



Nordic GenZ Recruitment Trends 2023

**Insights into the recruitment of Nordic
students and graduates in 2023**

Agenda

- **Introduction**
- **GenZ - the big shift**
- **Recruitment Trends 2023**
- **Q&A**



Graduateland joins **JobTeaser**





The European leader in **recruiting and guiding** students and recent graduates.

Our ecosystem

250 000
recruiters



5 MILLIONS STUDENTS
and **recent graduates**

**750 EUROPEAN
CAREER CENTERS**



**A strong University Team
(40 people) to support
universities & engage young
talents**



Nordic University Partnerships Team



Leo Ljungdell Kristensen
Head of University Partnerships Nordics



Joel Hallberg
Network Manager



**Mikkel Thorup
Pedersen**
Senior Success Manager



Johanna Poutanen
Success Manager



**Michael Ortmann
Schandorff**
Success Manager



Åsa Josefson
Senior Success Manager

University Partnerships' missions

1

Ensure satisfaction of universities

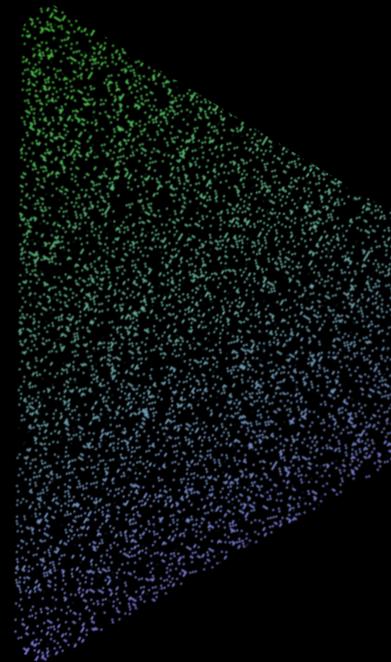
2

Help universities with engaging their young talent on the Career Center by JobTeaser





Gen Z:
the big *shift*



Data Collection

Active users

The report includes users who have logged in at least one time during the time of data collection. Inactive users have not been included.

Time of data collection

The report uses historical data from 2020 to 2022 to create an understanding of the trends and their development. The recruitment report was released in the first half of 2023.

User base

The data is based on users who are available for various job types, including part-time, full-time, internships, graduate programmes, and project/thesis collaboration. The user data is used in combination with the jobs posted by recruiters on the platform.

Interviews with top Nordic Employers

Data is supported by interviews during spring 2023.

External surveys on the subject

Portrait of Gen Z

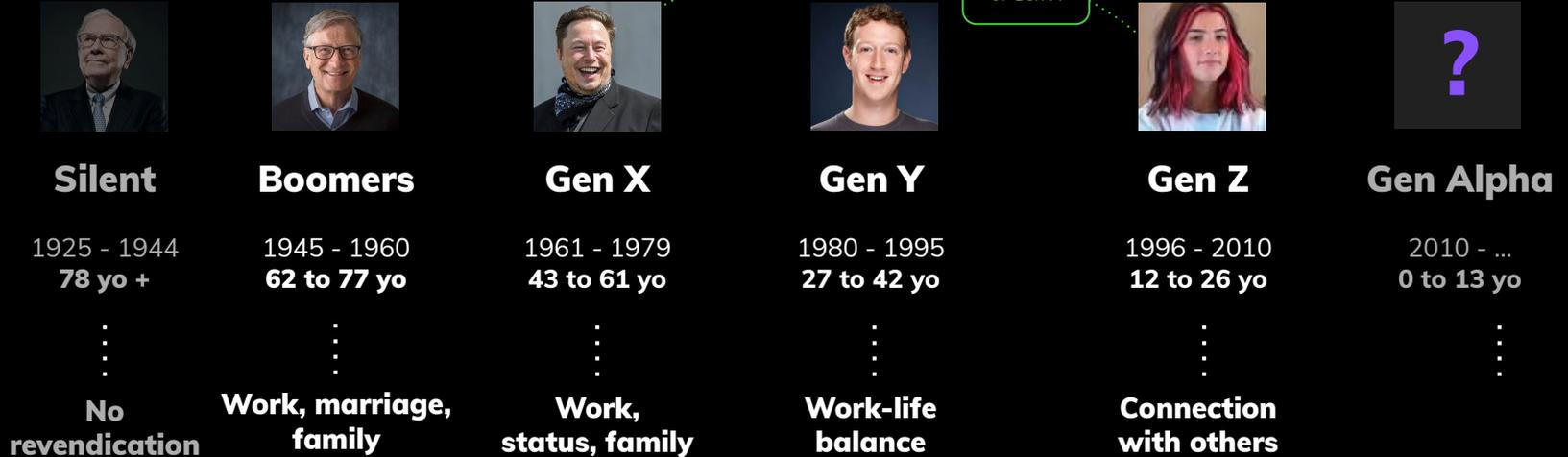
WHO ARE
THEY?



30% of your workforce by **2030**



Gen Z, the big shift



Increasing uncertainty, personal priorities >>

<< Decreasing resources, sense of obligation



Why is **Gen Z** so unique?



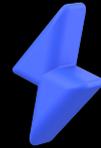
WORRIES

Brought up in
a **troubled world**.



COMMUNICATION

The first complete
digital & social natives.



PRIORITIES

Priority causes over
commerce.

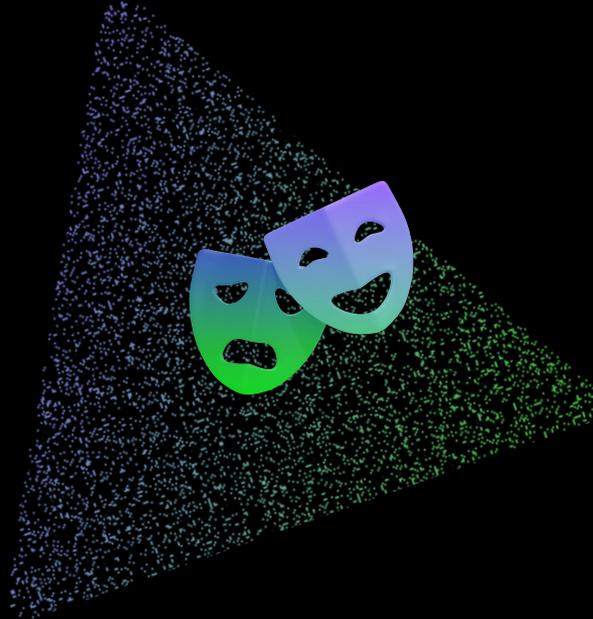
30% of workers in **2030**



Gen Z brought up in a troubled world

A **worrying**
upbringing of
**Scarcity, Crisis,
Uncertainty**

2x
mental health
challenges
than their parents



1 of 2
always feel
stressed



Hyperconnected - the first **digital & social native**

→ **2x** mobile use

4 hours per day
vs 2 hours Gen X and Y

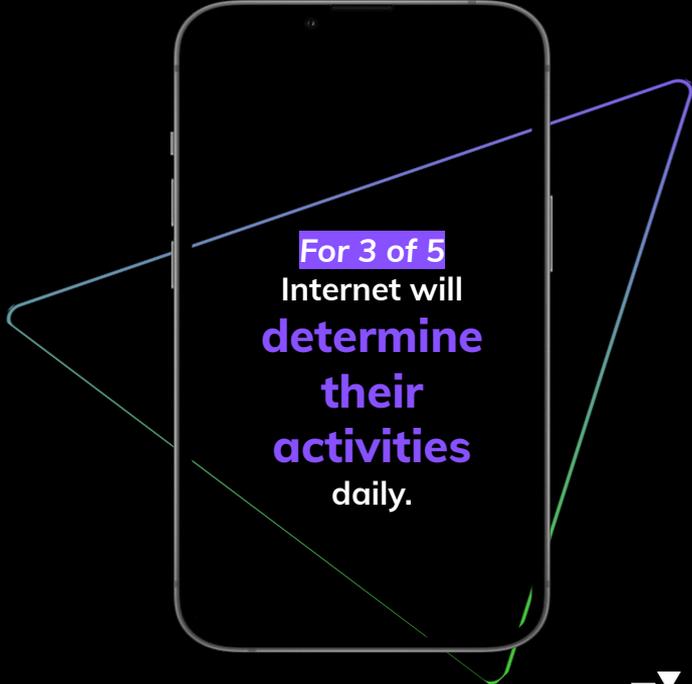
→ **65%** communicate

Communicate more online than in person

Most **uncomfortable** without

→ **12 hours internet**

access daily.



For 3 of 5
Internet will
determine
their
activities
daily.

GenZ's are values driven

1 in 2

would **refuse jobs**
without **values**
alignment.

+
equality & inclusion
security
health and wellbeing

CLIMATE
No. 1 concern
for Gen Z in
Europe

96%

believe that
companies must
address
social issues.

Gen Z embraces the AI future more willingly than their parents.



Up to 1.7x
More likely to
use AI at **work**.



Up to 1.4x
More likely to use
AI in **job search**.

**Their
Parents**



GenZ

40%+
Perception of **AI use** by
recruiters/company.



GenZ at work

→ New generation, new reality, new expectations.

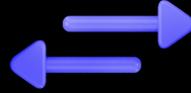
“Young people no longer fulfill themselves through work. It gives them the financial means to fulfill themselves elsewhere, in another community that they choose. For these young people,

“real life” is no longer in the company.”

- François Dupuy, academic advisor at the European Center for Continuing Education



GenZ's priorities make sense



Personal values reflecting in professional choice.

79%

Gen Z would **refuse**
a role without
meaning

52%

would **refuse** jobs
without aligned
values

60%

would **forego** high
salary for work with
impact



→ **Where does**
Gen Z **want to**
work ? 🤔



Big names no longer suffice

→ Gen Z is starting to choose intimacy.

41% #1 Small Medium Enterprise

33% #2 Big Corporate

19% #3 Independant



The Gen Z expectations personal and professional

#1

Intimate is beautiful

Connection and proximity more important than big names.

#2

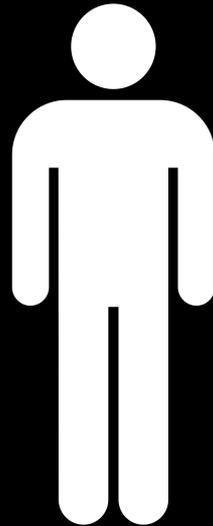
Values matter

Work must match their values for 8 out of 10 Gen Z.

#3

Authenticity and transparency

The "truth generation" expects the same from their employers.



#4

Horizontal management

Motivating, listening, and bringing together. The role of a manager is that of a **coach and partner**.

#5

Diversity & progress

GenZ is the multi-hat generation. Capture **their interest** or lose them.

#6

More collaboration

A cooperative community approach across work, life, and communication. Engage them **as collaborators** and not just as workforce.



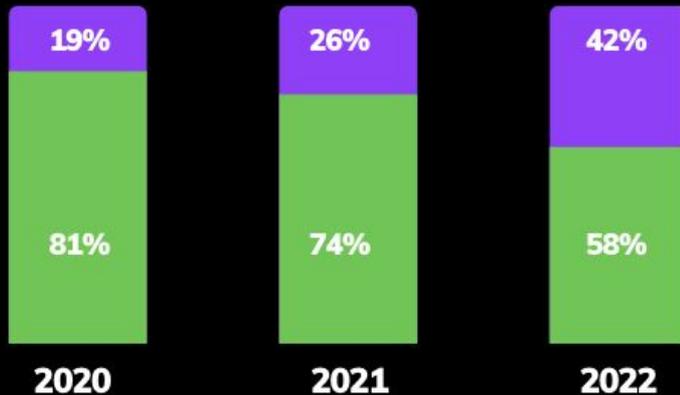


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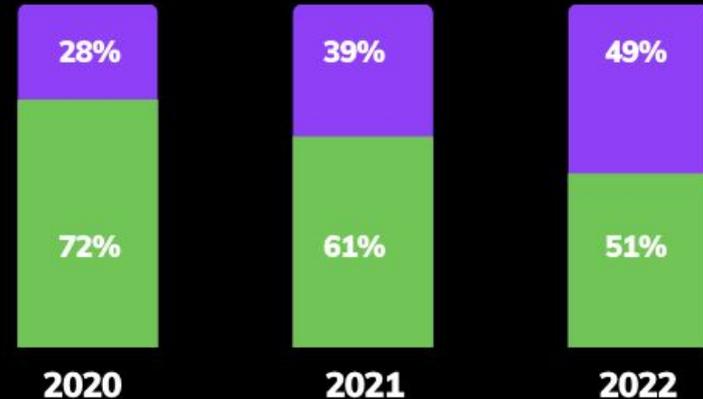
Soft skills are crazily rising in 2022

Recruiters' job posts



■ Soft skills ■ Hard skills

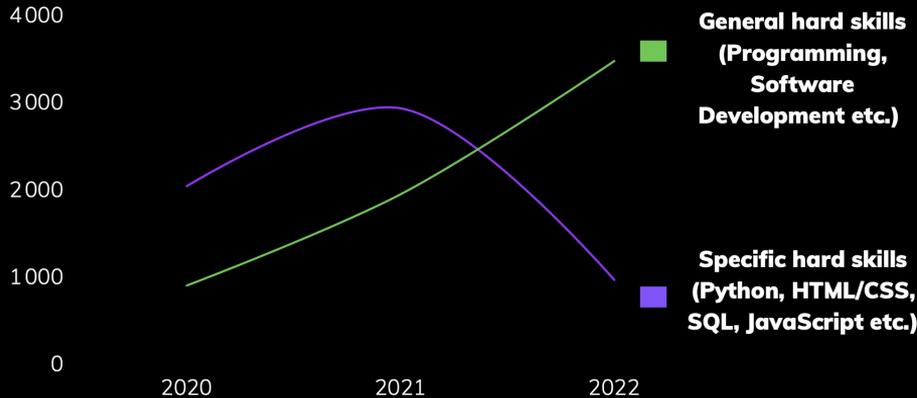
Student profiles



■ Soft skills ■ Hard skills

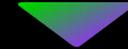
Even Hard skills tend toward less specificities

Type of Hard skills in Job ads



Distribution of skills picked by recruiters when posting a job on our platform.

The reasons ?



Priority to generalists candidates vs experts

Emerging technologies, which require companies to adapt them and work across multiple systems

The rise of **low/no-code** platforms

Rise of **AI tools**

In-demand skills

Tableau	Github	Graphic Design	AJAX
Real Estate	Illustrator	InDesign	Biomedical
Digital Marketing	Visio	Entrepreneurship	Engineering
5. Microsoft Excel	Translation	Corporate Finance	8. Finance
Unix	Google Analytics	10. Programming	UML
Six Sigma	JSON	Corp.	Interaction Design
CAD	1. Communication Skills	Communications	Microsoft Outlook
Artificial Intelligence	Typescript	Sketch	SPSS
SharePoint	Driving license	Kotlin	Bootstrap
.NET	Scala	Photography	2. Teamwork
Product Marketing	PHP	Flash	Web Design
3. Analytical Skills	Ruby	Online Marketing	Communication skills
Business Analysis	Animation	SolidWorks	ELISA
Product Design	Node.js	6. Project Management	Event Planning
Branding	Robotics	Adobe Creative Suite	WordPress
Cloud Computing	9. Financial Analysis	UX Design	C++ Programming
Due Diligence	Apache	Visual Studio	B2B Marketing
Photoshop	Data Mining	Microsoft Project	7. Data Analysis
10. Accounting	VBA	SAP ERP	Industrial Design
Microsoft Word	MongoDB	4. Microsoft Office	After Effects
XML	Sales leadership	Content Marketing	Quantitative
C/C++	IFRS	Computer Vision	Research
AutoCAD	Web Development	Service Design	ANSYS
MySQL	jQuery	Copywriting	Game Development
Prototyping	Journalism	Figma	GSM
MATLAB	GIS	CATIA	Usability Testing

Remote Work

Remote work is not enough
enhanced by recruiters



while it overperforms



Increased Focus on Employer Branding

2.8X

More engaging actions (views, clicks, followers)

Companies that share insights and content increase candidate engagement and traffic

2.2X

More reach

Companies that proactively posts engaging content reach a broader audience.

1.7X

More applications

It all comes down to this. By prioritizing employer branding, companies increases the chances of finding a great candidate

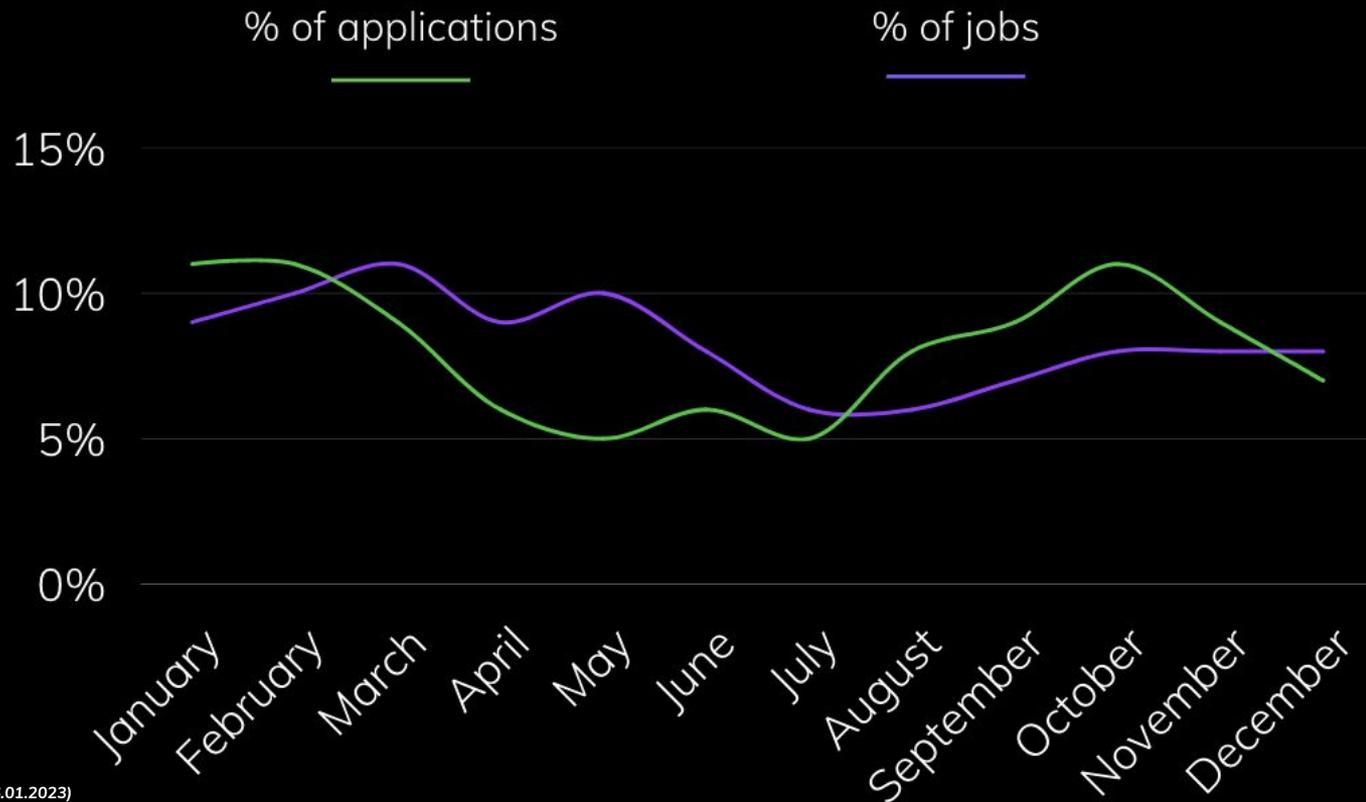
Increased Focus on Employer Branding

86%

**Employer Branding
is a top priority**

World's Most Attractive Employers view employer branding as a top priority to attract quality candidates and retain employees.

Recruitment Seasonality



Sum up

1. Companies and students prioritise **soft skills**
2. Trending towards more **general skills** instead of specific skills
3. **Upskilling** and **retention** more important than before
4. Students are getting more interested in **company values**, their mission and CSR
5. Gen Z values **flexibility**
6. Companies are changing their **recruitment approach** and are investing more in employer branding





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