



SPECIAL REPORT:

THE DEMAND FOR SKILLED TALENT IN THE COVID-19 LANDSCAPE

Volume 20 | Q3/Q4 2020

The Pandemic Has Redefined How We Work

COVID-19 has dramatically changed the job market and the workplace.

The unemployment rate more than tripled in April 2020 after the outbreak, but the labor market is showing signs of improvement as we enter the third quarter. Remote work is now the new norm as many people remain sheltered in place, and remote hiring and onboarding may also be here to stay. This report outlines the challenges employers face in the COVID-19 era and offers insight into how staffing and management strategies are changing.



Workers Are Adapting and Feel Supported

77% of employees have been **working from home** since the pandemic emerged.¹

63% of professionals realize their **job is doable** from home.²

97% of workers said their manager has been a **source of support** during this challenging time.³

3 Ways to Boost Employee Morale

- 1. Show workers they are valued.** Employees want meaningful work and acknowledgment for their contributions. Let them know they are important to the company's success and appreciated by leadership.
- 2. Focus on employee wellness.** Offer wellness webinars or resources, such as an Employee Assistance Program, to help workers manage stress.
- 3. Pay your top performers well.** Even in times of relatively high unemployment, provide compensation that meets or exceeds what other companies are offering so you don't lose valued employees.

¹ Survey: Employees Share Views On Current And Post-Pandemic Workplace, Robert Half, May 1, 2020

² Ibid

³ Survey: 95% Of Employees Are Satisfied With Their Company's Response To COVID-19 Pandemic, Robert Half, April 21, 2020

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EMPLOYERS: PAY ATTENTION TO WORKERS' POST-PANDEMIC EXPECTATIONS⁴

74% of professionals would like to **work remotely more often** than before the outbreak. More parents (79%) expressed this preference.

55% would like **staggered work schedules**.

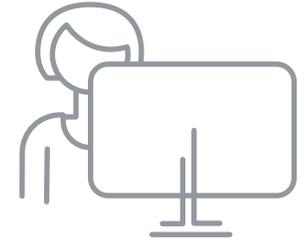
79% think their companies should have **better cleaning procedures**.

52% feel their employers should require **workers to wear masks**.

46% want their employers to **change the office layout** in an effort to maintain social distancing.

Bright Spots Bring Optimism

- More than 18 million unemployed professionals who were temporarily laid off due to work slowdowns or business closures **expect to return to work**.⁵
- The unemployment rate for college-degreed workers 25 and older, under 7%, is **below the national unemployment rate**, which is near 11%.⁶
- Many companies have learned that **remote work is a viable option**, and employees enjoy having the flexibility: 79% said their **job allows for windowed work**, or the ability to block their day into chunks of business and personal time, and 73% of those workers said it leads to **greater productivity**.⁷
- Workers have become **more comfortable using technology** for remote work and 60% said the lack of a commute had **improved their work-life balance**.⁸
- Human resources leaders reported that the majority of organizations are using **new virtual technology to interview candidates** due to the COVID-19 pandemic.⁹
- Small business owners expect the recession to be short-lived, and nearly 40% anticipate better business conditions in **the next six months**.¹⁰



⁴ Survey: Employees Share Views On Current And Post-Pandemic Workplace, Robert Half, May 1, 2020

⁵ Employment Situation Summary — April 2020, U.S. Bureau of Labor Statistics (BLS), May 8, 2020

⁶ Employment Situation Summary — June 2020, U.S. BLS, July 2, 2020

⁷ Survey: A Window Into Windowed Work, Robert Half, June 30, 2020

⁸ Survey: Employees Share Views On Current And Post-Pandemic Workplace, Robert Half, May 1, 2020

⁹ Gartner HR Survey Shows 86% of Organizations Are Conducting Virtual Interviews to Hire Candidates During Coronavirus Pandemic, Gartner, April 30, 2020

¹⁰ Small Business Economic Trends — June 2020, NFIB, July 14, 2020

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POSITIONS IN TOP DEMAND Q2 2020 unemployment rates for select positions are shown in bold¹¹

ACCOUNTING AND FINANCE	TECHNOLOGY	CREATIVE AND MARKETING
<p>4.1% Financial analysts</p> <p>4.2% Information technology auditors</p> <p>4.2% Internal auditors</p> <p>4.2% Senior accountants</p> <p>4.2% Staff accountants</p> <p>4.3% Loan administrators</p> <p>5.2% Controllers</p> <p>5.2% Financial managers</p> <p>9.8% Accounting clerks</p> <p>9.8% Bookkeepers</p> <hr/> <p><i>Additional positions in demand:</i></p> <ul style="list-style-type: none"> Accounting managers Accounts payable specialists Accounts receivable clerks Business analysts Business systems analysts Compliance analysts Payroll managers 	<p>1.4% Security professionals (cloud, data, information, network, systems)</p> <p>2.4% Network/cloud architects</p> <p>3.0% Database architects</p> <p>3.0% Database administrators</p> <p>3.2% Programmer analysts</p> <p>3.4% Systems analysts</p> <p>3.5% Full-stack developers</p> <p>3.5% Mobile applications developers</p> <p>3.5% Network administrators</p> <p>3.5% Software developers</p> <p>5.6% Help desk and desktop support professionals</p> <hr/> <p><i>Additional positions in demand:</i></p> <ul style="list-style-type: none"> Business intelligence analysts Data scientists DevOps engineers Network/cloud engineers 	<p>2.9% User interface (UI) designers</p> <p>2.9% User experience (UX) designers</p> <p>3.0% Copywriters</p> <p>3.7% Front-end web developers</p> <p>5.4% Digital marketing managers</p> <p>5.4% Marketing analytics managers</p> <p>5.4% Marketing managers</p> <p>7.0% Email marketing specialists</p> <p>7.0% Search engine optimization (SEO) and search engine marketing (SEM) specialists</p> <p>11.7% Graphic designers</p> <hr/> <p><i>Additional positions in demand:</i></p> <ul style="list-style-type: none"> Communications specialists Content strategists Digital strategists Project managers Social media managers
LEGAL	ADMINISTRATIVE AND OFFICE SUPPORT	HEALTHCARE
<p>1.9% In-house counsel</p> <p>1.9% Midlevel associates</p> <p>7.0% Legal secretaries/administrative assistants</p> <hr/> <p><i>Additional positions in demand:</i></p> <ul style="list-style-type: none"> Compliance analysts Data privacy specialists Litigation support/eDiscovery managers 	<p>4.3% Executive assistants</p> <p>8.3% Administrative assistants</p> <p>8.3% Senior administrative assistants</p> <hr/> <p><i>Additional positions in demand:</i></p> <ul style="list-style-type: none"> Customer service representatives HR assistants Office managers Receptionists 	<p>1.7% Claims examiners/analysts</p> <p>4.0% Medical services/enrollment managers</p> <p>4.7% Insurance verification/authorization clerks</p> <hr/> <p><i>Additional positions in demand:</i></p> <ul style="list-style-type: none"> Coding professionals Electronic medical records specialists Medical collections specialists Revenue cycle analysts

¹¹ Current Population Statistics, BLS, July 2, 2020. Percentages reflect unemployment rates for select positions that are near or below the national unemployment rate at the end of Q2 2020.

5 Tips for Hiring in a New Era

In the age of social distancing and remote work, hiring isn't getting any easier. Here are five considerations for finding new talent in the COVID-19 environment.

- 1. The in-box overflow.** Businesses will be flooded with applicants who have been laid off during the pandemic. Sorting through hundreds or potentially thousands of resumes to find the needle in the haystack can be overwhelming. Be specific about your must-have requirements in the job description to discourage underqualified applicants.



- 2. The time crunch.** You may not have extra hours to invest in the hiring process even in a good economy. Now, you have less time because you have fewer people on staff and more challenges in keeping the business running. Aim to block your calendar during less busy times of the week to limit interruptions and focus on hiring tasks.



- 3. A geographically diverse candidate pool.** The fact that many jobs can be done remotely now means you can extend your candidate search beyond geographic boundaries. Factor in a salary range that takes into account the requirements of the job and the market the candidate lives in.



- 4. Have access to untapped talent.** While there are many more job seekers out of work than there were several months ago, employed professionals remain a key segment of the candidate supply. Working with a recruiter widens the net to include these passive job seekers.



- 5. Promoting from within.** Your best candidates may already be on your payroll. Consider opportunities to advance these workers and hire new employees with fresh perspectives to backfill their vacancies.



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