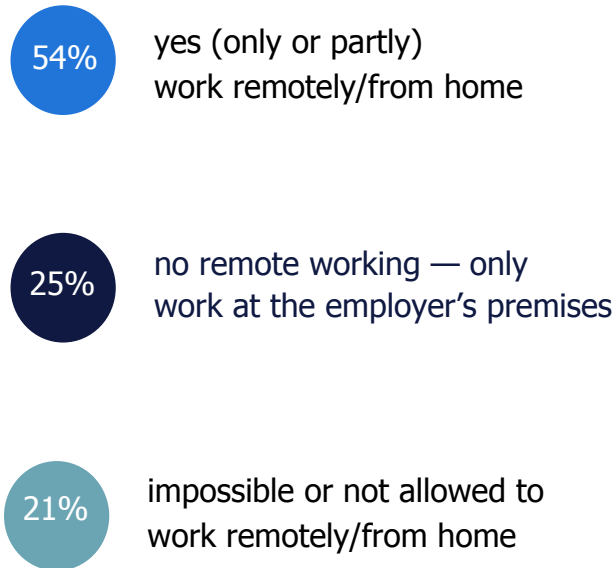


Remote working has diminished to now 55% of the life sciences & engineering workforce, down from 66% a year ago when COVID-19 had given it a tremendous boost. It is nevertheless higher than the global workforce average (42%). North America stands out as having the highest proportion of remote workers (79% of life sciences & engineering professionals).

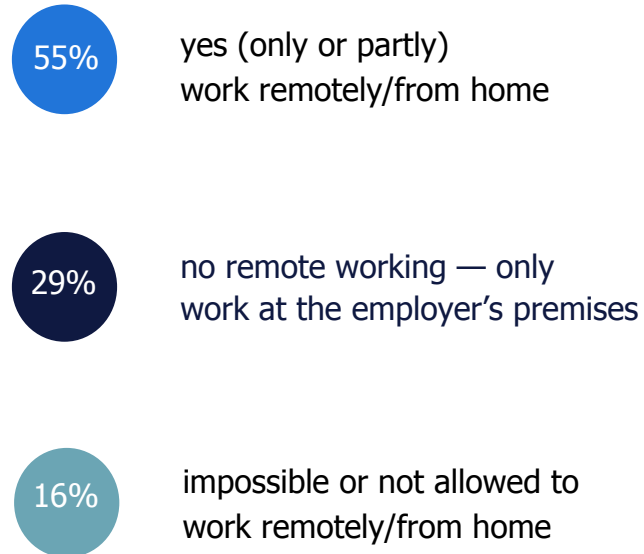


remote working for life sciences & engineering sector breakdown.

life sciences



engineering



More than half of life sciences professionals have worked remotely over the past 12 months. Female workers were more likely than men to work outside of the workplace (63% vs. 49%). Looking at regional differences, life sciences professionals in Europe have the highest rate of working remotely (63%).

Within the engineering subgroup, half are working remotely. This figure is even higher for engineering professionals in North America (83%).

life sciences & engineering remote working looking into the future.

looking into the future, how much of your time do you expect to be working remotely/from home?



5%

of current remote workers expect to be working remotely no more than 10% of the time in the future.



82%

expect to have a blend of working (20%–80%) remotely and at the employer's premises.



13%

think they will be working remotely at least 90% of the time.

The vast majority of current remote-working life sciences and engineering workers expect to keep on doing so in the future, although not to the degree that they have been doing. Only 13% of remote workers expect to continue doing this for at least 90% of the time.

There is limited variation between regions: APAC workers are more likely to expect to be working remotely (86%), and Europeans have the lowest expectations (77%). There is no material difference between life sciences and engineering workers.

Thank you for taking the time to read through the global report. We hope the data contained in this report has been insightful and has helped you understand how to better attract talent in a transformed world of work.

Our research has many nuanced and complex insights about which you might have additional questions. We urge you to contact our employer branding and talent helpdesk for more answers.

Let's **talk.**

randstad
randstad.com.hk/contact-us/



appendix

about the research.



what is the randstad employer brand research?

- Based on perceptions of a general audience. Optimising 22 years of successful employer branding insights.
- An independent survey with nearly 163,000 respondents across 16 sectors and 5,944 companies surveyed worldwide.
- A reflection of employer attractiveness for each market's largest employers known by at least 10% of the population.
- Provides valuable insights to help employers shape their employer brand.



31 markets surveyed covering more than 70% of the global economy.

argentina
australia
austria
belgium
brazil
canada
china
czech republic
france
germany
greece
hong kong SAR
hungary
india
italy
japan
luxembourg
malaysia
mexico
new zealand
norway
poland
portugal
romania
singapore
spain
sweden
switzerland
the netherlands
uk
us



● markets surveyed

worldwide

- nearly 163,000 respondents
- 5,944 companies surveyed

sample

- aged 18 to 64
- representative on gender
- overrepresentation of age 25–44
- comprised of students, employed and unemployed workforce
- 5,467 respondents for life science & engineering

fieldwork

- online interviews
- january 2022

length of interview

- 16 minutes



definition of workers in key life sciences & engineering job segments.

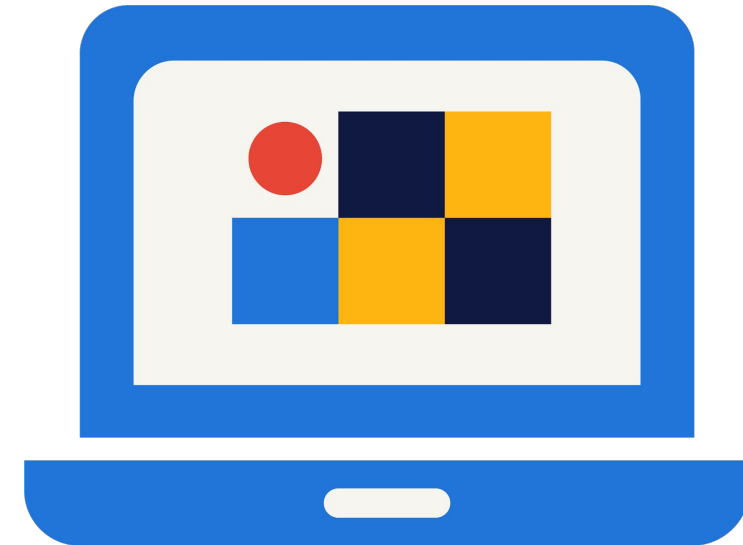
professionals' definition:

life sciences

- physical and earth science professionals
 - life science professionals
-

engineering

- engineering professionals (excluding electrotechnology)
 - electrotechnology engineers
 - architects, planners, surveyors and designers
-

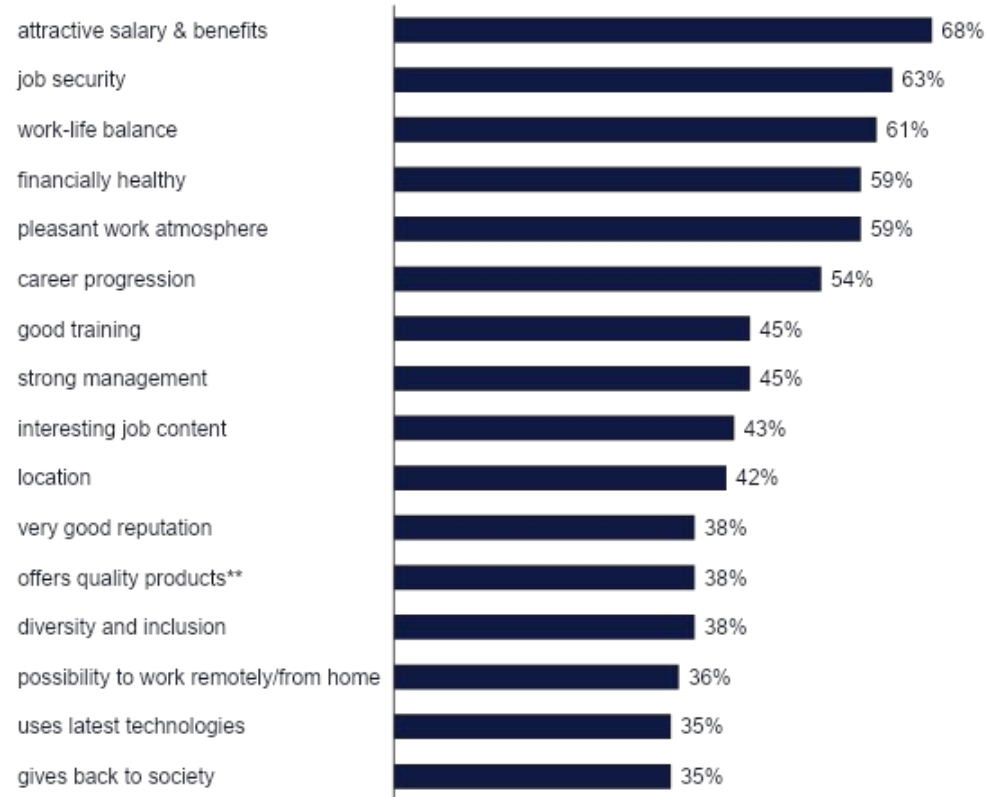


deep dive
key drivers.

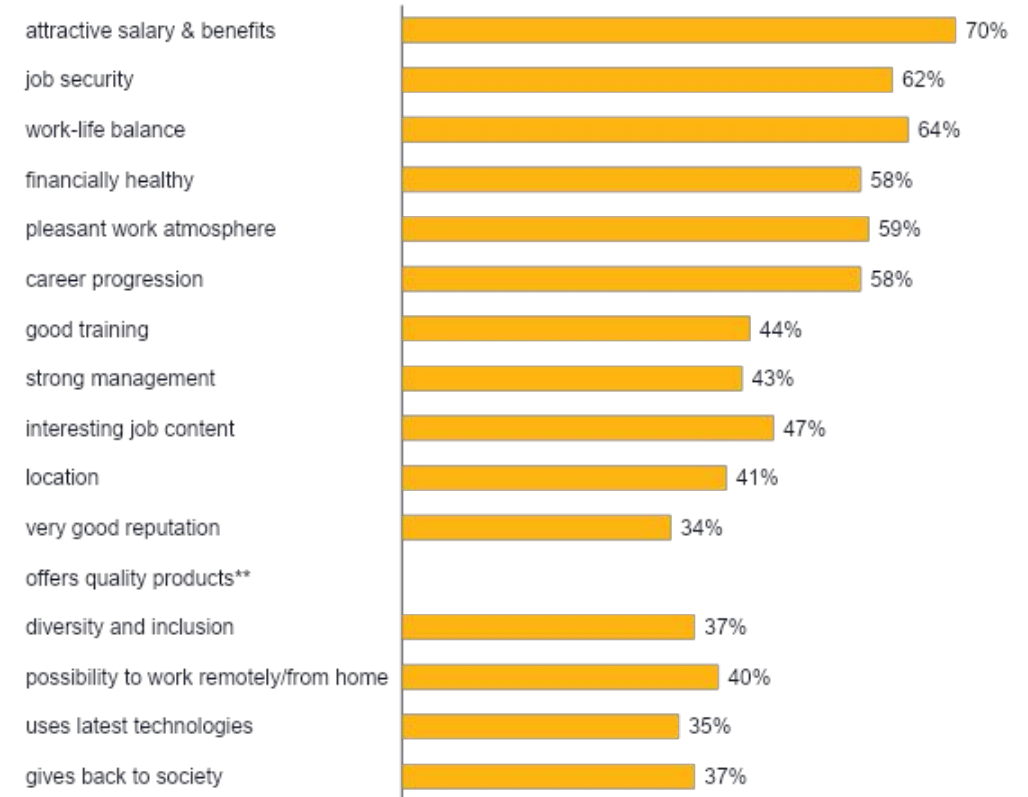


what potential employees want the most important criteria when choosing an employer.

2022



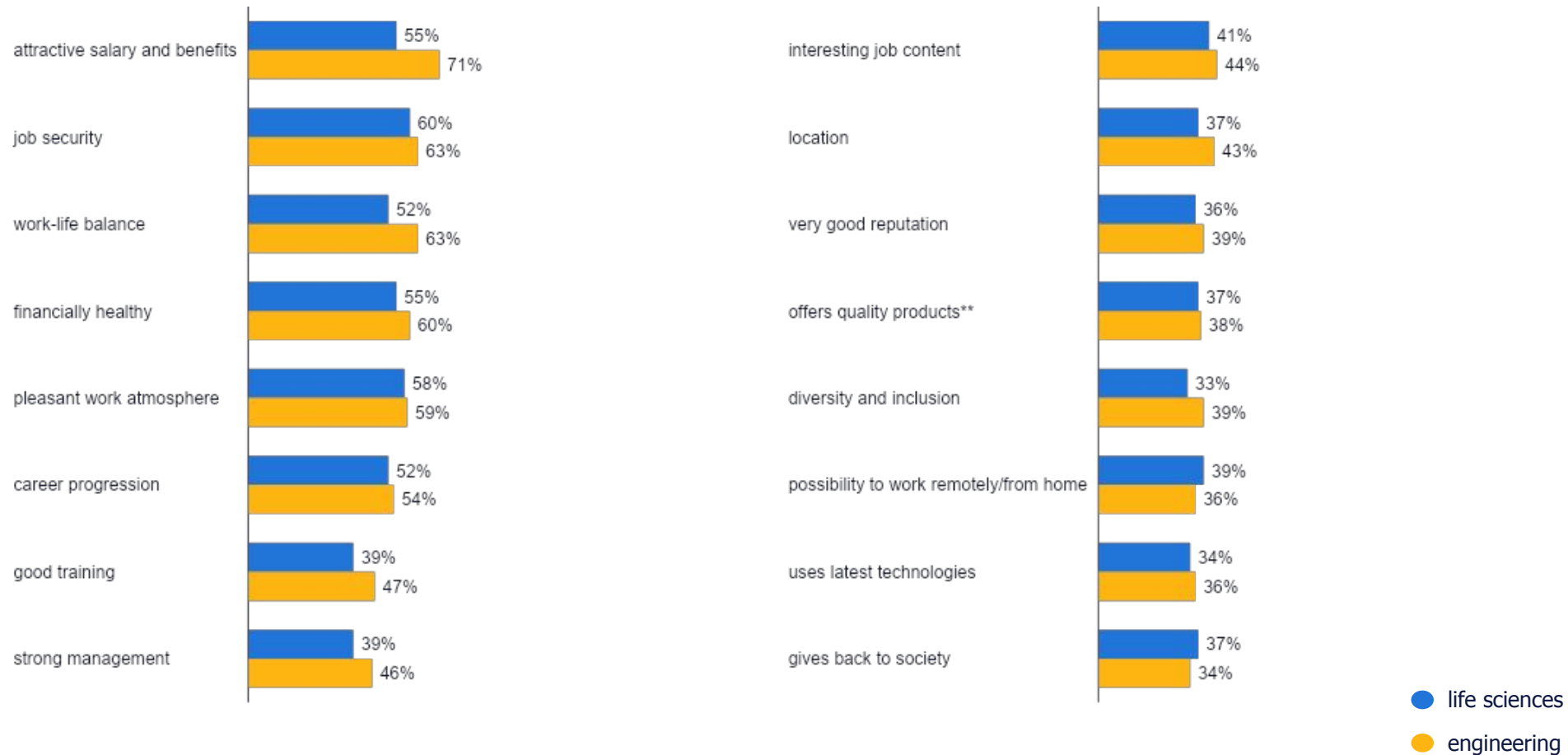
2021



**not researched in 2021

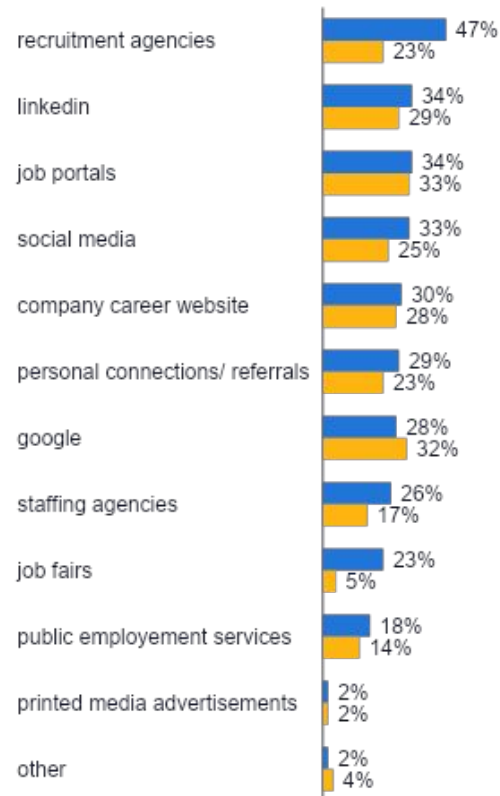


EVP driver importance by sector.

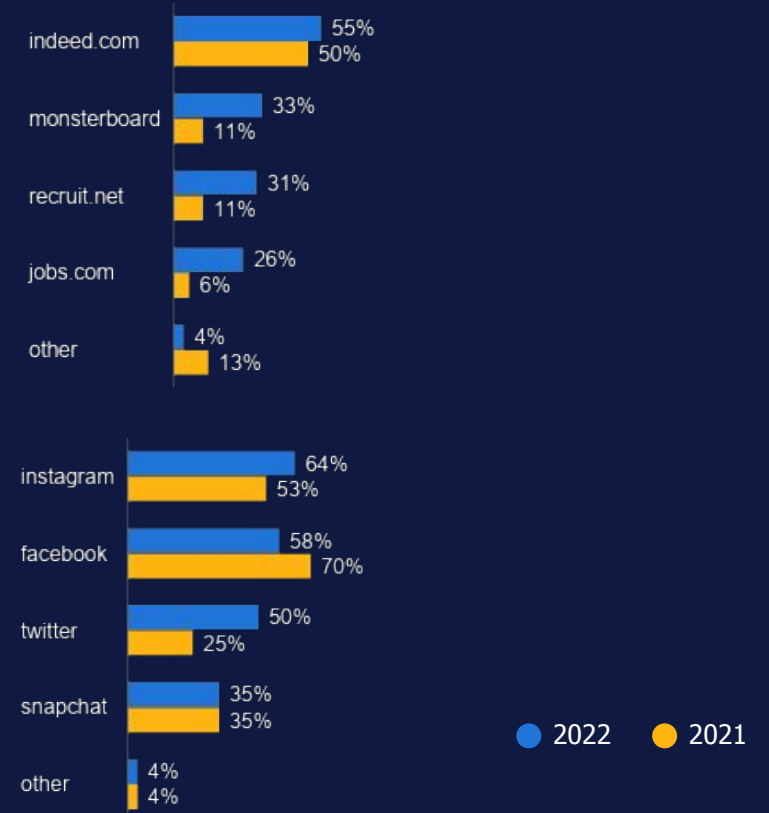


finding new job opportunities for life sciences & engineering professionals.

channels used to find new job opportunities



channels used to find new job opportunities deep dive social media & job portals



● 2022 ● 2021



sector deep dive.



top 3 EVP drivers per sector.

top 3 EVP drivers

sector	1	2	3
01 agriculture	work-life balance	attractive salary & benefits	pleasant work atmosphere
02 oil & gas	job security	attractive salary & benefits	pleasant work atmosphere
03 manufacturing	attractive salary & benefits	work-life balance	job security
04 utilities	job security	attractive salary & benefits	work-life balance
05 construction	job security	attractive salary & benefits	financially healthy
06 trade	attractive salary & benefits	pleasant work atmosphere	work-life balance
07 transportation & storage	attractive salary & benefits	job security	work-life balance
08 accommodation & food	attractive salary & benefits	job security	pleasant work atmosphere
09 ITC	work-life balance	attractive salary & benefits	job security
10 finance & insurance	attractive salary & benefits	financially healthy	job security



top 3 EVP drivers per sector.

top 3 EVP drivers

sector	1	2	3
11 real estate	attractive salary & benefits	work-life balance	job security
12 professionals & scientific	attractive salary & benefits	work-life balance	pleasant work atmosphere
13 administration & support	work-life balance	attractive salary & benefits	job security
14 public administration	work-life balance	job security	attractive salary & benefits
15 education	attractive salary & benefits	work-life balance	pleasant work atmosphere
16 healthcare	attractive salary & benefits	work-life balance	pleasant work atmosphere
17 social work	attractive salary & benefits	pleasant work atmosphere	work-life balance
18 arts & entertainment	attractive salary & benefits	work-life balance	pleasant work atmosphere
19 other	attractive salary & benefits	work-life balance	job security



randstad

human forward.

