

global insights into the perception of the life sciences sector.



employer brand research 2020

foreword.

As we publish this year's Randstad Employer Brand Research, we at Randstad are fully aware of the new situation we are in as a result of COVID-19. The timing of the questionnaire and its results were analyzed before the discovery of the virus. Since then, COVID-19 has paralyzed local economies and labor markets and as a result several companies find themselves facing unprecedented challenges.

In these uncertain times, employer branding is more important than ever. This year's Randstad Employer Brand Research results can be very helpful in building on a sharpened employer branding strategy for your company.



the need of a strong employer brand becomes essential in the new age of life sciences.

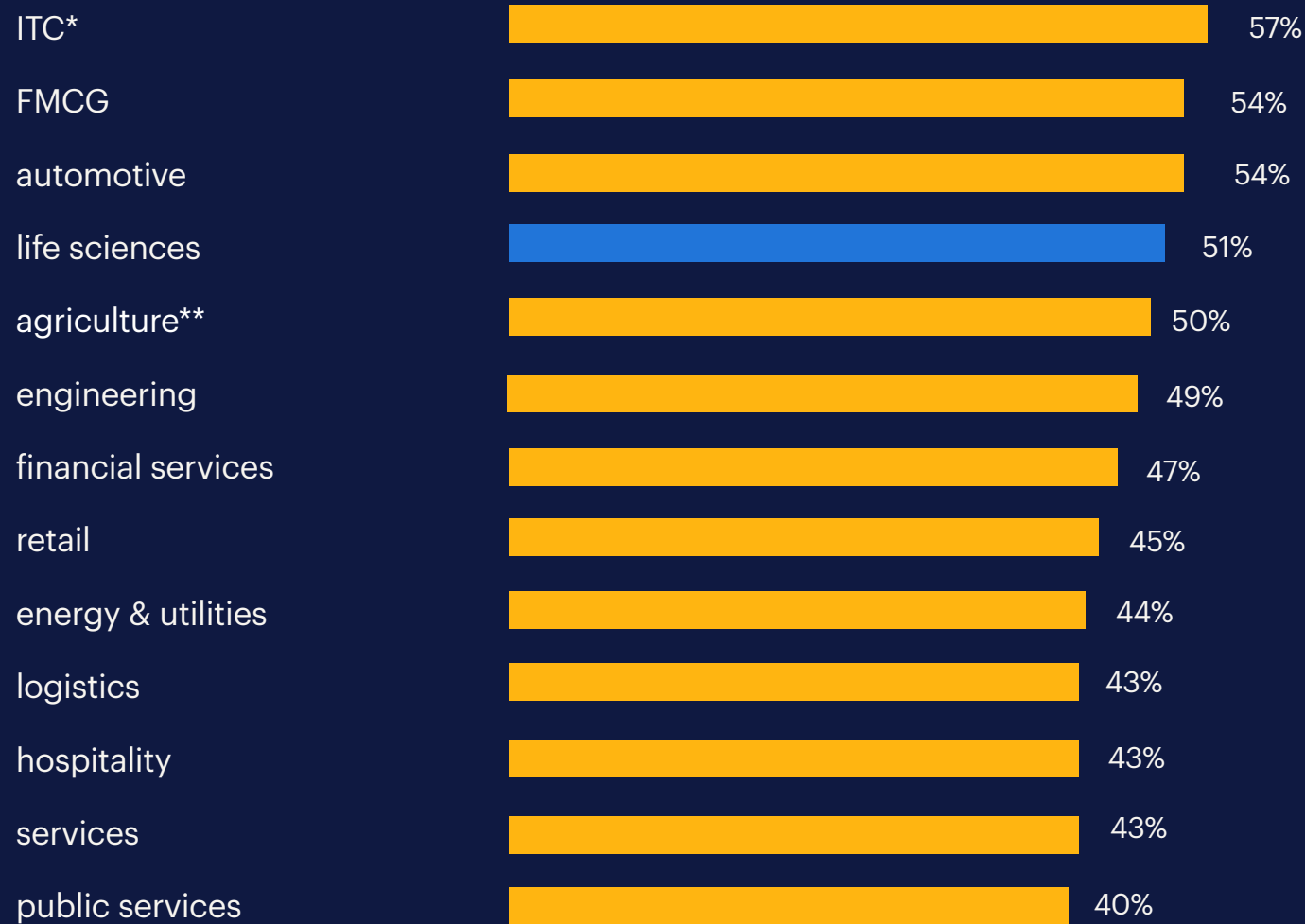
The life sciences industry has always been considered a continuous synthesis of clinical and operational innovations, cost challenging issues, customer experiences and consumer engagement techniques, along with compliance-related matters.

In a period full of challenges and uncertainty, the demand for life sciences professionals is higher than ever. Confronted with talent scarcity even before the crisis, companies in this sector must ensure they are attractive enough as employers to be able to retain and attract the right talent.

Looking at the drivers of talent within this sector, attractive remuneration packages, work-life balance and secure jobs are the attributes that have helped life sciences to be as one of the most attractive sectors. With 51% of those surveyed who say they would work in the life sciences sector, it currently ranks fourth behind ITC (57%), the fast-moving consumer goods (54%) and automotive (54%).



sector attractiveness **global.**



* the ITC sector relates to companies in IT, technology & communications

** agriculture, forestry and fishing



Recent years have brought in the technological processes that contribute directly to the digital progress of life sciences sector. Blockchain, AI, digital supply networks (DNS) or data analytics are just a few of the tech-related elements that influence the digitization of the sector.

From medical and pharmacy personnel to engineers, data, IT or digital specialists, a vast pool of skills are needed in the sector across all levels. To make sure companies have access to the desired talent it therefore becomes vital for the life sciences companies to build a strong employer brand.

In the years to come companies in the life sciences sector will have to fulfil the large specialized skills demand, as new jobs and new skills will be needed for the various specialty areas.

As per Randstad Sourceright's 2020 [Talent Trends](#) research, deployment of new skills became an important asset for the employers in the sector, as life sciences will register increased demand in the future.

the development of proper workforce strategies is crucial for life sciences companies' evolution.



Based on the results of the Randstad Sourceright's 2020 [Talent Trends](#) research, 83% of human capital and C-suite leaders in the life sciences sector expected strong demand for their products and services in 2020, before the global COVID-19 crisis erupted.

The life sciences organizations are at the forefront of the coronavirus crisis, caught between the effective delivery of medical products, the pressure to develop quick treatments and vaccines for COVID-19, financial challenges, supply-chain disruptions and workforce shortages.

Nonetheless, the COVID-19 health crisis can be seen as a potential learning experience for all stakeholders active within the life sciences industry. To face future challenges there is a need for learning how to adapt quickly to critical health crises, implement digitization processes, improve supply chains, personalize customer experiences and develop new workforce skills.

gap analysis global life sciences.

what life sciences professionals
seek

what life sciences employers
offer

1 attractive salary & benefits

2 work-life balance

3 job security

4 pleasant work atmosphere

5 career progression

6 financially healthy

7 interesting job content

8 gives back to society

9 very good reputation

10 uses latest technologies

1 financially healthy

2 uses latest technologies

3 attractive salary & benefits

4 job security

5 very good reputation

6 career progression

7 pleasant work atmosphere

8 interesting job content

9 work-life balance

10 gives back to society

When it comes to attractive salary and benefits and job security, what life sciences professionals seek matches with what the employers are perceived to offer.

However, the second most wanted driver, work-life balance, is not perceived as being offered by the employers.

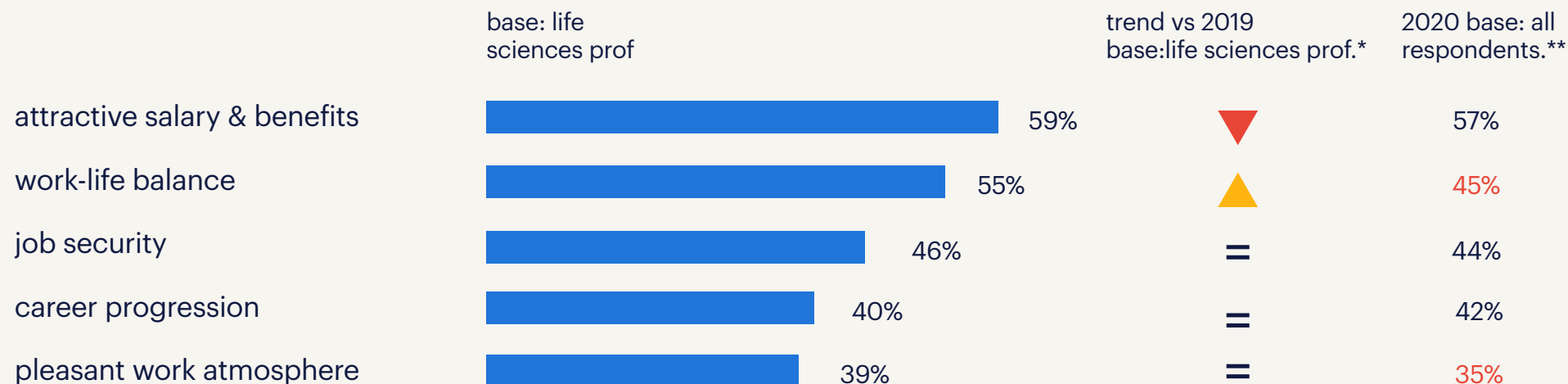
Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand.

what do life sciences workers want vs. global employees.

top 5 reasons to choose an employer

Receiving an attractive remuneration, followed by work-life balance and job security are the most important factors for life sciences professionals when it comes to choose an employer.

Taking into consideration the current critical situation, having a good work-life balance becomes more and more important for the life sciences professionals. Although receiving a good salary package remains the main reason when choosing an employer, it is seen to be losing importance over time.



* triangle highlighted yellow or red when the difference with 2019 life sciences data is higher than ±3%

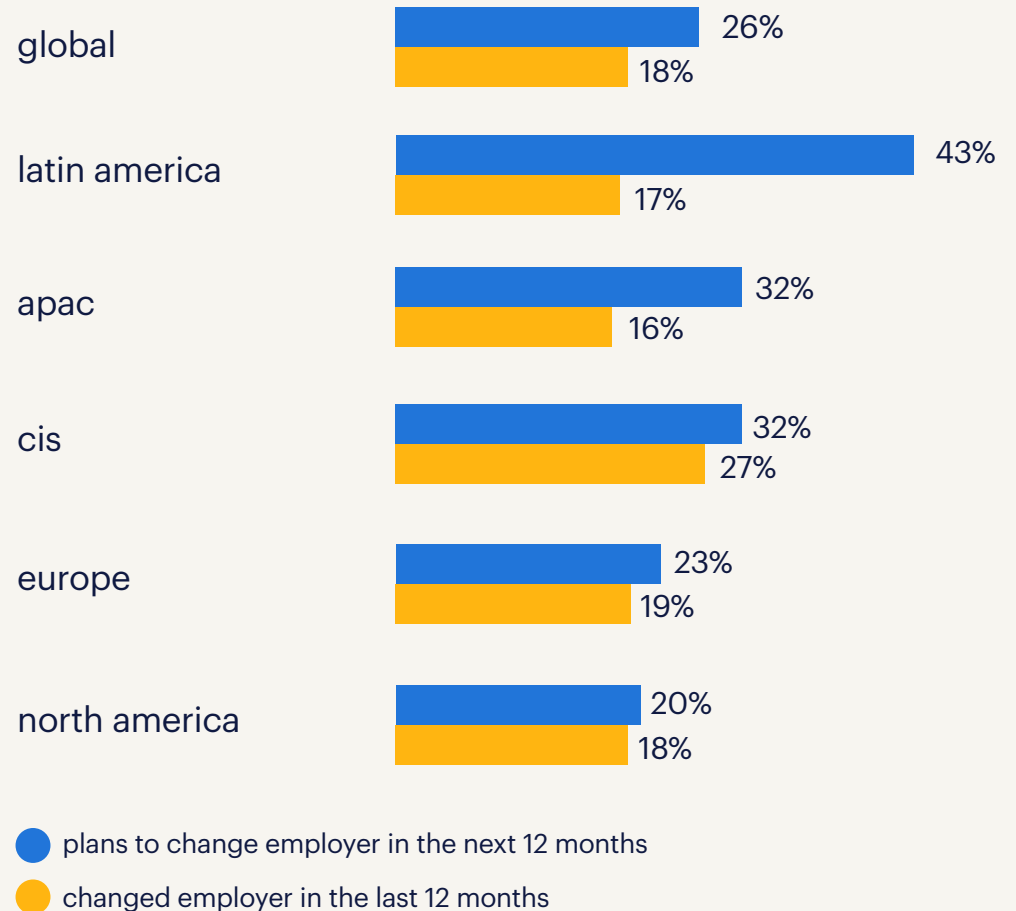
** percentage highlighted red when the difference with 2020 global data is higher than 3%

switching jobs

life sciences professionals behavior.

From the respondents surveyed, 18% said that they have changed jobs in the last year while a further 26% plan to change jobs in the next 12 months. The job switching tendency is most visible for the employees in Latin America with 43% consider finding a new employer in the next 12 months.

Although job security is the third most important factor when choosing an employer, and life sciences is seen as one of the most attractive employment sector worldwide, the research conducted in March-April 2020 shows that the turnover in the sector is the same as at a global level (you can find more details about the global Randstad employer brand research in the [REBR global report](#)).



the employer brand roadmap.



To learn more about the 2020 Randstad Employer Brand Research, we invite you to read more [here](#).