

IAB Canada

Barometer Report:

Remote Talent in a Connected World

May 2021

Barometer Respondents

Senior Level Decision Makers on Both the Buy and Sell Side

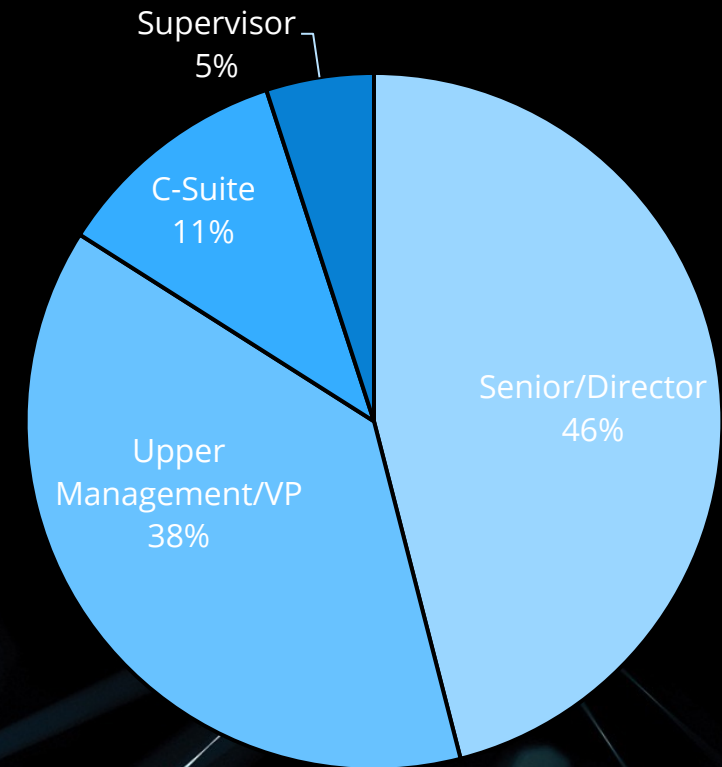
- 95% Senior/Director Level +
- 88% are Involved in the Staffing Decision Making Process

Equal Representation

- 48.5% Buy-Side
- 51.5% Sell-Side

In Market

- April 29th to May 8th, 2021



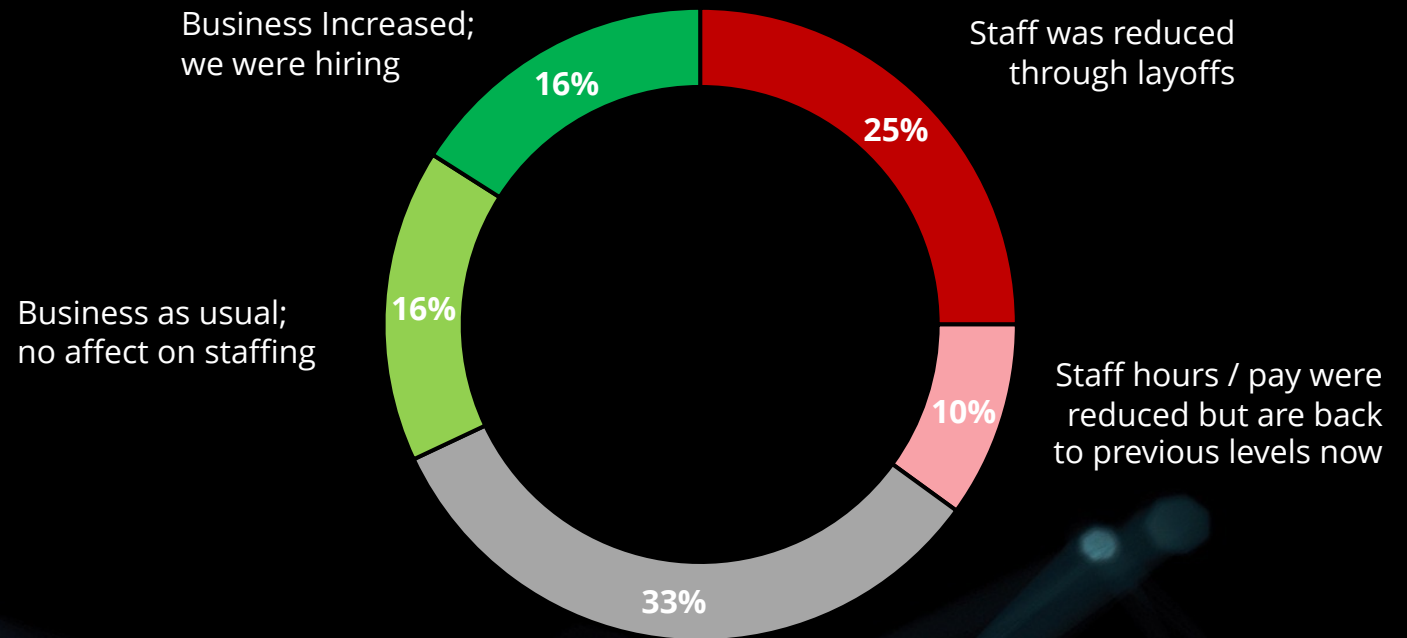
The Pandemic

You know we have to talk about it.

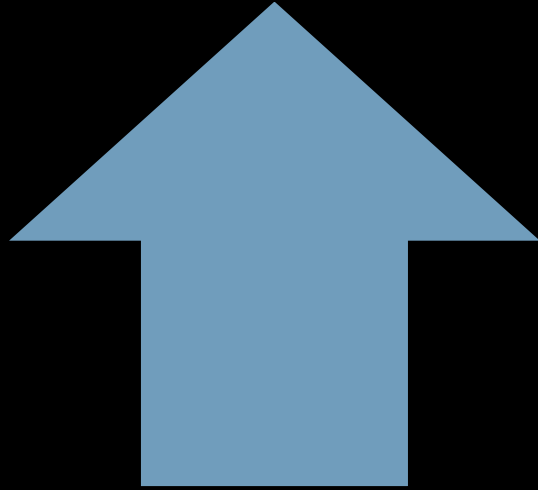
COVID's Impact on the Digital Workforce

The pandemic caused nearly everyone to evaluate their staffing needs and make difficult decisions.

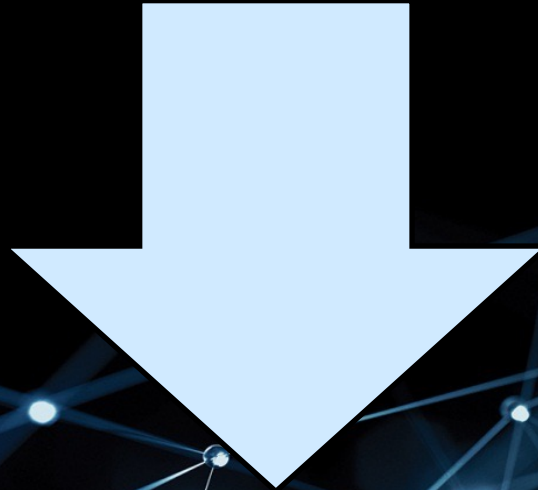
- 35% of organizations were faced with having to reduce staff or staff pay.
- 33% were able to avoid layoffs by cutting costs elsewhere.
- 16% saw their business increase.



The Industry is Exhausted.

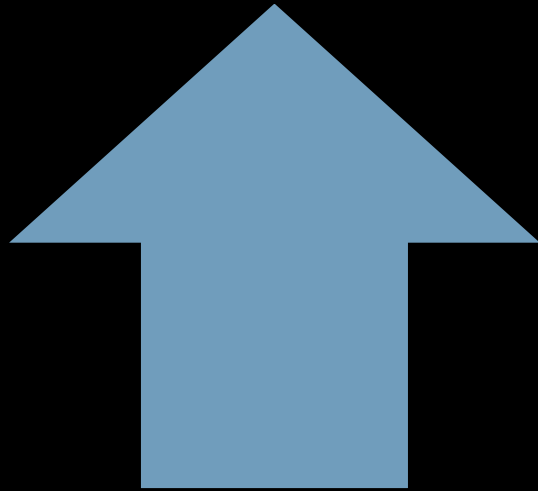


41% stated that their team is more productive working from home

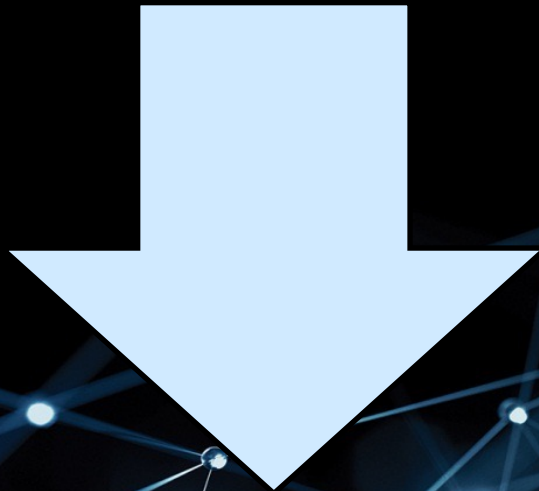


78% said that staff is working longer / more hours.

The Industry is Exhausted.



26% believe work/life balance has improved



84% say staff feels burnt out and more stressed

But, Things Are Looking Up

Vaccines are starting to roll out and when asked if they anticipated any new new staffing changes for 2021:

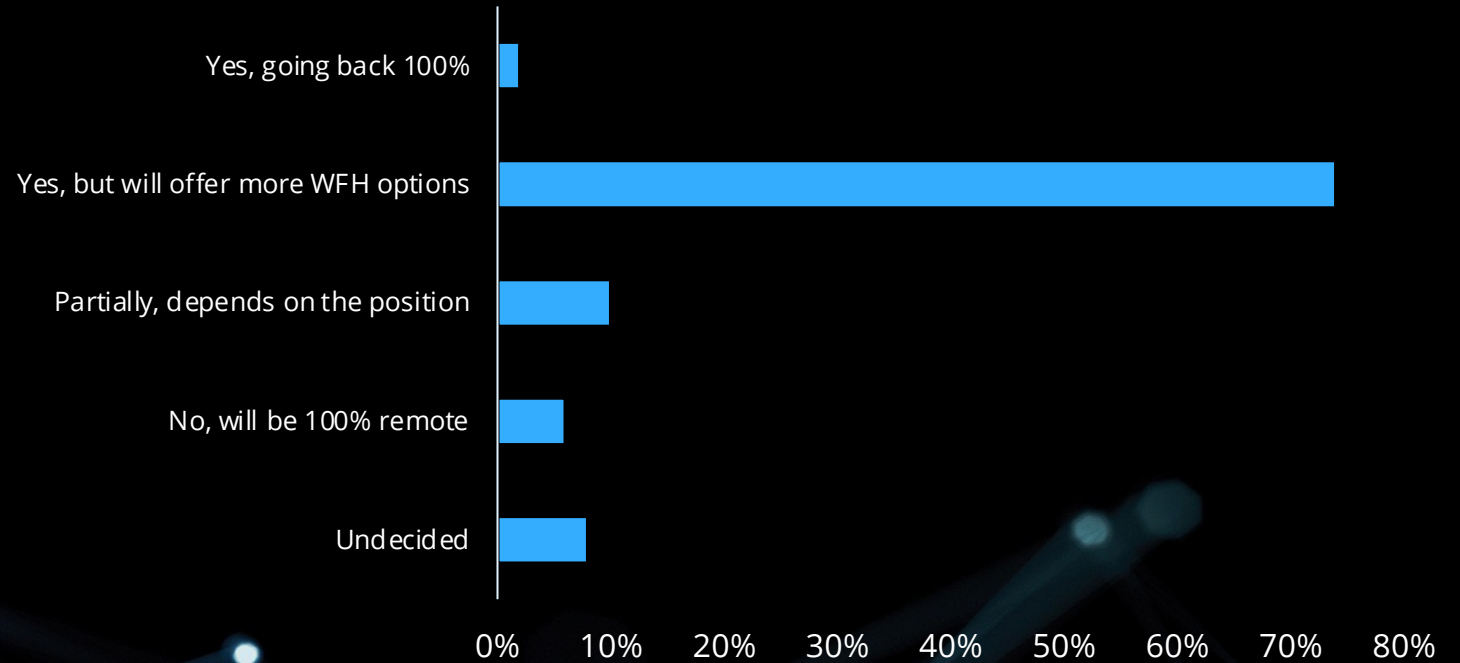
66%
said they
are hiring

29%
are back to
business as usual

What is the new 'business as usual'?

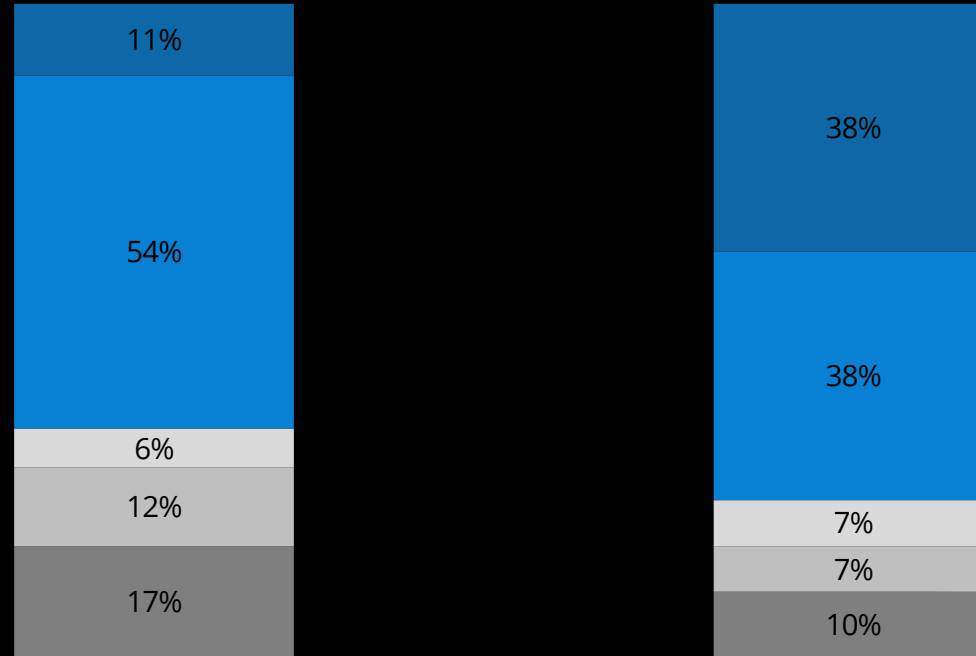
When given the OK, **76%** of organizations will be heading back into the office.

- Buy-side respondents were more likely (88%) to say they will go back to the office but most will offer staff the option to work from home more often.
- None on the buy-side responded they would be staying 100% remote.



And *where* will the new talent come from?

The buy-side is more open to hiring new staff from outside of their immediate area with **17%** saying new staff can come from *anywhere* but the majority of those surveyed want staff to be physically in the office when they reopen, at least part of the time.



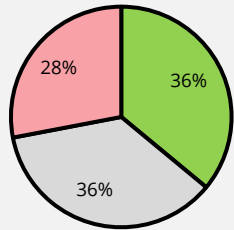
Buy-Side

Sell-Side

- No, must be able to come into the office when we reopen
- New Talent Can Come From Anywhere but must be willing to come into the office at least part-time
- Yes, but not outside the province
- Yes, but not outside of Canada
- New Talent Can Come From Anywhere and Work Remotely Indefinitely

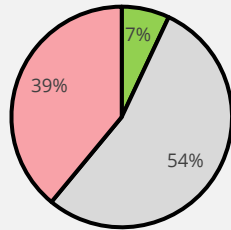
What Candidates Are Looking For

Flexible Work Hours



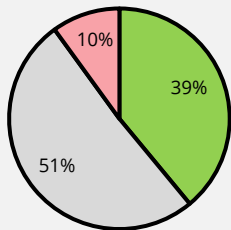
■ All ■ Some ■ None

Permanently Work From Home



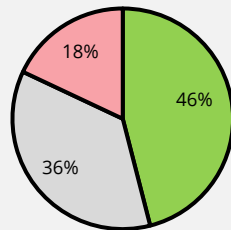
■ All ■ Some ■ None

Mix Work In-Office/Home



■ All ■ Some ■ None

Ext. Health/Wellness Benefits



■ All ■ Some ■ None

Most in Demand:

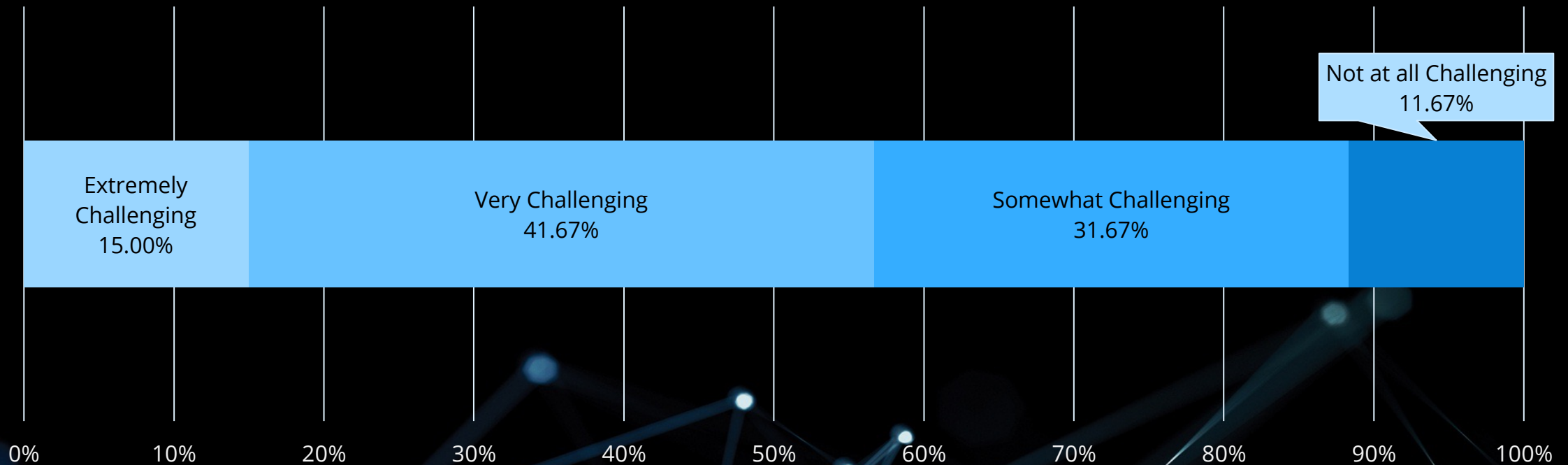
- ✓ Health and Wellness Benefits
- ✓ Flexible Work Hours
- ✓ Mix of Working from Home and Office

Hiring in 2021

Who's in Demand?

Good Help is Hard to Find

To your knowledge, how challenging is it for your organization to find qualified individuals with up-to-date digital skills?

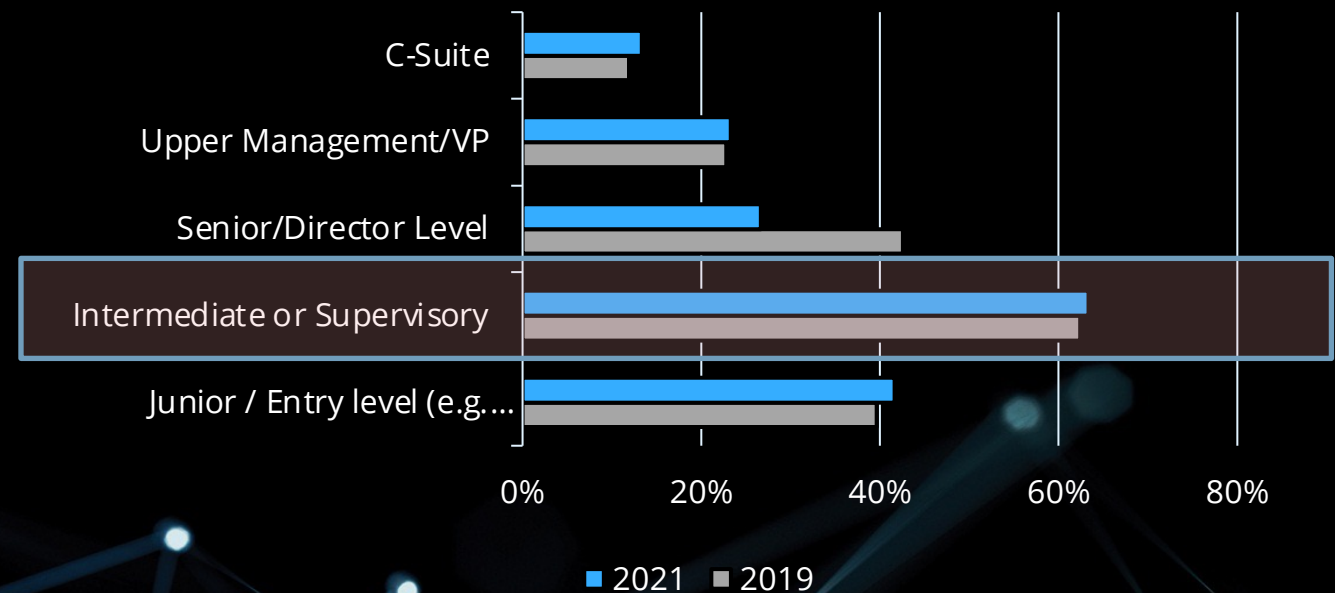


The Need is at All Levels







- **78%** of organizations are in-market looking for talent with up-to-date digital capabilities or deep technical expertise.

→ 20% have *MANY* open positions.

- The digital skills shortage most pronounced at the Intermediate/Supervisor level.

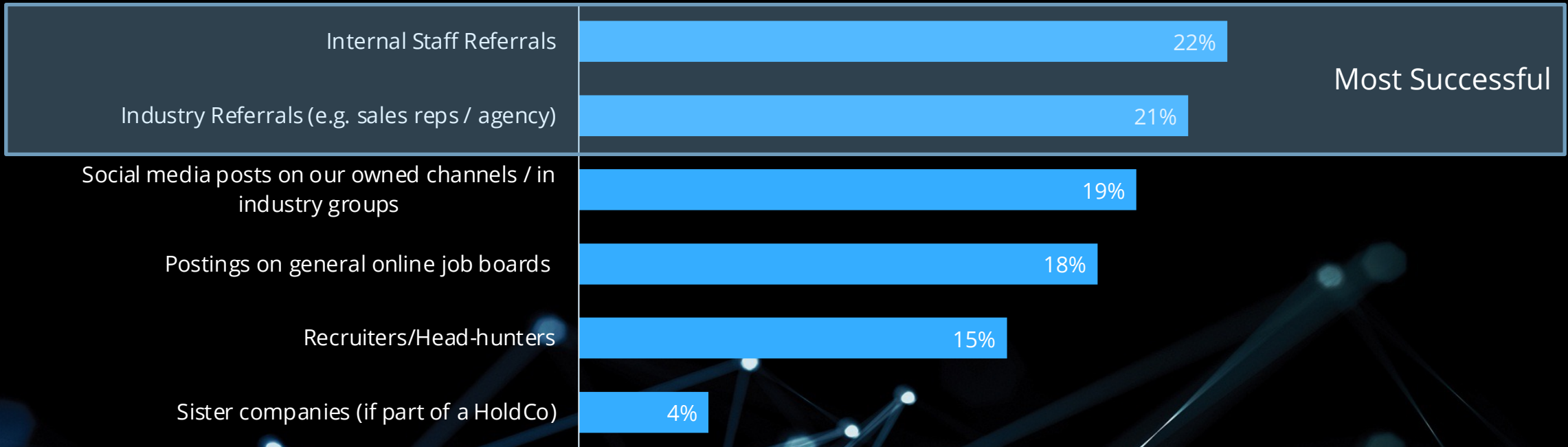


The Skills in Demand are Still the Same

Digital Roles/Skill sets that are in the greatest demand, but shortest supply	Current Demand	2019 Demand
Data Drivers - Analysts, Data Processing, AI, etc.	1	1
AdTech/Ad Ops	2	2
Strategy & Planning	3	3
Specialty Areas - Search, Social etc.	4	4
Technology - CTOs, Senior Technical specialists etc.	5	5
Sales	6	7 
Account Manager	7	8 
UX - User Design specialists	8	6 
Design/Creative	9	9
Administrative	10	12 
Other	11	10 
C-Level Management	12	11 

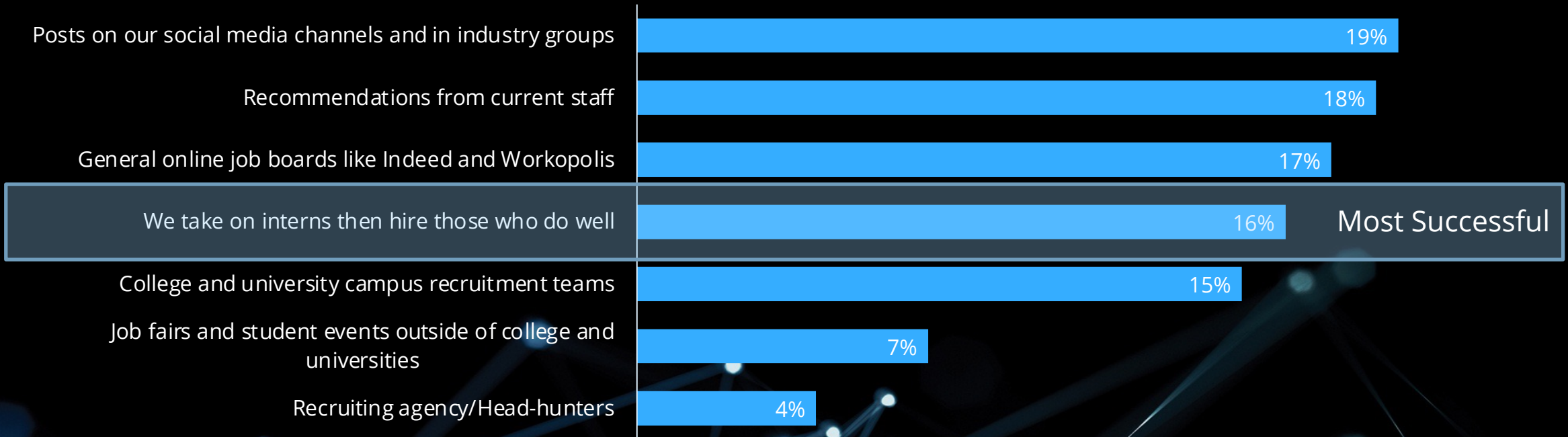
Where New Talent Comes From

Once you're in, it's who you know - When recruiting employees with 2+ years of experience, the most common tactics used were referral based and they were two methods that resulted in the most successful hires.



Where New Talent Comes From

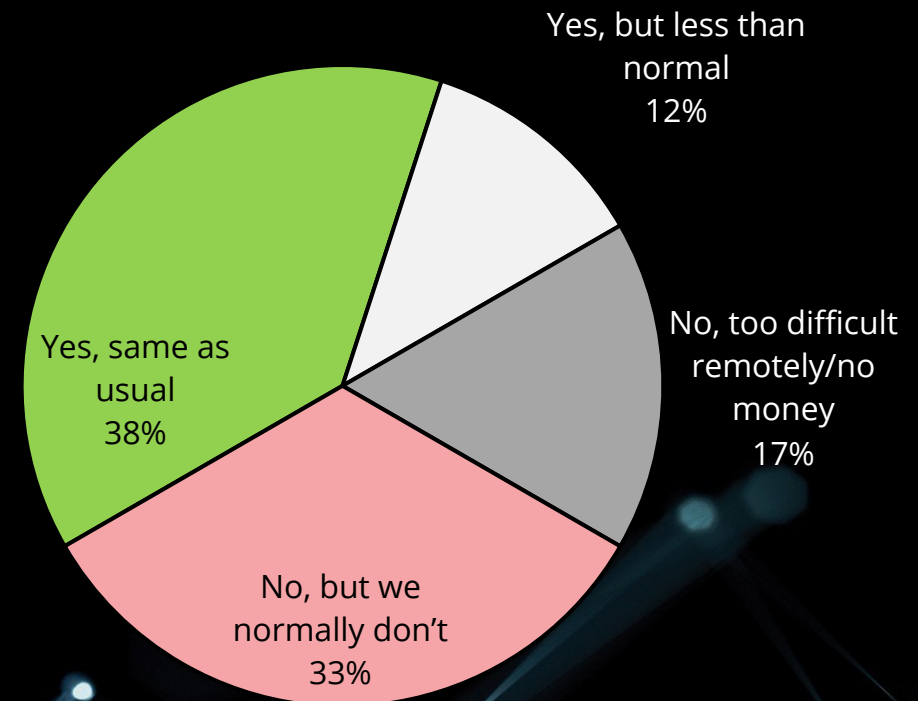
But what if you're new to the industry? - When looking for entry level talent, referrals aren't always possible. Surveyed members use a variety of recruiting methods to fill these roles but the one that results in the most successful hires is taking on interns.



Internships Still Extremely Valuable

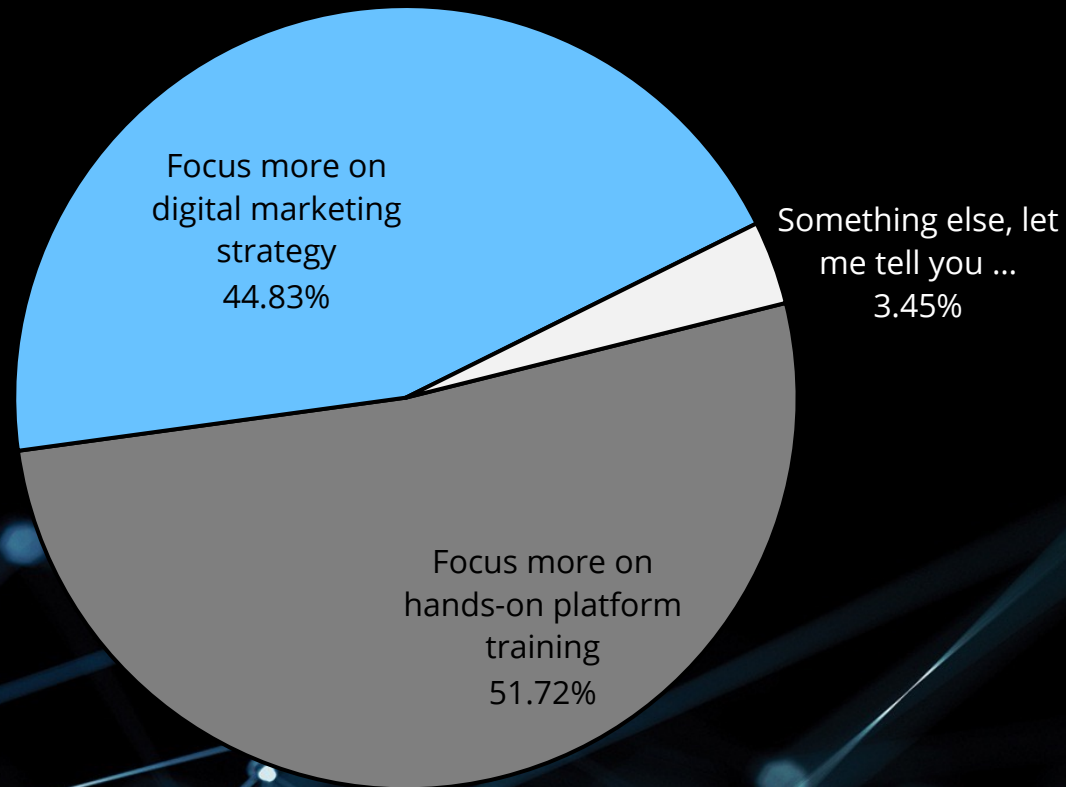
Which is why internship is so important, even in a virtual world!

When asked if they have taken on an intern in the past 12 months, **50%** of those surveyed are still taking on interns while only 16.7% have had to stop (*hopefully only temporarily*).



What should education partners should focus on..

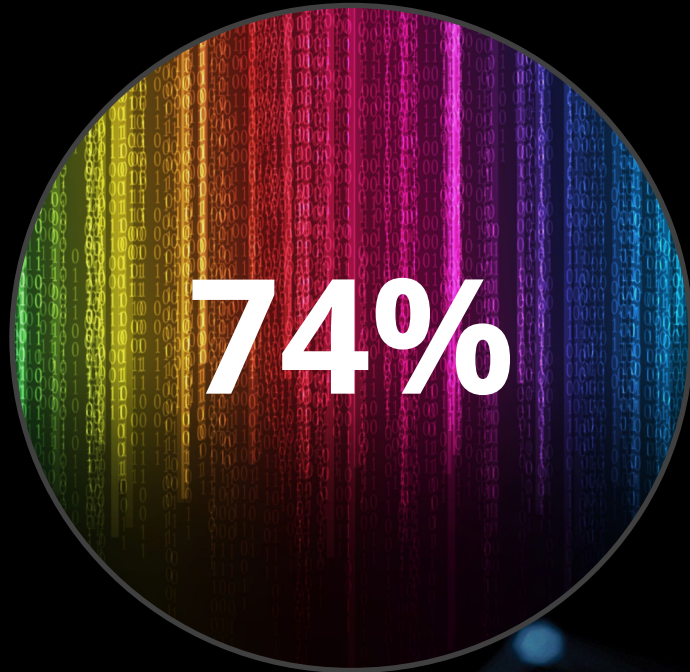
When we asked our members "if you could give one line of advice to the college and universities who are training the next generation of digital marketers what you say?"



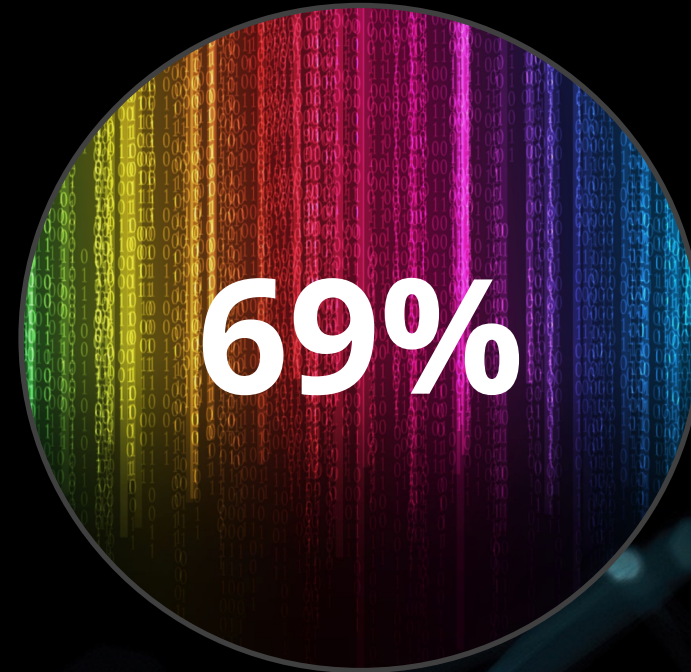
Diversity and Inclusion

Moving Forward

Diversity and Inclusion



Have a formal diversity and inclusion policy in place for hiring



Have had diversity and inclusion training at their organization in the past 12 months

Summary

- The digital marketing industry is back on the upswing with 66% of organizations saying they will be hiring in 2021.
- Competition for qualified digital talent is high everywhere and organizations are now beginning to look in new places for talent; 17% of those on the buy-side are even open to hiring outside of Canada.
- Although more difficult in a working from home environment, internships are still a valuable way to foster new talent in the industry and successfully recruit entry level employees.

IAB Initiatives

- Continue to work with HR professionals and Education Partners
- Continued focused on Diversity and Inclusion

Thank you for your continued support!

Questions?

talent@iabcanada.com