AGENDA

- **The current state of the UK tech market**

- **Young talent and tech**

- **Making the most of the digital generation**

- **Actionable advice to attract and retain GenZ**

- **Q&A**

YOUR EXPERT SPEAKERS:

Kimberley Cook
Software Engineer &
codebar Director

Tom Lovell
Managing Director of
TechSkills at techUK

Steve Ward
UK & Ireland Director
at Universum

Kirstin Steinmetz
Director, Workforce
Development (EMEA)
at Salesforce

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BOOMING UK TECH SECTOR

A boom in investment in UK tech has led to a surge in hiring across the country. The UK tech sector now accounts for one in eight jobs and high growth means high salaries.*

**IT job postings across the market 2020/2021 (OTT)**
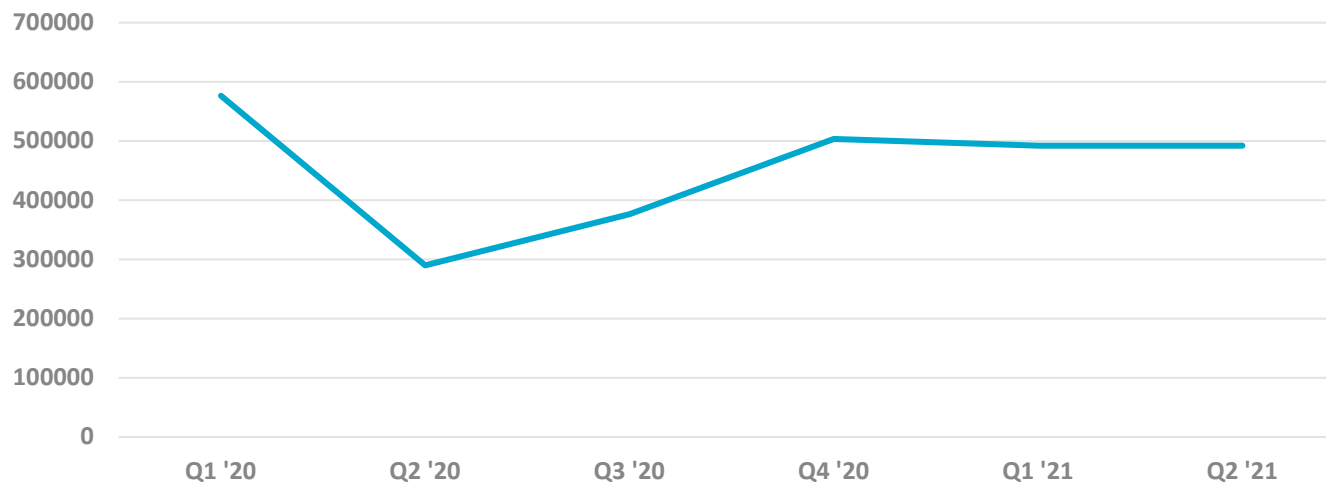
- Tech sector job vacancies now make up **13%** of all advertised positions in the UK*

- Nearly **3 million**, or **9%** of the UK workforce, are employed in the UK tech industry**

- The average tech salary is up to **50%** higher than the average for all vacancies in the UK**

- Front-end developers and data scientist roles have seen the highest increase in salary over the last 3 years (over **30%**)*

- More than two-thirds of advertised vacancies across all tech jobs are for senior positions**

- Of all tech roles, software developers are the most in-demand and make **9%** of all advertised vacancies across the industry*

- The proportion of advertised digital tech roles across all UK cities are increasing YOY***

- Edinburgh has the highest level of advertised digital roles across the UK (**30%**), followed by Reading (**29%**) and Glasgow (**28%**)***
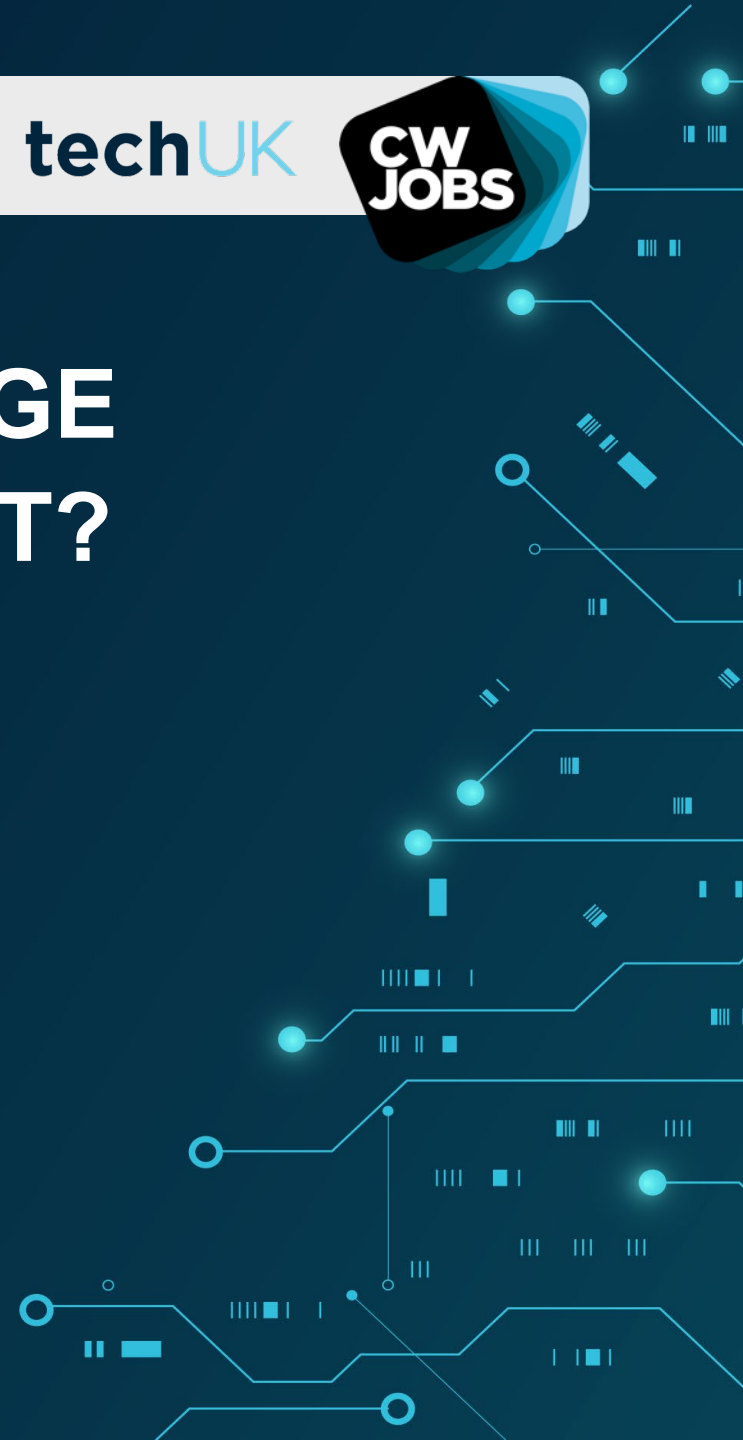
THE DIGITAL GENERATION: TAPPING INTO FUTURE TECH TALENT

Understanding the challenges UK businesses face when trying to attract and nurture young workers and provide an understanding of how to tackle them

- Insights from over 500 16-24 year olds and 500 IT professionals

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KEY FINDINGS

24%
Only a quarter of young people feel their age is an advantage when applying for tech roles

56%
Of young people agree that a career in the sector seems complicated

79%
Of ITDMs think Gen Z will bring fresh perspectives

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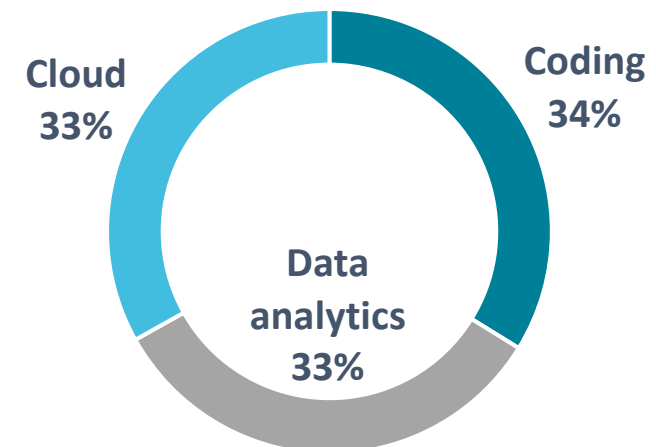# STRONG ENTHUSIASM FOR TECH CAREER

33%

A third of 16-24 year olds are either working in, or currently pursuing a career in tech

KEY DRIVERS TO ROLES

- High salary
- Flexible working options
- Mental heath support

MOST POPULAR SPECIALITIES

Cloud 33%

Coding 34%

Data analytics 33%

KNOWLEDGE UNLOCKS TALENT

30% Stated that school/education influenced their career choice

55% Would like more advice from school/education and **57%** more clarification from businesses

41% Of young people intending to start a career in tech would choose to do so via an apprenticeship

TAKING A SOCIETAL STAND

- It is important for **69%** of young people that **Carbon Net Zero ambitions** are part of a company's values when applying for tech roles

- Mission statements are also key, specifically for
    - racial diversity **(65%)**
    - gender diversity **(63%)**
    - neurodiversity **(61%)**
    - and LGBTQ+ representation **(60%)**

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BUILDING CONFIDENCE

72% of businesses agree young people are the answer to the skills shortage.
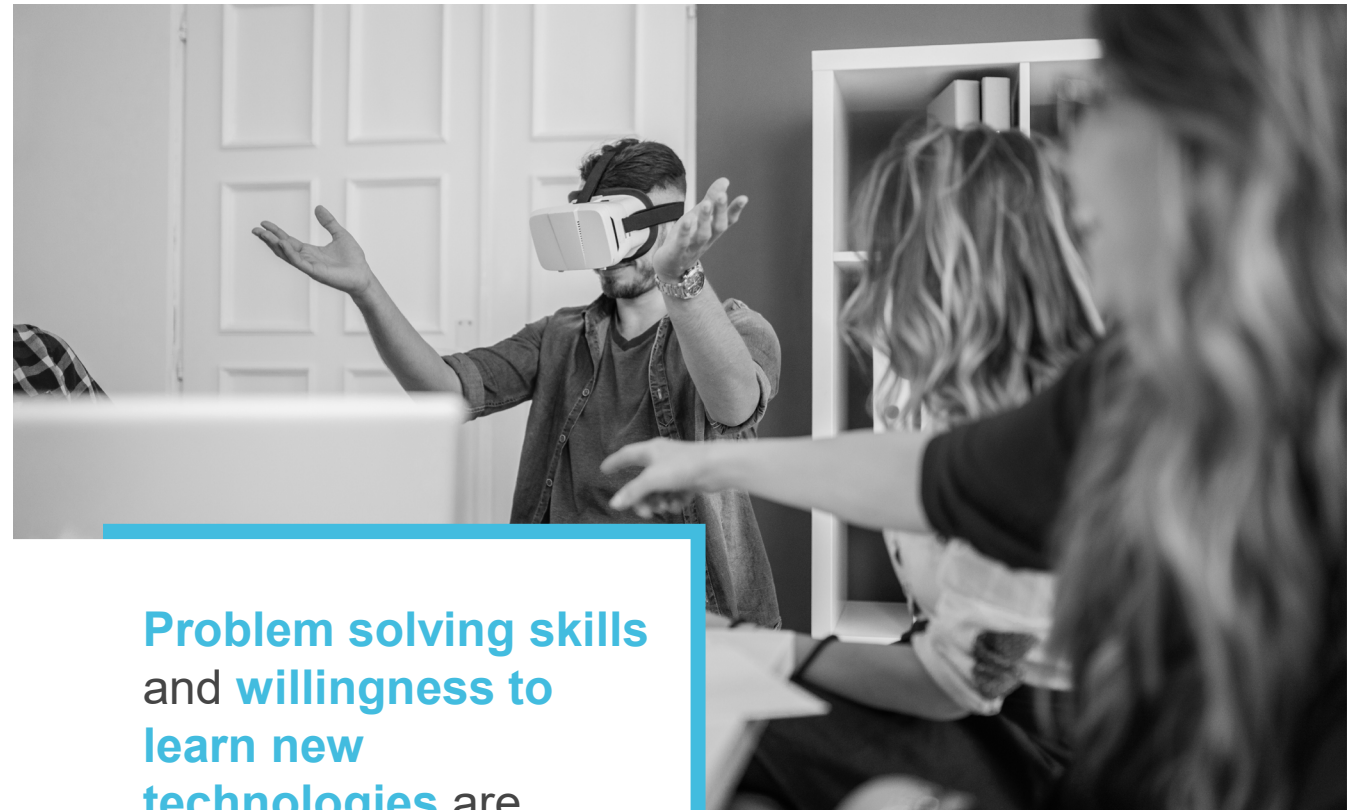
Problem solving skills and **willingness to learn new technologies** are key traits businesses are looking for when hiring young people

IMPROVING EARLY CAREERS & TRAINING

53% Of businesses collaborate with schools to attract young talent

25% Of Businesses find forecasting skills requirements a challenge

51% Of businesses don't have the resources to offer Gen Z employees tech training

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ACTIONABLE ADVICE TO APPEAL TO GEN Z TECH WORKERS

Be transparent about salary expectations

As it is the most important benefit for Gen Z candidates

Be clear about objectives & requirements

from more flexible/remote working options to Employee Assistance Programmes

Reward your young tech employees fairly

Present a wide-ranging set of perks tailored to young people

Focus on employee values

As Gen Z want to know what your company is doing to address sustainability and diversity

Improve early careers initiatives and programmes

To foster an early interest whilst nurturing and inspiring talent to develop their skills

Efficient forecasting of skills needed

This will help improve the quality of training programmes

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ACCESS MORE INSIGHTS AND ADVICE

EMPLOYER SPOTLIGHT

Universal Quantum, Brighton-based quantum computing business reveals first-hand experiences on what it takes to bolster workforces with the next generation.

Universal Quantum

THE DIGITAL GENERATION

Tapping into future tech talent

cwjobs.co.uk/the-digital-generation

Q&A

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