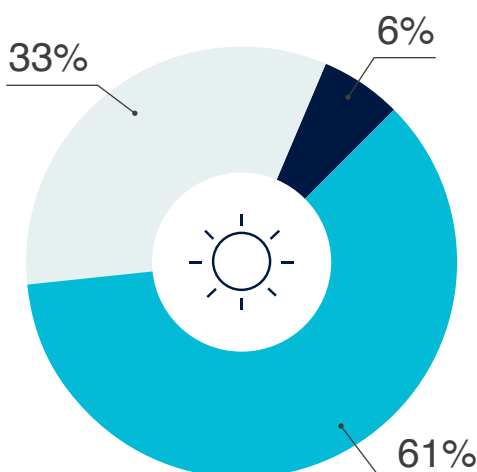
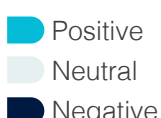


## 2021 BUSINESS PROSPECTS

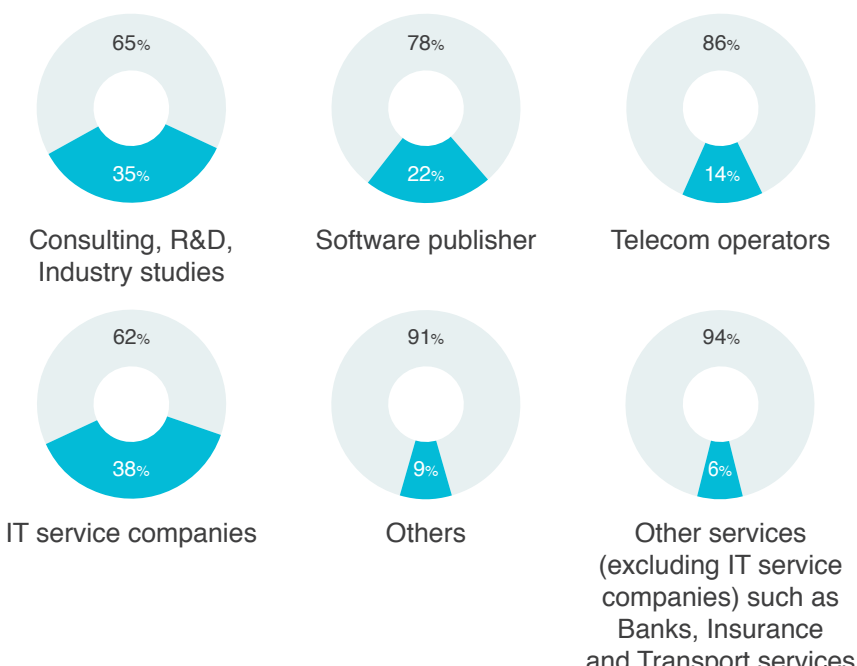
# 61%

of companies have **positive** business prospects

### Prospects



### The main sectors involved

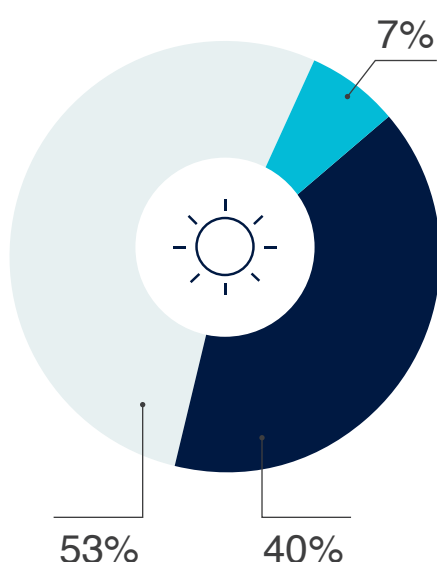
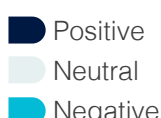


## 2021 RECRUITMENT PROSPECTS

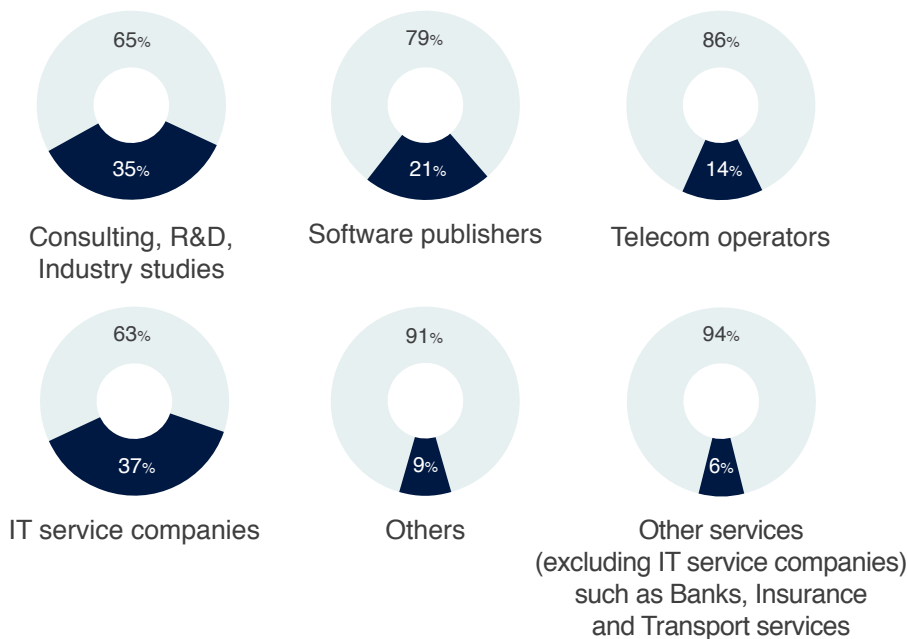
# 40%

of companies have more positive **recruitment** prospects than in 2020

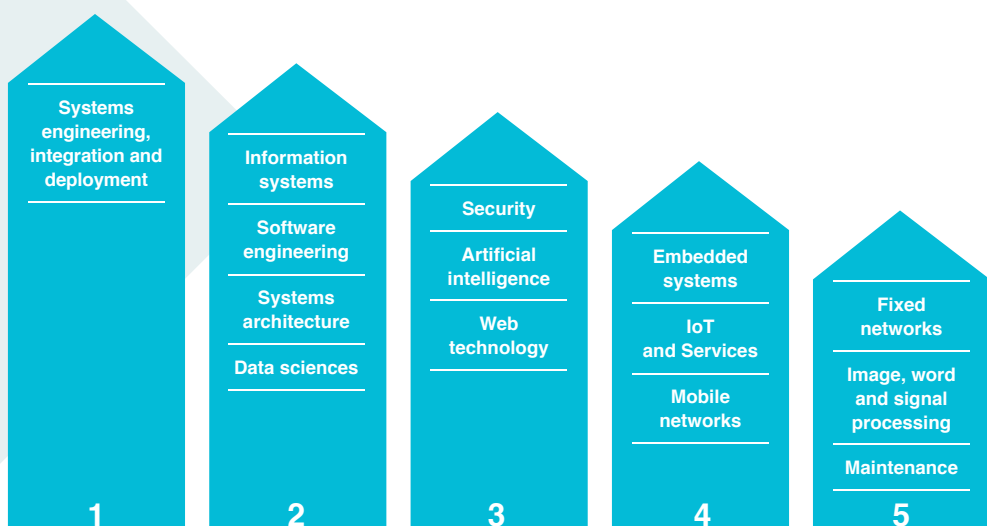
### 2020 Prospect



### The main sectors involved



## THE MOST IN-DEMAND SKILLS IN 2020



## 2021 BENCHMARKS

# 64%

of companies have incorporated the concept of the Industry of the Future into their activities

# 81%

of companies have integrated sustainable development to boost attractiveness

# 13<sup>TH</sup> DIGITAL JOBS BAROMETER 2021 ACTIVITY, RECRUITMENT AND KEY SKILLS An exceptional barometer for an exceptional year



## 13<sup>TH</sup> DIGITAL JOBS BAROMETER 2021

### Trends in the digital sector

#### Overview of 2021 forecasts

Institut Mines-Télécom, a public higher education and research institution, is positioned at the intersection of the academic and economic spheres. Strongly anchored in its regions with a network of 8 graduate schools, 2 subsidiary schools, and incubators, IMT is at the heart of an innovative ecosystem dedicated to engineering and digital sciences. As such, each year, IMT surveys the companies participating in its forums in order to collect information for its Business Tendency Barometer. The events of 2020 did not allow for face-to-face interviews. IMT therefore launched a unique online questionnaire dedicated to the digital and industrial sectors which was distributed by IMT and affiliated schools, to which 85 companies responded. It has allowed IMT to identify the major trends in the ever-changing organization of work and the labor market.

The panel is representative of the diversity in the digital sector: IT service companies, consultancies, research and development firms, industry research companies, and software developers all took part in the survey. In this questionnaire, the most represented segments are SMEs, microenterprises, and large companies.

#### Digital technology, the gateway to professional life

Having digital skills is a sure-fire way to boost employability considering the massive digital transformation of companies & factories, as well as support policies for start-ups. Consulting firms and IT service companies, which traditionally open hundreds of positions each year, therefore find themselves competing on their own ground. Globally, many companies are transforming their organization and business model. Thus, the use of external skills to implement projects related to AI and cybersecurity is no longer considered a systematic approach.

This talent war is benefiting young graduates, with almost half of the panel saying they are having difficulty recruiting due to a lack of applicants.

Charlotte Gouiard, Head of HR Tech & Candidate Experience for Mazars, says: **“We are renowned in the auditing and consulting professions, but much less so in the tech professions. However, these tech professions represent the future of our business lines, which remain complex and may be subject to a certain level of task automation. For example, we are looking for data scientists and cybersecurity specialists to optimize and make financial and accounting analyses more reliable.”**

#### New expectations for skills

The market is changing. Despite the insufficient number of applicants, recruiters are more demanding in terms of the quality of applicants, and in particular their level of technical mastery. Digitization projects were launched several years ago and become more complicated as organizations progress. Technologies are also evolving very quickly, and skills soon become obsolete. Young professionals must be adaptable and quickly mobilize new technical skills while leading their teams in more complex environments. They must learn to learn.

With this in mind, recruiters emphasize the importance of candidates having an experience abroad to learn new working methods and develop their soft skills by consolidating their English and learning another language, for example. Previously considered an “added bonus”, soft skills are becoming increasingly important in the recruitment process. With the new (tele)working model that was implemented within just a few weeks, communication holds a more important place. Future managers must be made aware of these issues during their training and adapt to this new context. With that in mind, dual degree programs are becoming increasingly valuable.

#### A slowing job market, but recruiters are still aware of their employer brand

The job market is holding up well, but its players are cautious. Some of the companies in the panel are recruiting, mainly in consulting, in response to an increase in activity. The progress made in digitalization and dematerialization has been decisive in the successful mass switch over to telework. The bank-insurance sector, which had already put these processes in place, was responsive. On the other hand, industry and services needed time to adapt. Many therefore believe that the health crisis has reshuffled the deck, creating new opportunities depending on the different markets. Despite the rebound effect of catching up on projects that were put on hold during the first lockdown, this unprecedented period facilitated innovations in customer relations and changed relationships in the workspace. Larger companies have been more welcoming to these changes. They are aware of the new expectations of the younger generations who want a hybrid work organization that also takes a responsible approach to their area of work. Moreover, more than half of respondents have already undertaken concrete actions around sustainable development and corporate social responsibility (CSR), and a large proportion of them consider that it is important to include these among corporate values, independently of core business.

**“We are convinced that the younger generation in search of this type of approach has a lot to offer us. They can help us to strengthen, and above all innovate in CSR by designing new organizational methods.”** says Charlotte Gouiard. Companies are demanding in terms of the quality of their candidates, but they have also improved their employer brand by optimizing their recruitment and onboarding processes. For example, where candidates used to be required to answer long questionnaires, they can now apply in just a few clicks.

#### Allowing each employee to find their role

Companies like Mazars are pursuing their strategy of opening up to atypical candidates, as Charlotte Gouiard explains: **“In 2020 we received 60,000 applications, compared to about 45,000 the year before. These figures can only be partly explained by the pandemic; today, many candidates see their careers in terms of a rebound, and they are therefore more open to the market. We have kept up with this new approach and we are hiring more atypical profiles. For example, we recruited a candidate with digital marketing skills who had a project to create a start-up but wanted to acquire the financial knowledge necessary for the success of their project. We clearly position ourselves as a springboard for careers.”**

#### The most sought-after profiles

The jobs offered by companies on the IMT panel demonstrate the diversity of career paths when a candidate shows mastery in the digital sector. At the top of the list of 2021 trends are software and network research and development, as well as engineering, integration, and system deployment. A little less than half of respondents are interested in expert profiles in architecture & engineering. As an immediate consequence of the health crisis, digital networks and infrastructures are very much in demand with the rise in teleworking, so demand for maintenance has increased dramatically and represents a real business trend.

Big data continues its progression year after year, neck and neck with consulting roles. Production jobs rank ahead of auditing and finance positions, which are undergoing rapid change. In addition to the core technical roles, companies are also hiring salespeople, as well as some marketing roles.

#### Specialties that make a difference

Design and development engineers, analyst engineers, systems and network architects, IT project managers... These are some of today's most sought-after roles. More specifically, the most in-demand specialties concern engineering, integration, and systems deployment, followed by information systems. Software engineering and system architecture are next in line, equal with big data.

Artificial intelligence has a prominent place in the 2021 trends. Indeed, many companies have passed the Proof of Concept (POC) phase and are starting to industrialize their AI-based process. Current events have also confirmed the importance of security, and that companies value this specialty.

Survey conducted by IMT Training Department among 70 companies, including partner companies of IMT schools (IMT Atlantique, IMT Lille Douai, IMT Mines Albi, IMT Mines Alès, Institut Mines-Télécom Business School, Mines Saint-Étienne, Télécom Paris, Télécom SudParis, EURECOM, InSIC) or partner companies of its network of schools (ENSEIRB-MATMECA Bordeaux, TÉLÉCOM Physique Strasbourg, TÉLÉCOM Saint-Étienne, TÉLÉCOM Nancy, SIGMA, ESIGELEC, ENSG Nancy, ENSSAT, ENIB, ENSEEIHT).