The story of Gen Z

The GenZ Lab

RE REACH
RELATE
RECRUIT

JOBTEASER

Europe's largest **university talent** network.

The Career Centre for **800 universities** in **25** European countries.

Resource

Research

Recruitment

5 Million Gen Z

A study carried out by *The GenZ Lab* by JobTeaser

The GenZ Lab

Our Mission

The Gen Z Lab's mission is to provide you with information on trends in the job market, recruitment and the aspirations of the new generation.

Regular publications thanks to our data sources:

Exclusive data from our JobTeaser platform on the analysis of student and business behavior
Offer and demand, professions, skills, top companies, seasonality

Recurring or ad'hoc surveys
Annual career barometer, recruitment process, AI, mental health

Insights into the recruitment and professional integration market.
Interview, practical advice

These publications are distributed in the form of reports by email, on our online hub, via our Linkedin JobTeaser page and during our events.

Gen Z will be **30%** of your workforce by 2030

Gen Z, the big shift.

Silent	Boomers	Gen X	Gen Y	Children of Gen X → Gen Z	Gen Alpha
1925 – 1944	1945 – 1960	1961 – 1979	1980 – 1995	1996 – 2010	2010 – …
78 yo +	62 to 77 yo	43 to 61 yo	27 to 42 yo	12 to 26 yo	0 to 13 yo
No revendication	Work, marriage, family	Work, status, family	Work-life balance	Connection with others	

Increasing uncertainty, personal priorities >>

<< Decreasing resources, sense of obligation

Why is Gen Z so unique?

WORRIES

Brought up in a **troubled world**.

COMMUNICATION

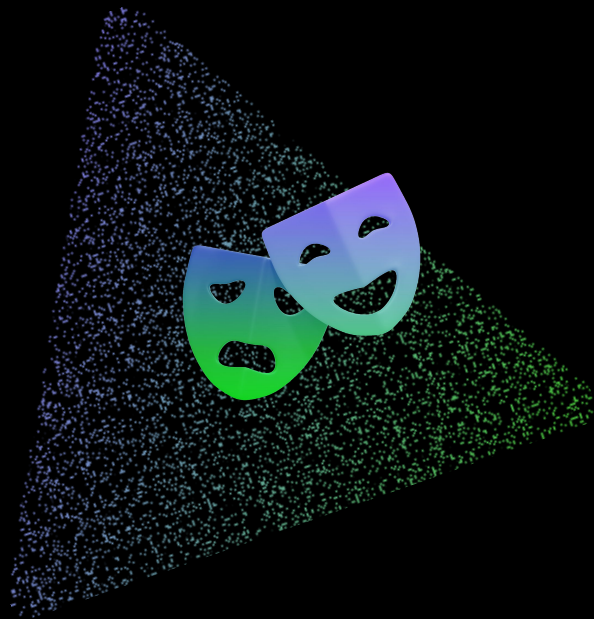The first complete **digital & social natives**.

PRIORITIES

Priorities causes over commerce.

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

Deloitte White paper on Millennials and Generation Z, 2021

Hyperconnected – the first **digital & social native generation.**

2x mobile use

4 hours per day
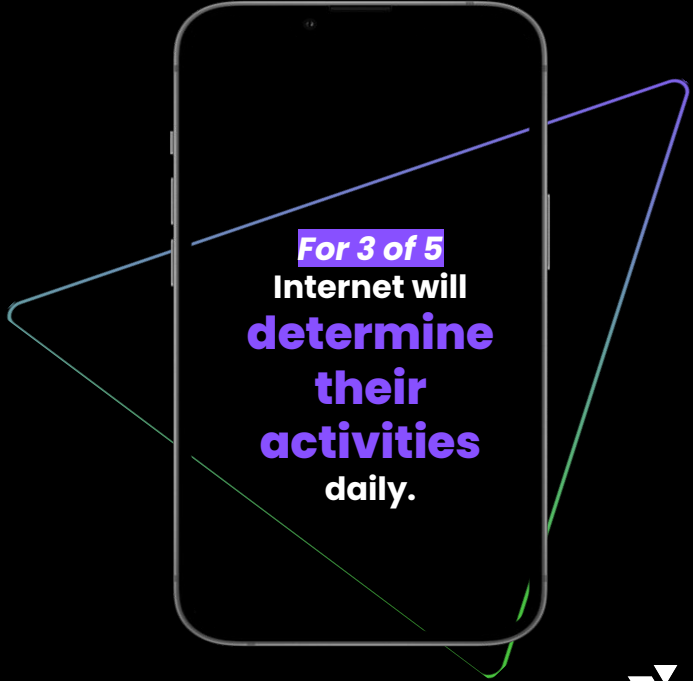vs 2 hours Gen X and Y

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.

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Hyperconnected Gen Z - they're visual.

Gen X & Y

Gen Z

WHY

Communication + Information

Communication, killing time, news, customer service

Personal Development + Entertainment

Entertainment, education, inspiration, pop culture

DIGITAL ADOPTERS ————— **DIGITAL NATIVES** ————— **SOCIAL NATIVE** →

HOW

Textual & Visual

Facebook (81%), YouTube (74%), Instagram (59%), Pinterest (44%), Twitter (45%), Snapchat (67%), TikTok (68%)

Mainly Visual

YouTube (88%), Instagram (76%), TikTok (68%), Snapchat (67%)

2x VIDEO CONSUMPTION + **40% SEARCH VIA VIDEO FIRST**

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GenZ's are value-driven.

1 in 2
would **refuse** jobs
without **values**
alignment.

CLIMATE
No. 1 concern
for Gen Z in
Europe

+ equality
& inclusion
security, health and
wellbeing

96%
believe that
companies must
address
social issues.

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Gen Z – the "truth" generation

#No Filter

On social they **seek authenticity** _not_ perfection.

#No bullshit

Highly **informed** on everyday matters
Highly **exigent** towards brands
Highly **attuned** to decipher "marketing"

82%

Respond better to
real humans
than traditional advertising.

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

The Gen Z **scarcity.**

Competition to capture GenZ early

8 of 10
of **European**
recent graduates
are already **hired**.

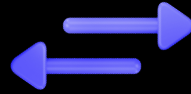The employment rate for
recent graduates in the EU was 82.4%.

Pre-graduation
recruitment
initiatives are
key.

GenZ's priorities are sense.

Personal values reflecting in professional choice.

79%
Gen Z would refuse a role without **meaning.**

52%
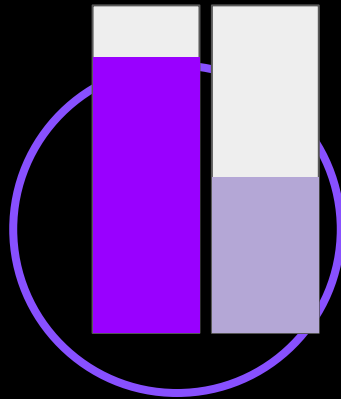would refuse jobs without aligned **values.**

60%
would forego high salary for work with **+ impact.**

Employer brand in top 3 Gen Z criteria.

8 of 10

Gen Z decide based on their employer perception

1 of 2

Employers not adapting their branding and EVP to match needs.

Eg. Diversity, sustainability, culture, brand value, and more.
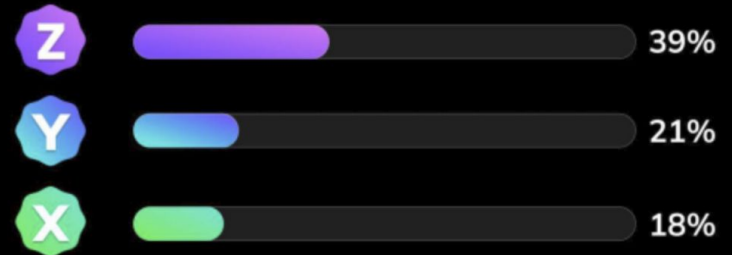
Freedom is the key for Gen Z

79%

Gen Z expect to work less than 5 years within the same organization

vs

30% of Gen X

4 Gen Z out of 10 even plan to work in the same company for less than 3 years!

< 3 years

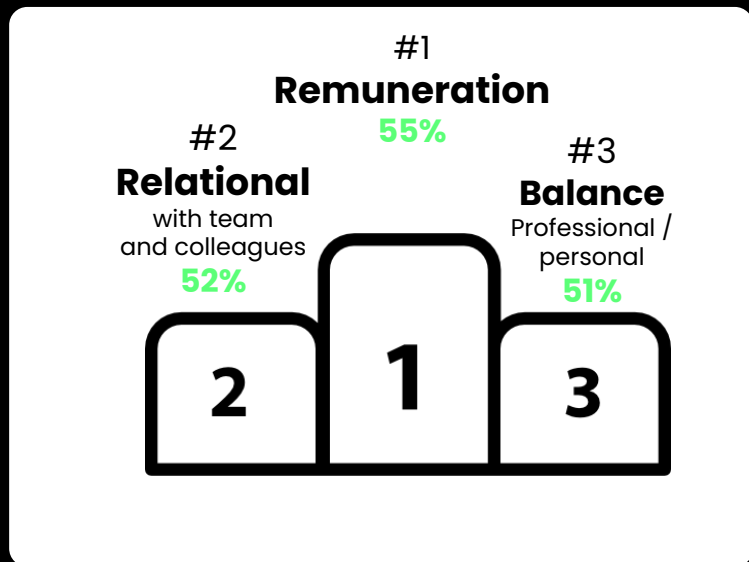|	
Z	39%
Y	21%
X	18%

The GenZ Lab

Gen Z 's expectations ?
Remuneration remains the No. 1 criterion

What are students looking for first for a first job?

To be addressed as a priority

#1
Remuneration
55%

#2
Relational
with team
and colleagues
52%

#3
Balance
Professional /
personal
51%

| 2 | 1 | 3 |

	Caring working environment	47%
#4	Meaningful work	46%
#5	A good relationship with management	43%
#6	Professional development opportunities	41%
#7	Working in a company with values	35%
#7	Attractive benefits	35%
#9	Flexibility	33%

Secondary expectations

#11	Tasks that challenge me	30%
#12	An inclusion and diversity policy	28%

Bonus

Young people are less attracted to *big companies*

Where do Gen Z want to work first?

14 %	**41 %**	**31%**	**19 %**
Very small business	**Small** business	Medium **business**	**Big** business
< 10 employees	Between 10 and 249 employees	Between 250 and 499 employees	> 500 employees

At a time when they are particularly questioning their future, the *permanent contract* is no longer the only option

What is the preferred contract for the next professional experience?

61 %

Permanent contract

39%

Others

▼

15% Fixed-term contract
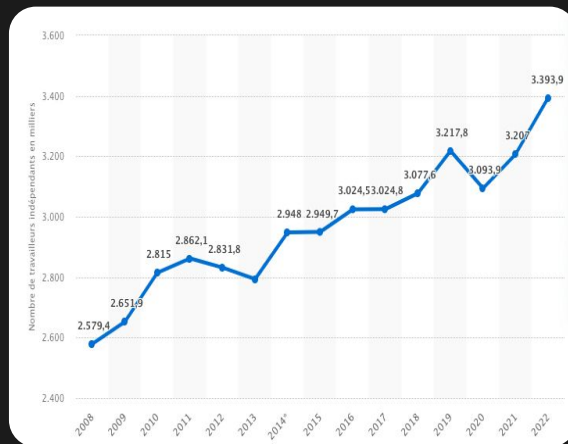
19% Entrepreneur, Freelancer

4 % others

Freelance is booming

58 %

Gen Z people want to work
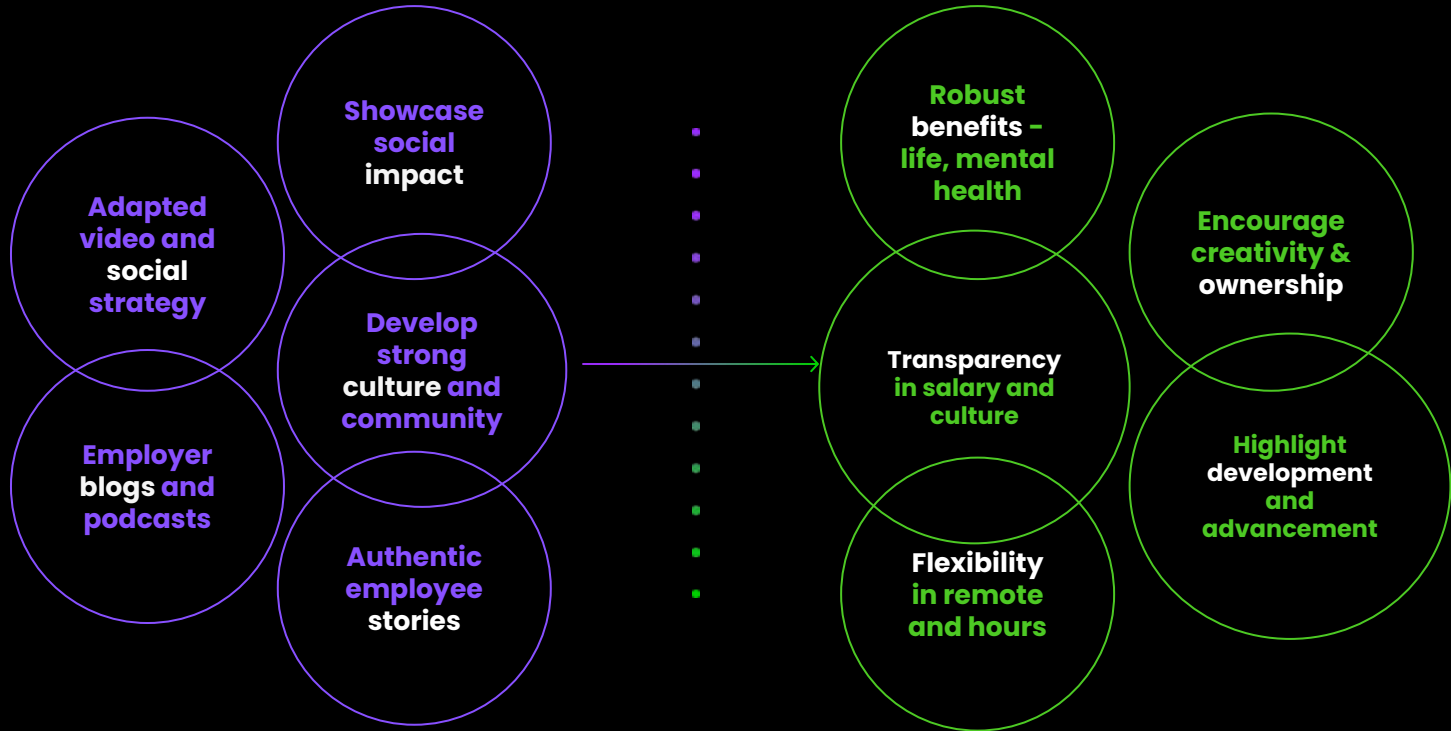freelance during
their career

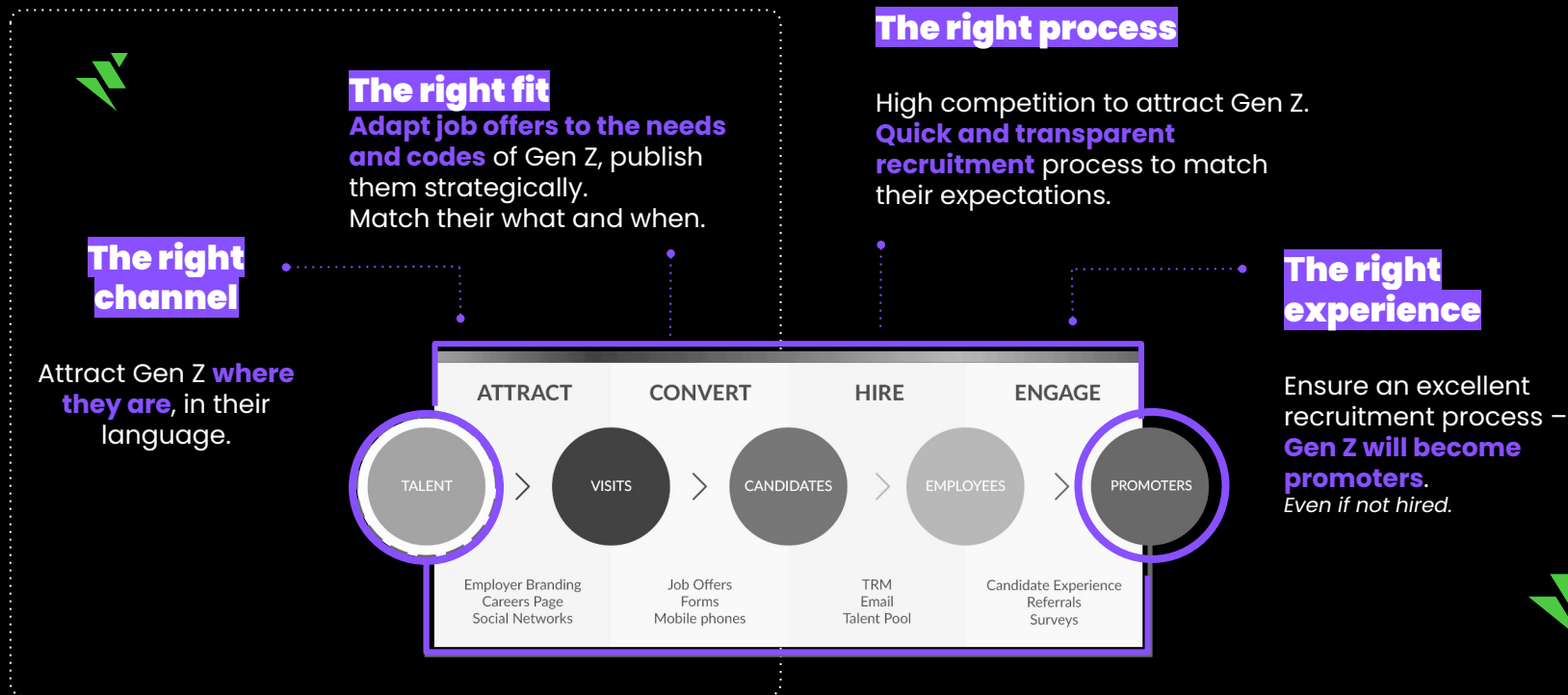## Why does *Freelancing* appeal to Gen Z?

**Evolution of self-employed workers in France
between 2008 and 2022**

- Accessible contracts in a
  context of almost full
  employment

- A way of working adapted to a
  multitasking generation

- The flexibility to work from
  anywhere with fewer constraints

- Potentially increased revenue

Effective **employer branding** for Gen Z.

Adapted video and social strategy

Showcase social impact

Develop strong culture and community

Employer blogs and podcasts

Authentic employee stories

Robust benefits – life, mental health

Encourage creativity & ownership

Transparency in salary and culture

Flexibility in remote and hours

Highlight development and advancement

Employer branding: your inbound recruiting.

The right fit
Adapt job offers to the needs and codes of Gen Z, publish them strategically.
Match their what and when.

The right channel

Attract Gen Z **where they are**, in their language.

The right process

High competition to attract Gen Z. **Quick and transparent recruitment** process to match their expectations.

The right experience

Ensure an excellent recruitment process – **Gen Z will become promoters**.
Even if not hired.

ATTRACT	CONVERT	HIRE	ENGAGE
TALENT	VISITS	CANDIDATES	EMPLOYEES	PROMOTERS
Employer Branding Careers Page Social Networks	Job Offers Forms Mobile phones	TRM Email Talent Pool	Candidate Experience Referrals Surveys

The Gen Z expectations: personal and professional

#1
Intimate is beautiful
Connection and proximity more important than big names.
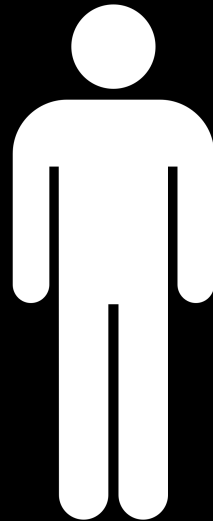
#2
Values matter
Work must **match their values** for 8 out of 10 Gen Z.

#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.

📦 BONUS
Recruiting Gen Z

5 TIPS &
INSIGHTS

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1. GenZ job offers
The key points to address

Overall

- **Adding videos on page or offers i**s definitely a must-have to catch Gen Z audience
- **Posting shorter announces** as their attention is more limited than all previous generations
- **Intelligently Using Emoji** could be a great way to easily grab their attention and more efficiency convey your message

Company Description

- **Highlight the purpose** of your company with concrete proofs of its impact. If not valuable enough, put in evidence the meaning of the missions in job description
- **Highlight the human size** of your company / department / team

Job Description

- **Valorize the responsibilities** and the contribution of the missions toward the company
- **Emphasize the management of proximity** and the feedback culture put in place
- **Enhance** the diversity proposed and the variety of people and profiles from which the recruited person will learn

What we will offer

- **Mention everything you make** to increase conviviality (events, activity, annual party,...)
- **Shows concrete proofs** of well-being (awards,..)

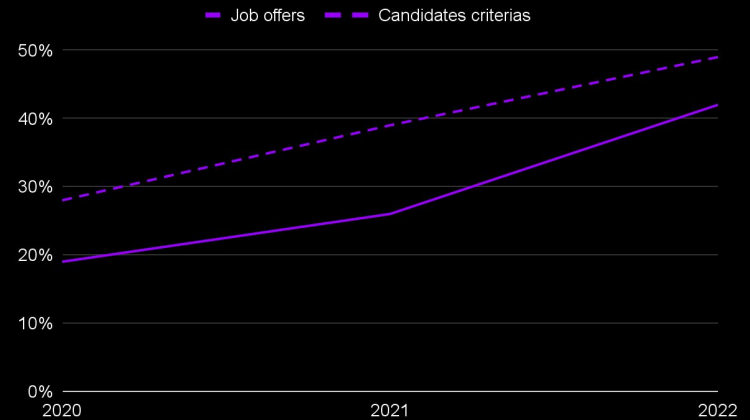## 2. GenZ skill-match
Soft skills are crazily rising

Recruiters

x 2,2
vs 2019

Students

x 1,8
vs 2019

Soft skills are increasing in demand by recruiters as well as prioritized by students (vs just hard skills)
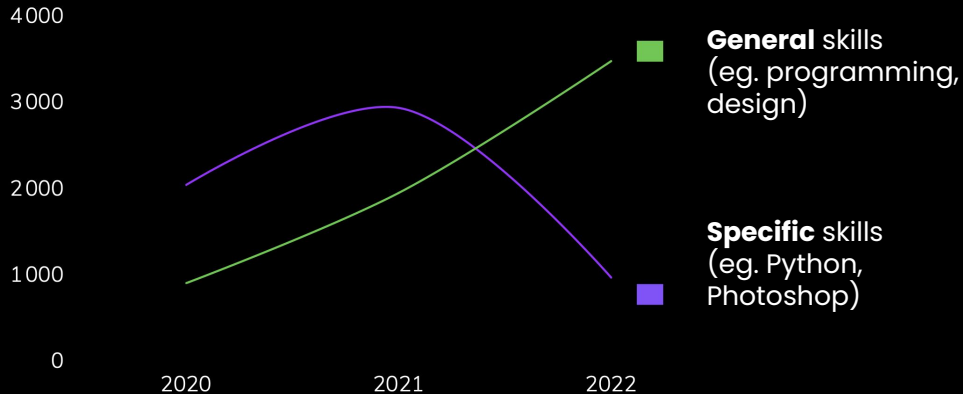
% of Soft skills in job offers / candidates researches

Legend: — Job offers - - - Candidates criterias

Y-axis: 0%, 10%, 20%, 30%, 40%, 50%
X-axis: 2020, 2021, 2022

3. GenZ profile match
General skills over specific skills

Type of Hard skills in Job ads

General skills
(eg. programming, design)

Specific skills
(eg. Python, Photoshop)

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

4. GenZ needs-match
Enhance remote to boost your ROI

Remote work is not enough promoted by recruiters

while it overperforms

51%

of users are interested in remote work

2%

of jobs actively promote remote work

2%

of jobs

16%

of all applications

4. GenZ visibility & branding
JobTeaser *Company page* help you maximize ROI

A company page allows you to **centralize** all company information relevant to candidates and target specific information to a particular segment of students and graduates.

2.8X
More engaging actions (views, clicks, followers)

By posting insights and content from the company, you engage candidates to drive traffic to your company

2.2X
More reach

Activation of your audience means reach. When you proactively post engaging content to your page, you get a much broader reach.

1.7X
More applications

It all comes down to this. By prioritizing your employer brand, you reach and engage far more candidates, improving your chances of getting those valuable applications to make your next great hire.

🚀 The sum-up

WHO
A unique generation

A generation of **crisis**

A generation of **connectivity**

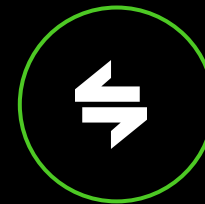A generation seeking **meaning**

Understand their position to relate.

WHAT
With strong expectations

Life before work - **flexibility** first

Transparency and authenticity

Collaboration and **connection**

Respond to demands to remain attractive.

HOW
To be recruited differently

The **right** channel, offer, and timing

A positive **employer brand** and image

Optimized, **adapted recruitment** experience

Adapt the how, where, and when.