



Sandra Burmeister

Students regard the government as a safe employer

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THE government was regarded as the most popular sector to work for last year by SA's students.

With the increased role that the government is playing in the economy, students are seeing opportunities in the sector with government assisted programmes and bail-out schemes since the financial crisis.

These are some of the findings of a new study released this week by employer branding specialist Magnet Communications. The financial services industry dropped from its second position in 2008 to ranking number four last year.

Magnet Communications carries out an annual student survey in partnership with all of SA's 23 tertiary institutions. The study, which was carried out in the last quarter of last year, represented the views of more than 26 000 students nationwide.

Claire Butler, a research manager at Magnet Communications, said students were asked to consider which of the four drivers of employer attractiveness were most important to them when selecting their ideal employer.





These four drivers included the people and culture of a particular organisation; the employer's reputation and image; the job characteristics involved; and remuneration and advancement opportunities.

Further, there were eight to 10 metrics associated with each of the four drivers, in which they were asked to rate the most important to them when selecting companies to work for.

"We trust that this section not only provides valuable insight for companies to enhance their talent attraction strategies but also stimulates our students to consider aspects of working for an organisation that they may not have considered before," said Butler.

Given the crisis in many of the global banks, many students favoured other industries to move into after graduation, said the study. Similarly, in the UK and the US, financial services ranked number 10 for UK students and number six for US students.

The study said that in SA, students were opting instead for careers in accounting (ranking second) and auditing (ranking third) as ideal industries to work in.

Sandra Burmeister, CEO of the Landelahni Recruitment Group, said: "With SA's official unemployment rate at 24,5%, according to Statistics SA, many school leavers are going to battle to find jobs."

"However, if you are one of the few who achieved a good maths mark, information technology (IT) could be the career for you, since the sector is facing a dire shortage of skills, and is currently importing talent from countries such as India.

"Because IT is a business enabler, these skills are in high demand throughout the commercial world, particularly in the financial sector."

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