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An Update On Nia...

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WHAT HAS STAYED THE SAME?

Nia is most likely to be working in Auditing, Law or ICT

Nia and half of her friends will be working in Johannesburg

Nia has a LinkedIn profile which she created specifically to facilitate her job search

The training and development she would receive, the company's reputation and what her longer-term career prospects would be were top of mind for her

Nia is one of 60% of graduates who committed to finding a job before her final year at University

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WHAT IS DIFFERENT?

How has her life and her outlook changed?

Nia embarked on her job search during Covid and, despite the challenges this presented, she and at least eight of her friends are working for their top three choice of Employer.

What are her needs now?

Nia and three of her ten friends actively looked for roles that would offer flexible work options. Since we first met Nia, there has been a 4% increase in the number of graduates applying for positions not directly related to their qualification – and we expect this number to grow in years to come.

What should employers be doing differently for Nia?

To retain Nia, her employer should be focusing on her as a "whole" person. In her early years of work, Nia wants to be sure that she can focus on maintaining her fitness and health. Having the time, tools and the opportunities to look after her mental health and wellbeing and to maintain and build a social life are important to Nia. Chances are, Nia has quite a lot to learn about managing her personal finances and she will look to her employer to provide support in this regard.

Accessing more talent like Nia in the future

Nia and most of her friends are researching their employers of choice before the final year of their degree – effective employer branding among students continues to be a priority. When asked about post-pandemic approaches to talent sourcing, an overwhelming 83% of young graduates have indicated a preference for a hybrid approach, going forward.