

## Spanish employment survey

A recent report by the Economist Intelligence Unit ranks Spain 21 out of 60 countries on the quality of its business environment for nurturing talent. The report also identifies Spain as one of six countries that will experience a contraction in employment over the next three years and it is anticipated that its ranking will slip further, when the next survey results are published in 2015.

Despite reforms to Spain's employment laws that have made the employment market more competitive, businesses still struggle to find and retain the right talent to give them an advantage in the market. Because of the uncertain economic conditions that pervade the country, many hiring managers are still reluctant to ramp up recruitment efforts and instead focus only on business critical roles. Furthermore, because of the economic climate the country is also experiencing a dearth in talent, as many executives are moving overseas to take up lucrative posts in the US or elsewhere in Europe.

There are some positives, however. Businesses in the hospitality, retail and agriculture industries have all increased their recruitment efforts this year and along with growth areas such as biotechnology and pharmaceuticals, these sectors will continue to play a key role in Spain's overall recovery. A recent survey also highlighted that 70% of Spanish employers expect to see an increase in profits in 2012.

We recently surveyed *our* candidates to find out their experiences of the employment market in Spain. We were interested to discover to what extent candidates in the consumer industries were loyal to particular categories or market segments. Some of the key questions we were keen to answer were: How willing are candidates to move sectors? What, if any, are the key factors driving their motivation for change? What experiences have candidates had when applying for jobs in other industry sectors?

The survey focused on the Food & Drink, Consumer Durables, Apparel, Consumer Electronics and Pharmaceuticals industries. We hoped to discover a solution to Spain's talent problem, within the consumer industries, by highlighting both the desire of those working in the sector to move between categories as well as the synergies in the types of skills required to be successful within different consumer category segments.

The results do show that there is a strong desire by candidates, across all industries, to move into other sectors however it is clear that some sectors (particularly those with 'technical' products) are more reluctant to hire people without prior sector experience or adequate industry knowledge.

Below is a summary of some of the top-line results from the survey.

- **Base:** 276
- **88%** of respondents said they would be willing to move sectors.
- **76%** had been involved in a recruitment process for another industry sector outside of the one they currently work in.
- **32%** of those that applied for jobs in other industry sectors were successfully hired.
- **Only 20%** indicated they were not successful because they lacked the necessary experience in that sector.

**1. Those working in the consumer electronics and health and beauty industries are far more likely to move into a different industry than those working in Apparel.**

<b>WILLING TO MOVE?</b>	<b>Y</b>	<b>N</b>
Consumer Electronics	100%	0%
Health & Beauty	100%	0%
Consumer Durables	93%	7%
Pharmaceuticals	89%	11%
Food & Drink	87%	13%
Apparel	62%	38%

**2. The food and beverage industry was by far the most popular choice of respondents, followed by pharmaceuticals.**

<b>SECTOR</b>	<b>% of respondents who would consider working in that sector*</b>
Food & Beverage	73%
Pharmaceuticals	47%
Health & Beauty	39%
Consumer Electronics	31%
Consumer Durables	24%
Apparel	23%

*\*Not including those currently in the sector*

**3. Respondents indicated that the prospect of starting a new challenge as well as increased remuneration would be the main factors influencing their decision to change sector.**

<b>MOTIVATION FOR CHANGE</b>	<b>% OF RESPONDENTS</b>
New challenges	66%
Increased remuneration	60%
Gain new skills	49%
Achieve an improved work-life balance	41%
Promotion	26%
Different environment/culture	20%
Flexible working	19%
Change location	11%
Change discipline	7%
Other	2%

**4. Candidates had the most success applying for roles in Health & Beauty and Apparel. Pharmaceuticals and consumer electronics were the most difficult to get into without prior experience in those sectors. It is no surprise that these more 'technical product' industries value professional knowledge more so than any of the other industries in the study.**

<b>SECTOR</b>	<b>SUCCESSFULLY HIRED</b>
Health & Beauty	50%
Apparel	45%
Food & Beverage	38%
Consumer Durables	33%
Consumer Electronics	23%
Pharmaceuticals	16%

<b>SECTOR</b>	<b>LACKED SECTOR EXPERIENCE</b>
Pharmaceuticals	28%
Consumer Electronics	23%
Apparel	18%
Food & Beverage	14%
Health & Beauty	13%
Consumer Durables	13%

<b>SECTOR</b>	<b>IMPORTANCE OF INDUSTRY KNOWLEDGE</b>
Pharmaceuticals	84%
Consumer Electronics	67%
Apparel	60%
Consumer Durables	60%
Food & Beverage	54%
Health & Beauty	38%

**5. Those working in support functions such as IT, Finance or HR were more open to changing sectors. They were also the most successful at being hired in other industries. Those in commercial (sales, marketing) or operations roles however are less likely to be successful.**

<b>DISCIPLINE</b>	<b>% OPEN TO MOVE</b>
Support	96%
Commercial	90%
Executive	88%
Operations	76%

<b>DISCIPLINE</b>	<b>% LIKELY TO GET HIRED</b>
Support	48%
Executive	33%
Operations	30%
Commercial	27%

*Nigel Wright is committed to monitoring employment trends in the Iberian region and we may publish a more detailed report, based on our research, at a later date.*