

The ²⁰²⁴ GenZ Career REPORT

Dive into it



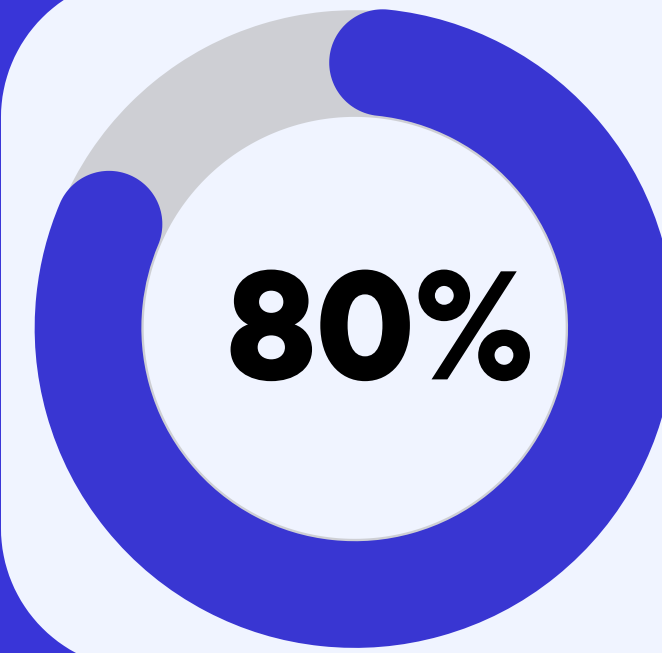
The Biggest GenZ Takeaways

Background

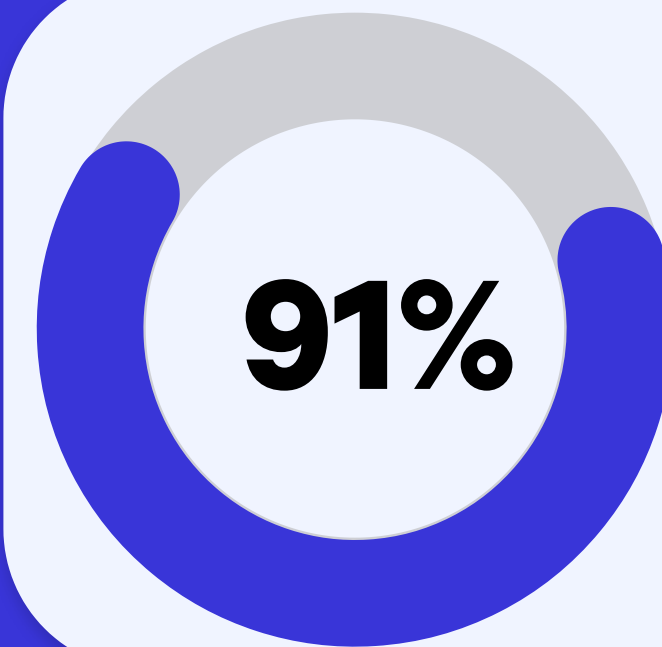
Projected to constitute over 27% of the global workforce by 2025, Gen Z is poised to become a significant segment of the UK workforce.

Talent acquisition managers, HR directors, and employee brand managers are advised to closely monitor this demographic shift. This study, conducted in collaboration with Jobvibe and The Z Link, engaged with over 243 Gen Z candidates, providing valuable insights into their preferences during the job application process.

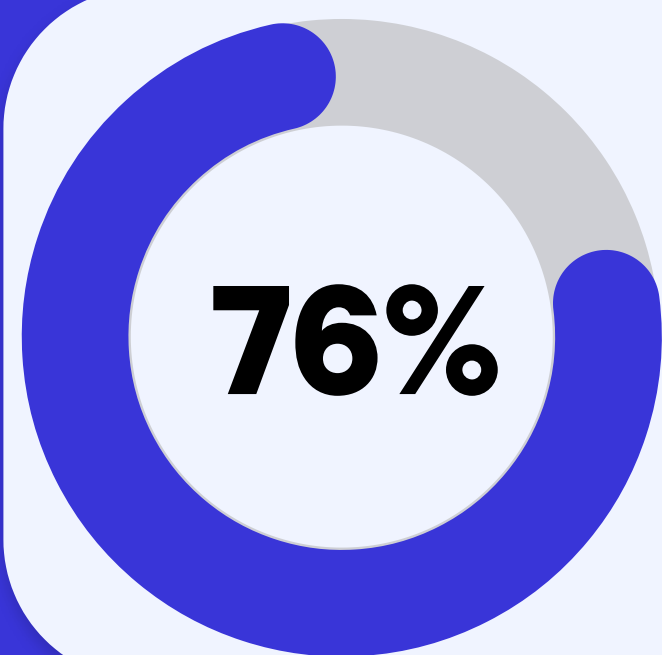
These findings serve as a strategic resource for organizations aiming to align their recruitment strategies with the evolving expectations of this emerging workforce.



Would find a job opportunity more appealing if it included a video showcasing the team dynamics or a typical day in the life of an employee, rather than a tradition text-based description.



Say a company's work culture influences their decision making to apply for a job.

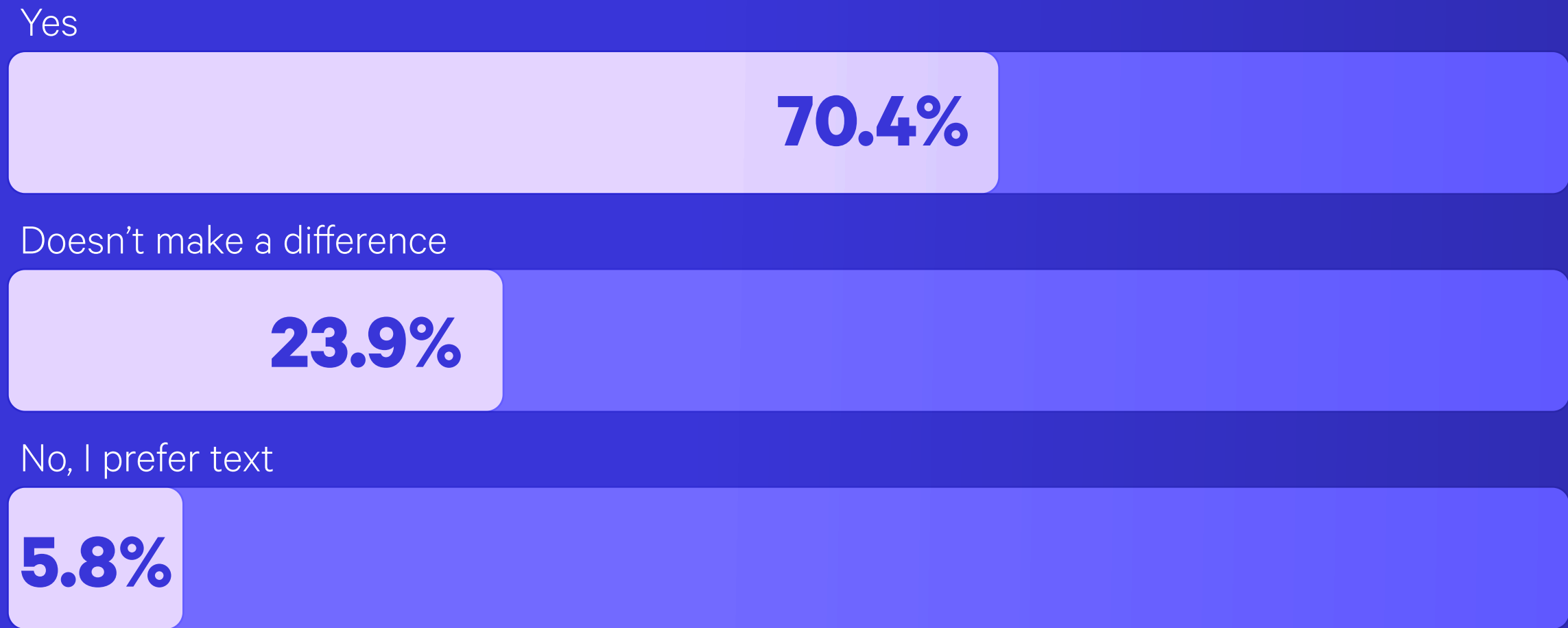


Say their prefer submitting a CV along a written cover letter instead of providing a CV along a video pre-recorded interview of themselves.



The Biggest GenZ Takeaways

Question:
Would a video portraying a company’s team and culture effectively demonstrate their commitment to their values better than written text?



We encourage you to share!



Spark conversations! Dive into the Gen Z job world – screenshot, share, and stir discussions. Amplify the experience for both candidates and hiring managers. Whether it's LinkedIn, Instagram, or your social hub of choice, spread the word. Our findings are crafted with visual flair to captivate and enlighten.

Explore our curated content! Seek out for squared guides such as on the right for seamless alignment with your LinkedIn posts. Feel free to share our example or any other content that resonates with you. Your share, your style – let's spread the word!

Let's initiate a dialogue with our communities!



GenZ prefers job opportunities with dynamic videos showcasing team vibes and a day in the life, **not** traditional text descriptions.

(Source)
jobvibe

Behind the Study.

The research report was undertaken in the UK 2024 by Jobvibe and The Z Link, who's common mission is to bridge the gap Between brands and GenZ.

The research collaboration provides insight into the a new rising workforce born after 1996, the demographic GenZ.

A total of 243 GenZ individuals were interviewed from the most prestigious universities in the UK, including University Arts London, Glasgow University, London School of Economics, Imperial College London, Clyde College Glasgow, University of Edinburgh amongst others, we thank all participants for their collaboration.

jobvibe

Jobvibe is a cutting-edge recruitment talent engagement platform that empowers organizations to enhance their visibility and boost application rates.

In the face of escalating costs and a growing demand for authentic content in the job market, Jobvibe facilitates organizations in reducing their expenditures by leveraging employee-generated content and strengthening employer branding.

[Inquire for more info](#)

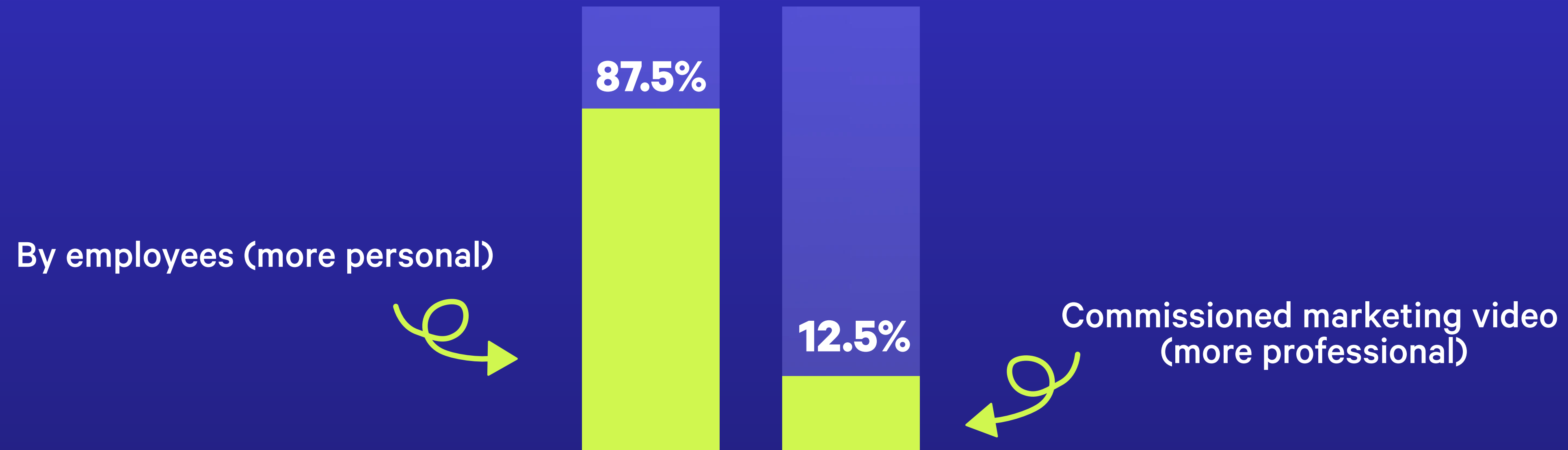
The Z Link

We are the first Gen Z-led social media agency that helps brands connect with Gen Z. Through social media marketing, strategy, content creation, and market research, our expertise is bridging the gap between generations.

Our approach is community-driven and human, and we've worked with brands such as Hearst, IKEA, the UN, and Deloitte, to help them connect with our generation.

[Inquire for more info](#)

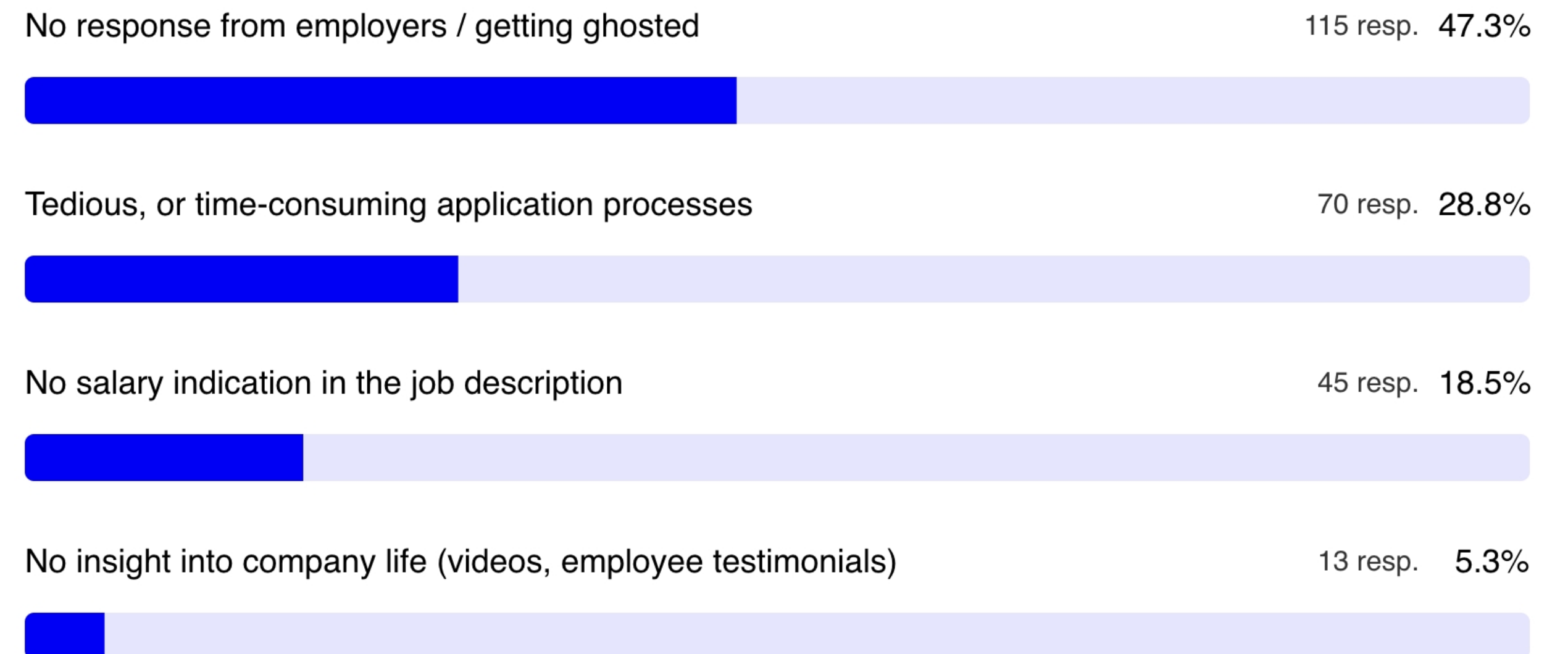
Would you prefer a video made by employees or a professionally commissioned marketing video?



Insight:

Our study highlights key frustrations among Gen Z during the job application process. Notably, 47.3% expressed dissatisfaction with the lack of response from employers, emphasizing the need for more transparent communication. Additionally, 28.8% find the application process excessively time-consuming, suggesting an opportunity for streamlining procedures. Moreover, 18.5% desire job descriptions to include salary details for improved transparency. Lastly, 5.3% seek more insights into company culture during the application phase. Addressing these concerns through enhanced communication and streamlined processes will be pivotal in attracting and engaging Gen Z candidates effectively.

What do you find most frustrating when applying for jobs?



When looking for job opportunities, do you prefer searching on job boards or exploring opportunities on individual company websites?

Job boards



Company websites



Social media

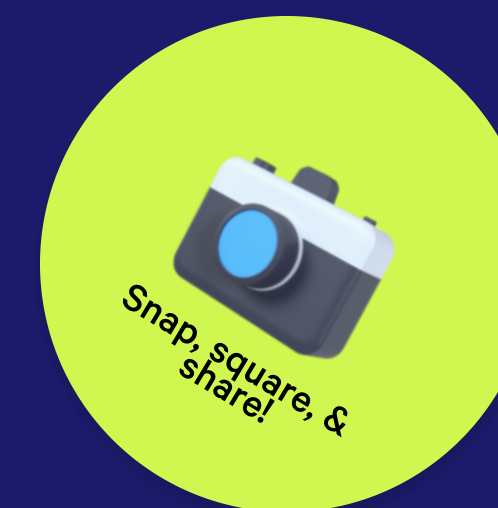


(Source)

jobvibe



*Take a screenshot of the squared area and share with your people and on LinkedIn!



How do you want potential employers to reach out during the hiring process?



(Source)
jobvibe

Insight:

When asked about their preferred work setup upon joining a company, Gen Z respondents provided valuable insights. An overwhelming 77.8% expressed a preference for a hybrid work model, allowing them to split their time between home and the office. This indicates a strong desire for flexibility and work-life balance. In contrast, only 11.5% favored going into the office for work exclusively, and 10.7% opted for working from home exclusively. These findings underscore the increasing importance of offering hybrid work arrangements to cater to the preferences of the majority of Gen Z professionals, aligning workplace practices with their evolving expectations.

Upon joining a company, which work setup would you prefer?

Option C: Hybrid work - split between home and the office.

189 resp. 77.8%



Option B: Going into the office for work.

28 resp. 11.5%



Option A: Working from home exclusively, utilizing communication tools like Slack and Google Meet.

26 resp. 10.7%



What factors do you look into when seeking job opportunities?

1

43.4%
Salary

2

25.8%
Benefits and perks

3

23%
Reputation of
the company

4

22.5%
Company Values

5

20.9%
Employee satisfaction/reviews
on platforms like Glassdoor

6

20.1%
Growth opportunities
within the company

At place 7, only 17.6% only say flexible ways of working (remote, hybrid) is what they look into when seeking new opportunities.

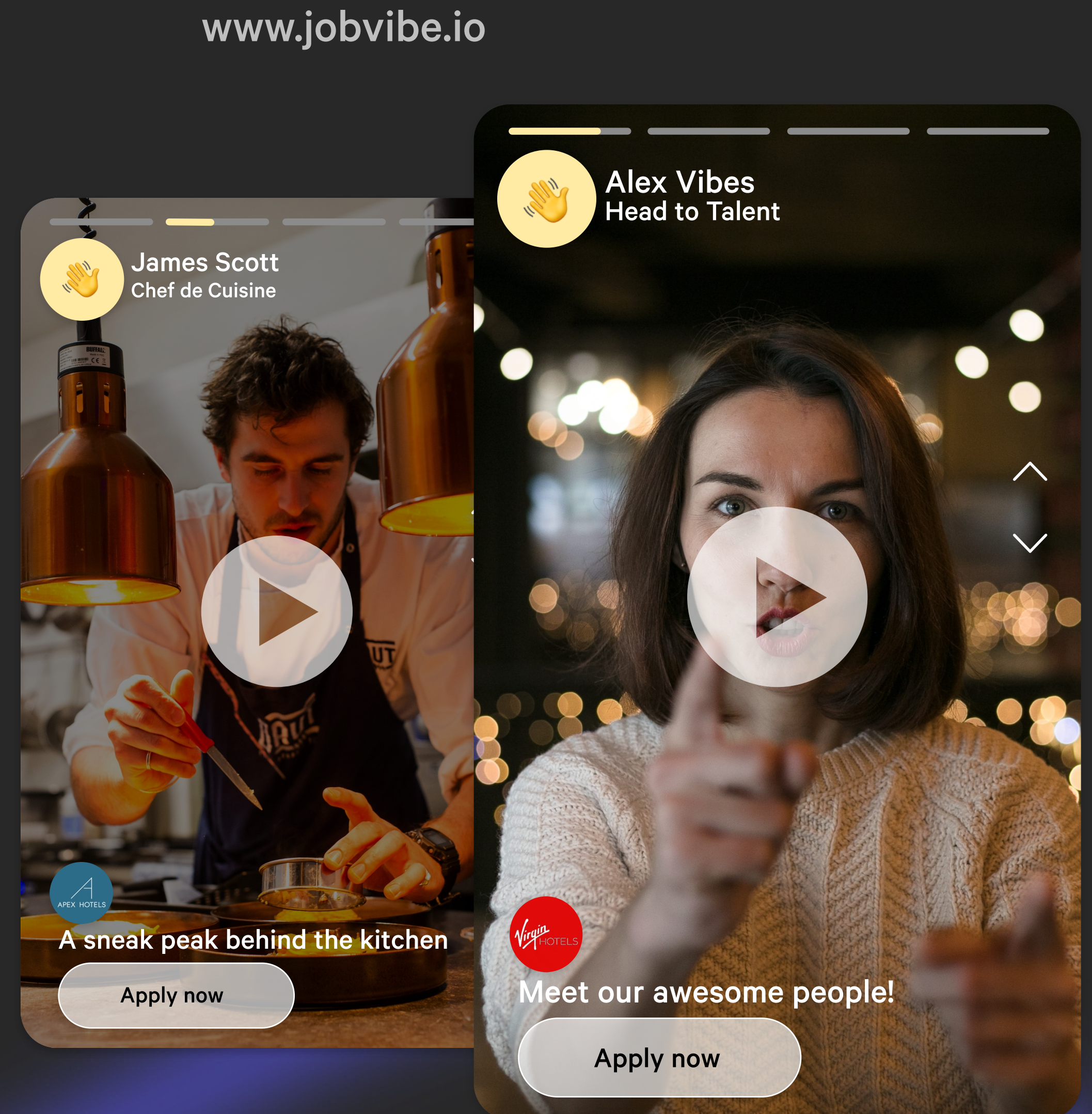
Jobvibe + GenZ Recruitment.

Elevate your recruitment strategy with Jobvibe, dedicated to bridging the gap between visionary brands and the future of talent.

Jobvibe's cutting-edge video platform tool is meticulously crafted for HR departments, empowering them to curate authentic, employee-generated content that not only amplifies brand engagement but also enhances brand awareness and application rates.

In a world where communication with the younger demographic of talent is paramount, video content stands out as a powerful medium. Jobvibe recognises the evolving expectations of today's talent pool and acknowledges that, in the ongoing war for top talent, traditional job descriptions fall short. Embrace a new era of recruitment with Jobvibe and revolutionise the way you connect with and attract the best talent for your organisation.

Interested to learn more? — info@jobvibe.io

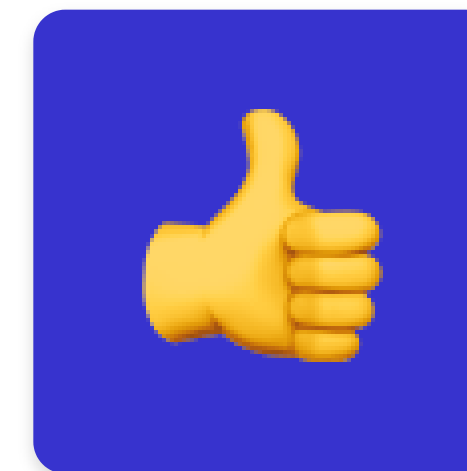


Insight:

In determining the effectiveness of showcasing a company's team and culture, our findings reveal a strong preference among respondents. A significant 70.4% believe that a video portraying the company's team and culture would better demonstrate their commitment to values compared to written content. On the other hand, 23.9% feel it doesn't make a difference, while a smaller percentage, 5.8%, prefer text for conveying such information. These results underscore the impact of visual storytelling through videos in effectively communicating a company's values and culture, emphasizing the importance of multimedia content in shaping perceptions.

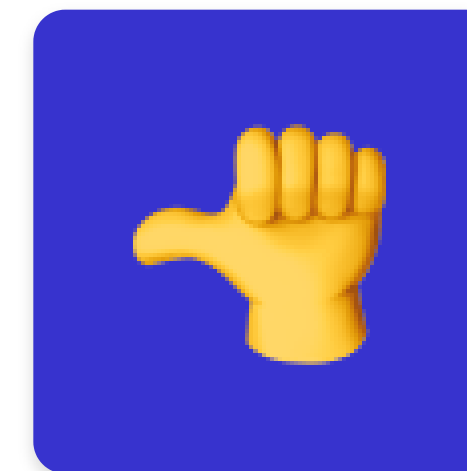
Would a **video portraying a company's team and culture effectively demonstrate their commitment to their values better than written?**

70.4%



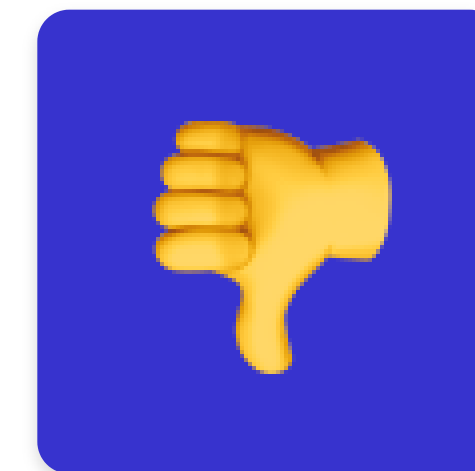
Yes

23.9%



No difference

5.8%

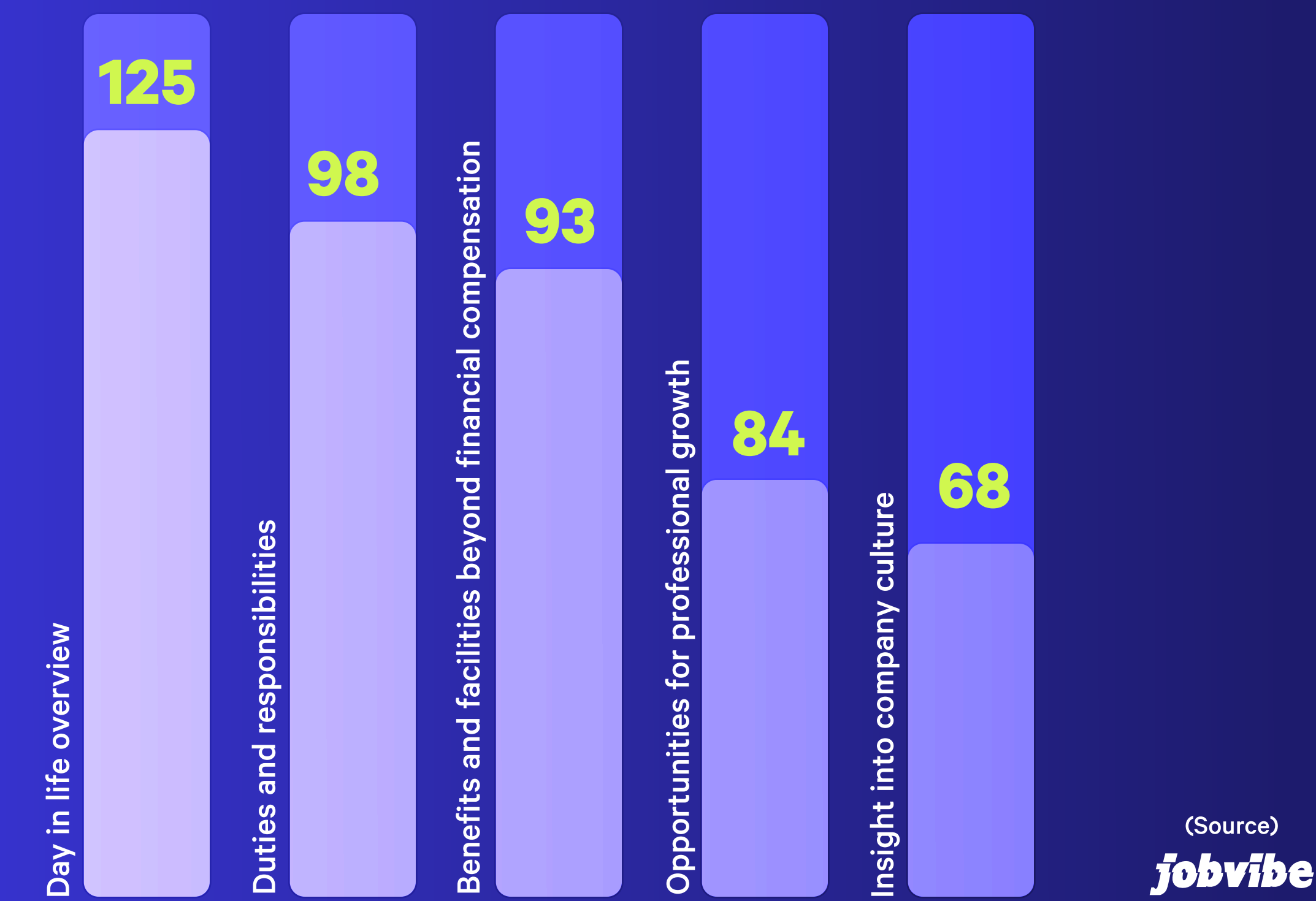


No

(Source www.Jobvibe.io)

What would you like to see in a company video?

Based on number of respondents popularity, from most to least.



(Source)
jobvibe

James Scott
Chef de Cuisine

A sneak peak behind the kitchen

Apply now

Alex Vibes
Head to Talent

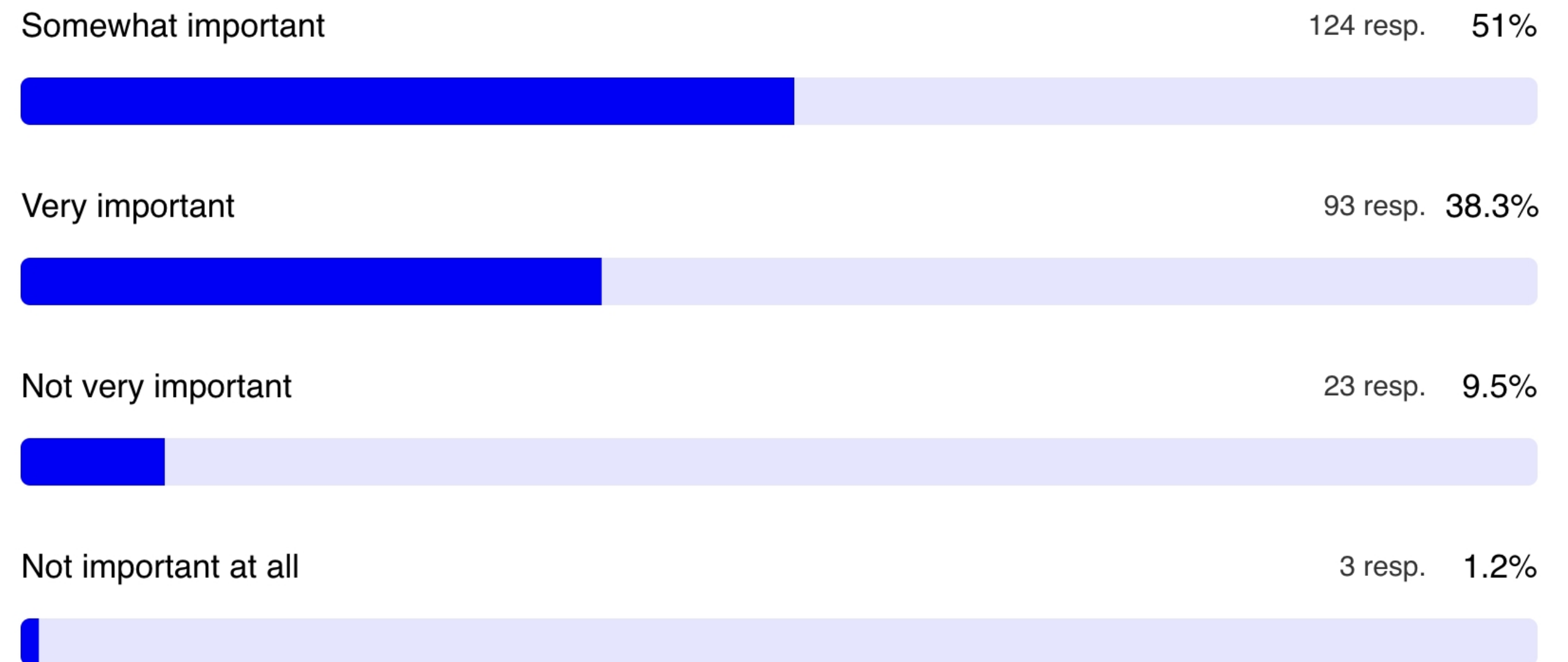
Meet our awesome people!

Apply now

Insight:

The study underscores the notable importance job seekers place on a company's commitment to sustainability and social responsibility. A majority 51% consider it only somewhat important, while 38.3% regard it as very important in their decision to pursue a job. Conversely, a small 9.5% find it not very important, and a minimal 1.2% state that it is not important at all. These results highlight the increasing impact of corporate social responsibility on job seekers' decisions, emphasizing the imperative for companies to incorporate sustainable practices to attract and retain top talent.

How important is a company's commitment to sustainability and social responsibility in your decision to pursue a job with them?



This or That? Informal interview process or formal one?

85.6%
Informal (conversations,
Relaxed atmosphere)

14.4%
Formal (structured
Interviews, traditional
Attire)

(Source)

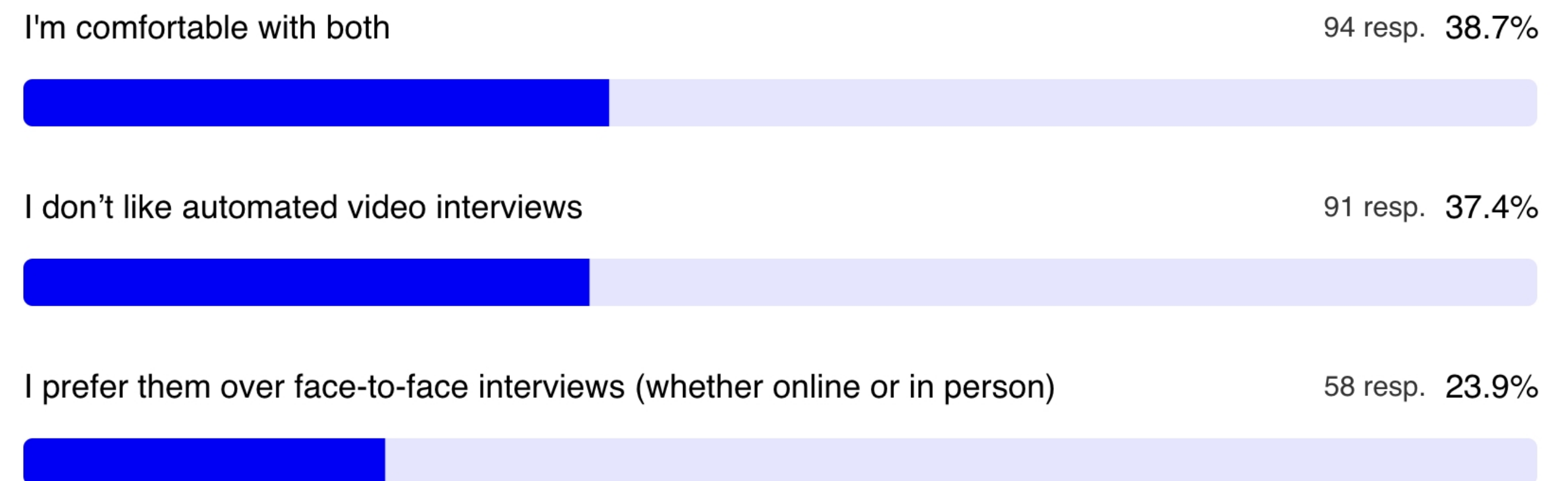
jobvibe



Insight:

The study gauged respondents' feelings regarding automated video interviews as part of the recruitment process. Notably, 38.7% expressed comfort with both traditional and automated video interviews, showcasing adaptability. On the contrary, 37.4% conveyed a dislike for automated video interviews, indicating a degree of discomfort with this format. Meanwhile, 23.9% voiced a preference for automated video interviews over face-to-face interviews, showcasing a segment that appreciates the efficiency and convenience offered by technology-driven interview methods. These findings emphasize the diverse attitudes towards automated video interviews and underscore the importance of considering varied preferences in modern recruitment strategies.

How do you feel about automated video interviews as part of the recruitment process?



How important is a company's commitment to providing ongoing training and professional development opportunities in your job search? (Eg. Budgets to attend conferences/take courses, internal training programs, etc.)

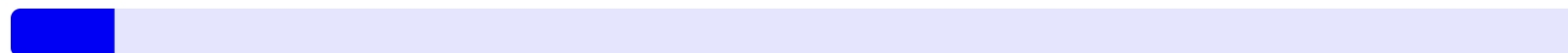
Very important 131 resp. 53.9%



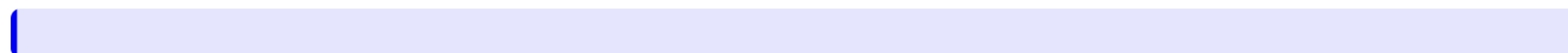
Somewhat important 95 resp. 39.1%



Not very important 16 resp. 6.6%



Not important at all 1 resp. 0.4%





What role do online reviews and ratings of a company (e.g., Glassdoor) play in your decision to apply for a job with them?

I consider them but not as the sole factor



I rely heavily on reviews and ratings



I don't pay much attention to them



(Source: www.Jobvibe.io)

Final remarks.

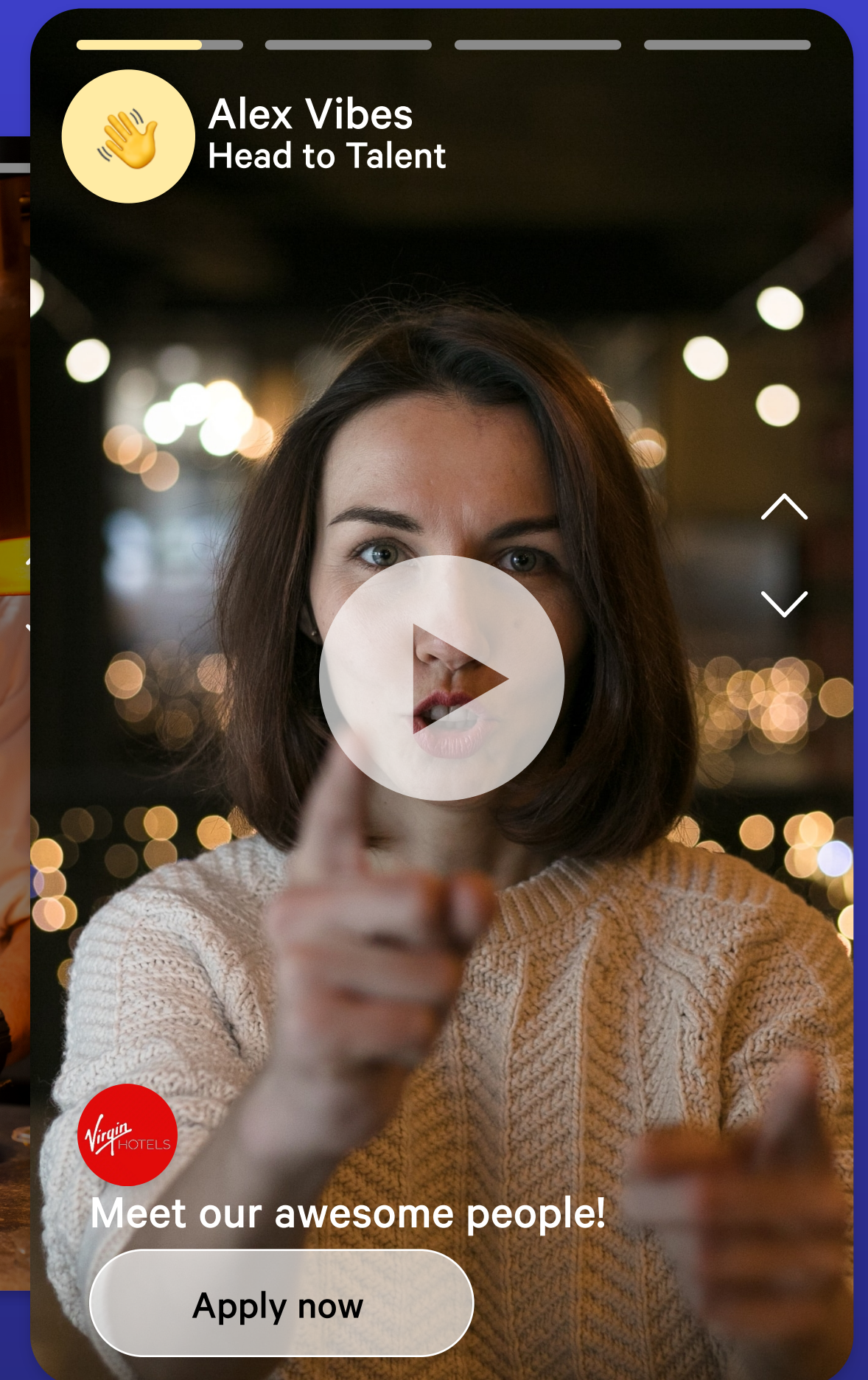
We trust that this report has provided valuable insights into the preferences of Gen Z. It is evident that video content is not only prevalent but has become a fixture in communication strategies. If you are considering integrating more video content and fostering collaboration within your organisation, we invite you to reach out.

Our team is ready to assist you in navigating these trends and tailoring your approach to align with the evolving expectations of the workforce.

Thank you for your attention, and we look forward to the opportunity to support your initiatives.

Get in touch >

Click me





Share **genuine stories:** Get your brand visible.

Employer branding specialist

Head of HR

Collaborate with your team. Create authentic video campaigns.
Share content that resonates with today's talent.

L&D Manager

Recruitment Marketing

Talent Acquisition Director

For more information please visit our website www.jobvibe.io or get in touch with our team info@jobvibe.io