

The logo for JobStreet.com, featuring the text "JobStreet.com" in a bold, sans-serif font. The letter "o" in "Job" is replaced by a green and blue globe icon. A registered trademark symbol (®) is located at the top right of the text.

JobStreet.com[®]

May 2020 Edition

The Job Report

For employers in Malaysia amidst COVID-19

#TogetherAhead, we rise above our challenges.





COVID-19

has impacted the work-force
like never before.



As **Asia's Best Talent Sourcing Partner**, we at JobStreet are committed to providing you with deep and **actionable insights** through:

- **Exclusive** big data relating to jobseekers & employers
- **Exclusive** market research findings



What's Inside?

I. Jobs Remain in High Demand in Malaysia

- There are more job searches today.
- Industries on JobStreet benefit from a growth in job searches.
- Companies hiring on JobStreet benefit from a higher number of applications per job ad.

II. New Industry Trends

- Corporate social responsibility (CSR)
- Information technology
- Food & beverage
- Consumer products

III. How JobStreet Can Help You

- Focus your investment and drive efficient scale.

IV. Advice Moving Forward

- Actionable insights through big data and exclusive research.
- Always-on local and personalized customer service.



Jobs Remain in High Demand in Malaysia

There are more job searches in Malaysia today.

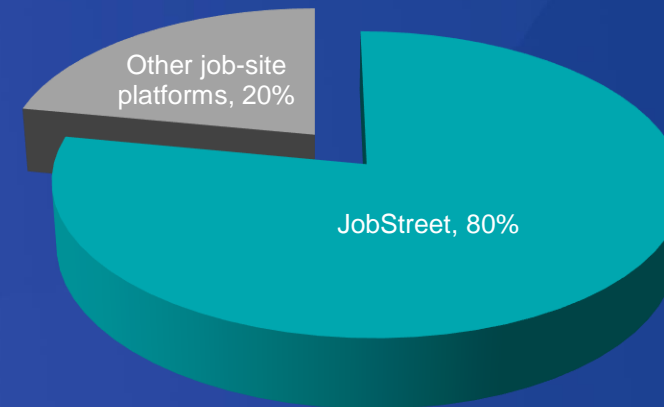
74+ million

job searches on Google in March 2020.

- +13% prior to COVID-19
- +16% vs last year
- Additional 5+ million searches for career advice

80%

of the time, JobStreet was directly searched for when searching for a jobsite platform.



Businesses benefit from a growth in searches on JobStreet.

+250%

searches for **software-related roles**

Examples:

- Software developer
- Principal software engineer
- Software architect
- Software application skills

+40%

searches for **information technology roles**

Examples:

- Hardware technician
- Network administrator/engineer
- IT project manager
- Help desk analyst

+40%

searches for **manufacturing roles**

Examples:

- Supply chain assistant
- Mechanical engineer
- Production manager
- Quality control manager



What are your hiring needs today?
Are your job ads optimized with the latest keyword trends for jobs?



Reach out to your account managers to learn more
about optimizing your job ad keywords.

Companies hiring on JobStreet benefit from a higher number of applications.

Top 5 Gainers in March 2020

Information Technology

+129%

Food & Beverage

+112%

Science & Technology

+65%

Government

+51%

Health & Safety

+43%

Growth in applications per job ad vs. previous year



Are you looking for more candidates and better ROI for your job ads?



We offer job ad packages and tools to optimize ad performance. You can also try JobStreet Talent Search to actively find the most relevant candidates.



New Industry Trends

- Corporate social responsibility (CSR)
- Information technology
- Food & beverage
- Consumer products

CSR (Corporate Social Responsibility) becomes more attractive amidst COVID-19.

When applying for a job, Malaysians said that CSR is:

+76%

more important than company size & market position.

+25%

more important than the recruitment process.

Post Movement Control Order:

+8.6%

increase in applications per ad for CSR roles



How does your company look like from a CSR perspective?
How visible are your CSR initiatives to potential talents?



Helping the community and contributing to society in meaningful ways is something jobseekers are seeing as more and more important.

What steps can you take to showcase your company's CSR contribution amidst COVID-19 challenges?

1 Update your **JobStreet company profile page** to reflect your company's mission and CSR initiatives.

2 Update your **other public company pages** to reflect your company's mission and CSR initiatives.

3 Let us showcase your inspiring work/mission on our social media pages and **[COVID-19 jobs & resources hub](#)**.

Information technology jobs are in higher demand than ever.

+40%

increase in IT job searches.

+129%

increase in applications
per IT job ad.

Examples:

- Hardware technician
- Network administrator/engineer
- IT project manager
- Help desk analyst

Source: JobStreet Internal Data, pre vs. post MCO

JobStreet.com®

How can you best attract people in information technology roles?



Information
Technology



Software /
App Development



Data Science &
Analytics

COMMON ATTRACTIONS

Monthly base salary
Personal insurance
Option to work from home

Monthly base salary
Personal Insurance
Profit Sharing
Option to work from home

Monthly base salary
Personal Insurance
Profit Sharing
Option to work from home

UNIQUE ATTRACTIONS

Flexible working hours
Overtime pay
Leadership Training

Flexible working hours
Overtime pay
Overseas training

Flexible working hours
Project-type work
Overseas training

THINGS TO AVOID

Bonus only upon contract
completion

Commission based pay



Find out more about what really attracts Malaysian candidates. [Visit our Laws of Attraction website](#) or contact your account manager.

Applications in Food & Beverage (F&B) surge as a result of COVID-19.

+112%

increase in applications per ad for the Food & Beverage Industry.

Examples:

- Restaurant service
- Business development experts
- Sales & e-commerce
- Customer service



F&B jobseekers are skewed to **Gen Y females** with **1 to 4 years job experience**.



F&B jobseekers place a **higher importance on career development** compared to the Malaysian average.



Jobseekers coming from F&B expect an average **salary increase of +26%** to consider changing employers; higher than the Malaysian average of 24%.

Jobs in the consumer products industry continue to attract the candidates.

+9%

increase in applications per ad in the consumer products industry.

Examples:

- Retail sales manager
- Finance and general costing analyst
- Purchasing and inventory manager
- Graphics designer



The average expected increment for Malaysians in consumer products to consider switching to a new company is **+20%**.



According to jobseekers in consumer products, **the #1 factor** to encourage them to take a role in a company that offers a lower salary is a company that provides **better work-life balance**.



How JobStreet Can Help You

We offer scale to maximize effectiveness of hiring during the COVID-19 situation.

JobStreet.com[®]

Most visited job-site platform
4.3 times more visits than the next brand.

JobStreet Fast Facts (Jan-March 2020)

- Over 4.6 million candidates in Malaysia
- Over 86 million page views
- Average time spent on website = 26 minutes
- 72% of all visits occur on mobile

We are proud to be the preferred career partner of jobseekers in Malaysia.

#1 most number of job placements

4 times more successful in placing Malaysians in jobs.

#1 most searched for career partner

4x more direct searches than any other brand.

#1 most used by jobseekers

89% usage among jobseekers.

Source: JobStreet Market Survey, March 2020

JobStreet.com®

Visit our Laws of Attraction website to gain access to:

How to attract a **multi-generational** workforce.

How to attract **hybrid talent** (those with BOTH analytical and technical skills).

How to attract **IT and digital** candidates.

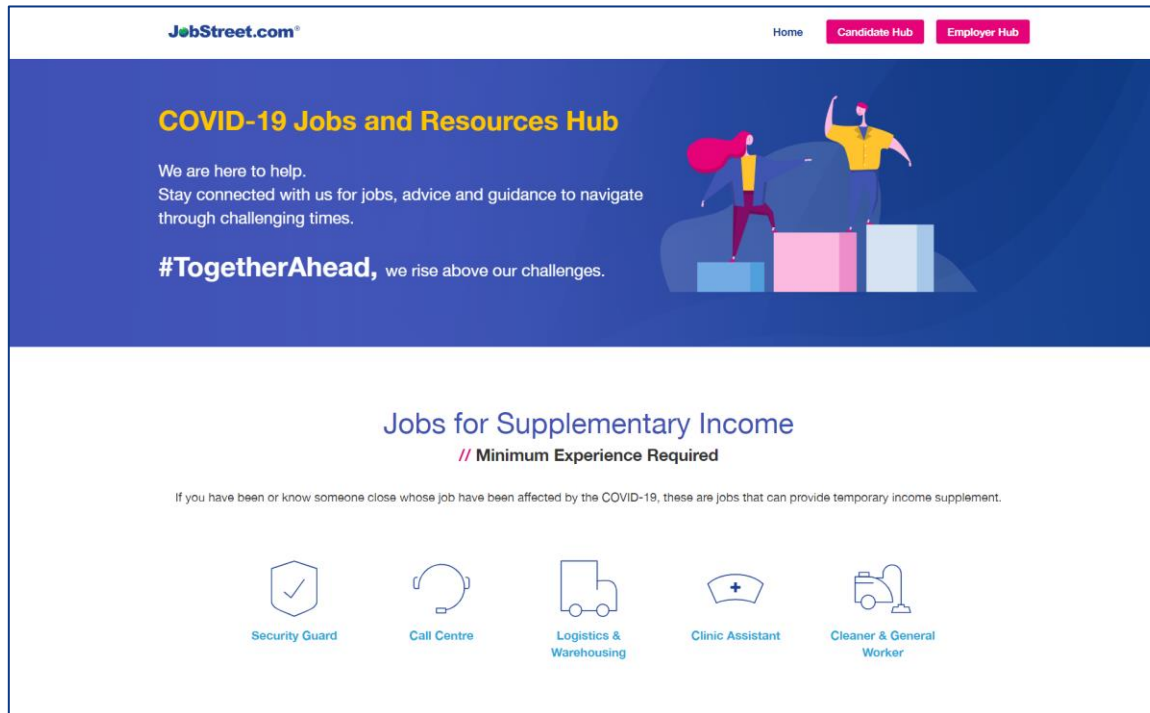
The **salary trends** by industry and what can encourage candidates to accept a lower salary than expected (trade-offs).

Your **employer value proposition** and how improving this can impact your job applications per ad and the extent to which employees advocate your company.



Find out more about what really attracts Malaysian candidates. Contact your account manager.

How else are we helping employers and jobseekers through the COVID-19 challenges?



We created a one-stop hub to meet trending candidates and employer needs. We feature:

- companies who are still hiring
- company best practices
- hot and relevant jobs

Find useful resources:

- The Job Report – with the latest big data trends
- Choosing the right company to work for
- Creating powerful profiles and resumes
- The do's and don'ts of conducting online interviews
- And so much more...!



Visit our regularly updated [COVID-19 Jobs and Resources Hub](#), and find out more how #TogetherAhead, we can rise above our challenges.

JobStreet.com[®]

#TogetherAhead, we rise above our challenges.

Learn more with JobStreet on how you can adapt your hiring strategy:

- Visit our online [Covid-19 Jobs and Resources Hub](#)
- Contact your dedicated account manager today

