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# TOP SUPPLY AND TENURE TRENDS FOR BUSINESS-CRITICAL TALENT

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# ABOUT ENGAGE TALENT RESEARCH

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At ENGAGE Talent, we constantly study the job market trends, voluntary turnover, and indicators that help us refine our data science and algorithms. We look at professionals that are most interested in a new role as well as the factors that influence their interest. From time to time, we share our research. We've shared trends about employee tenure before in the ENGAGE Research series. This time, however, we're taking a more targeted look. This paper is our contribution to help you as talent acquisitions professionals be more proactive in your talent acquisition goals.

The ENGAGE Talent Team

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# AN ANALYSIS OF TARGETED PROFESSIONS

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Instead of examining tenure data across professions and industries as we did earlier in our research, we're focusing on tenure for professionals with in-demand skills, using a sample of about 10 million professionals for our analysis. In particular, we focused on professionals with skills in the following categories:

- Sales and Marketing
- Business Operations
- Technical Disciplines
- Design

We're targeting professionals with in-demand skills for three reasons. First, our analysis of passive candidates recruiting trends shows lop-sided focus on these four categories versus others. Second, workers with in-demand skills are the ones that employers should especially focus on retaining, hence the importance of understanding their tenure trends. Third, as we'll show below, there's a clear relationship between the supply of in-demand skills and job tenure in professional jobs that isn't as evident in other parts of the workforce.

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# IN DEMAND SKILLS

## Today's in demand skills by the numbers



### SALES AND MARKETING

1.5X

more people have skills in sales and marketing than business operations

4.8

years of tenure in their current job is typical for people with skills in sales and marketing

6X

more people have business development skills than market research skills



### BUSINESS OPERATIONS

4.9

years of tenure in their current job for people with skills in business operations

2X

more people have operations management skills than financial reporting skills

6

more months of tenure in their current job for people with HRIS skills relative to payroll processing

# IN DEMAND SKILLS

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## TECHNICAL



2.5X

more people have SQL skills than javascript

4.1

years of tenure in their current job is typical for people with technical skills

12

fewer months of tenure in their current job for people with python skills relative to web development



## DESIGN

3.7

years of tenure in their current job for people with design skills

3X

more people have graphic design skills than ui/ux design skills

11

more months of tenure for people with the more common web design skill compared to wireframing



# TOP 4 THINGS WE HAVE LEARNED ABOUT JOB TENURE

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1

There is a clear relationship between supply of in-demand skills and job tenure.

Professionals with less common skills that are also in high demand tend to have lower median tenure. This makes sense—due to the relative scarcity of their skills in the market, these workers have more opportunities, making them more likely to job-hop on their own volition. The scarcity of their skills also makes them more likely to be targeted in passive recruiting efforts, since the supply of quality unemployed candidates with those skills is likely to be low.

More precisely, our research revealed that median tenure for people with a given skill increases by almost one month as the supply of that skill increases one percentage point. For example, four years and almost four months is the median tenure for a skill when about 2 percent of people have that skill, but as the amount of competition in that area increases to 10 percent of people, median tenure goes up to about four years and 11 months.

If demand for uncommon skills is high, then we can expect quite low tenure—as well as high salaries for those jobs.

As we noted earlier, the relationship between supply of in-demand skills and job tenure differs from some subsets of the workforce. For example, the retail, restaurant and hospitality industries all have large supplies of workers, but actually have very low median tenure figures.

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# TOP 4 THINGS WE HAVE LEARNED ABOUT JOB TENURE

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**2** Major differences in supply exist among the four categories of in-demand skills.

Far more people have sales and marketing skills than skills in the other categories. Specifically:

- 2.7 times more people have sales and marketing skills than design skills
  - 1.8 times more people have sales and marketing skills than technical skills
  - 1.5 times more people have sales and marketing skills than business operations skills
-

# TOP 4 THINGS WE HAVE LEARNED ABOUT JOB TENURE

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**3** Median tenure is lower for the design and technical skill categories than for sales and marketing and business operations.

Currently, the median tenures for the in-demand skill categories are:

- Business Operations — 4.9 years
- Sales and Marketing — 4.8 years
- Technical — 4.1 years
- Design — 3.7 years

Note that skills in the Design and Technical categories are less common, making this consistent with our first finding—that less common in-demand skills are associated with lower median tenure.

As an employer, the lower median tenure for Technical and Design tell you that you're likely to have to replace employees with Design and Technical skills sooner than those with Sales and Marketing and Business Operations skills. You might also choose to focus your retention efforts more on employees with Design and Technical skills, especially if they're critical for your business.

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# TOP 4 THINGS WE HAVE LEARNED ABOUT JOB TENURE

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## 4

Tremendous variability exists in supply of skills and tenure within skill categories. Many different skills exist within each of the four in-demand skill categories—some of which can be relatively common and some highly uncommon.

Here are some notable examples of variability within the skill categories revealed by our research:

- Sales and Marketing: six times more people have business development skills than market research skills.
  - Business Operations: two times more people have operations management skills than financial reporting skills.
  - Business operations: people with HRIS skills on average have six more months of tenure in their current job than those with payroll processing skills.
  - Technical: two and a half times more people have SQL skills than javascript skills.
  - Technical: people with python skills on average have 12 fewer months of tenure in their current job than those with web development skills.
  - Design: three times more people have graphic design skills than UI/UX design skills.
  - Design: people with more common web design skills have 11 more months of tenure than those with wire-framing skills.
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# HIGH DEMAND SKILLS

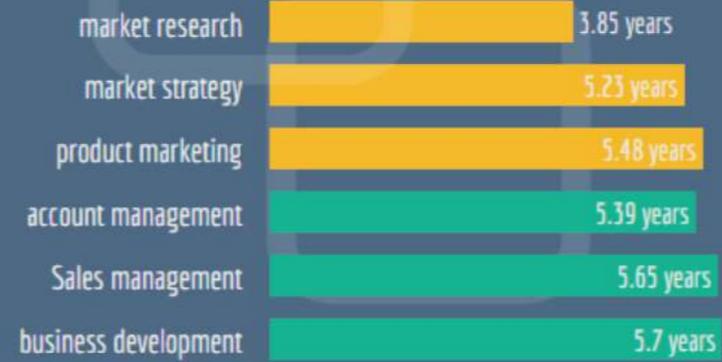
## High demand skills

Median Tenure in Current Position

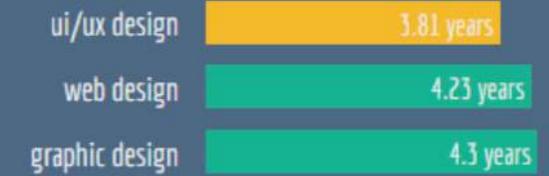
Harder-to-find

Easier-to-find

### SALES AND MARKETING



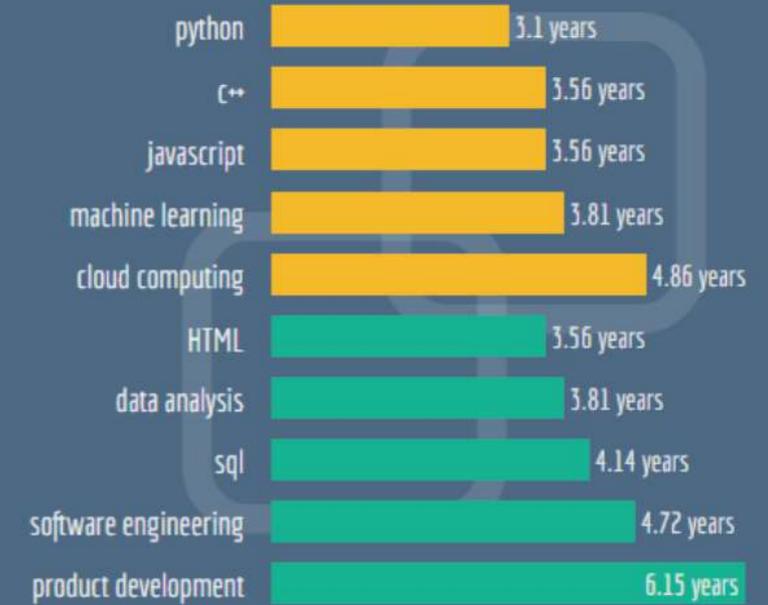
### DESIGN



### OPERATIONS



### TECHNICAL



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# TAKE AWAY FOR EMPLOYERS

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Tenure is an important consideration in recruiting and workforce planning, especially for in-demand skills that are key for business success. Tenure data is one of the inputs to our artificial intelligence talent targeting & engagement engine.

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# COME SAY HELLO!

## ABOUT ENGAGE TALENT

ENGAGE is the world's first AI-powered platform to combine Talent Mapping, Competitive Intelligence, Passive Candidate Sourcing, and Outbound Recruiting in one brilliant Talent Targeting and Engagement engine.

ENGAGE enables active recruiters to efficiently source from a live stream of over 100 million passive candidates or enrich their own CRM and ATS candidates with predictive, AI based insights. ENGAGE continuously monitors your candidates and alerts you with predictive availability signals when a candidate is likely ready for a new opportunity.

Recruiters who leverage ENGAGE's predictive analytics are able to more than double their candidate engagement rates.



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