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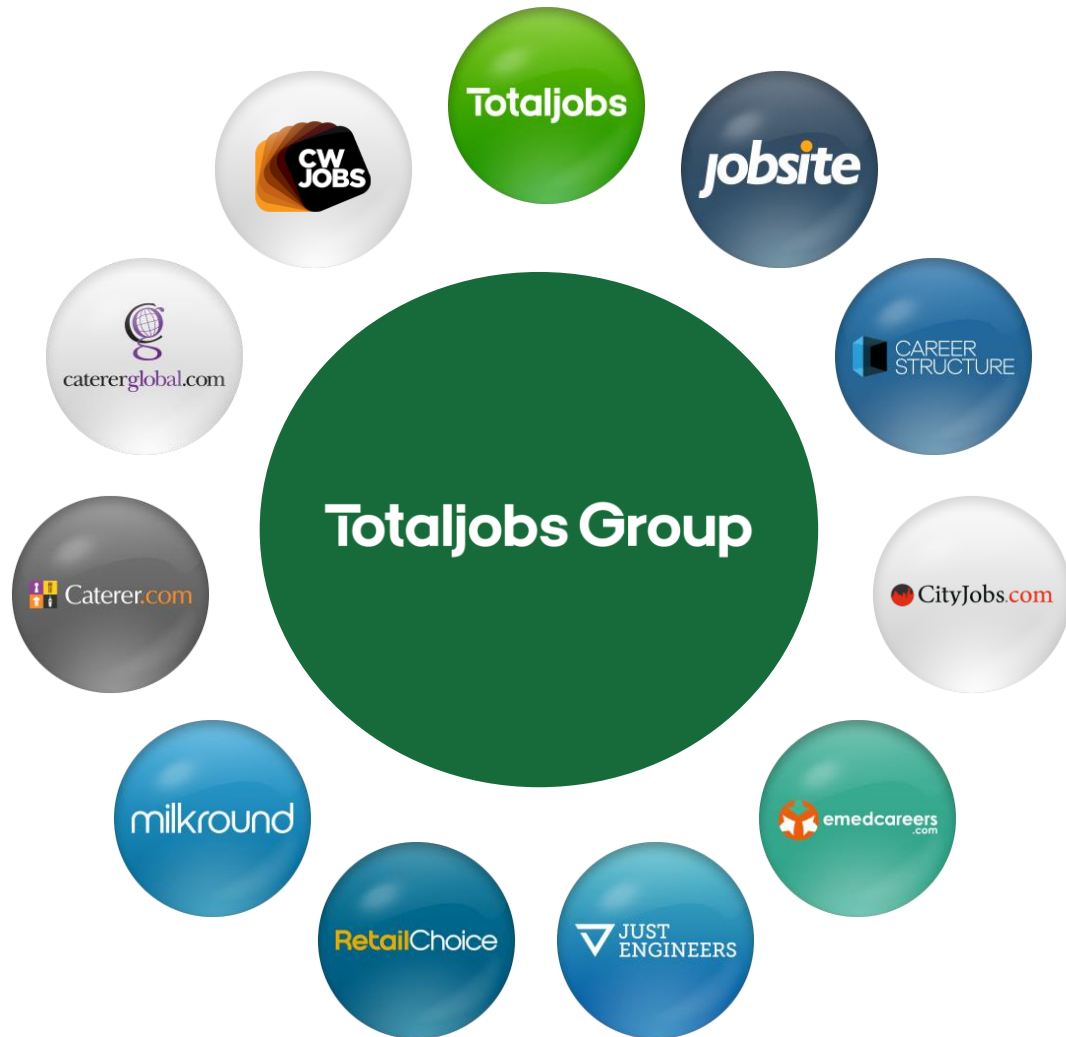
WEBINAR

# The talent shift:

## Rethinking recruitment in the era of career changes

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# About us



## Group benefits

**CULTURAL FIT**

**EMPLOYER BRANDING**

**DATA**

**APPLICATION**

**GLOBAL REACH**

**PERFORMANCE**





## State of play

- Job vacancies at a record high
- Unemployment estimated at 4.5%
- Many industries that paused hiring now experiencing labour shortages, while others continue to see lack of demand
- The end of furlough hasn't led to a rise in redundancies

Source: ONS, Bank of England

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# State of play

Data from Totaljobs' Hiring Trends Index:

- **43%** of businesses increased recruitment in Q3 2021.
- Employers cite skills shortages (**29%**), retaining staff (**28%**) and labour shortages (**28%**) as key challenges to overcome in Q4.
- **58%** of businesses are confident they can hire the people they need in Q4.
- In Q4, **32%** of businesses expect to increase recruitment.

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# Career changes

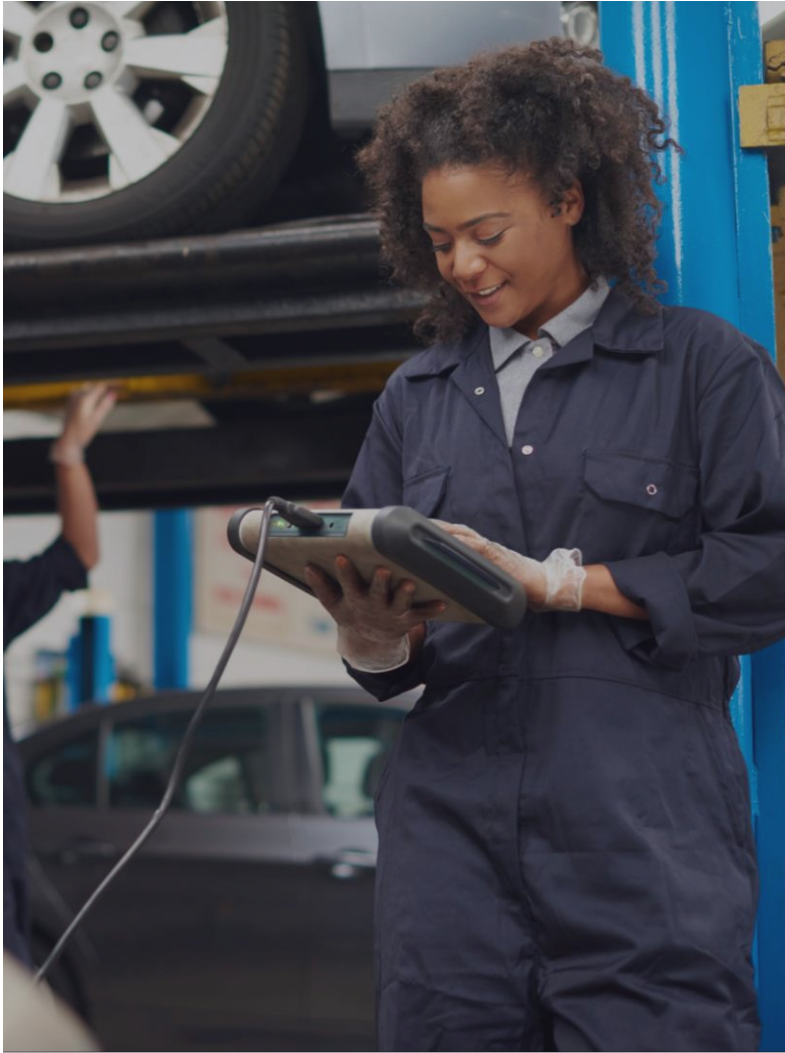
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**26%** of UK workers are actively job hunting

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# Candidates are more confident

Candidates expect to re-enter the job market with vigour

## Candidate confidence on the rise:

48%

are more selective when applying for roles

42%

are more prepared to negotiate with a new employer

29%

believe their skills are more valuable in a post-Covid jobs market



# Historical career changes

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# Transferable skills help kickstart new careers



Of those who are working in a new industry:

56%

Welcomed the career change

55%

Surprised how smoothly they transitioned to a new industry

67%

Believe the skills they already had were of use

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Source: Totaljobs survey of 5,364 UK workers, April 2020; 5,842 UK workers, Dec 2020



- **30%** of jobseekers said Covid made them reconsider their career options
- Only **18%** of people who made a career change during the pandemic want to move back to their old industry.
- **64%** of career changes had a completely different role within their new industry.
- Only **41%** needed to retrain to land the new job.

## Covid-era career changes

The pandemic led people to switch up their career

Source: Totaljobs survey of 4,491 jobseekers Aug 2021

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**52%** of people who switch jobs  
also change industry

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# The Career Change Tracker

- The **Tracker** page lets you view and compare job changes across 40 industries.
- The **Industry view** pages shows job changes to, from and within a particular industry. These insights can be downloaded.
- The **Market insights** page gives an overview of the trends we've seen over time, plus the motivations behind job switches, with advice on how to attract, recruit and retain staff.



**52%** of people who switch jobs also change industry.

Discover the talent your industry is gaining – and losing – with the **Career Change Tracker**.

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Check it out: [Totaljobs.com/career-change-tracker](https://totaljobs.com/career-change-tracker)

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# Career change motivations

## Pre-Covid changers

- 1 To do something different
- 2 To learn new skills
- 3 More L&D opportunities
- 4 To earn a higher salary
- 5 Better work-life balance

## Covid-era changers

- 1 Out of necessity
- 2 Better work-life balance
- 3 To do something different
- 4 Wasn't enjoying previous role
- 5 To earn a higher salary

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# Future career changes

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**75%** of jobseekers more likely to consider a career change

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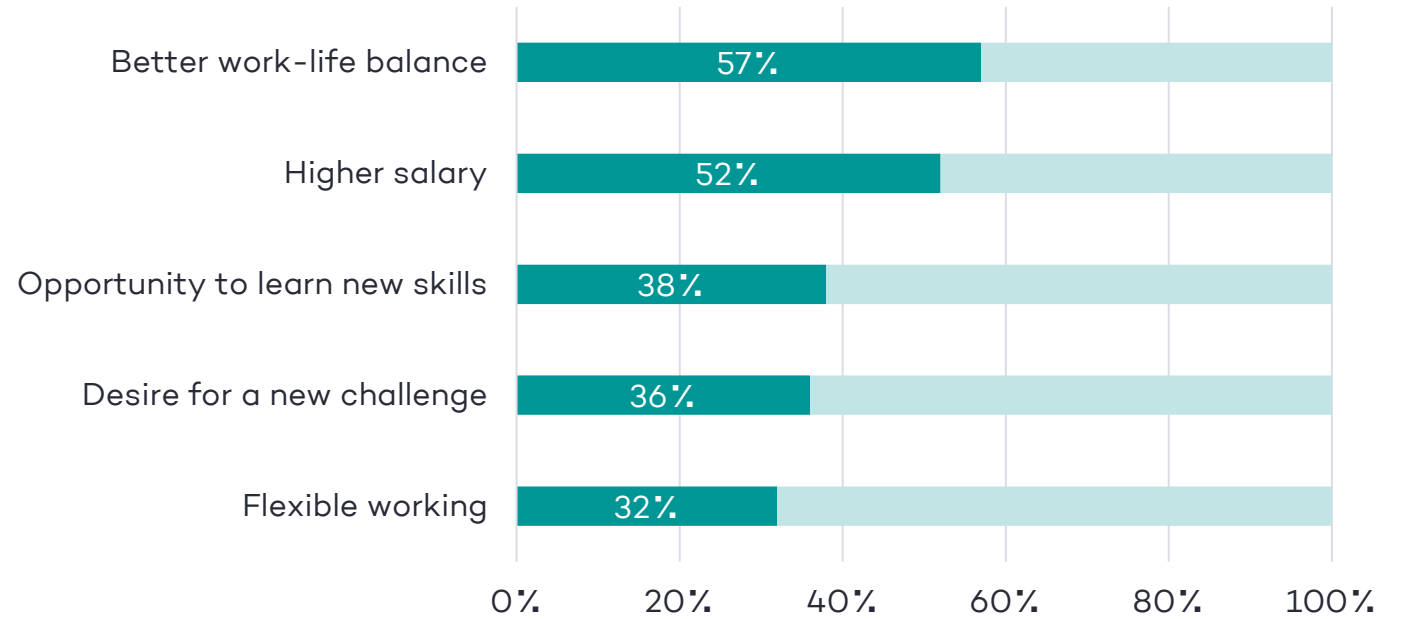




## Motivations of future industry movers

Source: Totaljobs survey of 4,491 jobseekers Aug 2021

Candidates looking to change industry are motivated by:



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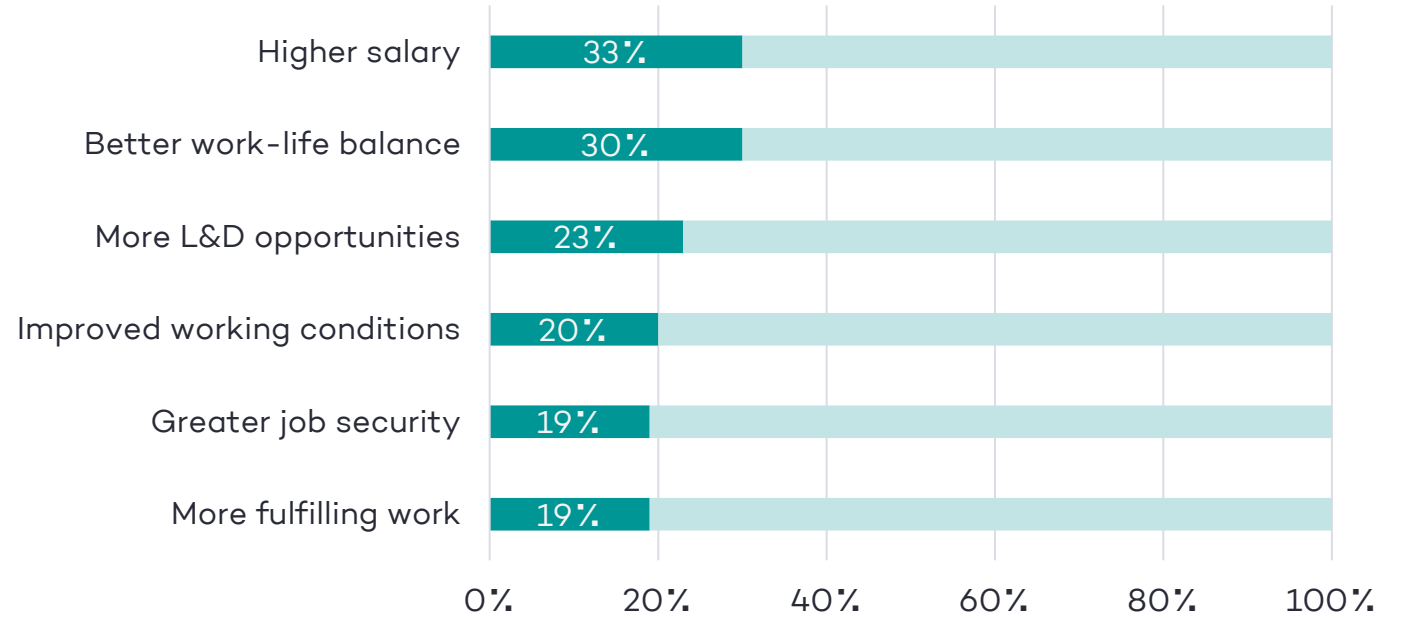




# Retaining staff considering a change

Source: Totaljobs survey of 4,491 jobseekers Aug 2021

## What would encourage staff to stick around?



# Actions for employers

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## Keep adapting

Consider how roles might evolve and make use of transferable skills

### Getting the most out of skillsets:

- Adaptability, flexibility and resilience have led us through the pandemic
- Break down roles into tasks to be cross-departmental
- Upskill and reskill teams
- Focus on where new skills gaps could emerge following the pandemic





## Back to basics: the job ad

- ✓ A clear job title
- ✓ Exact salary to boost apps by up to 20%
- ✓ Desired soft and hard skills
- ✓ List must-haves versus nice-to-haves
- ✓ The training you offer, or what a candidate could learn in the role
- ✓ How the role fits into the wider business
- ✓ Include the values driving your business, and the actions you're taking around sustainability and DE&I
- ✓ Check your language for unconscious gender bias with the [Gender Bias Decoder](#)

Find out more in our [Hiring Toolkit](#)

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# Key takeaways

Build out your recruitment strategy to include attracting career changers from other industries

Consider what you can offer candidates that another industry may not be able to

Tailor your employer brand message when targeting career changers

Refine your retention strategy with learnings from industries that poach your staff



# Over to our panel

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**Charlotte Allen**

Attraction & Engagement –  
Global DEI Manager  
Barclays via AMS



**Kate Shoesmith**

Deputy CEO  
Recruitment & Employment  
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**Zoë Wilkins**

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**Thanks for joining**