SPECIAL REPORT: THE DEMAND FOR SKILLED TALENT

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Several hiring trends are emerging. The demand for specialized skills is outweighing the supply of available workers who can meet employers’ expanding business needs. Job seekers have more choices, and the ones in greatest demand may receive multiple offers and counteroffers. What’s more, workers are willing to change jobs for more money. So how can hiring managers compete? It’s hard for employers — especially smaller businesses — to rise above the noise and get the attention of top talent.

Managers who take too long to make a hiring decision or don’t differentiate themselves as a great place to work risk losing the best professionals. The most successful companies are flexible, move quickly and know how to promote what’s great about their business. They also offer competitive salaries. And they don’t stop there. Savvy employers understand it’s easier to retain good employees than to replace them. Avoiding turnover in the first place enables businesses to focus less on recruiting and more on growing their business.

This report is a collection of the latest research, including data from Statistics Canada, to help shed light on the hiring environment and talent shortage, and why hiring managers need to move quickly when recruiting.
• **Canadian employment reports gains.** According to Statistics Canada, in the 12 months to July 2015, employment increased by 161,000 or 0.9%, the result of more full-time work. Over the same period, the total number of hours worked rose 1.2%.¹

• **Skilled workers aren’t so easy to find.** Half (50%) of CFOs surveyed for the Canadian Professional Employment Forecast from Robert Half said it is somewhat or very challenging to find skilled candidates for professional-level positions today.²

• **Job seekers are upbeat.** Nearly half (47%) of workers surveyed said they are more confident in their job prospects now versus one year ago, according to Robert Half’s Confidence Matters research.³

• **Workers expect more pay.** The majority (84%) of Canadian employees polled believe they should earn more money, and one in five (19%) has checked their salary against market rates based on third-party research within the last year.⁴

• **Think twice, counteroffers often backfire.** Robert Half research shows the majority (92%) of financial executives surveyed don’t extend counteroffers to keep staff from leaving.⁵

• **Avoid turnover before it happens.** To keep workers from jumping ship, 63% of CFOs surveyed by Accountemps said they are promoting top performers, and 52% are raising salaries.⁶

²Canadian CFOs Reveal Hiring Plans for Next Six Months, April 2, 2015.
³Employees Are Feeling Optimistic … to an Extent, Robert Half, June 24, 2015.
⁴Ibid.
⁵The Off-Putting Stay-Put Package: Survey Finds Most CFOs Don’t Extend Counteroffers, Robert Half, June 9, 2015.
⁶Top Tactics for Turning the Turnover Tide, Accountemps, May 7, 2015.
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WORKERS SEEK GREENER PASTURES: THE MOST SPECIALIZED PROFESSIONALS HAVE GREATER JOB OPTIONS

July 2015 Unemployment Rates by Occupation, for Select Positions*

Social Science and Government Occupations (3.9%)
Law clerks and related occupations
Lawyers and Quebec notaries
Judges

Management Occupations (1.7%)
Financial managers
Business services managers
Sales/marketing/advertising managers

Business, Finance and Administrative Occupations (3.3%)
Financial auditors/accountants
Financial and investment analysts
Executive assistants
Receptionists
Data entry clerks
Payroll clerks
Customer service representatives
Administrative clerks
Legal secretaries

Natural and Applied Sciences and Related Occupations (2.9%)
Information systems analysts
Database analysts
Computer programmers
Web designers/developers
Computer network technicians
User support technicians

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