



YEAR OF MOVEMENT

How looking for work is changing in 2021

2021

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RESEARCH METHODOLOGY

REED.CO.UK SURVEYED 1,521 ACTIVE JOBSEEKERS, WHO ARE CURRENTLY USING REED.CO.UK TO FIND WORK. RESEARCH TOOK PLACE IN DECEMBER 2020. EACH MONTH, MORE THAN 7 MILLION JOBSEEKERS TURN TO REED.CO.UK IN THEIR SEARCH FOR WORK, MAKING OVER 160,000 APPLICATIONS EVERY DAY. REED.CO.UK WORKS WITH THOUSANDS OF ORGANISATIONS TO FULFIL THEIR ONLINE RECRUITMENT NEEDS.

SUMMARY

82%

OF THOSE WE SURVEYED SAID THAT THEY'RE FEELING HOPEFUL THEY'LL FIND A NEW JOB IN 2021.

Our latest research reveals that jobseekers haven't been put off looking for work in 2021 - despite the ongoing pandemic.

We're also seeing jobseekers being much more open in their search for work, with the majority willing to step outside their comfort zones to find their perfect role.

AN ADAPTABLE WORKFORCE

According to our survey, many are willing to adapt to the changing jobs market with over two thirds of workers (70%) saying they would take a pay cut or consider working in a different sector if the right opportunity came up.

Additionally, just over half (53%) of our respondents are willing to move to a different part of the country if it led to them finding their ideal job.

A RECOVERING JOBS MARKET

THIS OPTIMISM COULD BE THE RESULT OF A RECOVERING LABOUR MARKET.

Over 90,000 jobs went live on reed.co.uk during the first two weeks of the January 2021 lockdown (91,946 jobs in total) – this figure is 10% and 101% higher than the same period in the second and first lockdown, respectively.

This, coupled with a strong finish to 2020 (which saw November as our busiest month for job postings since the start of the pandemic), means confidence is slowly returning for many of those searching for work.

A YEAR OF MOVEMENT

With this renewed sense of optimism, we're predicting a 'Year of Movement' - with people more open to opportunities in 2021.

Throughout this whitepaper, we'll continue to break down what this 'Year of Movement' looks like for your industry - and reveal how you can take advantage of the widened talent pool with our **top four recruitment tips for 2021**.

A WORD FROM OUR CHAIRMAN, JAMES REED



The pandemic has sent shockwaves through the UK economy over the past year. All sectors have been impacted to varying degrees, both positively and negatively, and large sections of the population have made the shift to working remotely. 2021 will be another year of significant change for many businesses and workers as the pandemic continues and the roll-out of the vaccine hopefully restores confidence.



Despite news of a second strain, I predict a year of movement next year. Lots of jobseekers are now looking for better opportunities and employers have a diverse and talented pool of people to choose from. We are seeing great dynamism, resilience and a willingness to adapt in the labour market and this makes me feel optimistic as we enter 2021.

Our recent job vacancy figures also suggest there is reason to be cheerful. Despite the national lockdown, vacancies have continued to increase and we now have nearly 175,000 new jobs listed. To secure the best of these jobs, people must continue to be versatile and enhance their prospects by upskilling and/or reskilling. It's also encouraging to see so many people are willing to try new opportunities in other sectors and other regions.



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TRENDS BY INDUSTRY & AGE GROUP



KEY TAKEAWAYS

RELOCATION

Workers in tourism are among the most willing to relocate for a new opportunity.

CAREER CHANGE

Employees in creative industries are least likely to change sectors.

PAY CUT

Hospitality workers and recruiters are most willing to take a pay cut for the right role.

HOPEFUL ABOUT FINDING WORK IN 2021

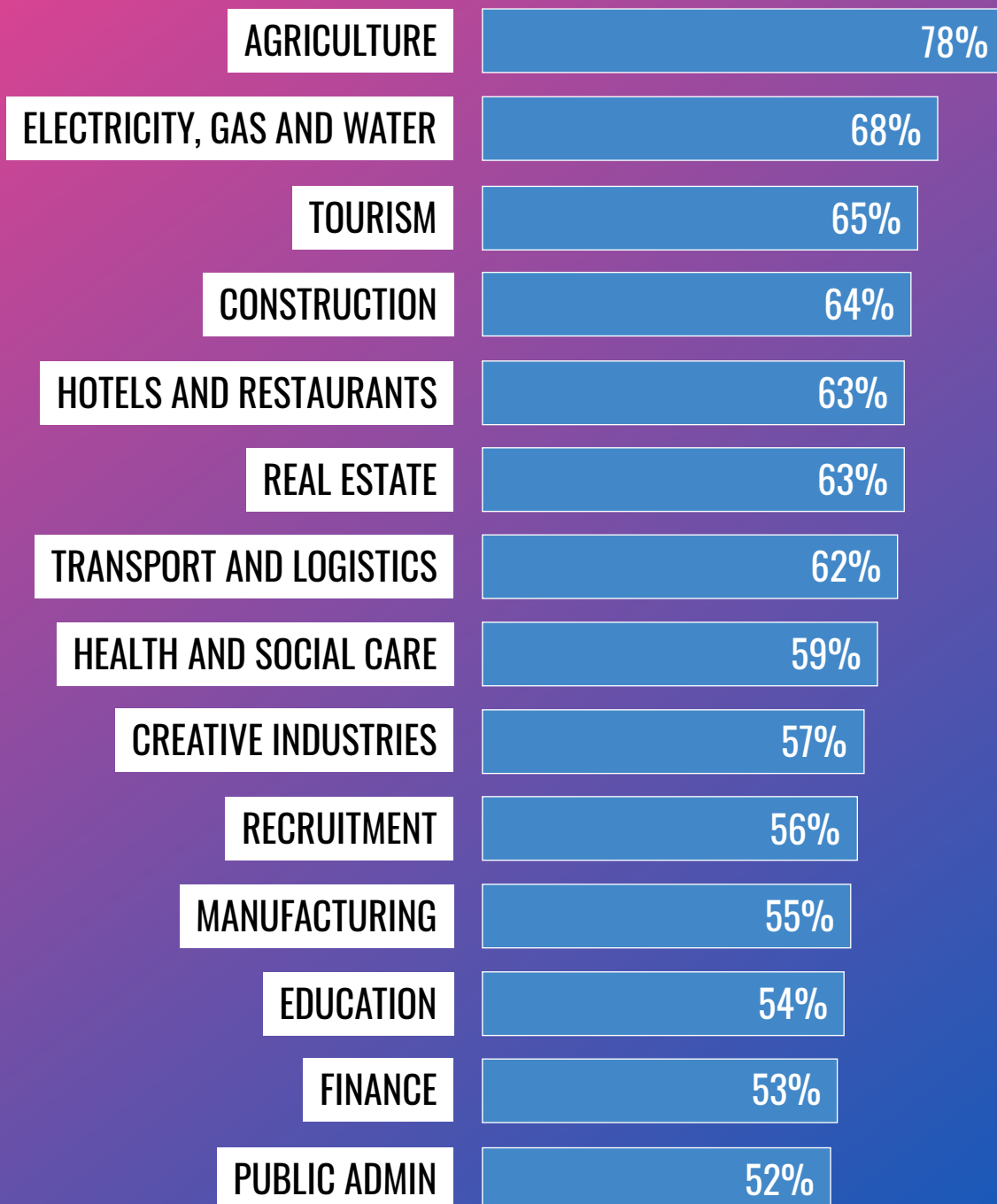
Jobseekers aged 55+ are the least hopeful about finding work in 2021.

Those aged between 16-24 are also not as optimistic about their career prospects as other age groups.

JOBSEEKERS WILLING TO RELOCATE

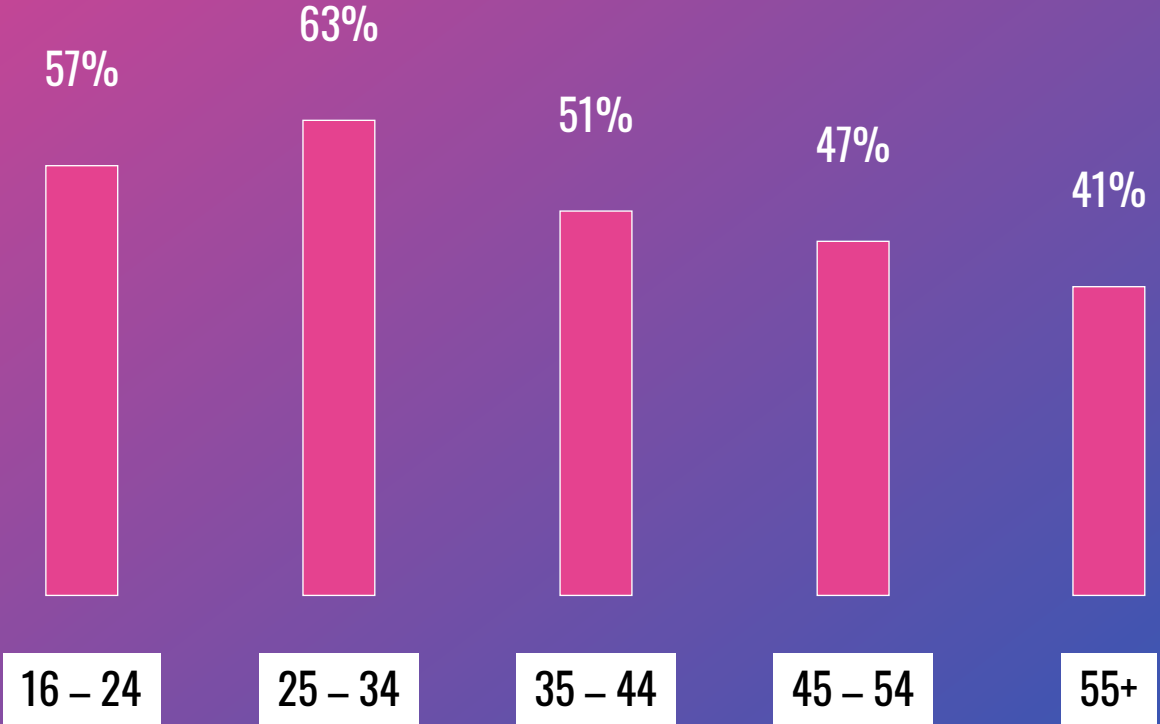
53%

WOULD CONSIDER RELOCATING TO FIND THE RIGHT ROLE.



JOBSEEKERS WILLING TO RELOCATE

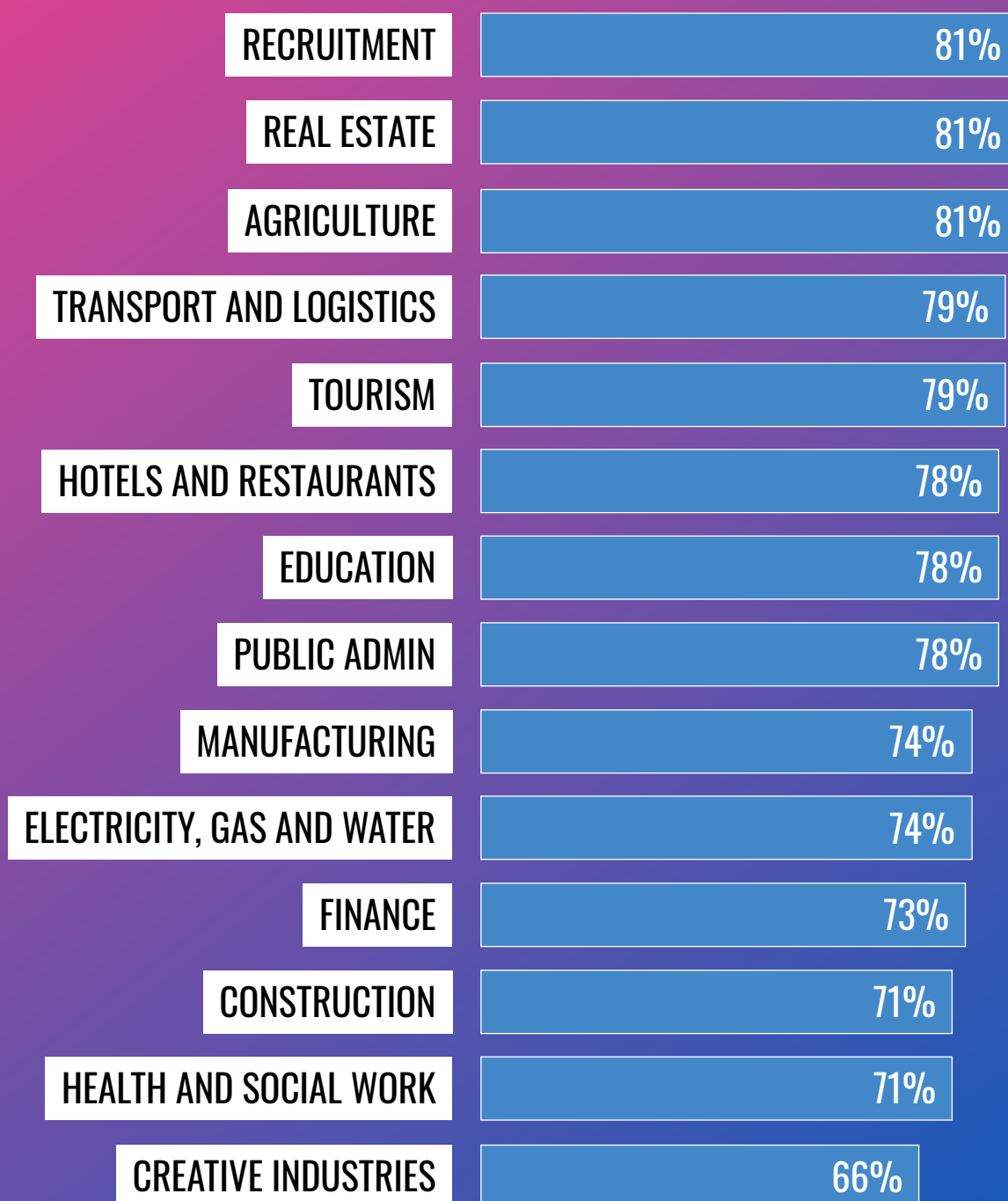
53% WOULD CONSIDER RELOCATING TO FIND THE RIGHT ROLE.



JOBSEEKERS WILLING TO CHANGE INDUSTRY

72%

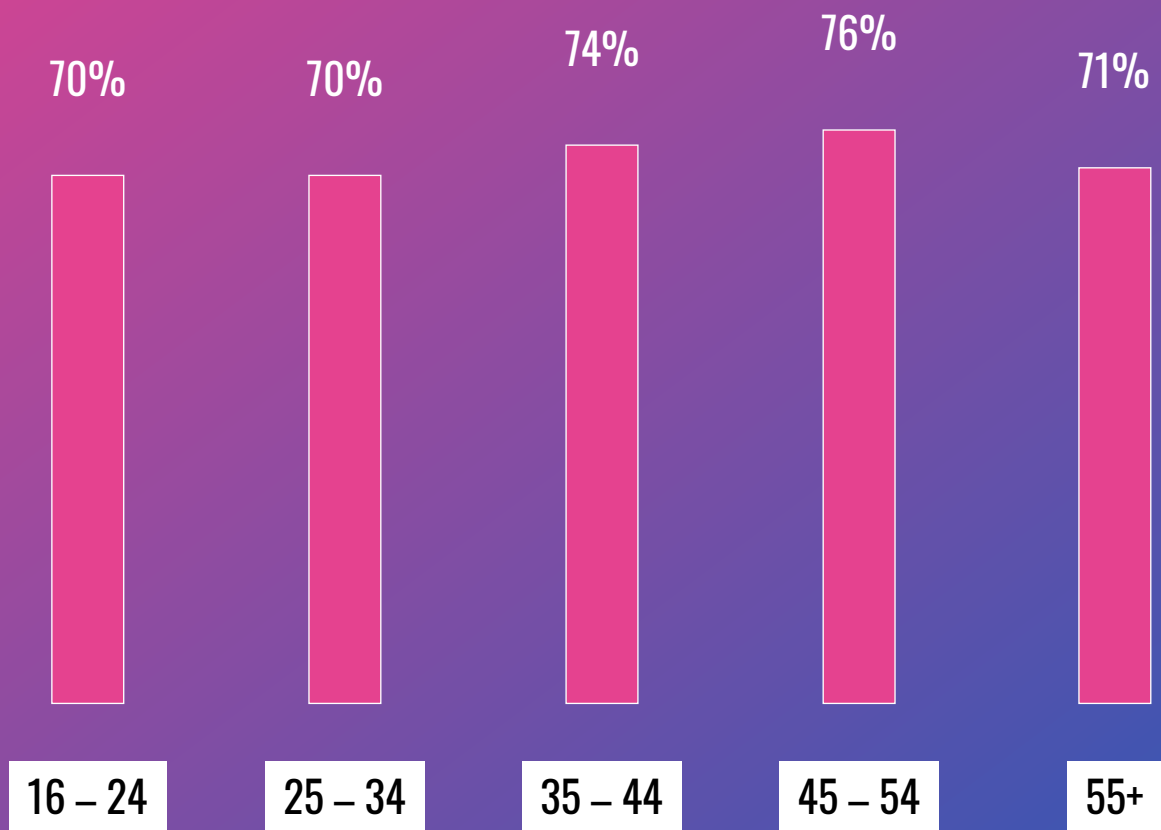
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JOBSEEKERS WILLING TO CHANGE INDUSTRY

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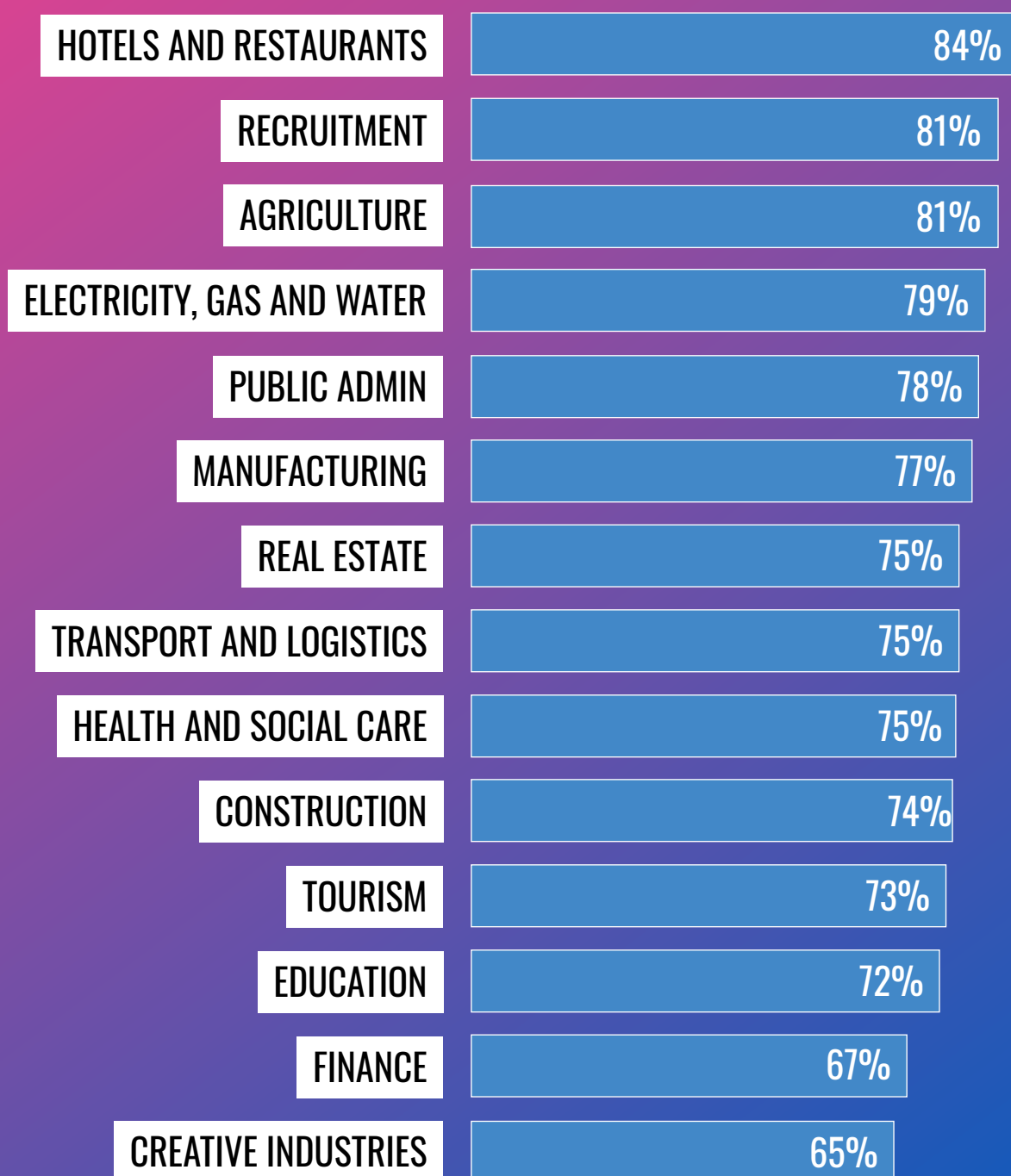
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JOBSEEKERS WILLING TO TAKE A PAY CUT

70%

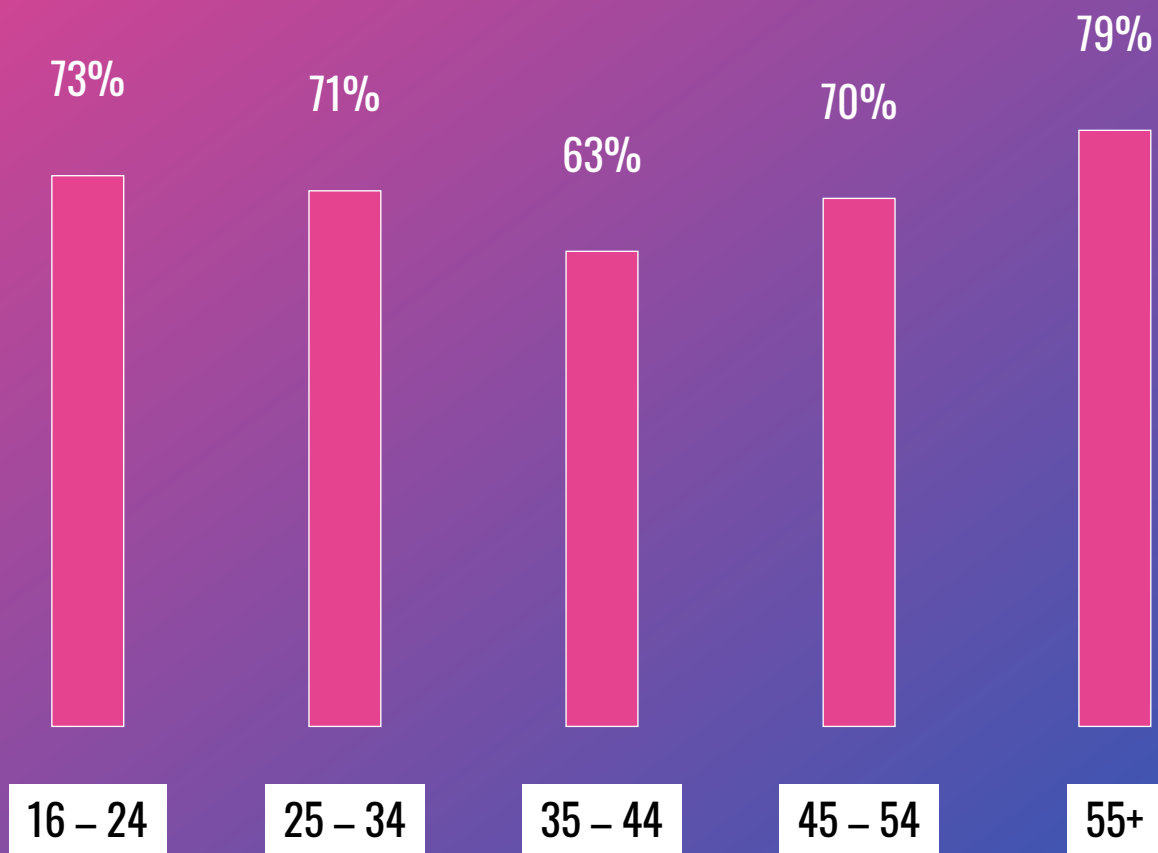
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JOBSEEKERS WILLING TO TAKE A PAY CUT

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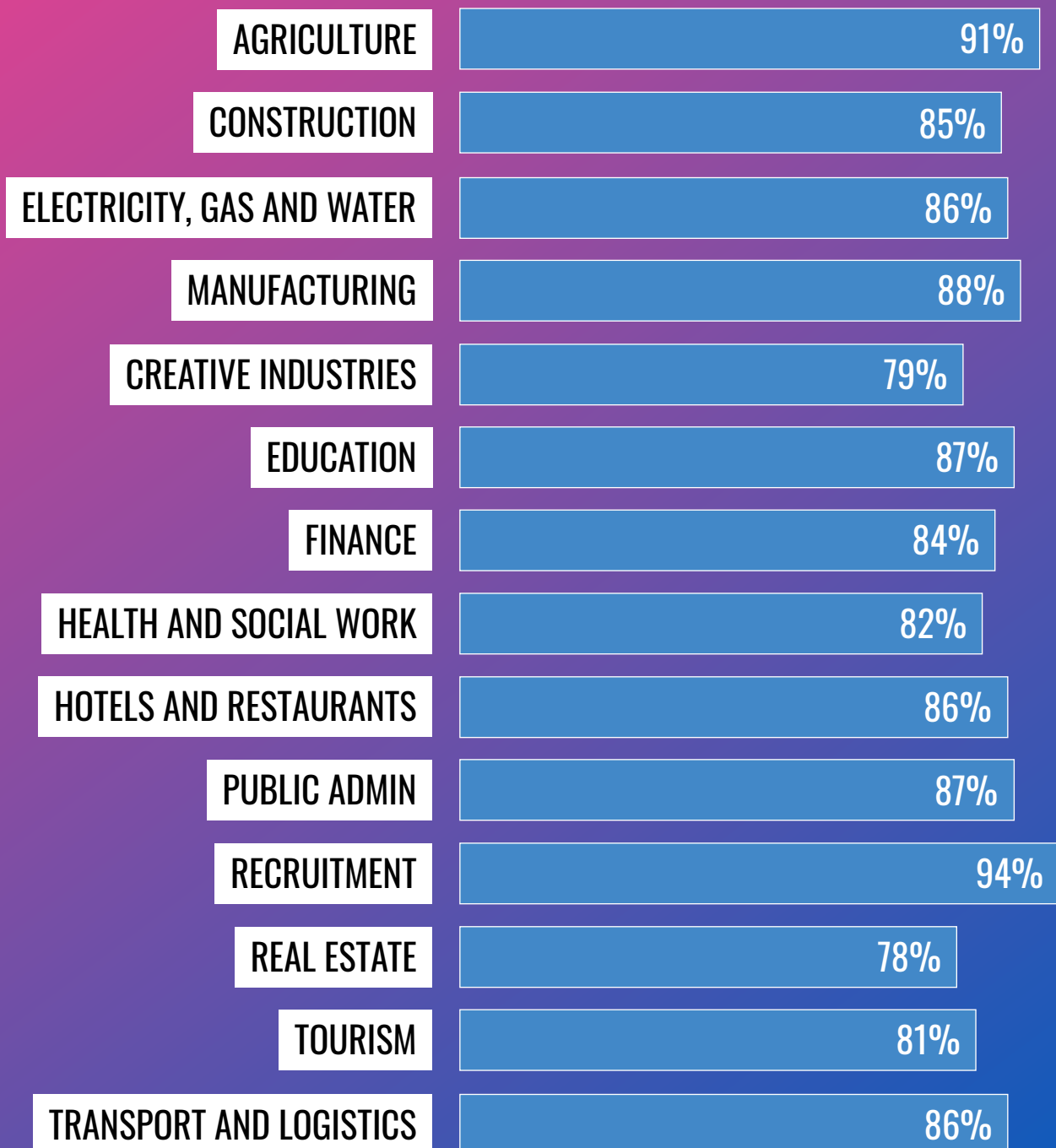
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JOBSEEKERS HOPEFUL ABOUT FINDING WORK IN 2021

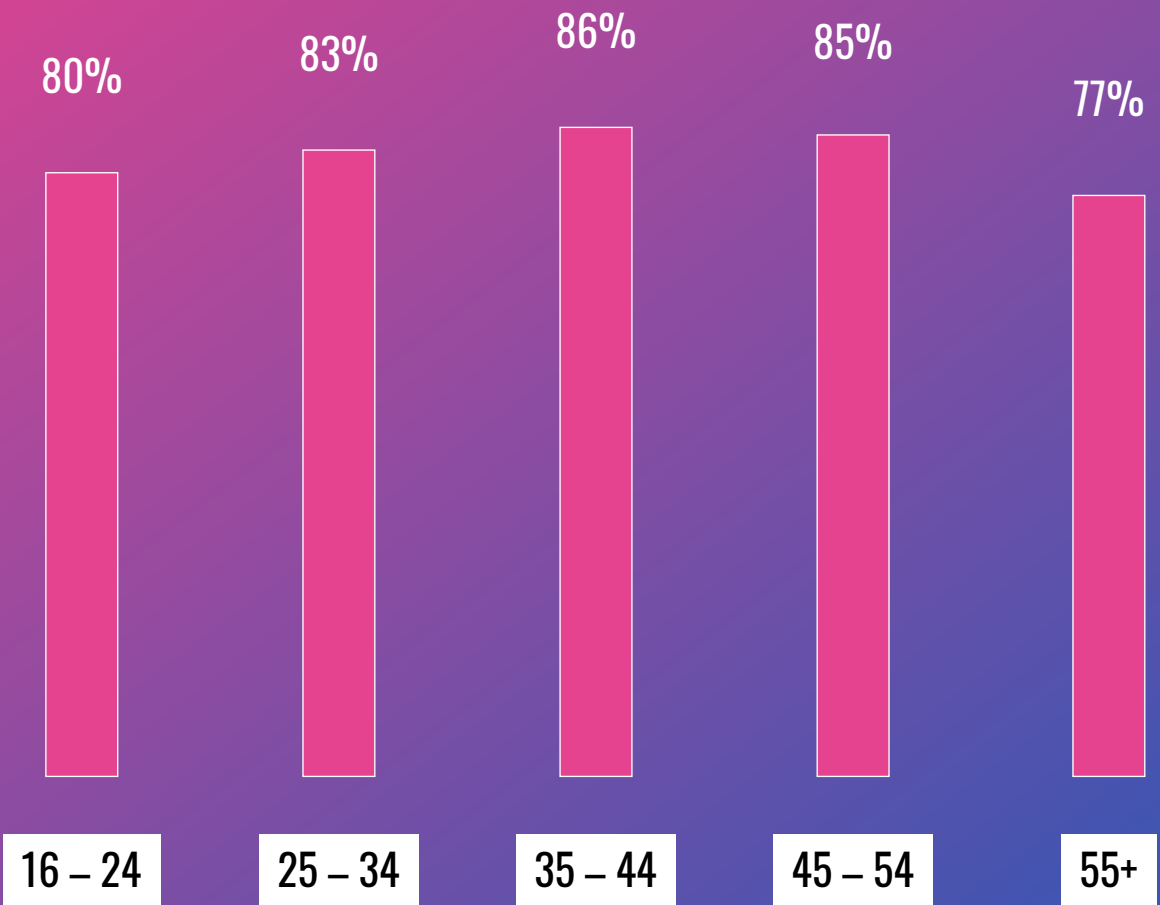
82%

FEEL HOPEFUL ABOUT FINDING A NEW ROLE IN 2021.



JOBSEEKERS HOPEFUL ABOUT FINDING WORK IN 2021

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RECRUITMENT TIPS FOR 2021



1. FOCUS ON SKILLS, NOT JOB TITLES

Based on our research, we expect to see a significant number of jobseekers changing sectors and applying for new roles this year.

As a result, it'll be more important than ever in 2021 to look past job title and instead focus on a candidate's transferable skills and personal attributes. Even if they have no previous experience in your industry.

OUR ADVICE

When interviewing candidates that are hoping to move sectors, don't get bogged down in specific details of their previous roles. Instead, opt for open questions which encourage the candidate to reflect on how their experiences have shaped them as a professional, and give insight into how they might approach the role.

You could also consider setting technical tests as part of the interview process - be that writing, presenting, problem solving - to get a picture of how the candidate's mind works.

2. BE LOCATION-AGNOSTIC

We know from our research that more candidates than ever are willing to relocate for the right role.

In order to appeal to the widest available talent pool, avoid being too specific with what location you put on your job ads. That way you won't exclude any potential candidates that may be looking beyond their own area in search of the perfect opportunity.

OUR ADVICE

Aside from broadening your horizons when it comes to location, consider whether you'd be open to a remote-worker, or at least a hybrid worker who may spend some time in the office and some time working remotely.

Candidates are increasingly using search terms such as 'remote' and 'work from home' when researching roles. So including these keywords in your job ads is a great way to stand out to candidates who may be looking for flexible working options in the future.

3. KNOW YOUR EMPLOYEE VALUE PROPOSITION

Candidates are realistic about the impact that moving sectors or relocating might have on their salary, and are open-minded about taking a pay-cut for the right role.

But this shouldn't be seen as a chance to snap up top talent on the cheap. Instead, think of base salary as just one element of what you can offer - and show candidates what else they'll get as part of the package, should they successfully secure the role.

OUR ADVICE

Have a clear idea of what your Employee Value Proposition looks like for 2021, ensuring it's relevant for the current climate and future-proofed against the uncertainties still ahead.

It could be outlining your approach to employee wellbeing and mental health, your stance on flexible and remote working, or any other additional benefits your business offers. Think carefully about what sets your company apart - beyond salary - and you'll be one step closer to finding your perfect hire.

4. BE INCLUSIVE

Our data also suggests that the youngest (aged 16-24) and oldest (aged 55+) jobseekers feel the most concerned when it comes to their career prospects, post-COVID-19. However, both of these groups could prove to be incredibly valuable for your business. Whether it's due to their adaptability and willingness to learn, or because of the extra knowledge and experience they can bring.

Many recruiters still make the mistake of driving away perfect candidates due to innocent, yet potentially off-putting, wording in their job ads. A few simple tweaks could mean opening your roles up to even more talented candidates - no matter what age they are.

OUR ADVICE

Think carefully about some of the terminology you include in your job description. Terms such as 'fresh candidates' and 'highly experienced' could be discouraging for jobseekers of any age, and may be unnecessary when it comes to filling your vacancies.

Similarly, defining experience by "X number of years" turns away candidates who have the right skills and raw talent for the job, even if they don't have a wealth of previous experience. With an emerging pool of top graduate talent readily available, as well as candidates with some incredible transferable skills, adopting a slightly different mindset here could pay dividends when it comes to adding real value to your business.



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