



Attract Gen Z

ICAEW TRAINING VACANCIES

[icaewtrainingvacancies.com](https://www.icaewtrainingvacancies.com)

Background

Generation Z (Gen Z) has a new set of skills, values and motivations that will shape the future of our businesses, professions and economies.

It is vital that employers understand Gen Z motivations and – where possible – align recruitment opportunities accordingly. Those that don't risk losing out on top talent to the competition.

Gen Z follows on from previous Gen Y/Millennials and has a slightly different perspective on life formed by the ever-changing world around us.

So what does Gen Z look for? And how can you attract them?

This short guide aims to help you attract the next generation of talent via our ICAEW recruitment platform *Training Vacancies*: [icaewtrainingvacancies.com](https://www.icaewtrainingvacancies.com). This is a free online recruitment service for ICAEW training employers looking to recruit trainees.

What is Generation Z (Gen Z)?

Gen Z includes individuals born between mid-1990s and mid-2000s, although definitions vary slightly. Gen Z is the first truly digital generation, having been exposed to the internet and the digital world from a very young age.

Gen Z
digital generation



What does Gen Z look for? What can I do about it?

There is a lot of research* relating to Gen Z. One key attribute of this group is that they have been raised on the internet and social media. Technology is integral to their thinking and way of life. They are accustomed to, and even expect, vast quantities of information being readily available online, as well as the connection to a global community and near instant communication and feedback.

Gen Z has experienced a financially volatile world which has led to a more pragmatic approach to a future career than the Millennial. One that includes security and stability.

Below are some key points that impact directly on recruitment. This list is not meant to be exhaustive and you will likely have further ideas.

WHAT DOES GEN Z LOOK FOR?	WHAT DOES THIS MEAN?	WHAT CAN I DO?
Authenticity	Gen Z seeks the truth and is sceptical of big brands and wary of overpromises. Likely to research and evaluate your online presence across website/social media/news etc.	Provide open, honest dialogue in job roles and employer profiles. Ensure that it reflects what is written elsewhere online as well as the reality.
Be oneself	Gen Z is not keen to be labelled or moulded into a particular corporate culture. Individual identity is important.	Talk about open culture, diversity, interesting employees or activities. Use informal, inclusive language - not rigid, formulaic corporate speak.

Ethics/Making an impact/Environment	Wants to be part of something exciting that is 'doing good' for society or the world.	Mention projects that make a real difference to clients, the profession, a charity or the environment. Tell candidates how they can make an impact. Emphasise Corporate Social Responsibility (CSR).
Salary	Remuneration is important as part of the wider package.	Ensure you offer competitive trainee salaries - ask ICAEW for averages in your area.
Stability	Gen Z is more pragmatic than Gen Y and looks for a stable, reliable career.	Talk about opportunity for progression, background and strong track record as employer.
Variety and excitement	Gen Z wants to be excited by the opportunity of the role.	Where possible refer to your range of clients, secondments and variety of work. Use upbeat, engaging language.
Work-life balance/ Wellbeing	Gen Z seeks some flexibility to pursue personal interests, travel, possibly have a family, as well as look after mental health.	Provide an environment that respects personal time and supports broader employee wellbeing. Do you offer home/flexible working?

* Sources: IFAC *Make Way for Gen Z 2019*; McKinsey *Generation Z and its implications for companies 2019*; ICAEW research

ICAEW Training Vacancies online: Top tips

With this information in mind, take some time to prepare the content of your job advert including:

- What makes your organisation a great place to work? Highlight the positives and sell yourself.
- Think about the mindset of the graduate/school leaver and describe your role to appeal to them. Use informal, upbeat language that will resonate.
- Use engaging words such as 'dynamic', 'innovative', 'exciting', 'growing', 'ambitious', 'friendly' etc, – so long as it is true!
- Use headings and punchy, short sentences.
- Be clear and honest about what is on offer including expectations, salary, location, entry requirements and the selection process.
- Ask your current trainees for their views.
- Finally, ensure that the first two sentences are particularly eye catching as they will show up in initial search listings, for example:

Found 7 jobs

Featured

Graduate Programme

Gibraltar | **Client X** | **Posted 3 months ago**

This is a time to be wide awake to the challenge of change; to find opportunity working with highly motivated professionals, diverse client organisations, industries and business environments. We are interested in hearing from ambitious graduates who are ready for a ...

SAVE JOB

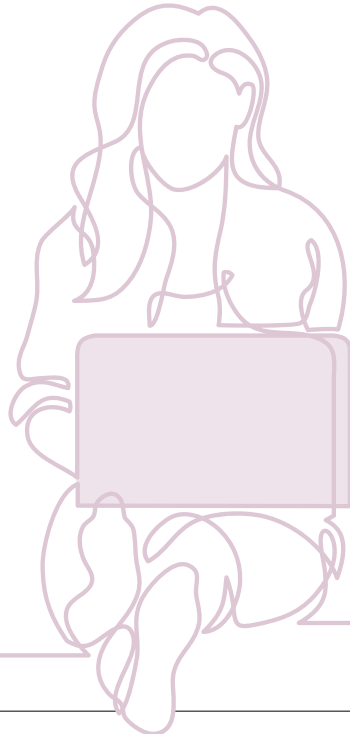
READ MORE

If you are struggling to attract the candidates you need, ICAEW offers extra visibility on Training Vacancies:

- **Job of the week:** your job appears on the homepage and is posted across our ICAEW Careers social channels
- **Featured employer:** your employer profile to appear on our employer carousel on homepage
- **Featured Jobs:** your job opportunity appears higher in search results

To find out more, contact:

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Extracts from high-performing Training Vacancies

Below are some excerpts from successful role adverts placed on ICAEW Training Vacancies:

'You've studied hard and got your degree. You want to join a firm that will get your career off to a great start, and keep challenging and rewarding you as you progress. How do you choose that firm?'

'We are looking for creative thinkers, proactive leaders and those with a genuine desire to contribute to the future development of our business.'

'We offer our trainees variety, stimulation, challenge and early responsibility.'

'Our standards are extremely high and our atmosphere is lively, friendly and stimulating. Many of our clients are part of substantial groups with strong international connections.'

'Great support, excellent training, early responsibility, and fascinating clients.'



'Successful candidates will be ambitious, client solution driven individuals who are equally comfortable working individually or as part of a team. If you demonstrate ability and resourcefulness, then there is a very bright future awaiting you here.'

'By your third year of training you will be:

- Managing your own client base
- Reviewing work done by the team with written feedback
- Planning and running audits.'

'Every applicant chosen to become one of our trainees is selected on the basis that they have the attributes we believe are required to progress to a very senior level. Indeed, many of our current managers and partners trained here.'

'We prioritise the wellbeing of our people to ensure that our team members receive 24/7 support. We also have an extensive range of activities available via our social committee and we like to give back to the community, via our charity events and fundraising.'

Wider recruitment initiatives

In addition to Training Vacancies, ICAEW runs further initiatives that support your recruitment campaigns. These include:

- **Careers events:** Join us at one of our many outreach events at schools and universities. Contact your local Business Development Manager.
- **Work experience:** Can you offer work experience to a school leaver or undergraduate? This can be an effective way to identify future talent. Check out our work experience toolkit.



In summary

Each new generation of school leavers and graduates brings with it new motivations. These are heavily influenced by the changing dynamics of the world we live in. Gen Z is the first truly digital generation and seeks authenticity, individuality, variety, work-life balance and to 'make a difference' among other things.

Employers that offer job roles to appeal to these dynamics are more likely to beat the competition to attract top talent.

We hope this guide gives you some food for thought.

To contact your local business development manager:

[ICAEW.COM/FINDABDM](https://www.icaew.com/findabdm)

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Email: bds@icaew.com



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