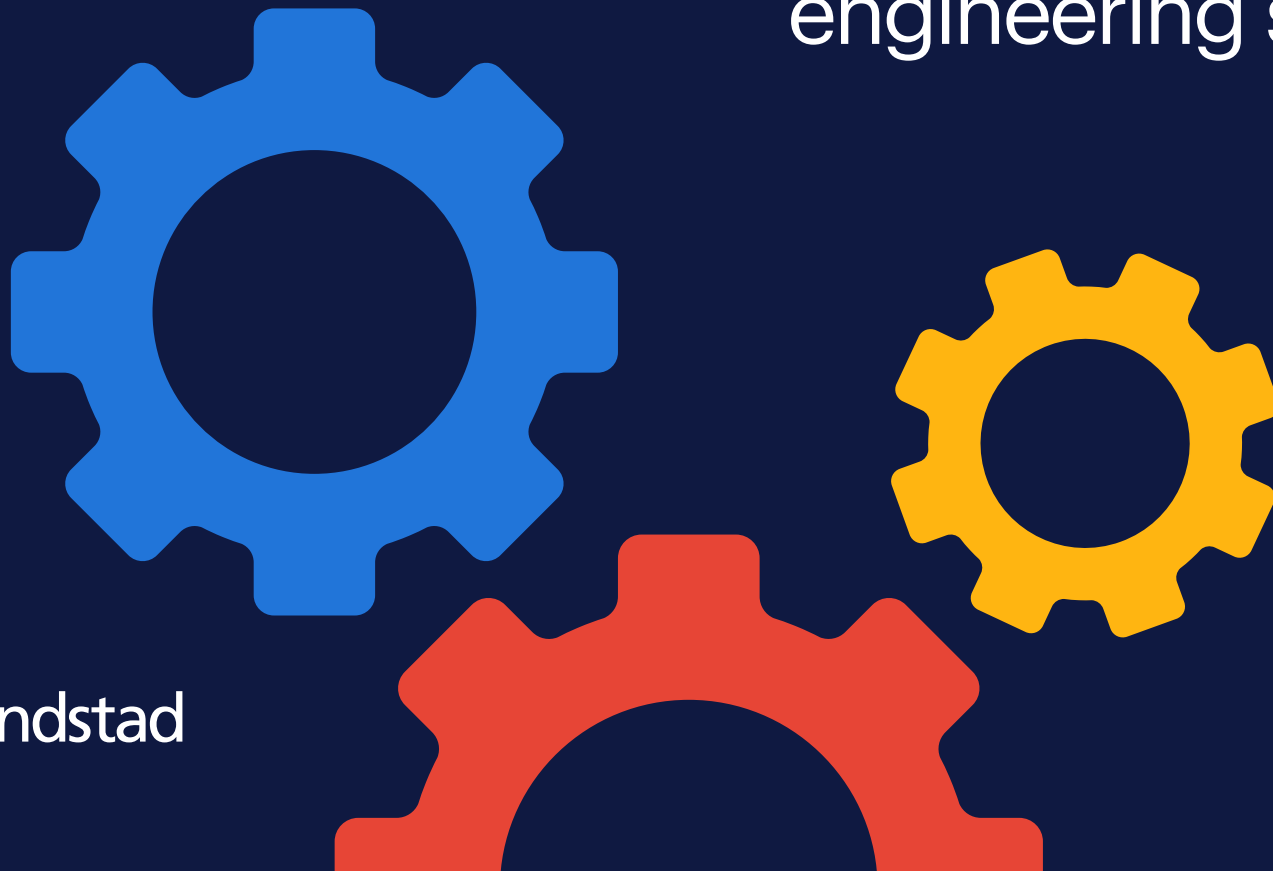


# employer brand research 2019.

global insights into  
the perception of the  
engineering sector

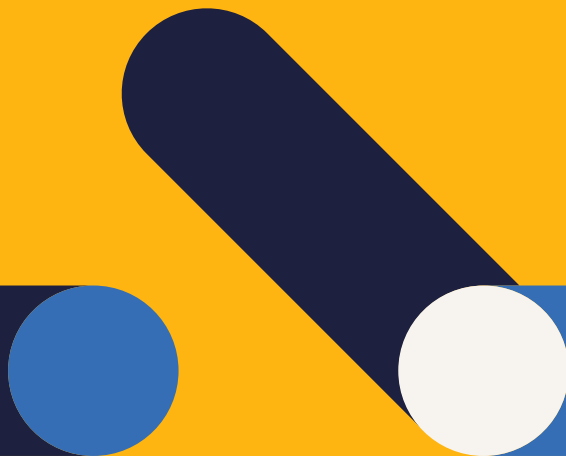




# sector can do more to encourage workers to pursue a career in engineering.

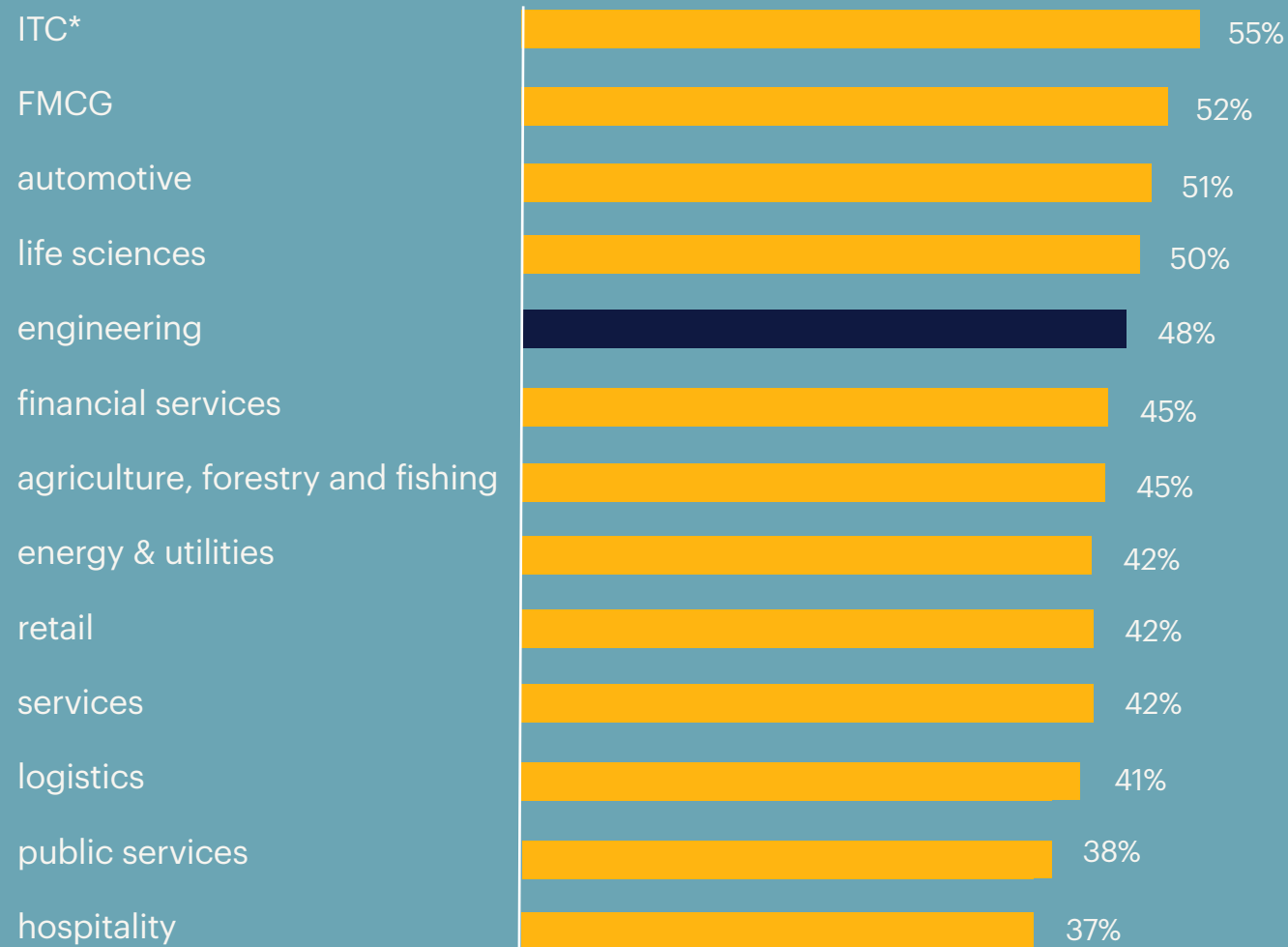
They help build the bridges, roadways and other critical assets in our infrastructure. Without them, little progress would be made in software advancements, the cloud or AI. And thanks to their efforts, the mobile devices we live with, the detergents we wash our clothes in and the medicines that help us feel better are constantly improving. They are, of course, engineers who specialize in civil, software, electrical, chemical, biomedical and many other specialties. With demand rising for their skills, attracting engineering talent requires a competitive salary, a strong employee value proposition and an overall strong employer brand, our 2019 research shows.

Undoubtedly, engineering is one of the most important fields today, with nearly every industry relying on engineers to innovate their products, ensure quality and advance safety. While skills in the specialty are in high demand, engineering businesses are not especially attractive employers. In fact, the 2019 Randstad Employer Brand Research – a global survey of more than 200,000 working-age adults in 32 countries – found that it ranks fifth among all sectors, behind ITC, fast-moving consumer goods, automotive and life sciences. One reason is that among all sectors surveyed, the number of respondents who said they had the ability to work in this field was the second lowest, just above the energy and utilities sector.





# sector attractiveness **global.**

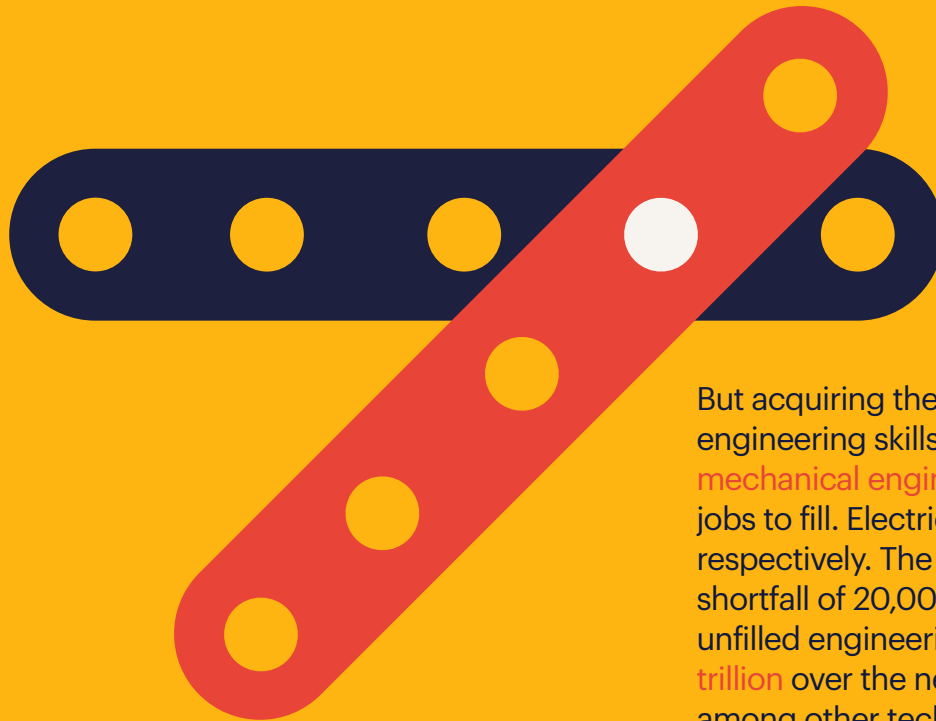


\* the ITC sector relates to companies in IT, Technology & Communications



Education requirements and practical work experience present two of the largest barriers to entering the engineering field, however for even those already working as engineers, there are looming challenges. For instance, according to [the Massachusetts Institute of Technology](#), professionals will need to address societal, environmental and technological demands in the years ahead, in addition to traditional needs. To do this, they must lead efforts to build a new generation of machines, materials and systems to satisfy industry and consumer desires.

This will likely place even greater pressure on employers seeking not only technical knowledge but also soft skills that can be applied to resolve engineering challenges. According to [engineering.com](#), people management is one of the four cornerstone skills needed to drive success in the field. The ability to collaborate, lead and debate is important for engineers to accelerate their projects and transform ideas into commercial products. While they may head up efforts to develop AI and automate processes and function, engineers must also possess necessary emotional intelligence to manage and inspire colleagues.



But acquiring these skills won't be easy. There are severe engineering skills gaps occurring around the world. In the EU, **mechanical engineers rank seventh** among the most difficult jobs to fill. Electrical and civil engineers rank 12th and 14th, respectively. The U.K. reports that the country faces an annual shortfall of 20,000 engineering graduates. A skills gap including unfilled engineering roles could **cost the U.S. economy \$2.5 trillion** over the next decade. And a lack of qualified engineers, among other technical skills, is hindering the ability of Asian companies from embracing AI in the business, according to **one report**.

That means competition for engineering talent is more intense than ever, and you must build an employer brand strong enough to elevate your business above the competitors. That also means understanding what motivates the sector's workers. Our 2019 research reveals that while an attractive salary and benefits, work-life balance and job security are the three most important employee value proposition to professionals in this field, they also want to work for companies that are financially healthy and offering clear career progression – although these factors are less important than from the previous year. Career growth was the second most influential factor for engineering workers to leave an employer, with 42% citing this.

# what do engineering workers want vs. global employees.

## top 10 reasons to choose an employer



\* triangle highlighted green or yellow when the difference with 2018 data is 3% higher or lower

\*\* percentage highlighted green or yellow, when the difference with engineering professionals for 2018 is 3% higher or lower



# switching jobs engineering professionals behavior.

Another notable result was that women engineers are more likely to change jobs than men, which may be troubling for employers who hope to nurture more diversity in their technical workforce. Knowing this, however, may help you to specifically survey female engineers and employees about their most important desire when it comes to employment at your business.

Overall, engineering professionals are more confident that large employers in their field are capable of delivering to their desired value propositions, fulfilling 3 of the top 5 benefits they seek. This ratio was higher than the overall average we saw for all sectors surveyed.



- plans to change employer in the next 12 months
- changed employer in the last 12 months

To learn more about the 2019 Randstad Employer Brand Research, we invite you to read more [here](#).