

# QUARTERLY CANDIDATE INSIGHTS



Q2 2024



**PHARMIWEB.JOBS**

Global Life Science Jobs

**25**  
Years

# INTRODUCTION BY VINCENT LODY, MANAGING DIRECTOR, PHARMIWEB



In today's job market, recruitment and talent acquisition professionals face an increasingly complex landscape. Challenges abound, from navigating the global shift in work dynamics to meeting the heightened expectations of today's jobseekers. In this climate, understanding the behaviours, preferences, and motivations of your target candidates is not just beneficial - it's imperative for staying ahead.

In this new report, we'll be bringing you fresh candidate insights every quarter, sharing data collected by our team through a series of LinkedIn polls. Our aim is to help you address the complexities of today's job market, helping you to not only meet but exceed the expectations of modern candidates, securing a competitive edge in the world of life sciences recruitment.

If you have any questions about this report, or if you would like to learn more about our platform, please do reach out to us, we'd love to hear from you.

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# ARTIFICIAL INTELLIGENCE

27% of jobseekers said that they were already using AI in their job search, with 16% saying that whilst they aren't already, they do intend to.

Although 57% of jobseekers claimed that they aren't currently using AI in their job search, we anticipate this number to increase throughout 2024 as more job search tools and platforms become integrated with this technology.

When asked how they were using AI in their job search, jobseekers reported using it for:

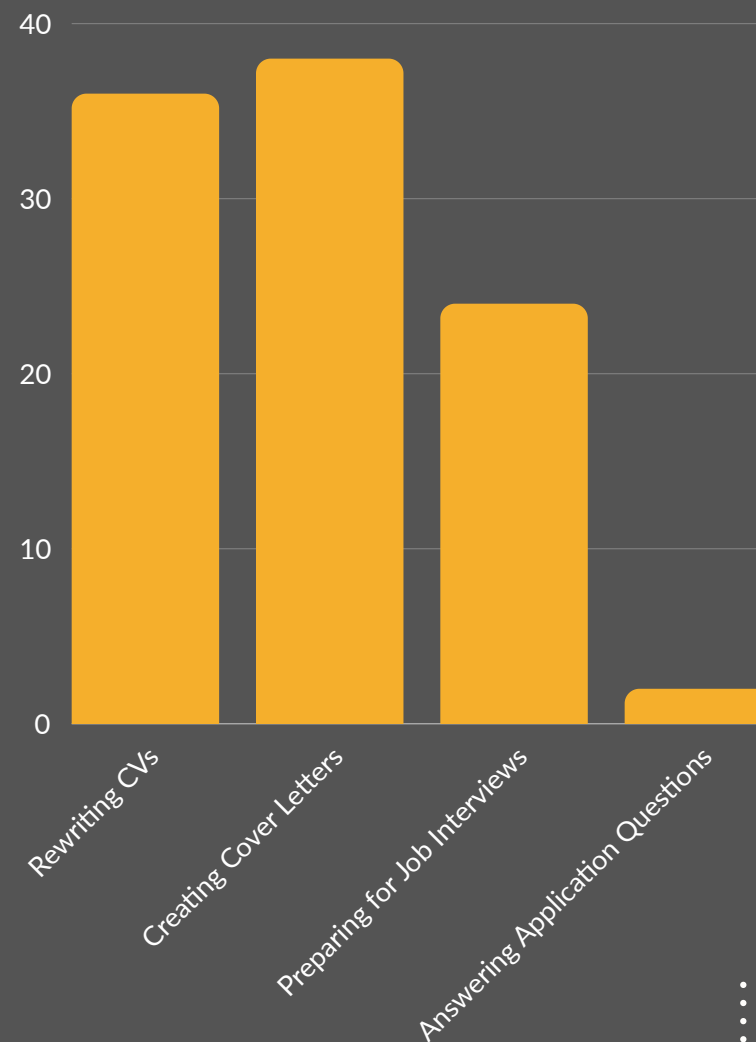
- Rewriting CVs (36%)
- Creating cover letters (38%)
- Preparing for job interviews (24%)
- Answering application questions (2%)

Other potential use cases for AI in the job search process may also include:

- Keyword generation
- Automated job applications
- Job matching
- Career counselling and mentoring
- Networking
- Application tracking
- Company research and cultural fit analysis
- Social media optimisation
- Email communication
- Salary benchmarking
- Video interview analysis



## HOW ARE JOBSEEKERS USING AI?



# THE ROLE OF JOB BOARDS

71%

When jobseekers see a job advert advertised on a job board, 71% will apply for the role directly via that platform.

83%

83% of jobseekers agree that job boards are an important part of their job search.

57%

57% of jobseekers find niche job boards more effective compared to general job boards when searching for a life sciences role.

83%

83% of jobseekers agree that using job boards helps them to discover new companies.



It is clear that job boards continue to play an important role when it comes to job searching, with 83% of jobseekers agreeing that they are an integral part of their job search. And when it comes to the type of job boards jobseekers find the most useful, niche continues to come out on top, with 57% finding these job boards more effective than general job boards when searching for a role in life sciences, and 20% saying they are equally as effective.

Comments we received from jobseekers during our research throughout Q2 suggested that the main reasons why job boards continue to be an integral part of job searching are:

- Being able to discover new companies
- Gaining access to additional resources (e.g., careers articles and events)
- Being able to browse a wide range of opportunities
- Having one central place to manage alerts and applications
- Having somewhere to keep up to date with industry and job market news, even when not actively job searching



# EMPLOYER BRANDING



According to our research, the majority of jobseekers spend less than one hour researching a company before applying for a role. The full results from our poll asking jobseekers how long they spend researching were:

- Less than 30 minutes (31%)
- 30 minutes to 1 hour (35%)
- 1-2 hours (15%)
- 2+ hours (18%)

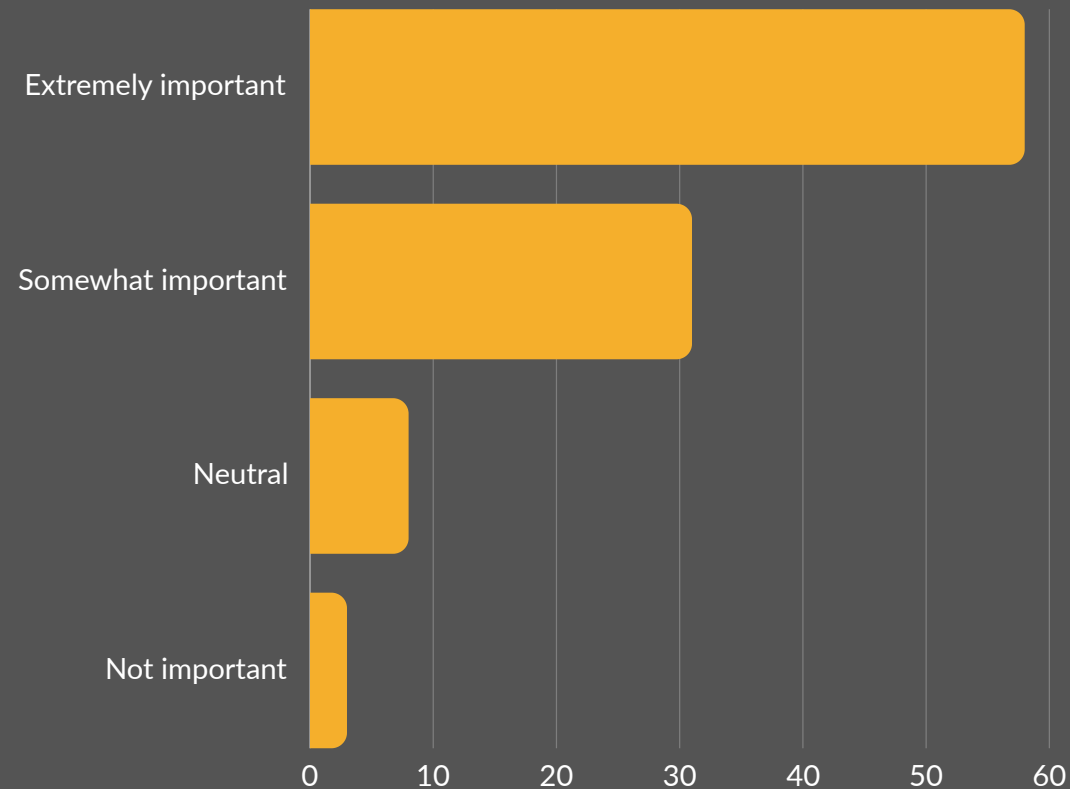
Given the amount of information you'll likely have about your organisation online, from your about page to your employees' LinkedIn profiles, this isn't a huge amount of time to deliver your key messages to jobseekers.

Our research also found that jobseekers don't find it all that easy to discover information about a company. When asked if they found researching companies difficult, jobseekers said:

- Yes (39%)
- No (34%)
- Somewhat (27%)

In total, that's 66% of jobseekers who find researching companies either difficult or somewhat difficult. In order to make your organisation stand out as an employer of choice, information needs to be both easily accessible, and easily digestible.

## HOW IMPORTANT IS A COMPANY'S REPUTATION?



## EMPLOYEE BENEFITS



67%

67% of jobseekers say that flexible and remote working were non-negotiables when it comes to searching for a new role.



61%

61% of jobseekers said that mental health benefits are extremely important to them.



54%

54% of jobseekers said that lifestyle and work-life balance benefits were most important to them currently.

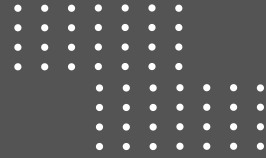
Wellbeing and work-life balance are becoming increasingly important to the jobseekers of today. 67% of jobseekers say that flexible and remote working are non-negotiables when it comes to their job search, with 31% reporting that whilst they weren't non-negotiable, they are a nice bonus. Only 2% said they weren't important at all.

Mental health-related benefits are also becoming increasingly popular. When asked how important these are when choosing a new role, jobseekers said:

- Extremely important (61%)
- Somewhat important (19%)
- Neutral (13%)
- Not important (8%)

These trends are further reinforced by a later poll which asked "What type of employee benefits are most important to you currently?" to which jobseekers said:

- Lifestyle/wellbeing and work-life balance (54%)
- Financial compensation (26%)
- Learning and development (12%)
- Healthcare (8%)



# MORE INFORMATION

Since 1999, PharmiWeb has been bringing the latest news and jobs in the life sciences industry to a global audience. Used by many of the world's leading life sciences organisations, as well as more than 560,000 jobseekers, PharmiWeb.Jobs is widely regarded as the leading global life sciences job board.

Designed for both direct employers and recruitment agencies within the life sciences, our portfolio of services includes Job Posting, CV Searching, Email Marketing, Job Scraping, Employer Branding, and Recruiter Training solutions.

## OUR Q2 STATS



**83K** JOB APPLICATIONS



**20K** NEW REGISTRATIONS



**1.4M** PAGE VIEWS



**526K** SITE VISITS



**7.7M** JOB ALERTS SENT



**6.8M** EMAILS SENT



**21%** EMAIL OPEN RATE



**18.7K** JOBS POSTED



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