

SURVEY REPORT – MARCH 2020



CAMPBELL & FLETCHER
BANKING & FINANCIAL SERVICES RECRUITMENT

2020 SURVEY REPORT



We are pleased to present our 2020 Financial Services Industry recruitment report.

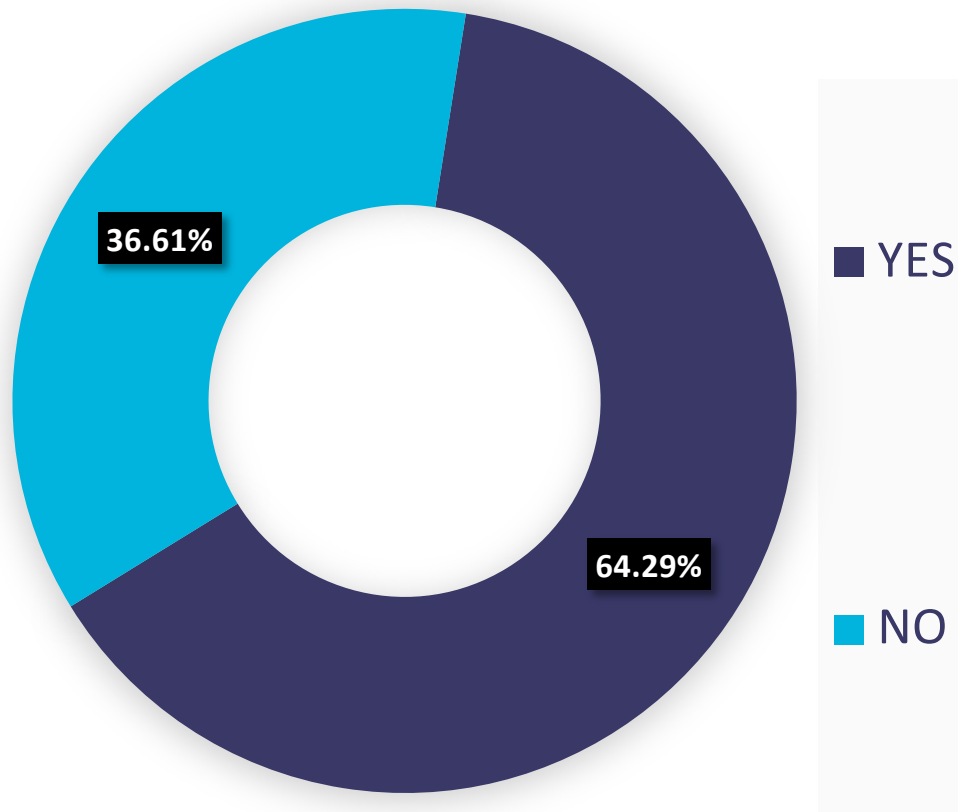
The last 12 months have been unprecedented, with Brexit, the not completely expected General Election and currently the unknown quantity that is the Coronavirus.

In a challenging world it is more important than ever to attract the very best calibre of people; those who are aligned to your values and vice versa.

Hopefully our survey will give you the same food for thought as it has team Campbell & Fletcher.

Q - CANDIDATES

Does your current position meet the Work/Life balance that is so important to many nowadays?

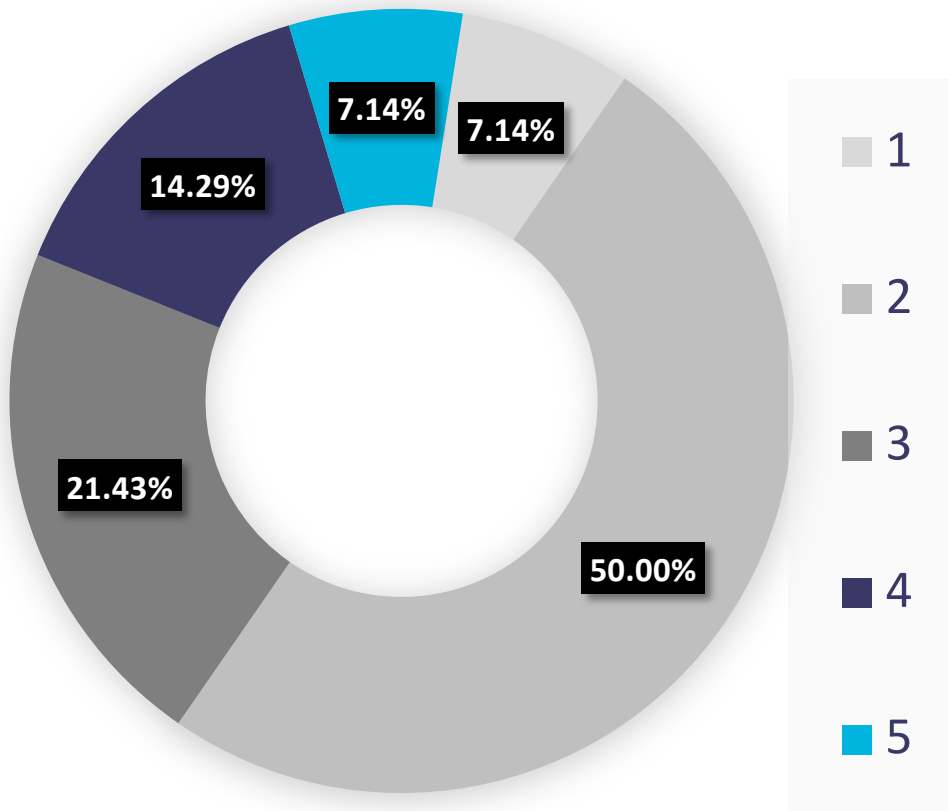


“Whilst we recognise that employers are working hard providing more flexible working arrangements to suit individual employee needs, there is clearly some way to go according to employees.

In our experience most companies are genuinely keen to develop operating models that support flexible working, but at grass roots level some hiring managers are less enthusiastic about implementing these types of arrangements as it is logistically challenging to deliver.”

Q - CLIENTS

How much impact have the rapid advances in technology changed your approach to recruitment over the past 5 years?
(1 = No Influence, 5 = Highly Impacted recruitment plans)

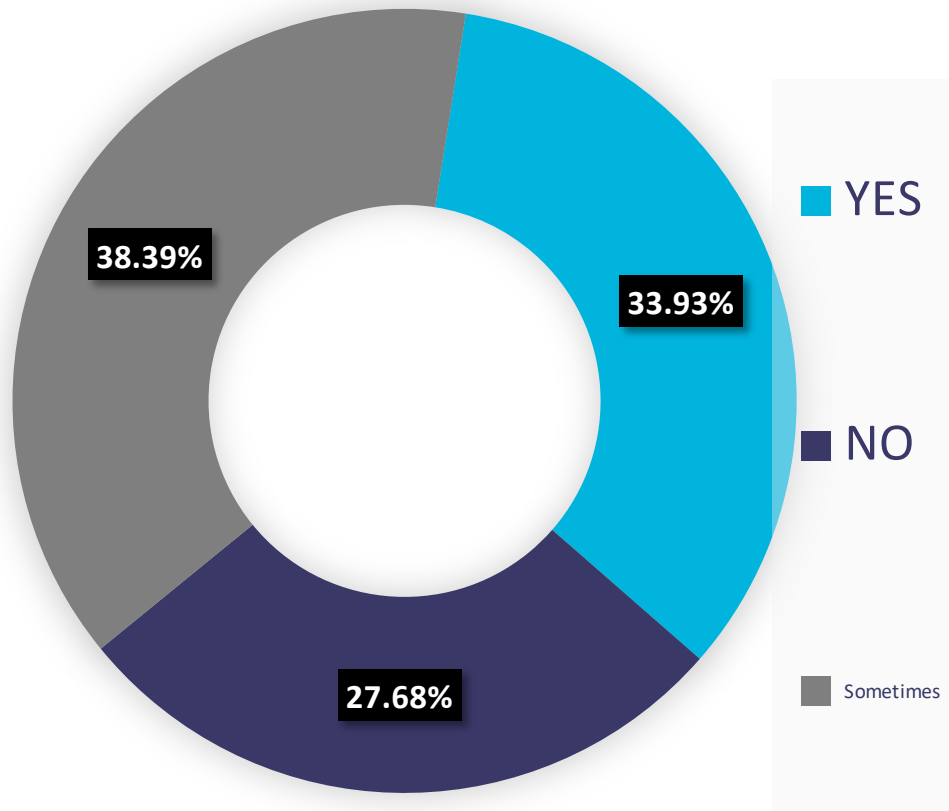


“Rapid advancements in technology has shaped just about everything in modern recruitment – whether it be the use of online sources to find candidates, automated candidate management systems or video interviews. Technology has made recruitment quicker and more effective.

Interestingly, these results clearly show that technology advancements have not hugely altered the person specification that our clients would seek. This is likely a result of the industry in which the clients interviewed operate as banking and financial services is certainly built more on relationship building than the ability to use technology.”

Q - CANDIDATES

Do you feel valued by your current employer?



“It is staggering to see that over half of the candidates we have questioned do not or only sometimes feel valued by their employer. As an agency that truly take the time to understand our candidates and their motivations, it is more and more commonplace to hear of people feeling undervalued rather than underpaid as a reason behind seeking a career move.

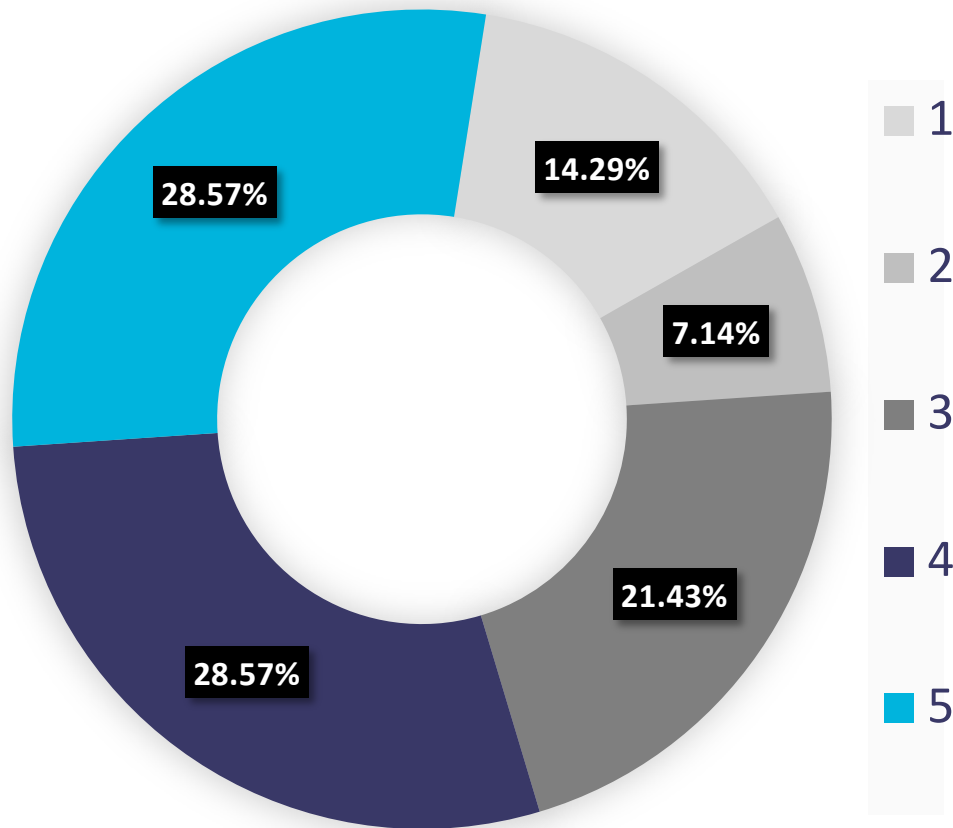
In this area, Campbell & Fletcher Recruitment can't stress the importance of communication enough... and this must be two-way.

For the candidate – you must find a colleague or a senior manager that you can trust, be open with and share your frustrations. More often than not, issues can be simply resolved if nipped in the bud. If these are left, this is when they may seem or become insurmountable.

For the client – you must invest time in an employee satisfaction exercise whether through individual performance management protocol or a designated satisfaction survey. You do not have to throw money at an employee for them to feel valued. This can be as simple as a personal letter or email to thank them for their hard work and commitment to the company. However it is crucial to understand exactly why and in what areas they do not feel valued.”

Q - CLIENTS

How likely are you to look to grow your team members through recruitment in 2020? (1 = Highly Unlikely, 5 = Highly Likely)



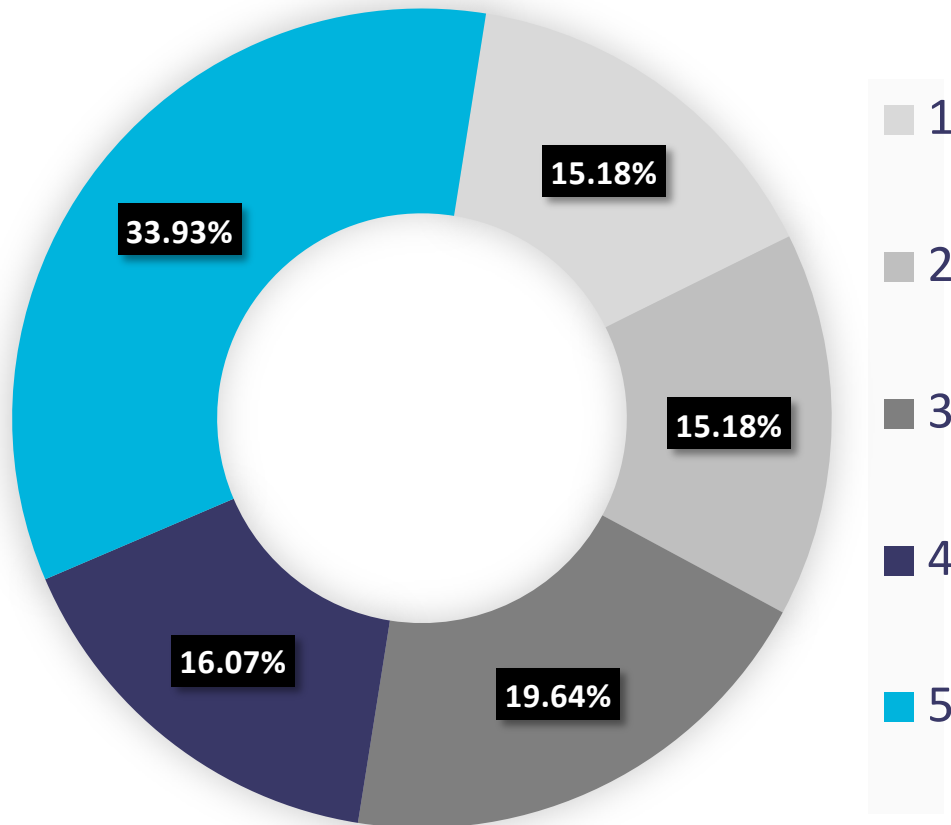
“Whilst it’s good news for Recruiters its interesting how these results compare with the 1st question which focuses on Brexit. Recruitment plans have changed post-Brexit and we have certainly noticed an upturn in the number of vacancies released since we have left the EU although the Coronavirus outbreak has almost ceased recruitment, not just in financial services but other sectors too.

Coronavirus aside, maybe this doesn’t necessarily mean clients are retrenching, but just looking at alternative recruitment strategies.”

Q - CANDIDATES

On a scale of 1 – 5 how likely are you to look to further your career with a move during 2020?

(1 being Highly Unlikely, 5 being Highly Likely)

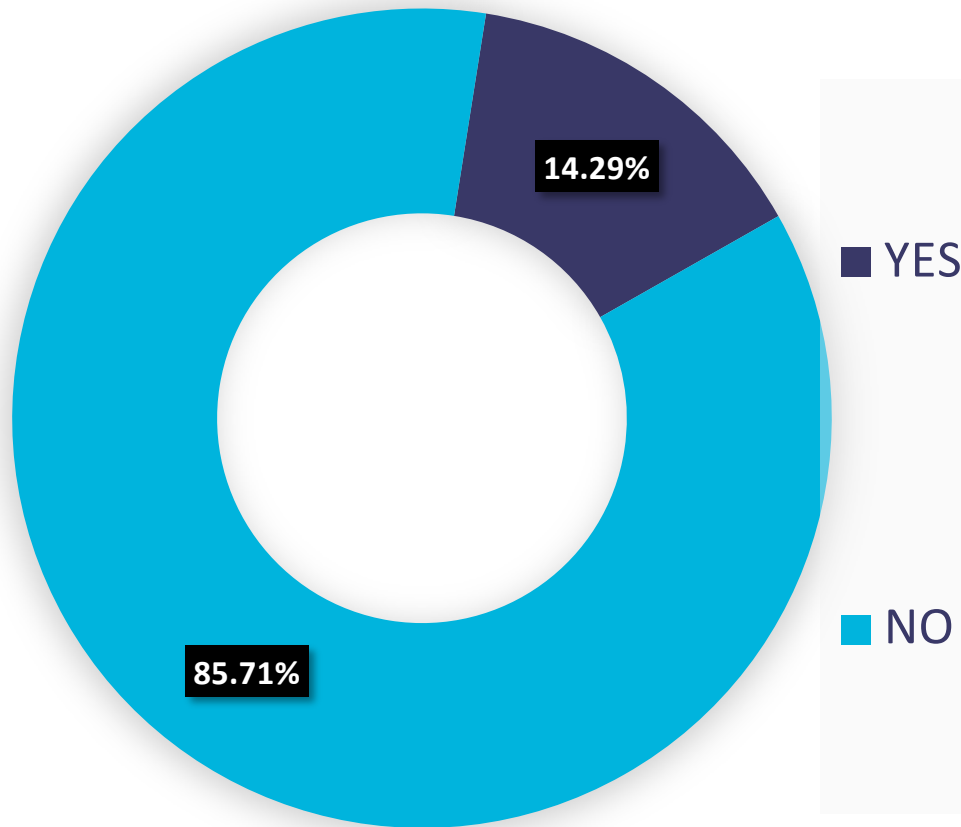


“With over 35% of candidates unlikely to move (voluntarily) this year it does mean that almost 65% of candidates are keeping an eye on the external recruitment market. Interesting if some of this restlessness is a result of a combination of lack of work/life balance and fewer career opportunities post Brexit.

Moreover, it is interesting to question the reason behind this result. As a previous survey result has pointed out, way over half of the candidates we questioned feel that they are not or are only sometimes valued by their employer. As such, if you are a client and concerned about staff retention, a quarterly or half-yearly satisfaction review to gauge levels of happiness or areas for concern may prove crucial in not losing key staff. “

Q - CLIENTS

When recruiting do you have an ideal target 'Time to Hire' as a monitored KPI?



“Arguably, this result was expected by the team at CF Recruitment. It is not often that we are instructed by clients to have hires in place by a certain time and instead prefer to wait for the right candidate although often the sooner the better!

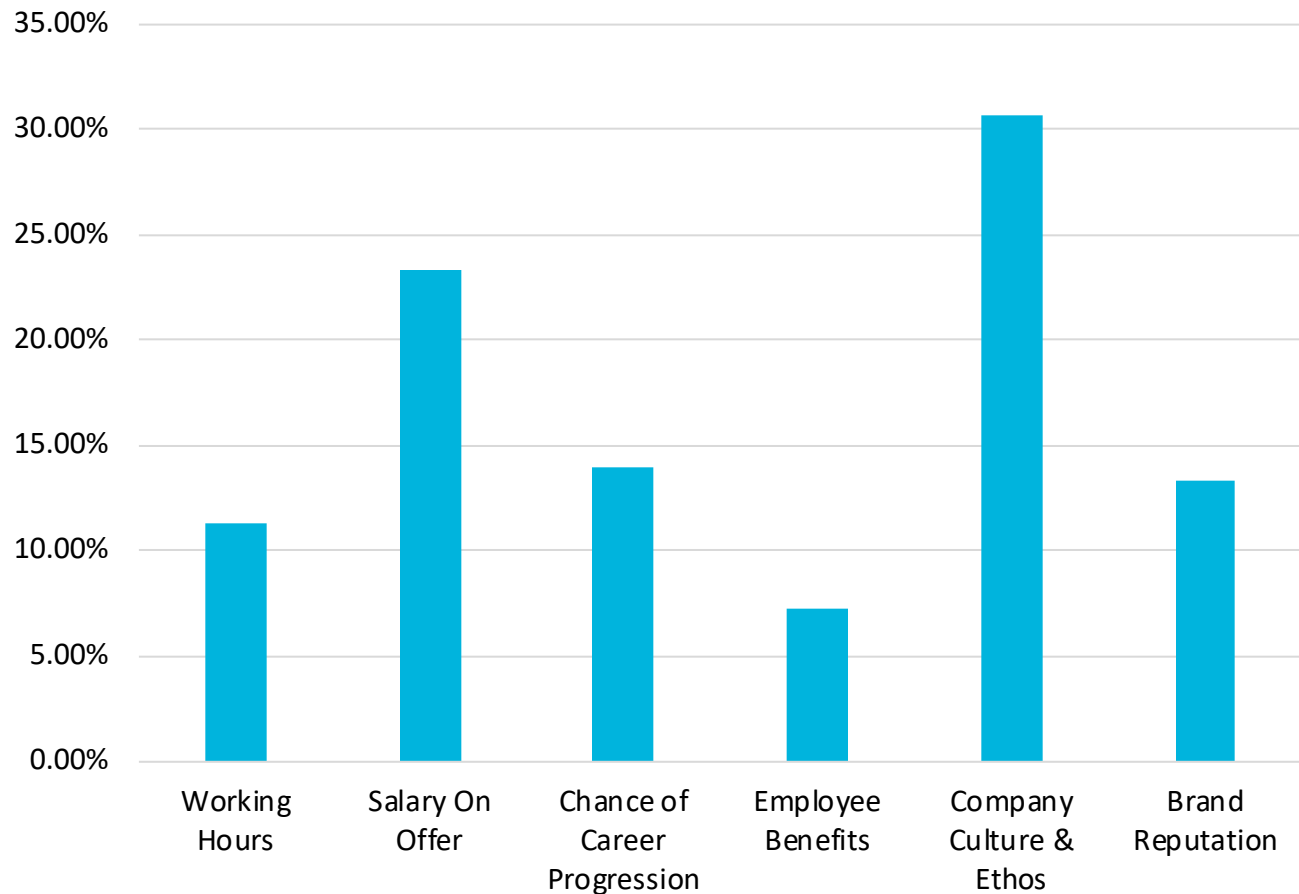
This being said, there is certainly merit in implementing a Time to Hire KPI for a number of reasons. Analysis of these KPIs can give senior management or board-level executives an idea of how efficiently their HR Department and/or recruitment partners are operating. Internally, it could identify performance gaps in the HR team and externally whether you are using the right recruitment partner.

Like all KPIs, Time to Hire will not always be met but it is the exploration into why it's not that will give you crucial insight into your own teams, partners and the way in which external factors are effecting you specific market.”

Q - CANDIDATES

When considering a job change which of the following factors do you feel are MOST important for you when making their career change choice?

CANDIDATES



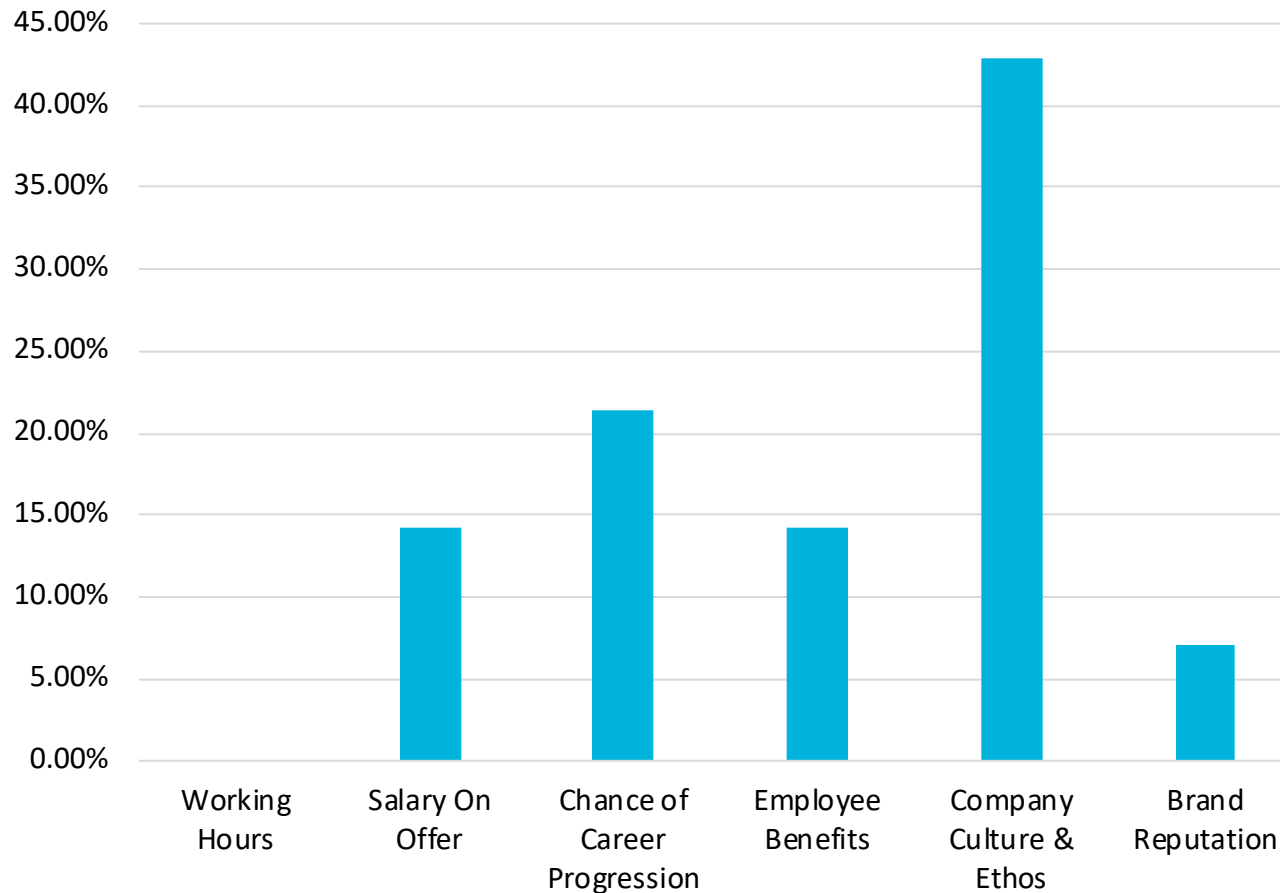
Rated Most Important

Working Hours	11.34%
Salary On Offer	23.33%
Chance of Career Progression	14.00%
Employee Benefits	7.33%
Company Culture & Ethos	30.66%
Brand Reputation	13.34%

Q - CLIENTS

When recruiting which of the following factors do you feel are MOST important for the Candidate when making their career change choice?

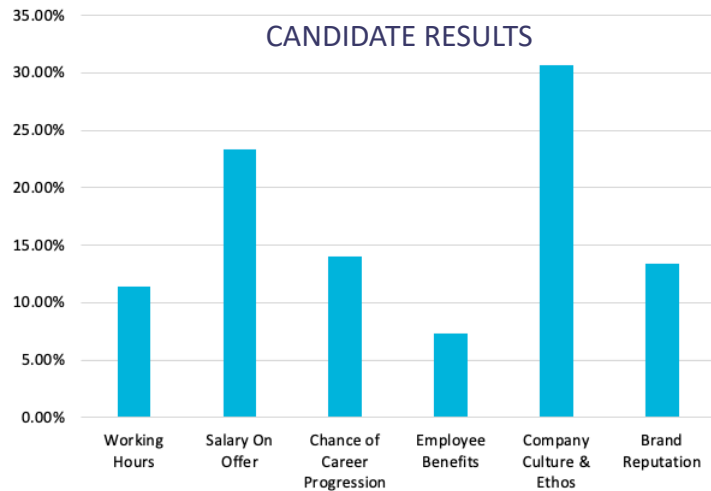
CLIENTS



Rated Most Important

Working Hours	0.00%
Salary On Offer	14.29%
Chance of Career Progression	21.43%
Employee Benefits	14.29%
Company Culture & Ethos	42.85%
Brand Reputation	7.14%

Q - COMPARISON



"It is interesting to see how an employers' perception differs from a candidates' actual priorities. Whilst there are some similarities it's clear that client perceptions are based on historic behaviours."





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THIS IS US

