

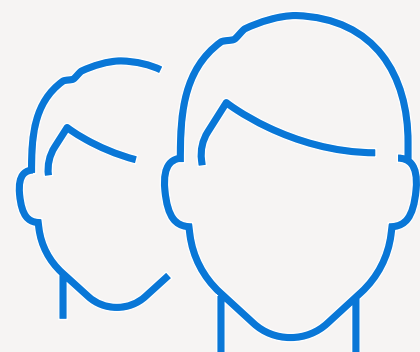
What Job Seekers Wish Employers Knew

Focus on Digital Talent

JANUARY 2023



Digital talent



Digital talent consists of employees working in IT or digitization, analytics, and automation

6,844
respondents



72% of people in this group believe they have a positive negotiating position; 50% say they are approached with job opportunities every month



Money remains the most important factor when they consider a job offer, but working on exciting tech also matters



Six out of ten desire a hybrid work model and flexible working conditions



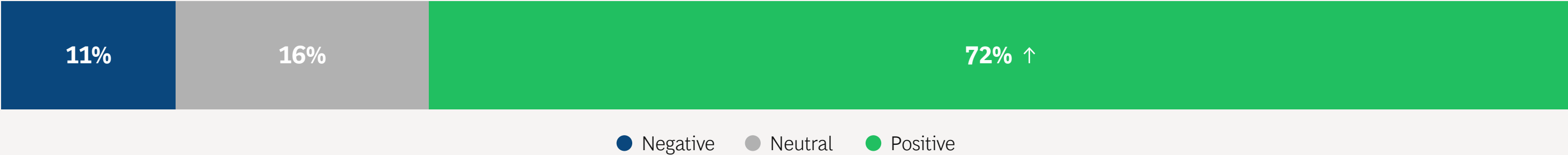
They can be best approached through personal referrals and professional social media



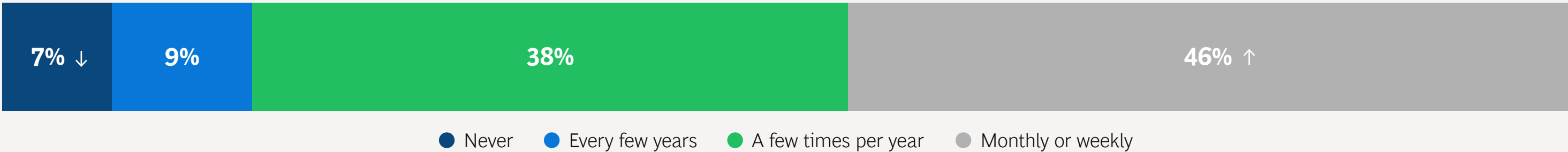
When deciding on an offer, they appreciate a company's willingness to negotiate and to give them some time to make up their minds

People with digital expertise receive many job offers and view themselves as having strong negotiating power

How do you perceive your negotiating position?



How often are you approached with potential job opportunities?

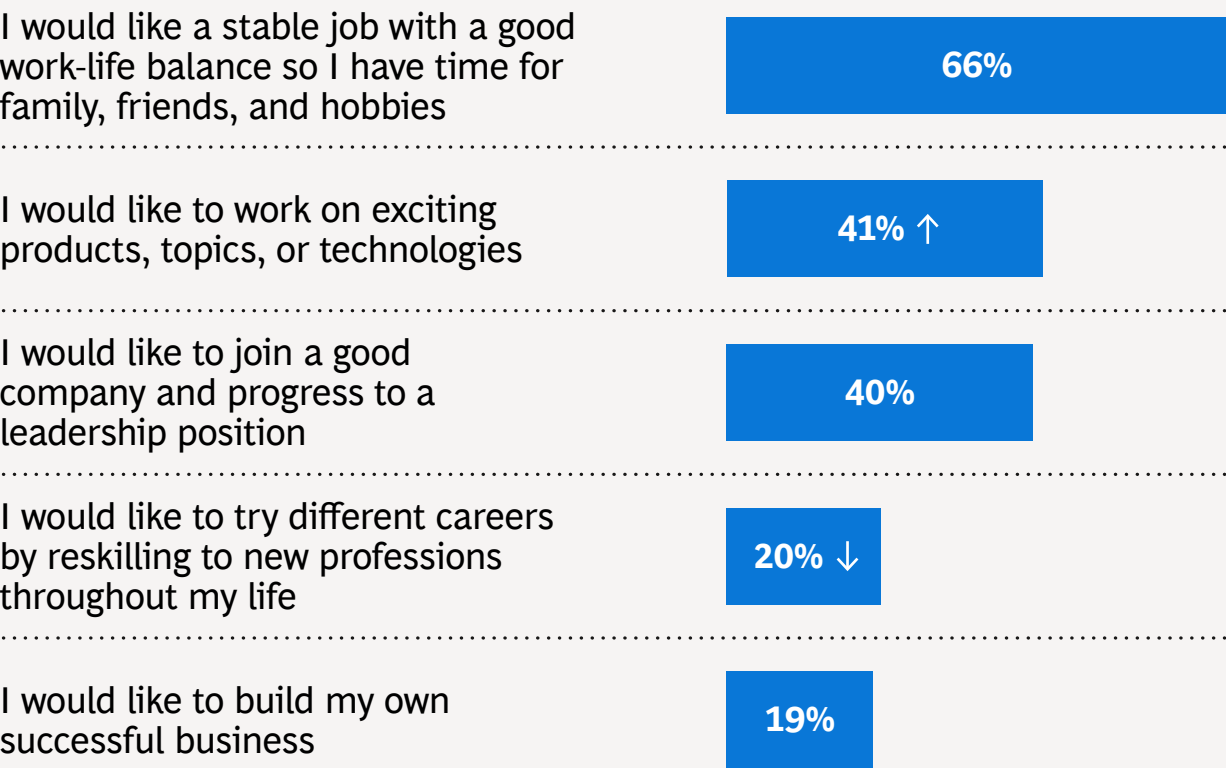


Source: BCG Black Friday Consumer Sentiment Survey, October 2022 (N = 9,207; weighted).

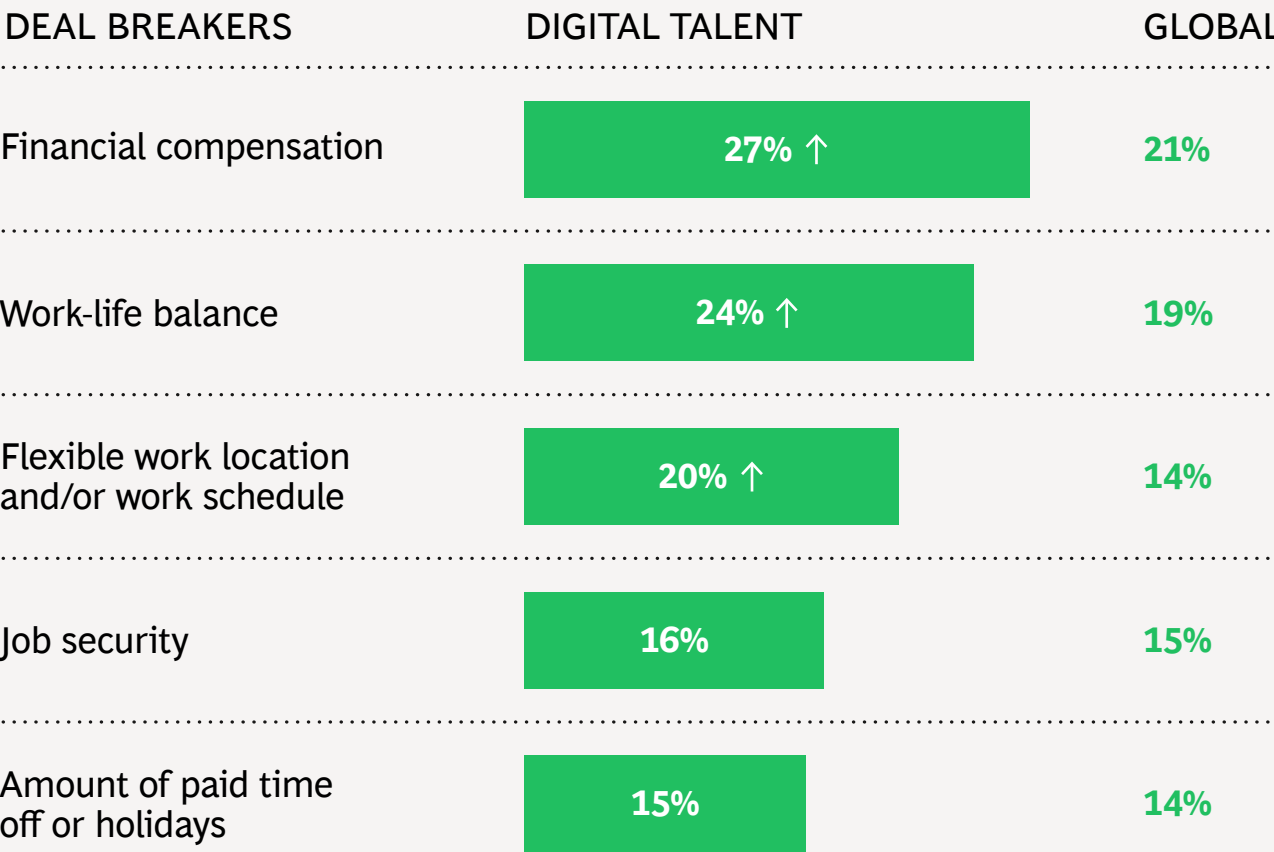
↑ >3% higher than the average job seeker ↓ >3% lower than the average job seeker

Apart from money and work-life balance, digital specialists are interested in having exciting products and tech to work on

How do you envision your ideal career path?



What are the key deal breakers in a job?



Sources: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

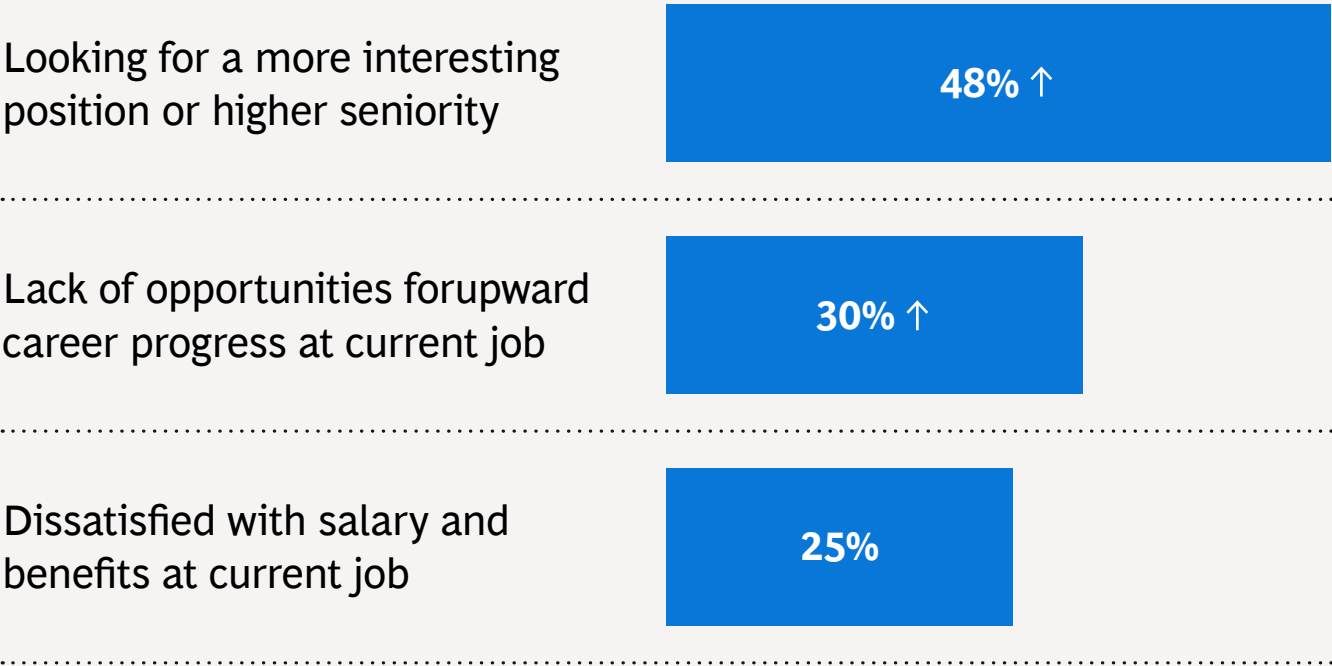
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Digital experts are on the lookout for higher seniority and career progress, and companies can capture their interest by offering a higher salary

ACTIVE CANDIDATES

33% of respondents are actively searching for a job

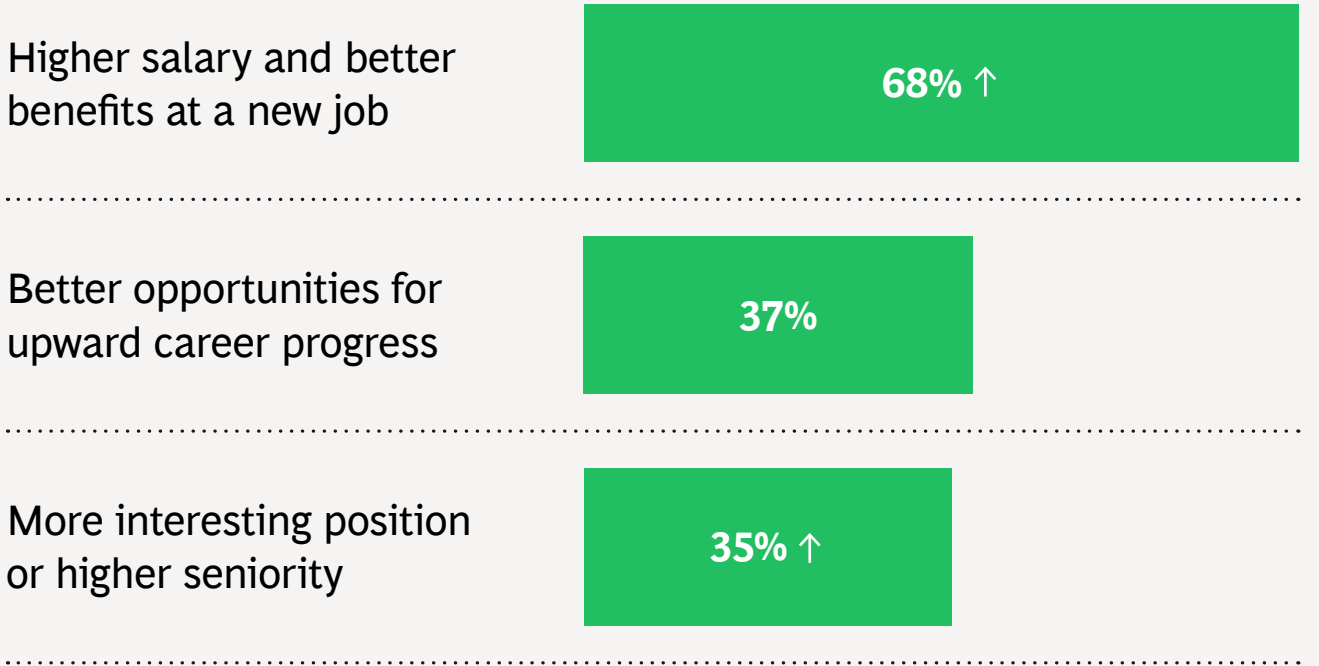
WHY ARE YOU LOOKING FOR A NEW JOB?



PASSIVE CANDIDATES

47% of respondents are not searching for a job, but would consider a good offer

HOW COULD AN OFFER CATCH YOUR INTEREST?



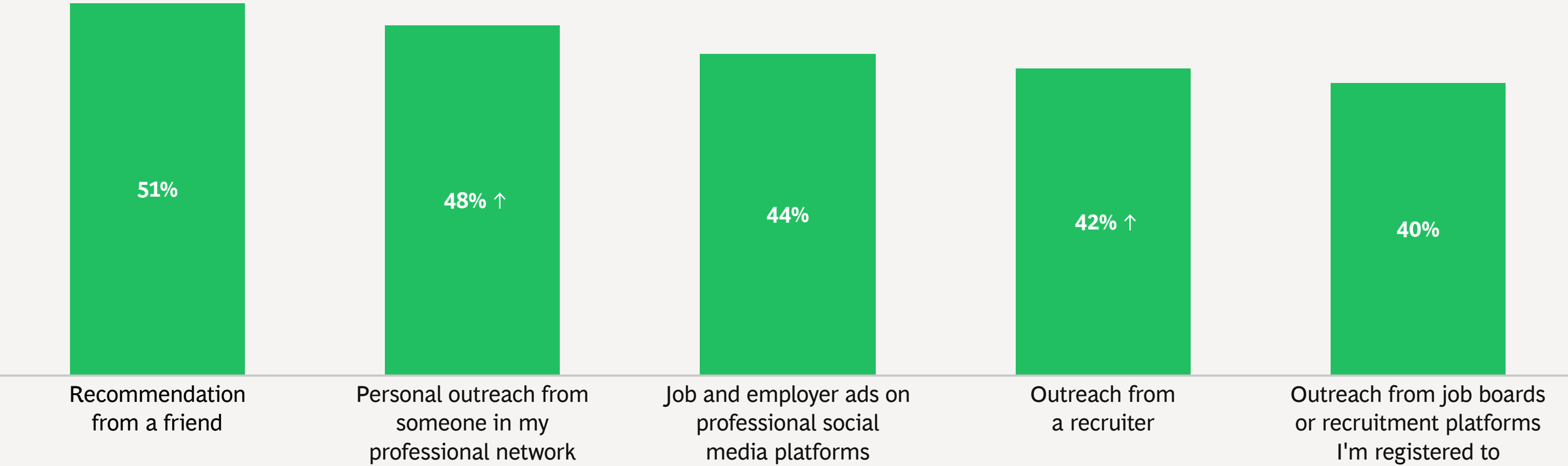
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.

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Preferences along the recruitment journey for job seekers in digital fields



How could a new opportunity catch your attention when you aren't looking for a job?



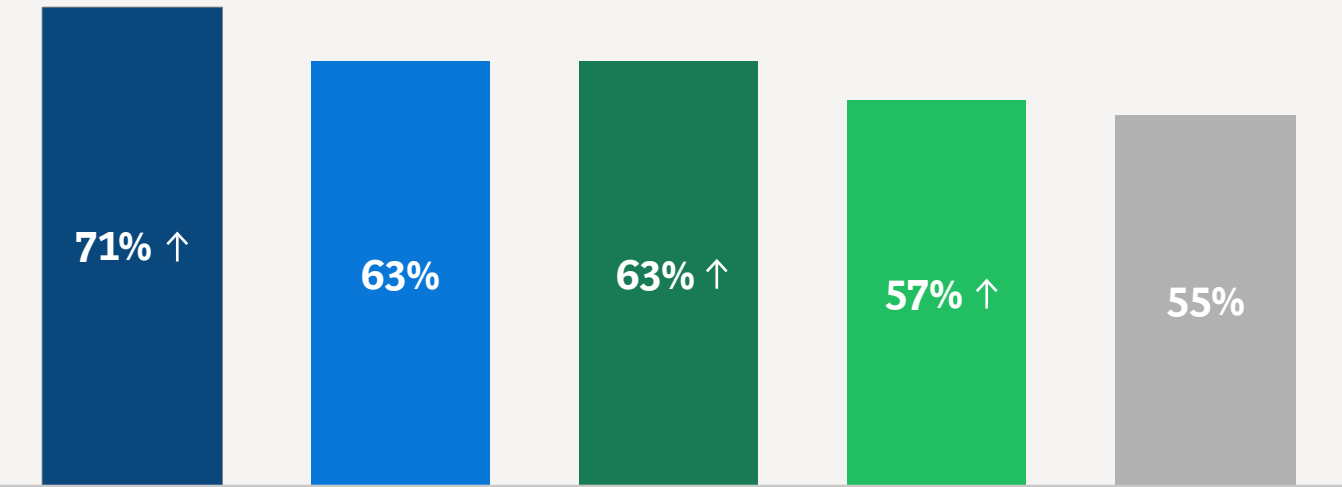
Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to select all options that were applicable.

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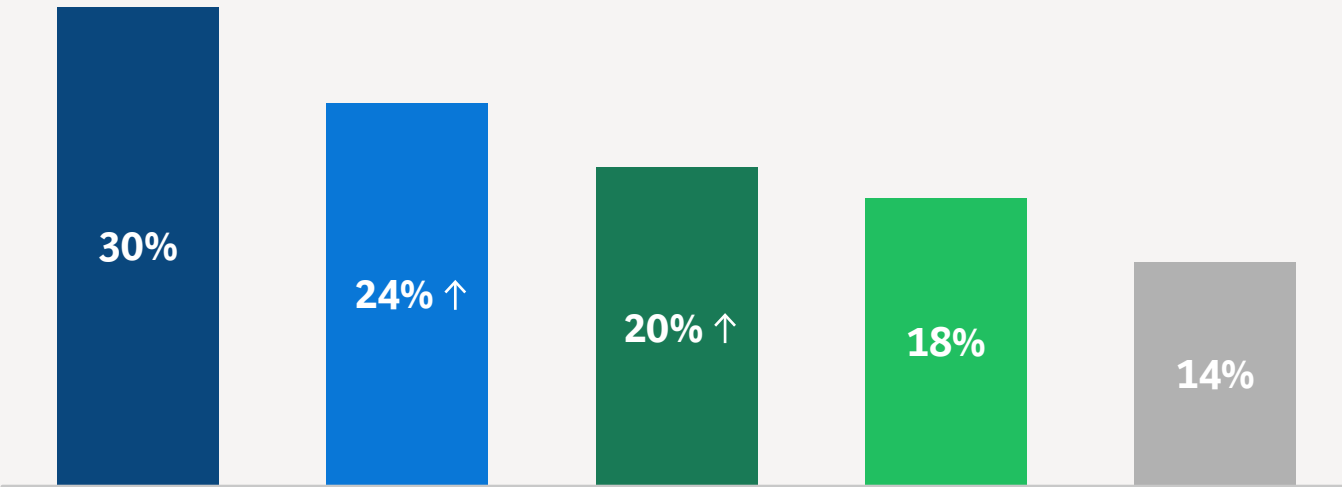


Which channels would you use when looking for a new job?



- Company websites
- Professional social media platforms
- My personal professional network
- Search engines
- Online recruitment platforms

Through which channels did you get your current job?



- Job boards or recruitment platforms
- My personal network (e.g., recommendation from a friend or colleague)
- Referral from a current employee
- Professional social media platforms
- Directly through company website

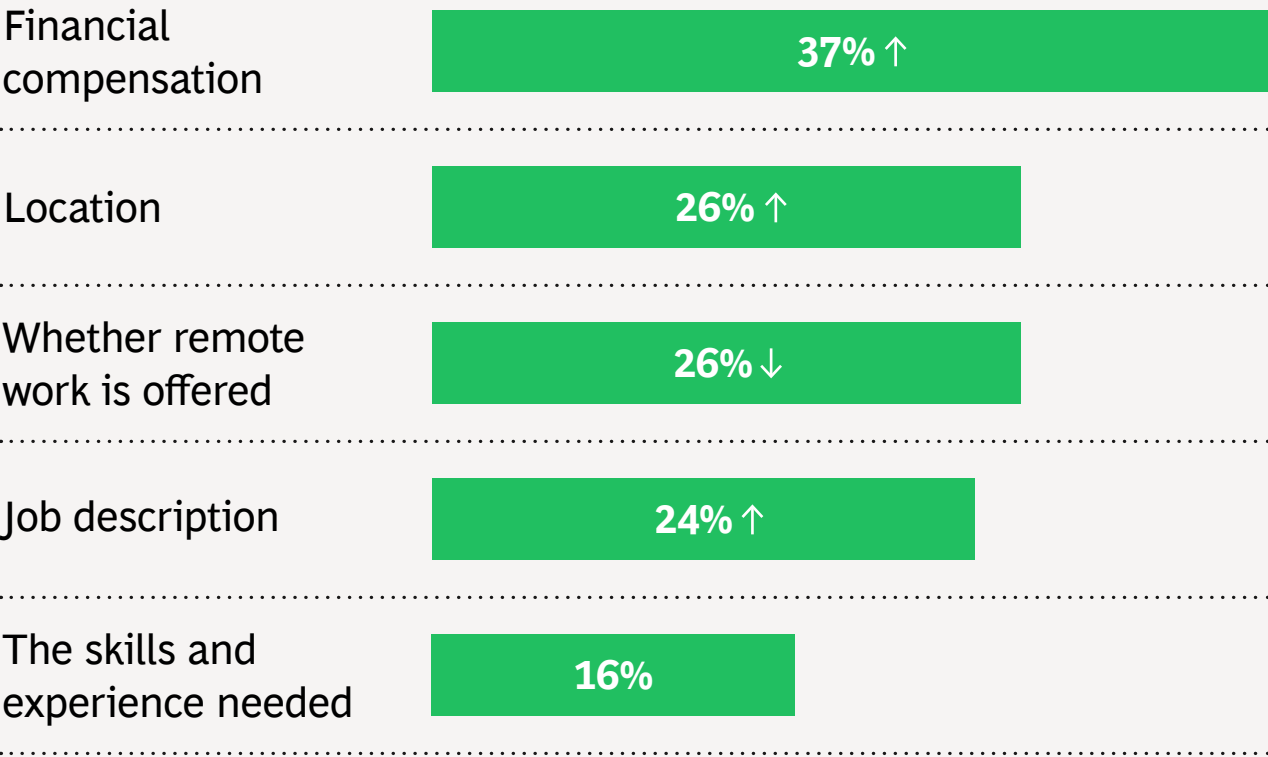
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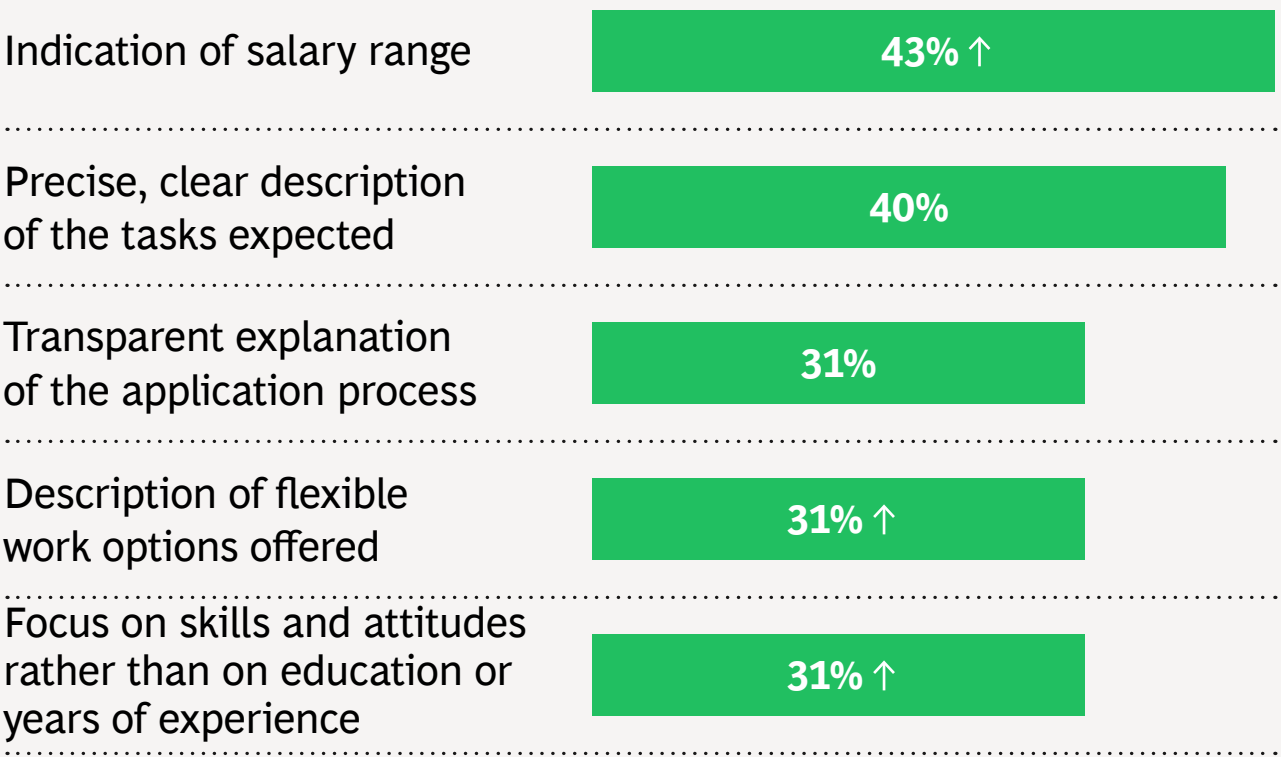
Preferences along the recruitment journey for job seekers in digital fields



What do you look at first in a job ad?



What matters in a good job ad?



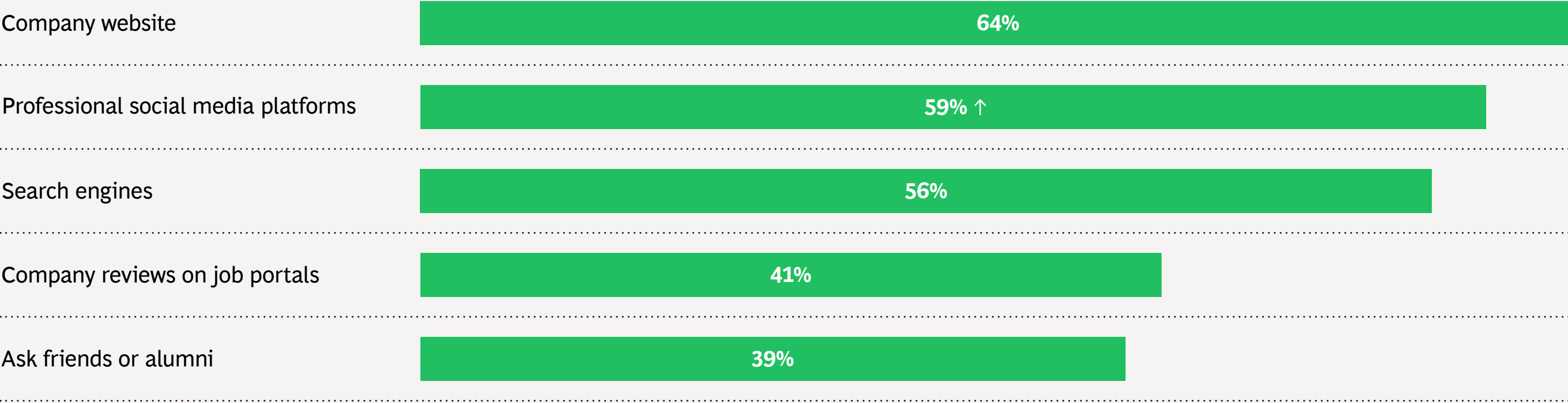
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Source: 2022 BCG/The Network proprietary web survey and analysis of 90,547 respondents.
Note: Respondents were asked to rate each option as “not important,” “neutral,” or “very important”; the percentages of respondents who chose “very important” for each factor are shown here.

Preferences along the recruitment journey for job seekers in digital fields



Which of these channels would you use to find out more about job that caught your interest?



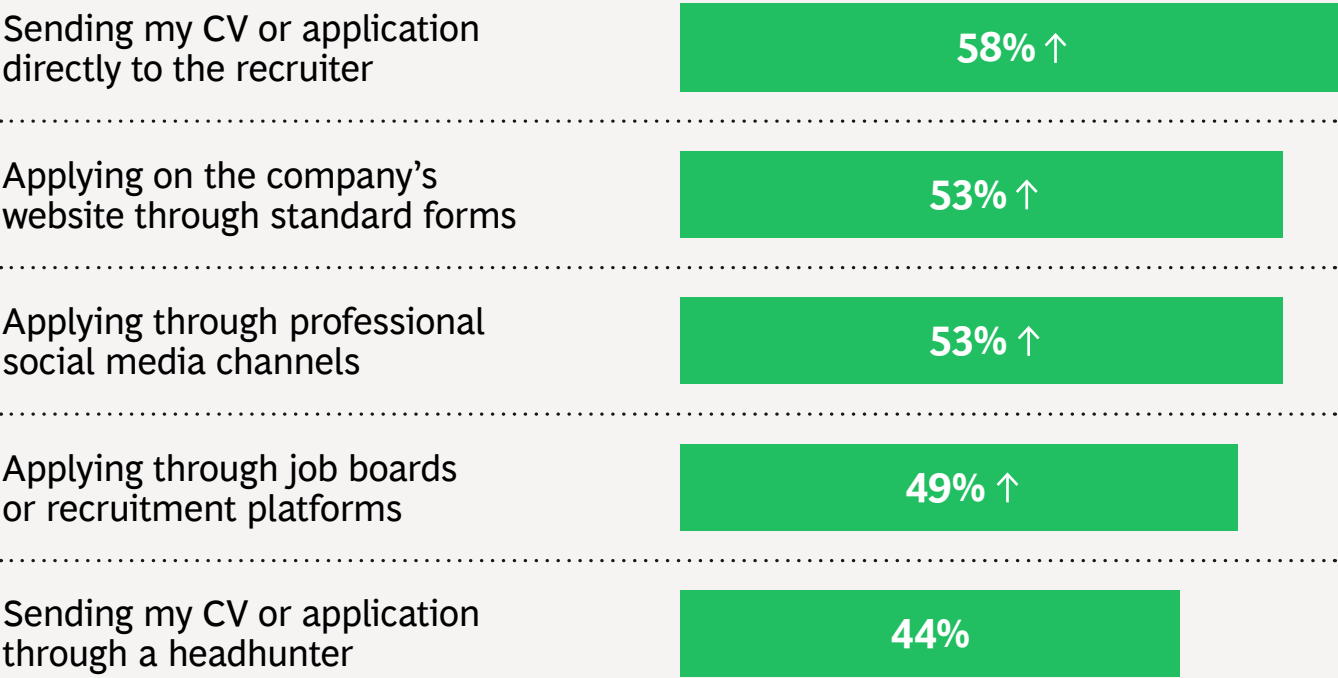
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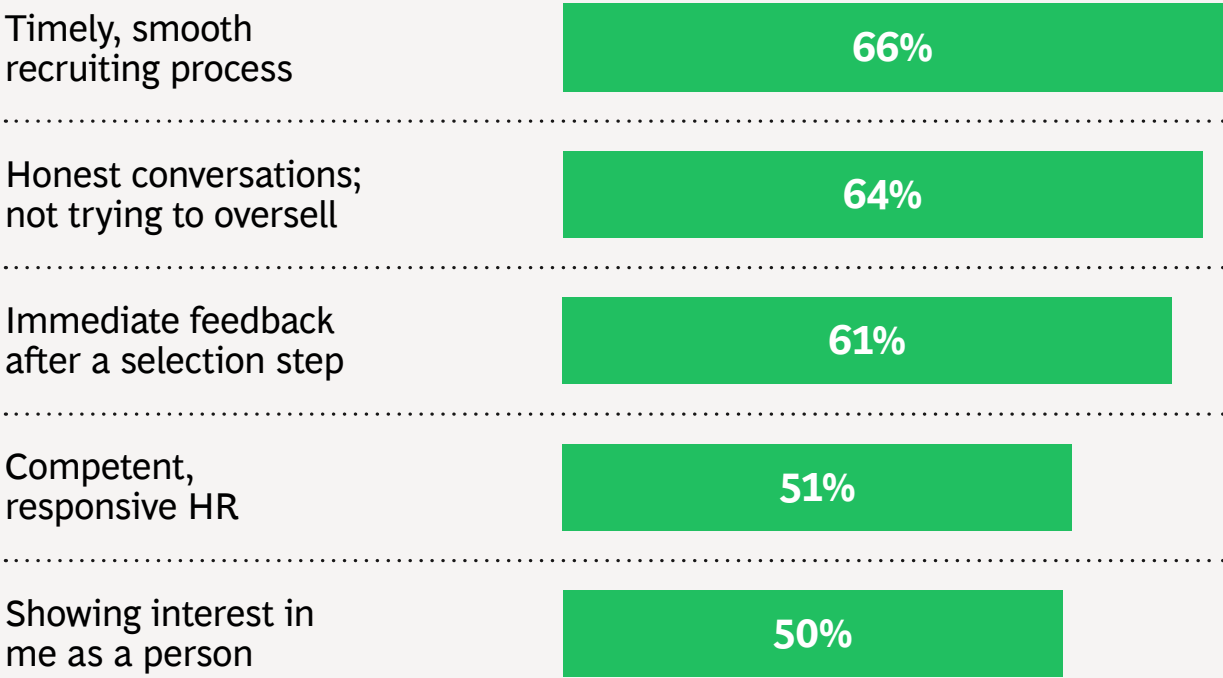
Preferences along the recruitment journey for job seekers in digital fields



Which application channels would you use?



What makes an employer stand out during application and selection?



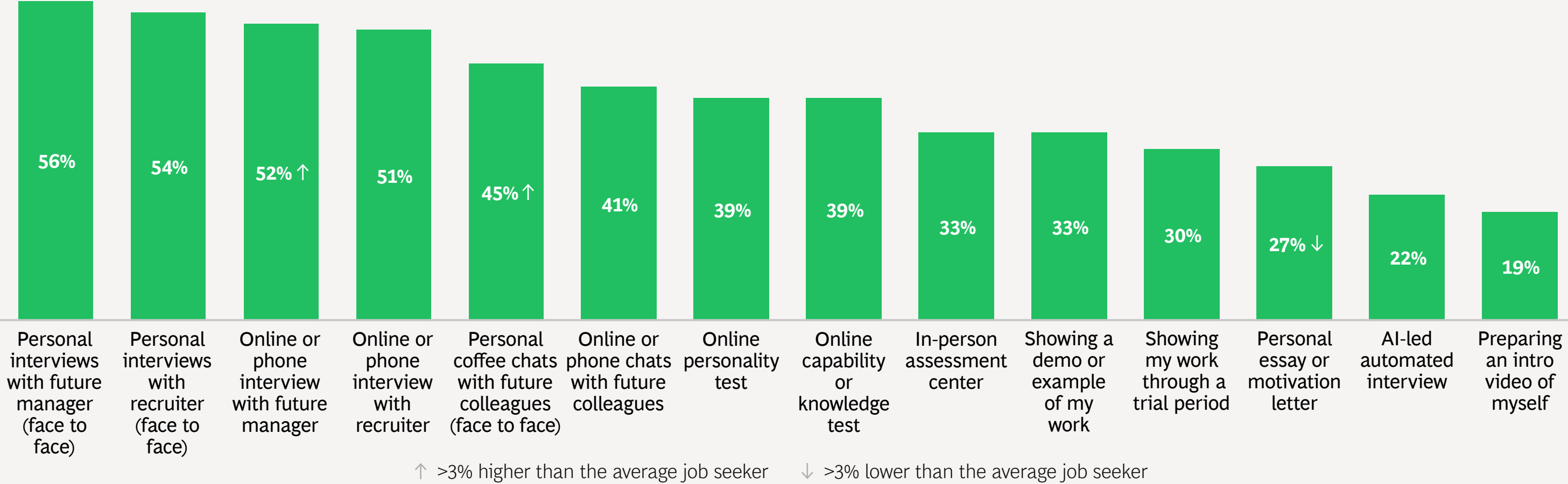
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Preferences along the recruitment journey for job seekers in digital fields



Which selection methods do you prefer?

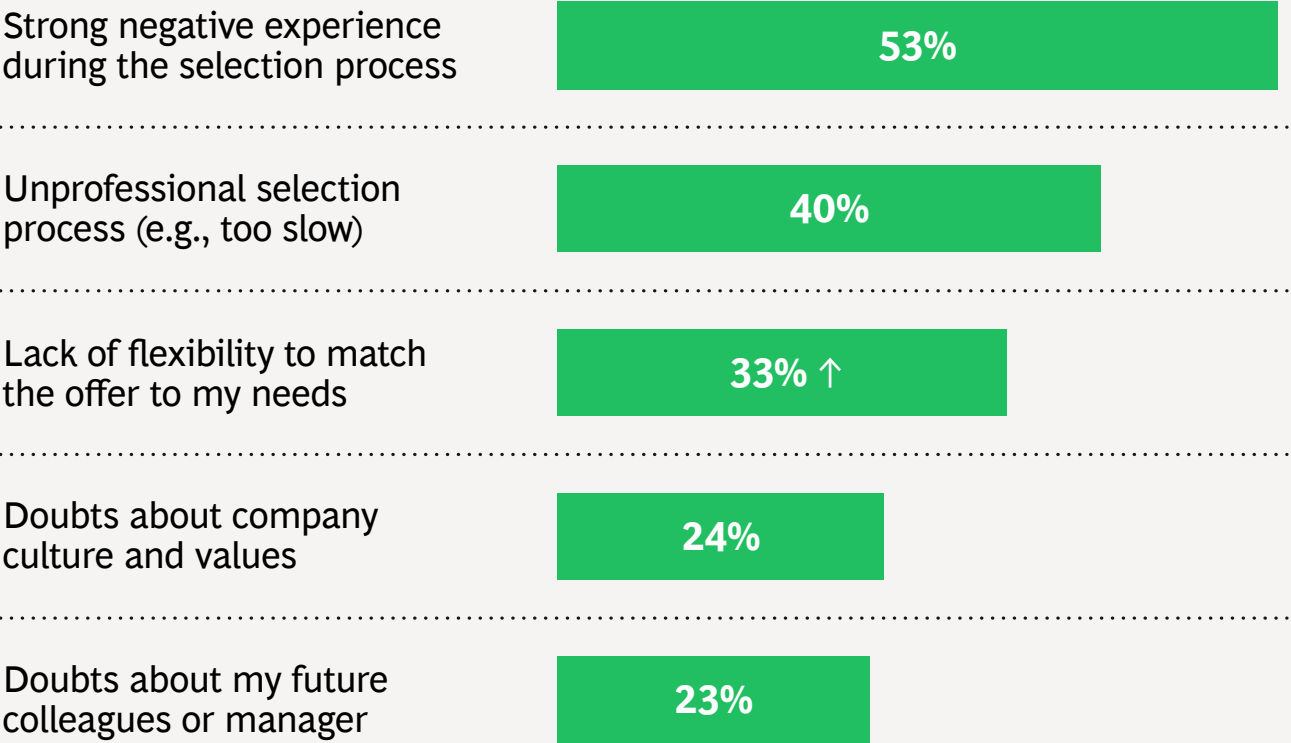


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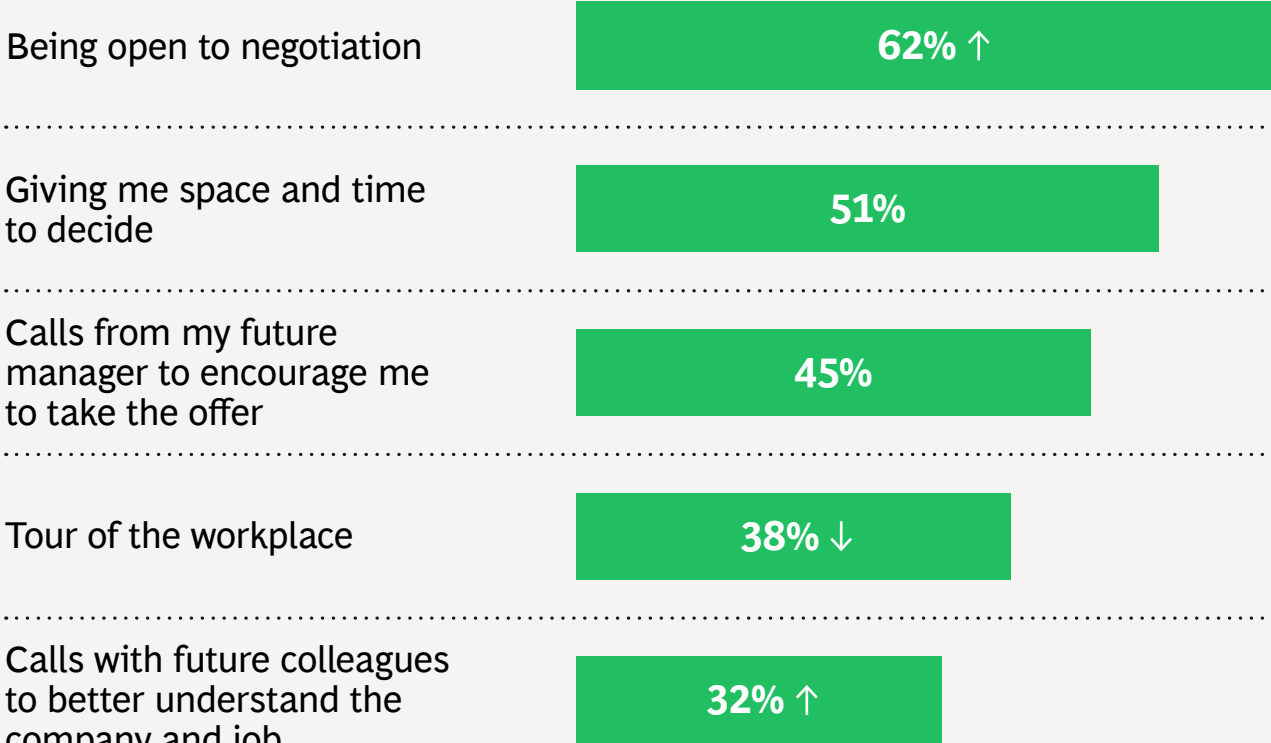
Preferences along the recruitment journey for job seekers in digital fields



What would make you refuse a good offer?



How can an employer motivate you to take the offer?



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