



SPECIAL REPORT: THE DEMAND FOR SKILLED TALENT

Volume 17 | Q1/Q2 2019

**NEWS
FLASH**

EMPLOYERS, YOU'VE GOT A TOUGH ROAD AHEAD

The national unemployment rate remains at a historically low level, giving workers increased confidence to explore career moves. As more and more employees leave their jobs for greener pastures and skilled talent gets harder to find, companies need to examine what top job candidates and key staffers want. The research in this report illuminates the difficulties hiring managers face and provides insight on how organizations can adapt their staffing strategies so that they can thrive in this challenging market.



A GOOD HIRE IS HARD TO FIND

Industry leaders who report difficulty finding skilled candidates for professional-level roles:¹

- 93%** Accounting and finance
- 92%** Advertising and marketing
- 91%** Legal
- 87%** Technology

A FIT WITH WORKPLACE CULTURE IS A MUST WHEN HIRING

91% of managers say a candidate's fit with the organizational culture is just as or more important than skills and experience.²



JOB'S ARE PLENTIFUL ...

Nearly **7 million** jobs are open.³

... CANDIDATES AREN'T

There are **more open jobs** in the U.S. than there are available candidates.⁴

¹Robert Half surveys of more than 4,500 hiring decision makers in the United States, fall 2018

²More Than One-Third of Workers Would Pass On Perfect Job If Corporate Culture Was Not a Fit, Survey Finds, Robert Half, Nov. 27, 2018

³Job Openings and Labor Turnover — Nov. 2018, U.S. Bureau of Labor Statistics, Jan. 8, 2019

⁴Ibid; The Employment Situation — Dec. 2018, U.S. Bureau of Labor Statistics, Jan. 4, 2019

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WORKERS ARE WILLING TO LEAVE THEIR JOBS

Employees are confident when looking for new jobs and are increasingly leaving for more promising opportunities. Employers who don't pay attention to what's important to workers risk losing them to competitors.

TOP TALENT MAY BE EXPLORING THEIR OPTIONS



78% of workers feel comfortable looking for a new job while employed⁵

64% of employees are likely to search for another job while at work⁶

⁵Majority of Workers Comfortable Looking for New Job While Employed, Accountemps, Nov. 5, 2018

⁶Ibid

⁷Are You Underpaid?, Robert Half, Aug. 28, 2018

⁸44 Percent of Workers Would Quit Their Job for a Bigger Paycheck, OfficeTeam, July 9, 2018

MONEY MATTERS

46% of workers feel underpaid⁷

44% would quit their jobs for a bigger paycheck⁸



BAD COMMUTES CAN MAKE EMPLOYEES HIT THE ROAD⁹

23% of workers have quit a job due to a bad commute.

Cities that top the list:

1. Chicago
2. Miami
3. New York
4. San Francisco

22% of employees say commuting to work has gotten worse in the past five years.

Cities that top the list:

1. Seattle
2. Denver
3. Austin and San Francisco (tie)

60% of workers* say their companies haven't done anything to address commuting concerns.

⁹Nearly One-Quarter of Workers Have Left a Job Due to a Bad Commute, Robert Half, Sept. 24, 2018

*Respondents whose commute has gotten worse

EMPLOYEES WHO VOLUNTARILY LEFT THEIR JOBS

(in thousands)



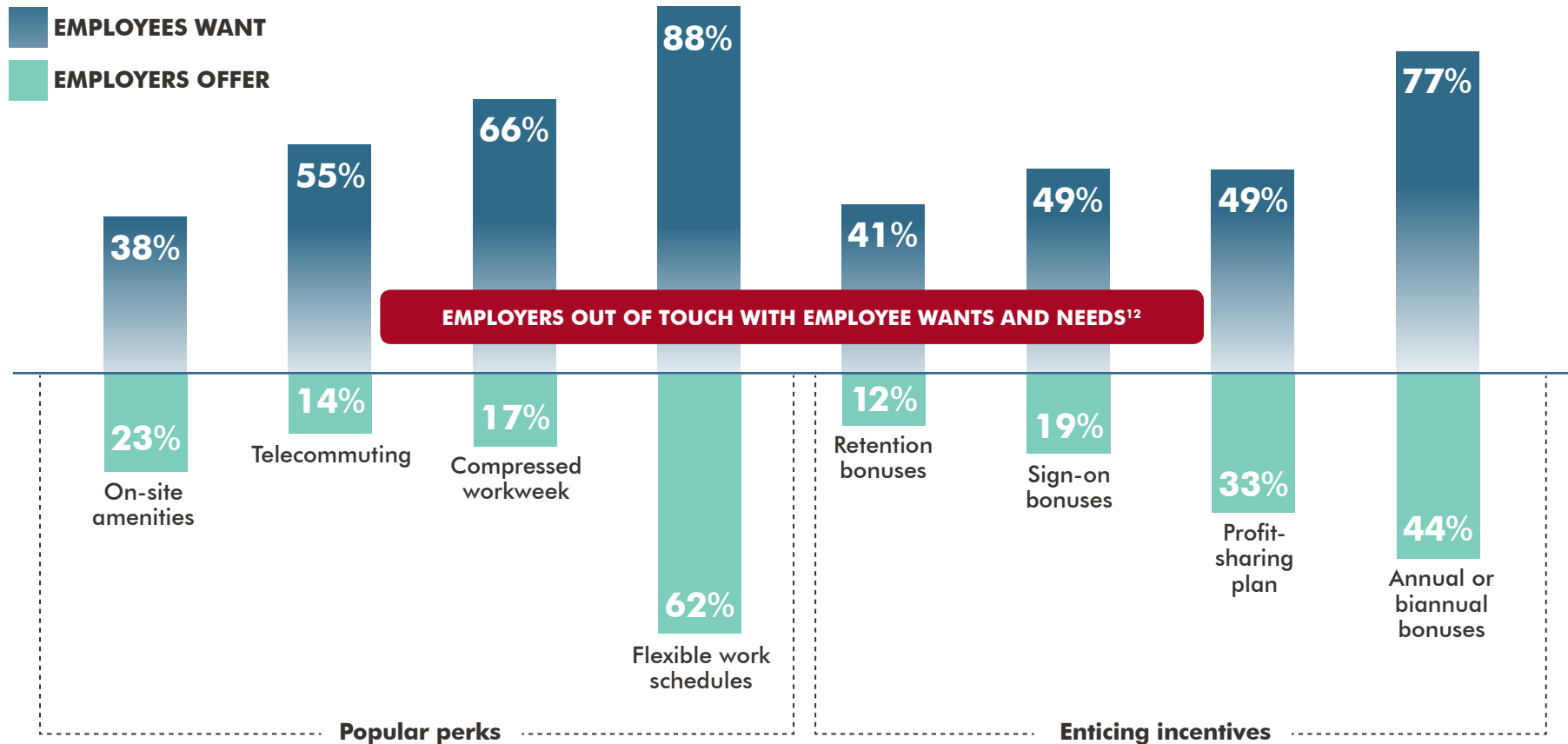
Source: Job Openings and Labor Turnover Survey (Nov. 2016 – Nov. 2018), U.S. Bureau of Labor Statistics. Figures are seasonally adjusted. P = Preliminary

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PERKS AND INCENTIVES WORKERS WANT MOST

Many employers just aren't meeting workers' expectations. If you don't offer the perks or incentives they want, employees and job candidates could find them elsewhere.



PAID TIME OFF

Job seekers want 14 days, on average, when joining a new company.¹⁰

Companies offer 10 days, on average, to employees with less than 5 years' tenure.¹¹

¹⁰Robert Half survey of more than 1,500 workers in North America

¹¹Robert Half survey of more than 600 HR managers in North America

¹²Employers and Workers Not in Sync on Popular Office Perks, Robert Half, Oct. 25, 2018 (Top responses shown)

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POSITIONS IN TOP DEMAND Q4 2018 Unemployment Rates For Select Positions are Shown in Bold¹³

ACCOUNTING AND FINANCE

- 2.1%** **Accounting clerks**
Accounts payable specialists
Accounts receivable clerks
Accounting managers
Business analysts
Business systems analysts
Compliance analysts
Controllers
- 1.2%** **Financial analysts**
- 2.6%** **Financial managers**
- 1.6%** **Information technology auditors**
- 1.6%** **Internal auditors**
Payroll managers
- 1.6%** **Senior accountants**
- 1.6%** **Staff accountants**

TECHNOLOGY

- Business intelligence analysts
Cloud architects
Cloud systems engineers
Data scientists
- 1.2%** **Database administrators**
DevOps engineers
Full-stack developers
- 3.5%** **Help desk and desktop support professionals**
IoT specialists
- 1.2%** **Mobile and software developers**
- 1.0%** **Network administrators**
- 0.3%** **Network architects**
Security professionals (data, information, network, systems, cloud)
- 1.0%** **Systems administrators**

CREATIVE AND MARKETING

- Content strategists
- 2.1%** **Copy editors**
- 2.1%** **Digital marketing managers**
Digital strategists
- 3.9%** **Email marketing specialists**
Front-end web developers
- 1.7%** **Hybrid designers**
- 2.1%** **Marketing analytics managers**
Project managers
- 2.8%** **Public relations managers**
Search engine optimization (SEO) and search engine marketing (SEM) specialists
Social media managers
- 1.7%** **User interface (UI) designers**
- 1.7%** **User experience (UX) designers**

LEGAL

- Compliance analysts
Contract managers
- 0.2%** **In-house counsel**
Litigation support/eDiscovery managers
- 0.2%** **Midlevel associates**
- 3.8%** **Paralegals/legal assistants**

ADMINISTRATIVE AND OFFICE SUPPORT

- 2.7%** **Administrative assistants**
Customer service representatives
Executive assistants
- 3.6%** **HR specialists**
- 2.7%** **Office clerks**
Receptionists

HEALTHCARE

- Coding professionals
Insurance verification/authorization clerks
Medical collections specialists
Receptionists, front desk coordinators and schedulers
Revenue cycle analysts

¹³Current Population Statistics, U.S. Bureau of Labor Statistics, Jan. 4, 2019. Percentages reflect unemployment rates for select positions that are at or below the national unemployment rate for Dec. 2018.

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TIPS TO MAXIMIZE YOUR STAFFING STRATEGIES

Hiring in the current climate is more effective with a clear focus on the entire process, including understanding what's going to make your next hire successful. And once a new hire is made, retention becomes a consideration.

RELAX YOUR JOB DESCRIPTIONS

Focusing on essential requirements and being willing to train someone who is a good fit with the workplace culture — but doesn't necessarily have all the technical skills or experience of your dream hire — can pay off big in the long run.

ONBOARD WITH CARE

Almost 30% of employees didn't think their onboarding prepared them for their roles, and almost 10% have left a job due to a negative onboarding experience.¹⁴

USE CONTINGENT STAFF TO PREVENT GAPS

Consider using temporary or project professionals to fill in the gaps and help alleviate the burden on existing staff while you're searching for full-time hires. For help with major one-time projects, such as a system upgrade or an acquisition, Robert Half provides a managed services solution.

SPEED UP THE HIRING PROCESS

Today's candidates won't wait forever. In fact, 50% of job seekers listed canceled or postponed interviews as one of their biggest frustrations, followed closely by slow response time (47%).¹⁵

ASK WORKERS WHAT'S IMPORTANT TO THEM

When you provide the perks and incentives workers value, job offers are more enticing, and existing employees have a reason to stay.

HIRING MADE EASY

Let Robert Half help you find the skilled professionals you need in today's competitive hiring environment.

[START HIRING](#)



¹⁴Job Seekers Are Now in the Driver's Seat and Expect Next-Gen Recruiting and New Hire Experiences, CareerBuilder and SilkRoad, Oct. 30, 2018

¹⁵Lack of Information About Compensation Is the Biggest Frustration for U.S. Workers and Job Seekers, Glassdoor, Sept. 19, 2018



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