

june 2024

greece.

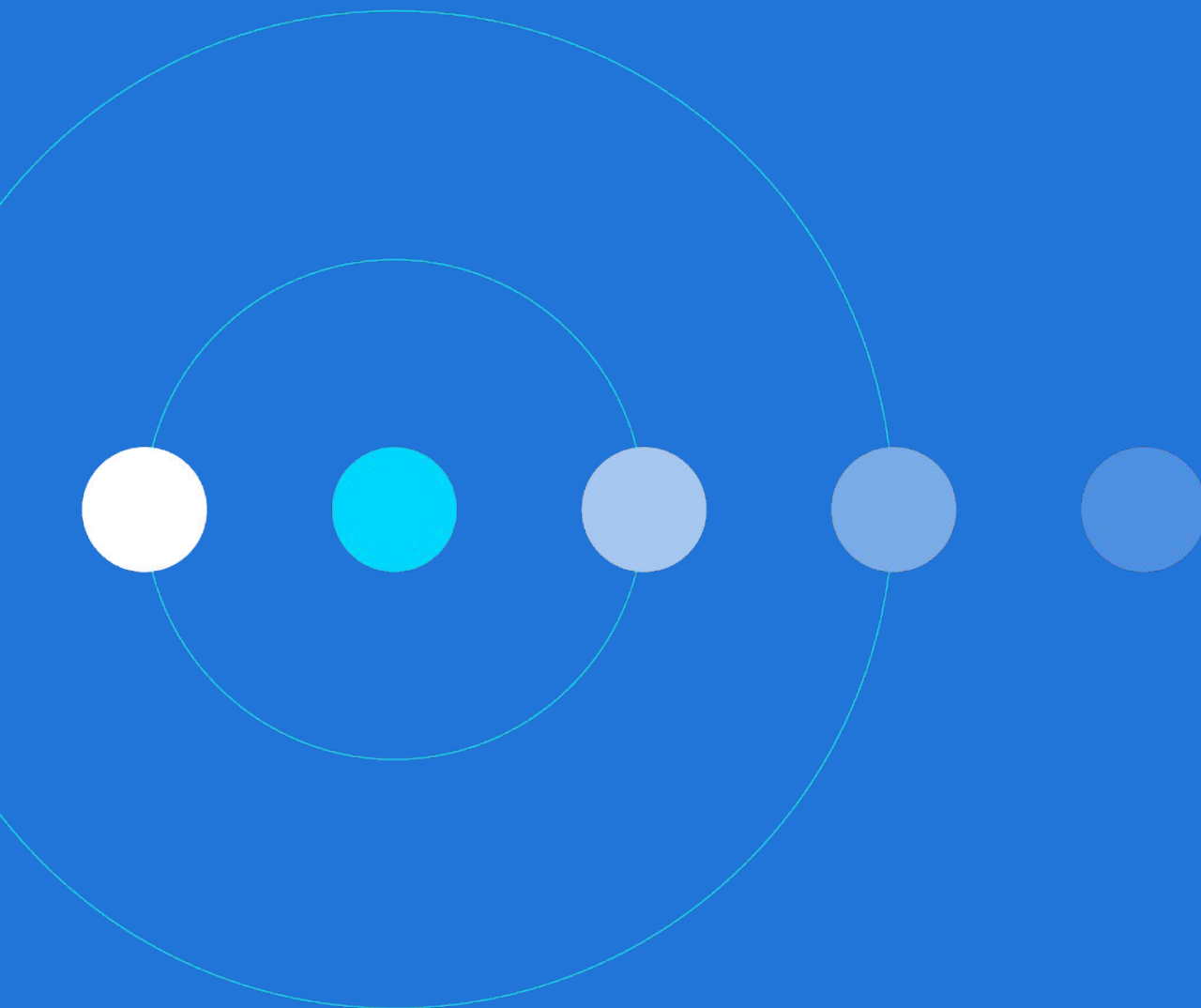
employer brand research 2024



randstad



partner for talent.



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- 28 annual topics: equity and AI

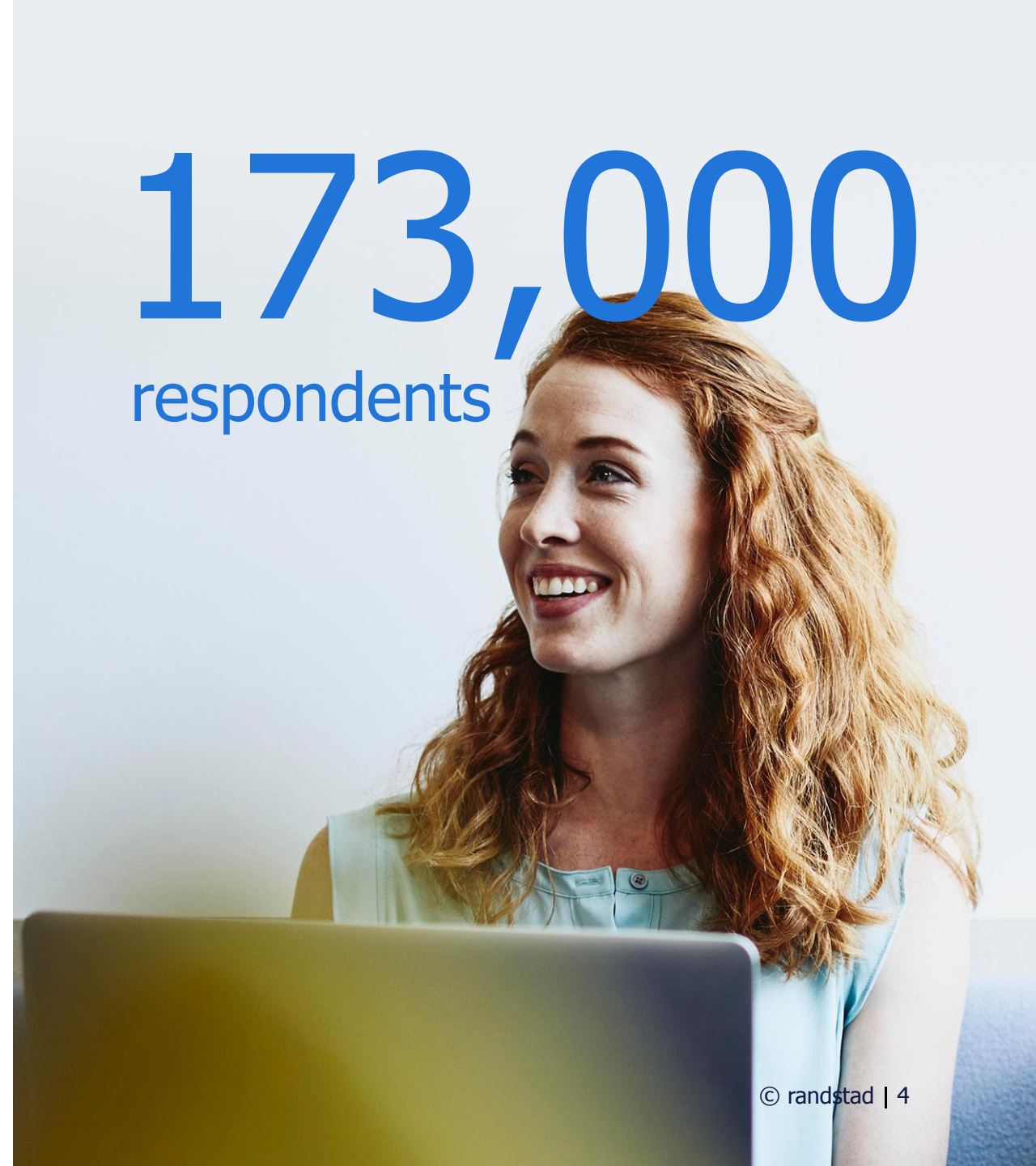
# introduction.



# what is the randstad employer brand research?

- A representative employer brand research based on perceptions of the general audience. Optimizing 24 years of successful employer branding insights.
- An independent survey with nearly 173,000 respondents and 6,084 companies surveyed worldwide.
- A reflection of employer attractiveness for this market's largest employers known by at least 10% of the population.
- Provides valuable insights to help employers shape their employer brand.

173,000  
respondents





# 32 markets surveyed covering more than 75% of the global economy.

## sample

- aged 18 to retirement age representative on gender overrepresentation of age 25 – 44 comprised of students, employed and unemployed workforce

## fieldwork

- online interviews
- january 2024

## length of interview

- 14 minutes

## sample country

- greece, 3500



argentina  
australia  
austria  
belgium  
brazil  
canada  
china

czech republic  
france  
germany  
greece  
hong kong SAR  
hungary  
india

italy  
japan  
luxembourg  
malaysia  
mexico  
the netherlands  
new zealand

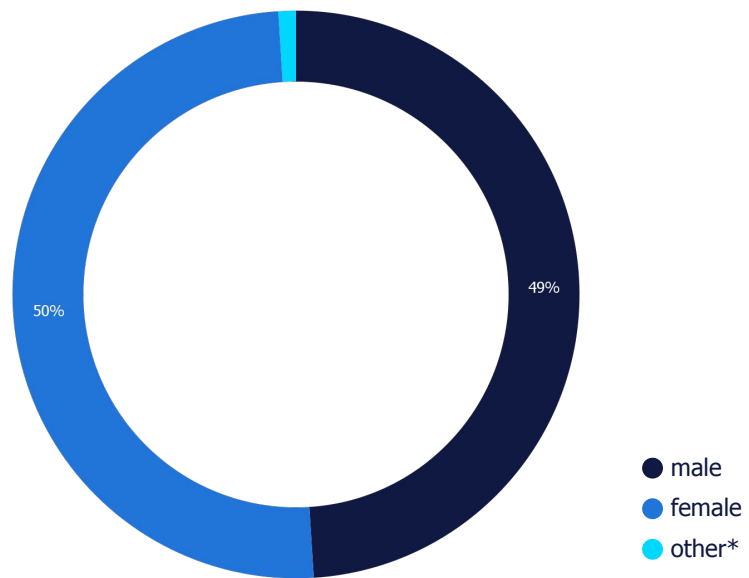
norway  
poland  
portugal  
romania  
singapore  
spain  
sweden

switzerland  
united kingdom  
united states  
uruguay

# sample composition in greece.

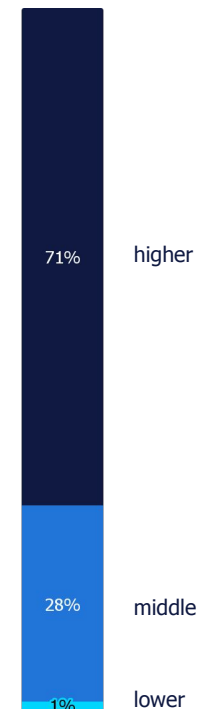
## socio-demographics, education, region

### gender

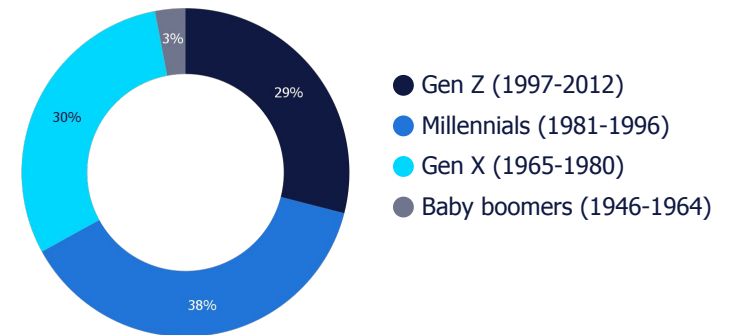


\* other is comprised of non-binary, intersex, transgender man, transgender woman, gender non-conforming, gender fluid, other gender identities not listed above and people who prefer not to answer the question

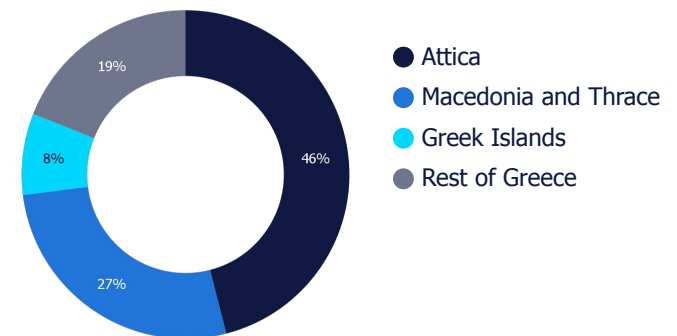
### education



### age



### region



# executive summary: key takeaways.



## evp drivers

Within the ideal employer profile, attractive salary and benefits continues to be the top priority for workers across Greece. However, a pleasant work atmosphere emerges as a close contender for second place. Interestingly, the top drivers remain the same as last year, with the exception of 'equity', which was assessed for the first time this year. It secured fourth position, surpassing work-life balance and displacing job security from the top 5 ranking. Notably, women prioritize equity even more, ranking it third, just above career progression. This suggests a growing awareness and demand for fairness and equality in the workplace, particularly among female workers.

Despite salary and benefits being deemed the most critical driver, there's a notable disparity between worker expectations and employer offerings, with only around half of Greek workers feeling their employer meets their salary expectations. This sentiment is more pronounced among Gen X, indicating a generational divide in perception. Job security provided by the current employer remains highly valued, potentially offsetting the dissatisfaction with salary to some extent.



## job switching

The switching behavior in Greece has remained relatively stable over the past two years, showing a 2% decrease compared to 2023 but remaining consistent with 2022 levels.

Insufficient compensation remains the primary driver for job changes, affecting all genders and generations, though it appears to motivate Gen Z to a lesser extent. Notably, for those without inflation compensation, dissatisfaction with pay becomes even more pronounced, with three-quarters considering it a reason to leave. This highlights an opportunity for employers to attract and retain talent through improved salary and benefits.

While enhancing compensation may not always be feasible, there are other avenues for employers to explore in their retention and recruitment efforts, such as career advancement opportunities. Alarming, one in five employees feels they lack sufficient career advancement prospects, and nearly a third consider this a reason to seek employment elsewhere. By addressing factors, employers may be able to enhance employee satisfaction, reduce turnover rates, and ultimately bolster their talent acquisition efforts.

# executive summary: key takeaways.



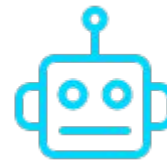
## equity

Around one in six Greek workers identify themselves as part of a minority group, whether it be due to their gender, sexual orientation, ethnicity/nationality, religion, disability or another defining characteristic. Gen Z's do so slightly more often than other generations.

Interestingly, they exhibit a similar level of criticality toward their employers as those who do not belong to a minority group. That goes for each of the following aspects:

- being valued in their organization
- fair treatment by senior managers (e.g. hiring, opportunities)
- facing obstacles in their career progression
- equal pay and equal opportunities

This underscores the importance of fostering an inclusive workplace culture that values and supports all employees, regardless of their background or identity.



## artificial intelligence

AI is gaining some traction in the Greek workplace as one in ten workers already claim to use it on a regular basis; even more so amongst Gen Z where 18% claim to use it regularly.

While a very small proportion (2%) feel that AI is already having an impact on the workplace, there is widespread anticipation of AI's future impact. Just under two thirds of workers expect at least some impact of AI on their job in the next five years, and this number increases amongst those who already use it.

The expected influence of AI on their job leans to a more positive outlook, particularly among those with higher levels of education who tend to be more optimistic. However, it's worth noting that a significant proportion of workers maintain a neutral stance regarding its potential effects. Consequently, employers are encouraged to closely monitor these individuals and effectively communicate the benefits when implementing AI in the workplace. This proactive approach is essential to prevent apathy from evolving into resentment or a negative outlook.



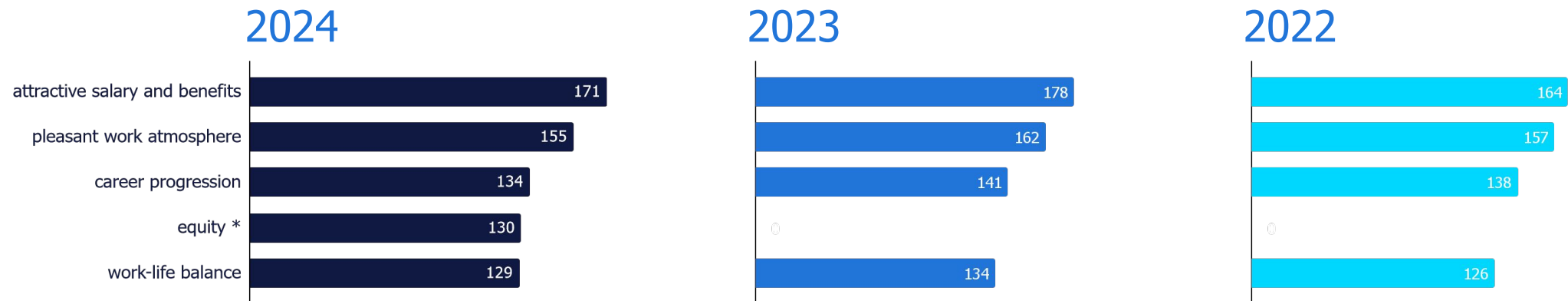
# key drivers.



# what potential employees want.

## the 5 most important drivers when choosing an employer

Attractive salary and benefits firmly maintains its position as the top priority, while a pleasant work atmosphere comes in second. The inclusion of 'equity' this year reveals its pivotal role, propelling it to the fourth position alongside work-life balance and career progression. Notably, women attribute greater importance to equity, ranking it in third place, just above career progression.



\*new in 2024: 'offers employees equal opportunities regardless of age, gender, ethnicity etc.'

how to read the above indexed scores:  
150: driver is chosen 50% more often than the average driver to be important  
75: driver is chosen 25% less often than the average driver to be important

# perception of employer offer in greece.

Understanding the gap between what employees want and what they think employers offer provides valuable insights into building an employer brand. Furthermore, benchmarking against what employees perceive being offered by their current employer gives more context to the gaps that need to be bridged

## evaluation of current employer

1. long-term job security
2. is conveniently located
3. financially healthy
4. very good reputation
5. pleasant work atmosphere
6. interesting job content
7. work-life balance
8. gives back to society
9. attractive salary & benefits
10. career progression

## profile of ideal employer

1. attractive salary & benefits
2. pleasant work atmosphere
3. career progression
4. equity
5. work-life balance
6. job security
7. good training
8. interesting job content
9. possibility to work remotely/from home
10. location

Salary and benefits remains the driver with the largest disparity

Though this driver is considered most important, barely half of Greece workers feel that their employer matches their expectations. Gen X are considerably less positive about this than the younger generations.

Job security offered by current employer is as always valued most, which may compensate somewhat the lower rating of salary.

# top employers and sector insights.



# top employers to work for in greece.

## 2024

1.	PAPASTRATOS
2.	Vianex Pharmaceutical
3.	AEGEAN
4.	Papadopoulou Biscuits
5.	SKLAVENITIS
6.	Independent Power Transmission Operator I.P.TO. (ADMIE)
7.	ELPEN Pharmaceutical
8.	ATHENS INTERNATIONAL AIRPORT
9.	Skroutz
10.	ONASSIS CARDIAC SURGERY CENTER

## 2023

1.	PAPASTRATOS
2.	ION S.A. COCOA & CHOCOLATE
3.	AEGEAN
4.	INTRALOT S.A.
5.	ELPEN PHARMACEUTICAL
6.	SKLAVENITIS
7.	LAMPSA Hotels (Grand Bretagne, King George, Sheraton Rhodes)
8.	Bank of Greece S.A.
9.	Papadopoulou Biscuits
10.	Costa Navarino (T.E.MES SA)

## 2022

1.	PAPASTRATOS
2.	ION S.A. COCOA & CHOCOLATE
3.	LAMPSA Hotels (Grand Bretagne, King George, Sheraton Rhodes)
4.	SKLAVENITIS
5.	Papadopoulou Biscuits
6.	HELLENIC PETROLEUM
7.	Vianex Pharmaceutical
8.	Atlantica Hotel Management
9.	ELPEN PHARMACEUTICAL
10.	Bank of Greece S.A.



## top 3 EVP drivers of the top 5 companies.

The top 5 most attractive companies to work for in Greece are all highly regarded for their perceived financial health and reputation. Job security is also a key factor for the majority of companies. Interestingly, these factors are not top characteristics of the ideal employer profile, suggesting that employees may underestimate the importance of these initially, potentially taking them for granted.

### top companies

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1. PAPASTRATOS

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2. Vianex Pharmaceutical

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3. AEGEAN

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4. Papadopoulou Biscuits

---

5. SKLAVENITIS

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### 1.

---

financially healthy

---

financially healthy

---

financially healthy

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financially healthy

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financially healthy

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### 2.

---

good reputation

---

long-term job security

---

good reputation

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long-term job security

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good reputation

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### 3.

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long-term job security

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good reputation

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career progression

---

good reputation

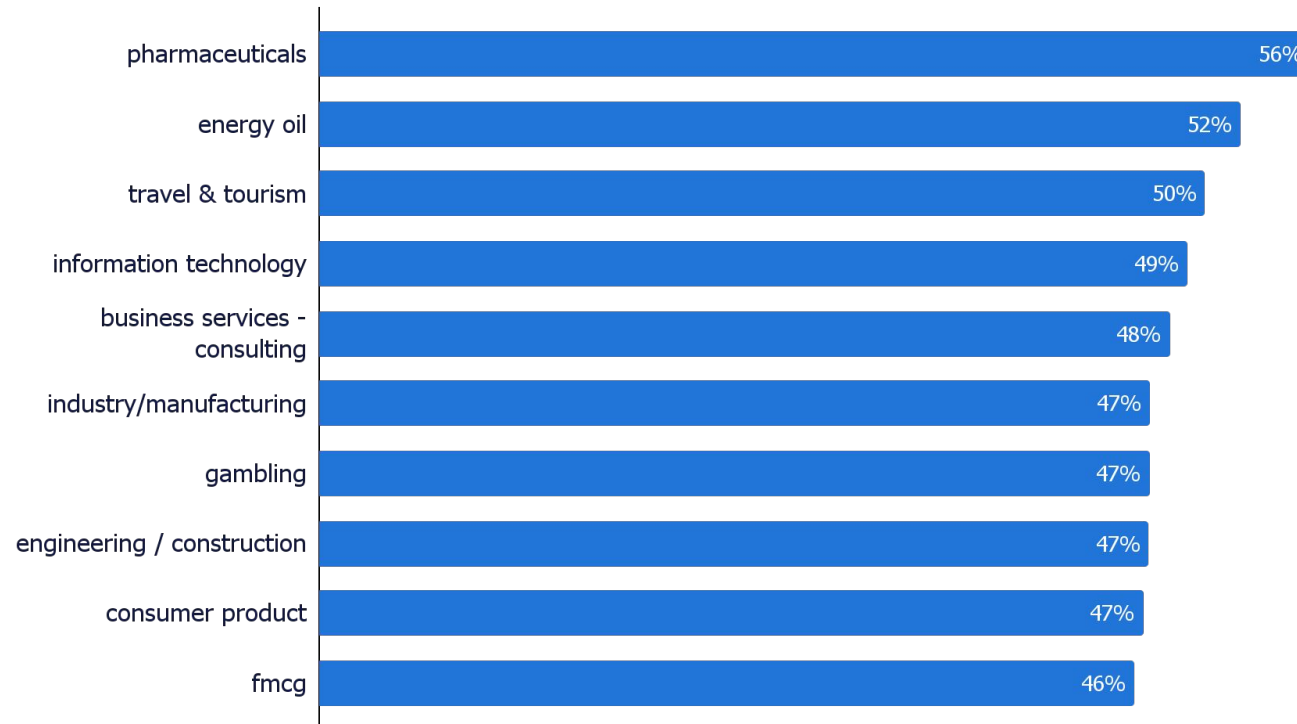
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conveniently located

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# sector attractiveness.

## top 10 best performing sectors

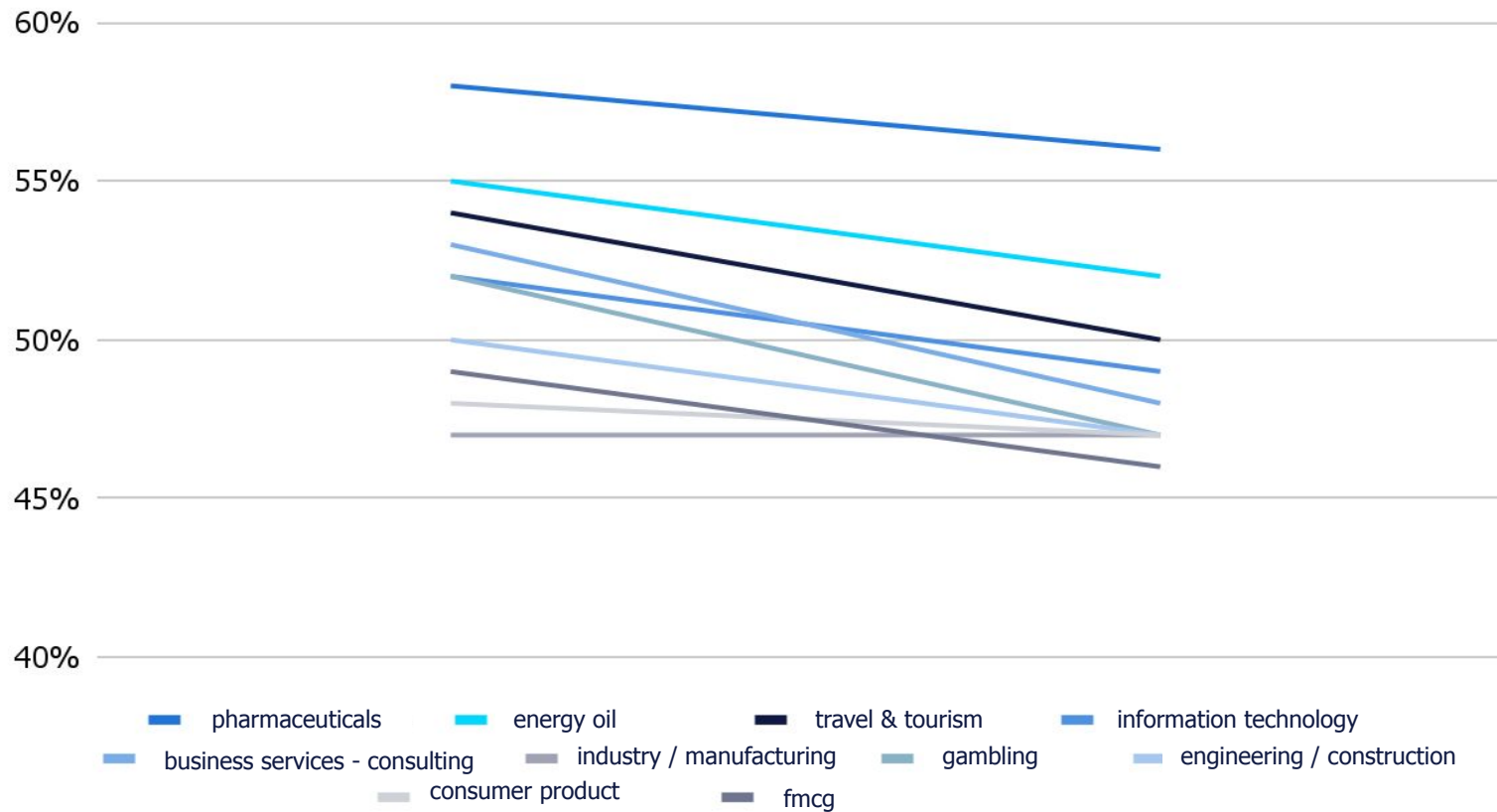


the pharmaceuticals industry is the most attractive sector to work for in Greece.

This is primarily driven by Vianex, that ranks as the number two most attractive company in Greece, along with Elpen, which holds the sixth position.

However, the differences in attractiveness between all other sectors are small, which means that employers compete not only within their own sector but also with multiple other sectors when it comes to attracting talent.

## sector attractiveness over time.



**56%** believes that the pharmaceutical sector is the most attractive.

There is a decrease of 2% compared to 2023 results (58%), although the pharmaceutical industry still remains the most attractive sector for second time in a row.

# top 3 performing companies by top 10 sectors.

## sector

## 1.

## 2.

## 3.

1. pharmaceuticals	Vianex Pharmaceutical	ELPEN PHARMACEUTICAL	DEMO Pharmaceuticals
2. energy oil	Independent Power Transmission Operator I.P.TO. (ADMIE)	HELLENIQ ENERGY (Hellenic Petroleum, EKO)	Motor Oil Hellas
3. travel & tourism	AEGEAN	ATHENS INTERNATIONAL AIRPORT	LAMPSA Hotels (Grand Bretagne, King George)
4. information technology	Skroutz	Netcompany -- Intrasoft	OPAP
5. business services - consulting	PRICEWATERHOUSECOPPERS (PWC)	ACCENTURE	Deloitte
6. industry/manufacturing	PAPASTRATOS	HELLENIQ ENERGY (Hellenic Petroleum, EKO)	Motor Oil Hellas
7. gambling	OPAP	INTRALOT S.A.	Kaizen Gaming (Stoiximan)
8. engineering / construction	LAMDA DEVELOPMENT S.A. (The Ellinkon, The Mall Athens, Golden Hall, Mediterranean Cosmos, Marina Flisvos)	GEK Terna	INTRACOM (Telecom Solutions, Intrakat, Intracom Defense, Ventrure, Properties)
9. consumer product	Estee Lauder	Fais Holdings	Sarantis
10. fmcg	Papadopoulou Biscuits	PAPASTRATOS	ION S.A. COCOA & CHOCOLATE

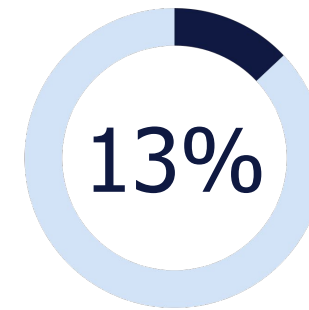
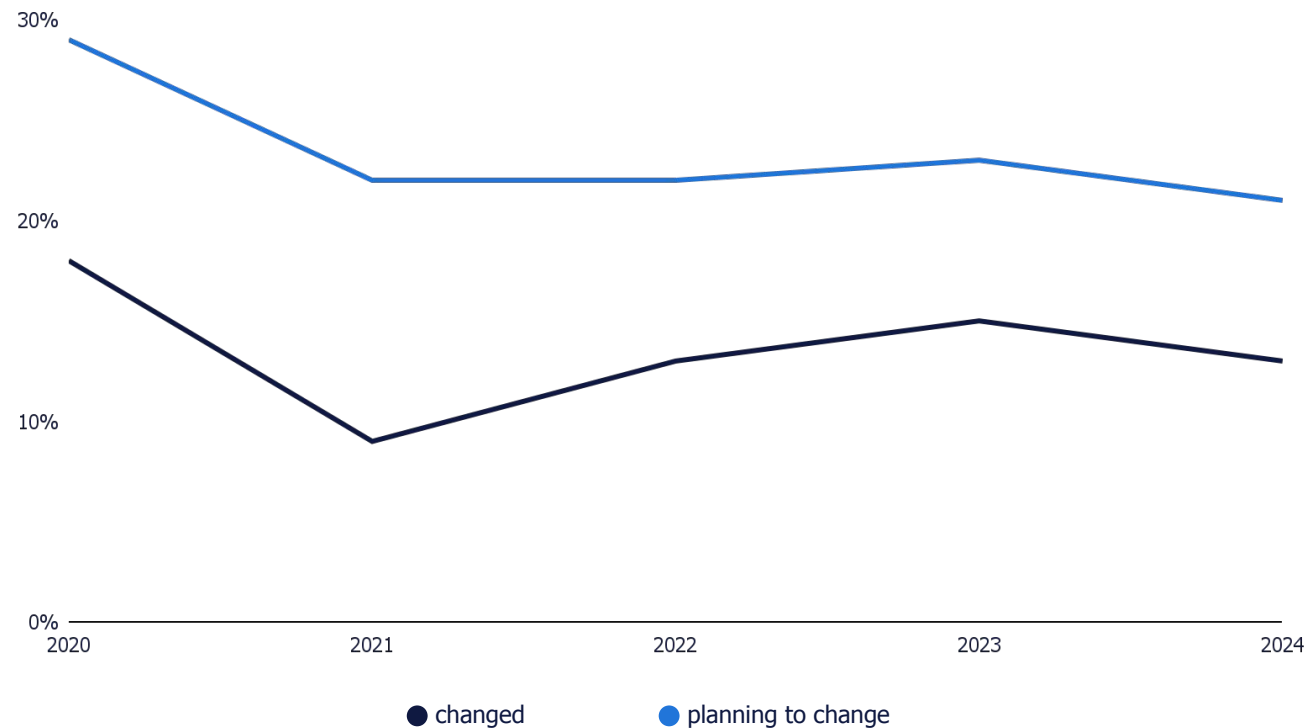
# job-switching behaviour in focus.



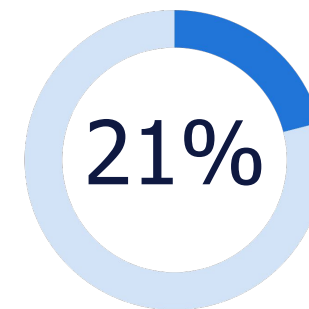


# switching behaviour over time.

There appears to be a subtle downturn in job-switching behavior, with both the intention to switch jobs and actual switches declining by 2%. Gen Z emerges as the most active demographic in the job market, with 18% having changed jobs in the past six months and 25% planning to do so.



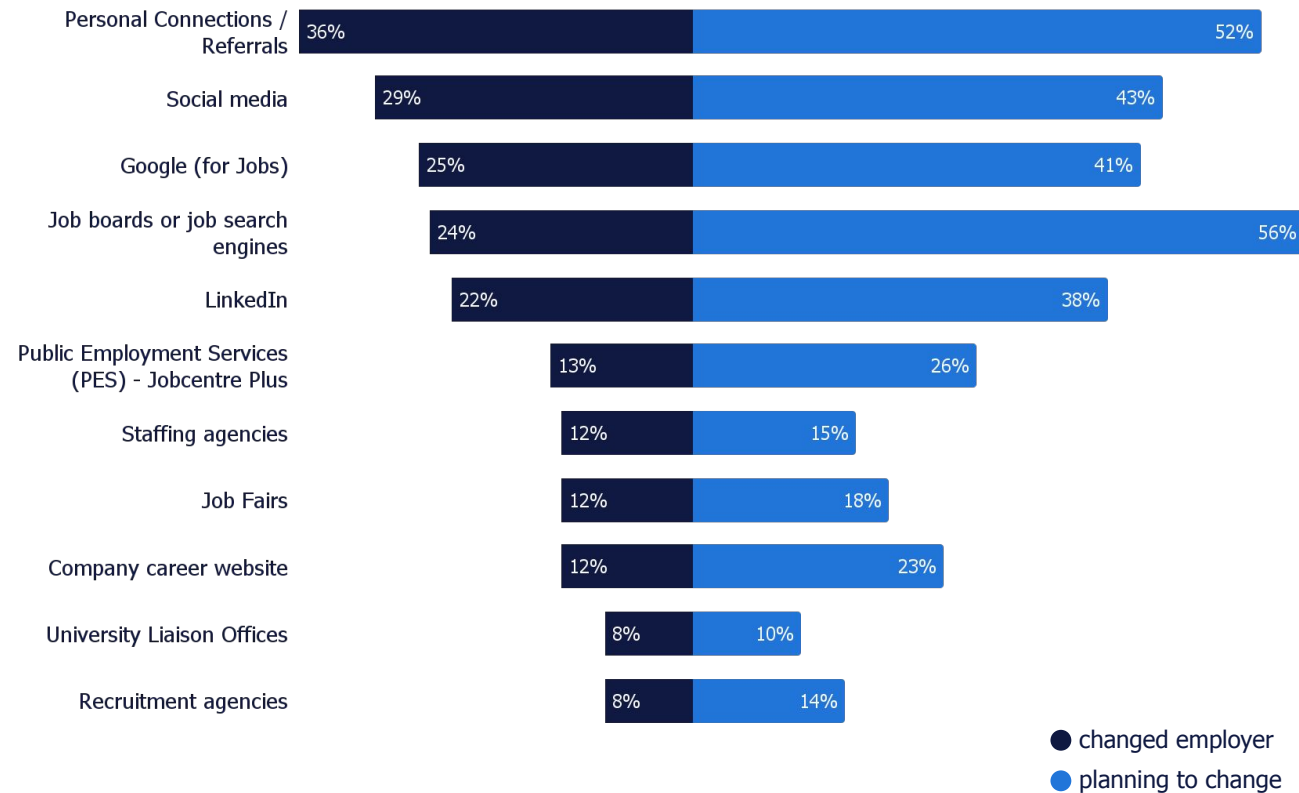
have changed  
employer in the last  
6 months



is planning to  
change jobs within  
the next 6 months

# how employees in greece find new job opportunities.

## sources for job opportunities



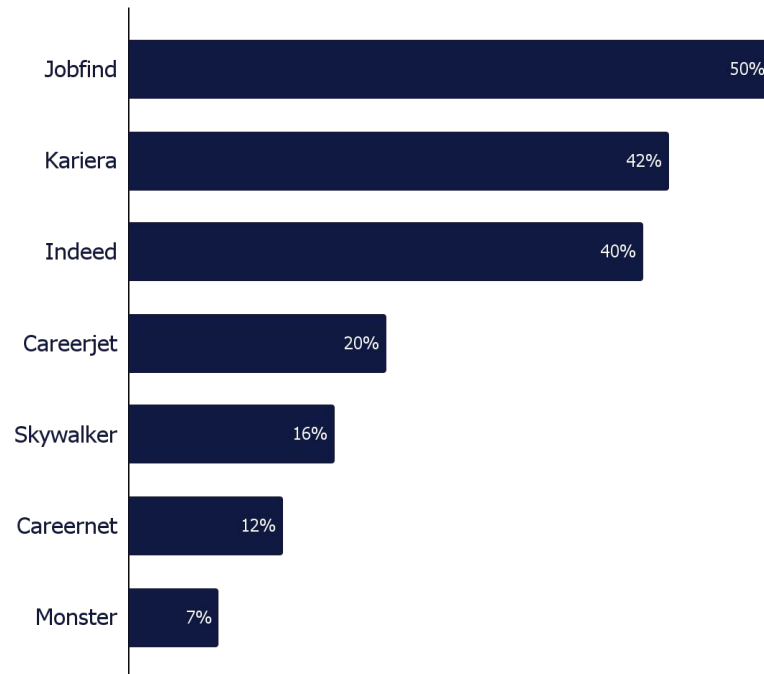
52% of job seekers use personal connections in their job search, and it has one of the highest success rates for finding a job (36%).

Social media boasts a similar success rate, albeit with less reach among job seekers. However, this trend shifts among Gen Z and Millennials, who utilize social media more frequently, while personal connections are favored by Gen X for job searches. Notably, Gen Z also find jobs more often through social media (36%) than through personal connections.

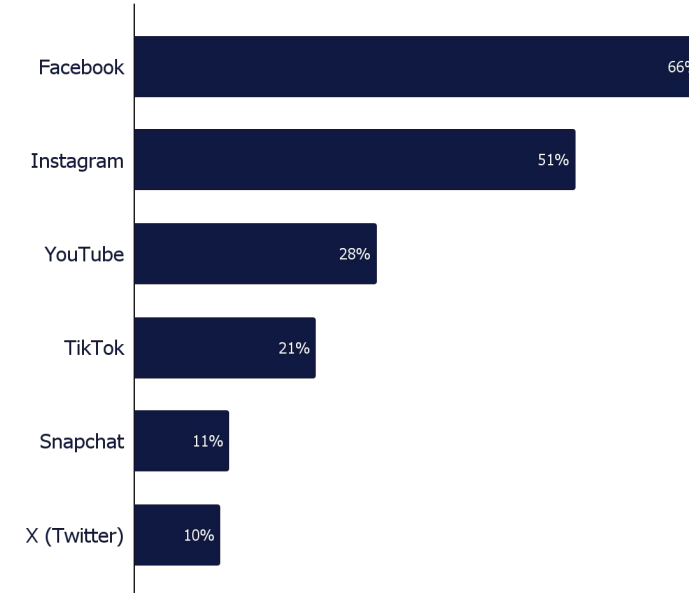
# job portals and social media channels

Jobfind continues to be the most frequently used job portal, with 50% of all workers finding a job through this platform. Kariera and Indeed closely trail behind, surpassing all other job portals by a significant margin. Individuals who secured a job through social media typically utilized an average of two platforms, often in conjunction with either Facebook or Instagram.

## job portals\*

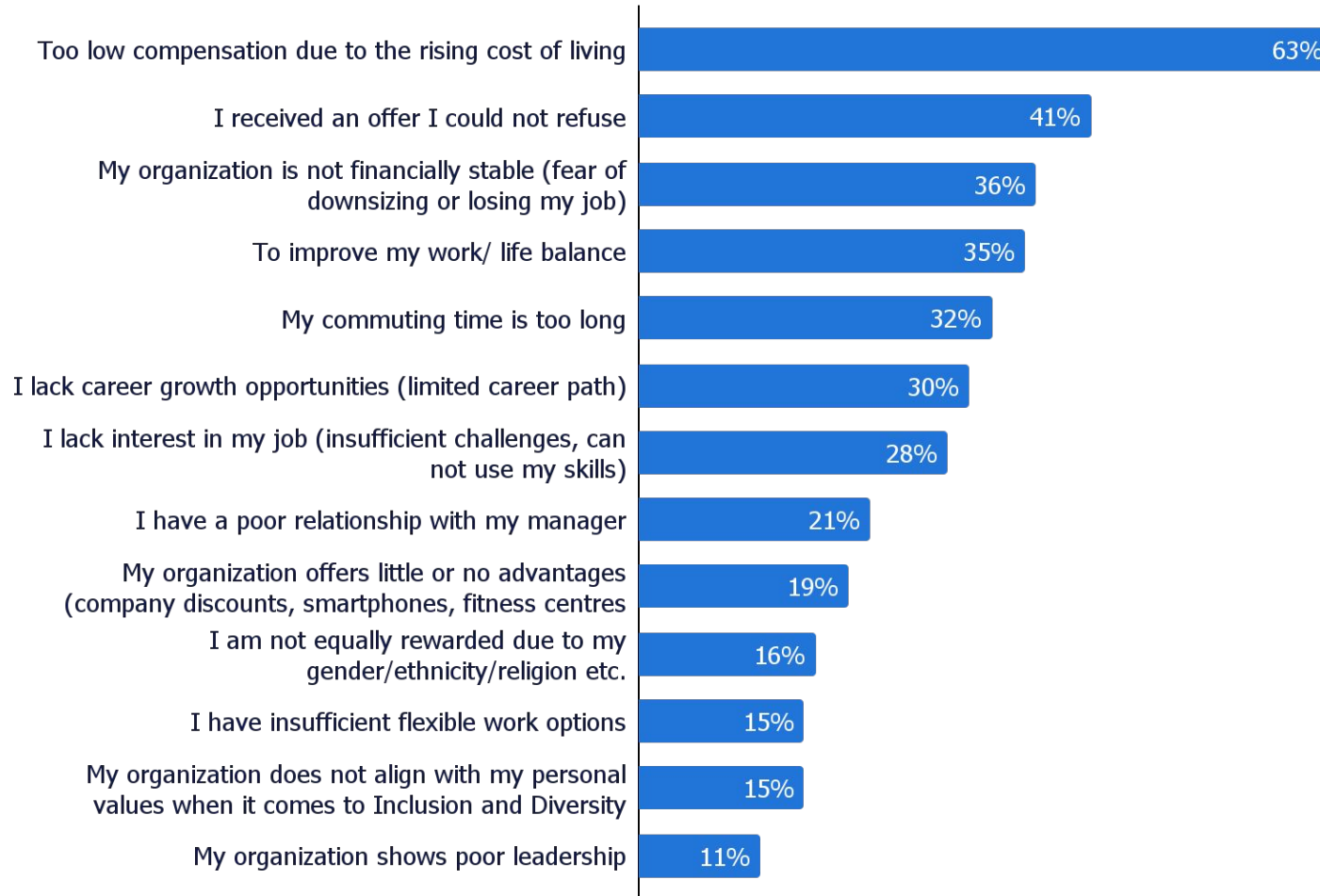


## social media channels\*



\*note: job portals & social media are follow up questions from channels used to find new jobs.

# reasons to leave an employer



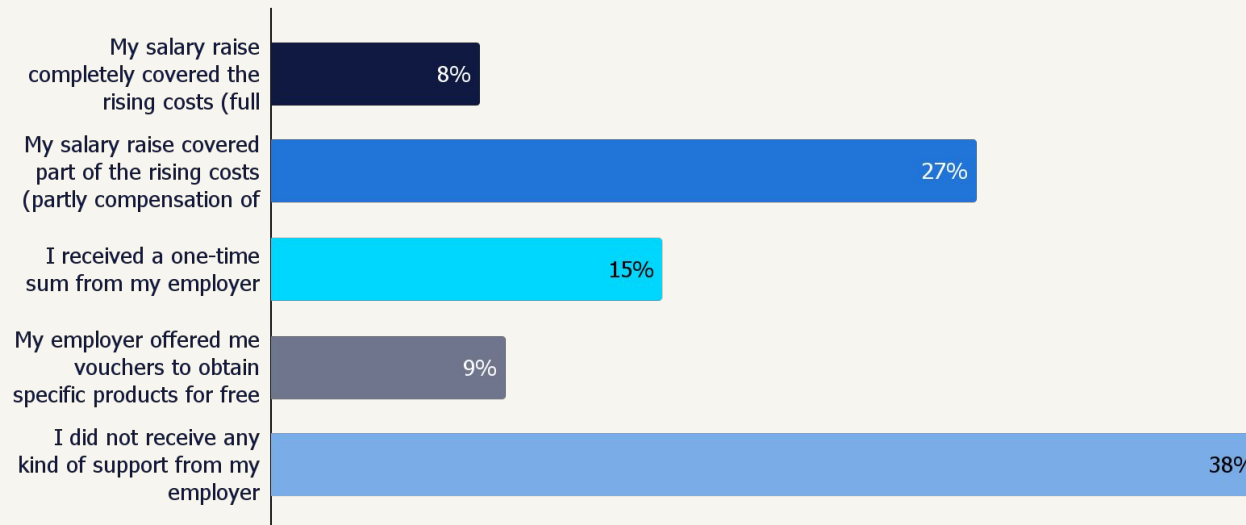
too low compensation is by far the most important reason for employees to potentially leave their current employer.

This holds true across all segments. Among the higher educated, the desire to improve work-life balance (36%) is a more compelling motivator for leaving, alongside the pursuit of better career opportunities (33%).

Millennials and Gen X are more inclined to contemplate leaving their current employer in pursuit of an improved work-life balance or a better job offer. Conversely, Gen Z prioritizes alignment with their employer on equity and inclusion and diversity matters.

# inflation compensation.

in what way has your employer financially supported you to help cope with the rising cost-of-living?



over a third of workers did not receive any kind of inflation compensation.

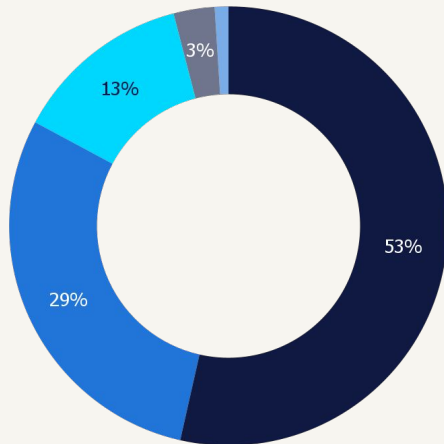
These employees exhibit a higher inclination to leave their employer (47%) compared to those who received full compensation (7%). Even among those who received partial compensation (salary, one-time sum, or vouchers), 43% have plans to leave their employer.

Female workers faced a higher likelihood of not receiving any compensation (43%), as did Gen X employees (49%) and the middle educated (32%), compared to Gen Z (25%) and others.



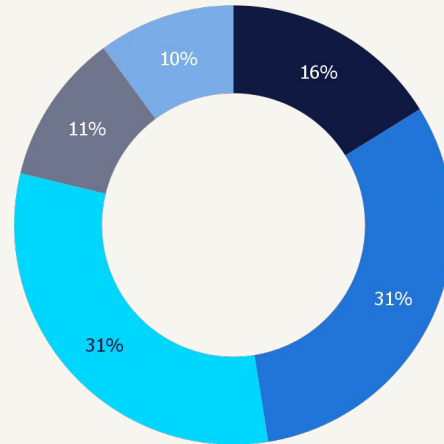
# career progression.

## importance of reskill



- 5 – very important to me
- 4
- 3
- 2
- 1 – not important at all
- don't know

## enough opportunity to develop in your role



- 5 – completely true
- 4
- 3
- 2
- 1 – not at all true
- don't know

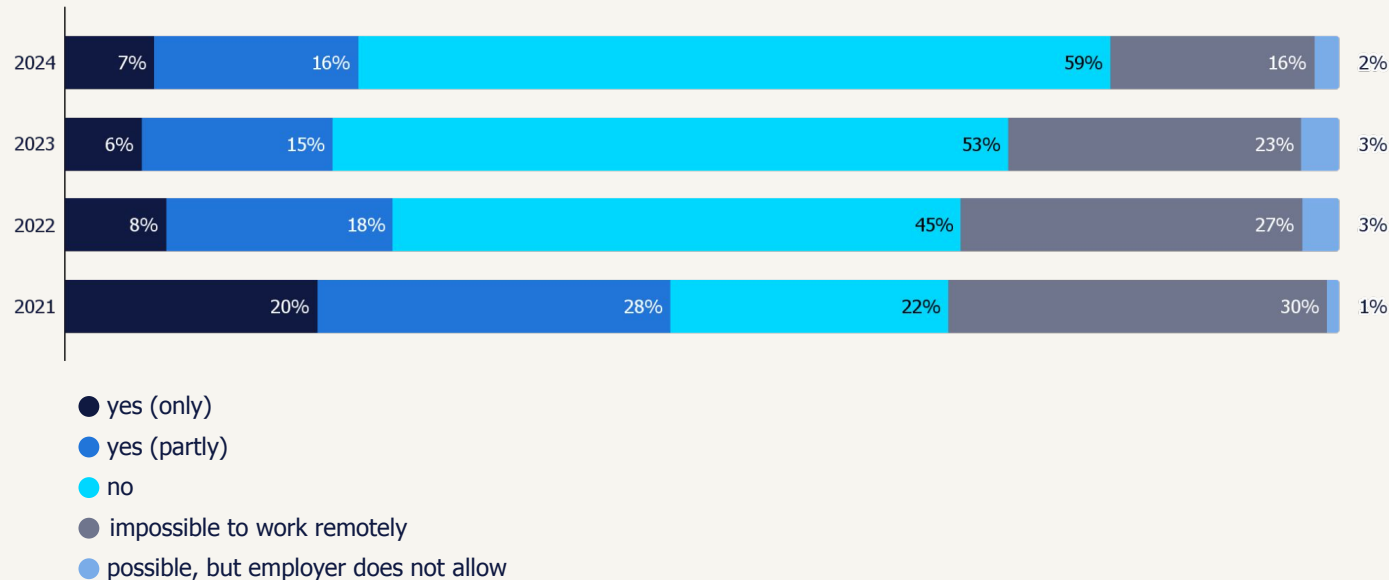
one in five workers are not given enough opportunities to develop in their role.

In a strained labor market these workers have twice the inclination to leave the organisation (31%) than those who receive such opportunities (14%).

The importance of reskilling is recognized by no less than four out of five workers, which underlines that such reskilling should be offered when and where possible.

# trend in remote working.

do you currently work remotely/from home?



Remote working is on the rise again.

This shows the permanency of remote working in the current workplace landscape. With this said, we have also observed a greater number of individuals returning to the office.

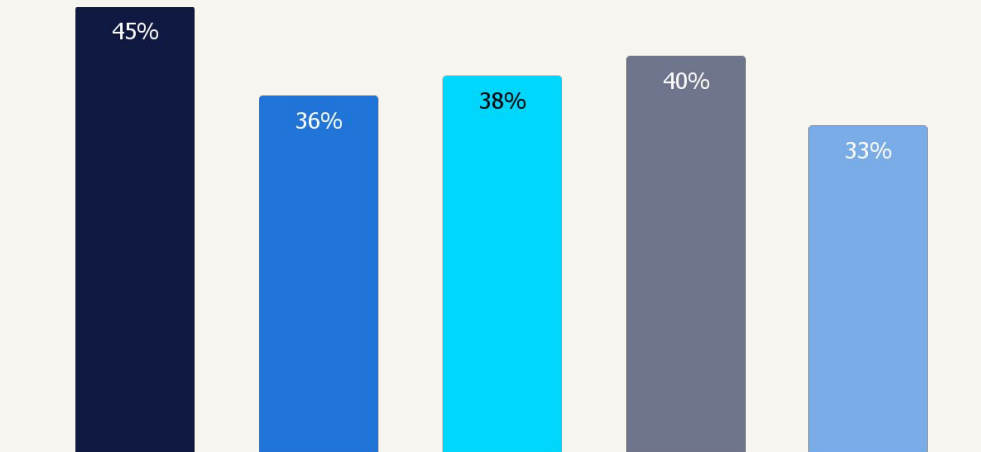
While working fully remotely remains consistent across all demographics, hybrid working arrangements are more prevalent among Gen Z (22%) and the higher educated (18%). Conversely, Gen X employees are more likely to be back in the office on a full-time basis (66%).

# annual topics: equity and AI.



# equity.

Which of the following statements do you consider to be true for your current employer?



- my unique attributes, characteristics, skills, experience and background are valued in my organisation
- senior managers are fair when it comes to hiring or career advancements of those that report into them
- at my organisation, the best opportunities go to the most deserving employees
- my organisation provides equal pay for equal work
- senior managers are fair when it comes to reskilling and upskilling opportunities of those that report into them

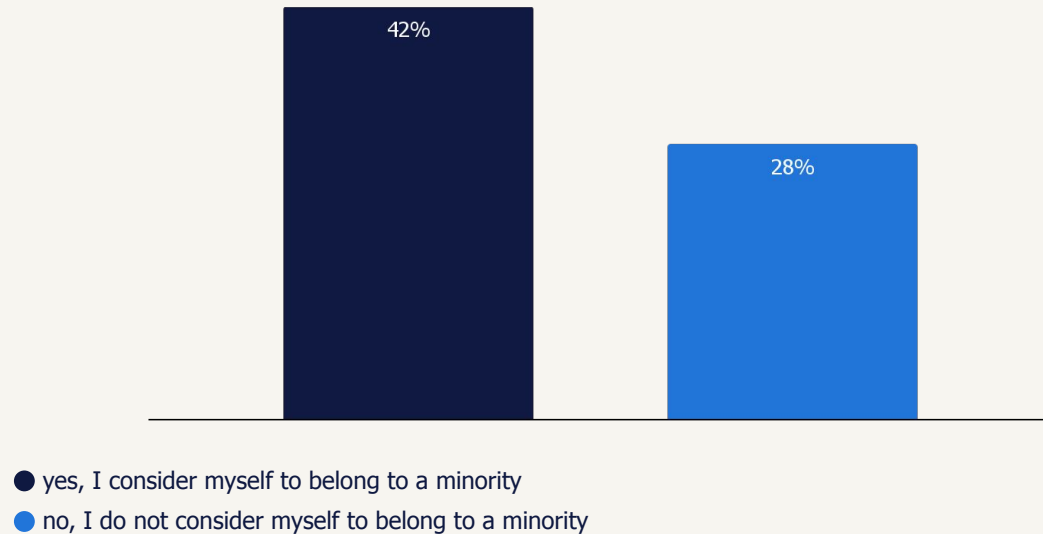
Though equity is a top driver, less than half of workers believe their employers meet their expectation.

Gen X tends to be more critical than their peers across all equity statements, particularly concerning the fairness of skilling opportunities.

Despite approximately one in six individuals in Greece identifying as a minority, they exhibit a similar level of criticality toward their employer as those who do not belong to a minority group.

# equity.

I have faced obstacles in my career progression in this organisation which I believe are due to who I am



Almost half of those who identify as a minority have faced obstacles due to identity.

This compares to just over a quarter for those who do not consider themselves to be a member of a minority.

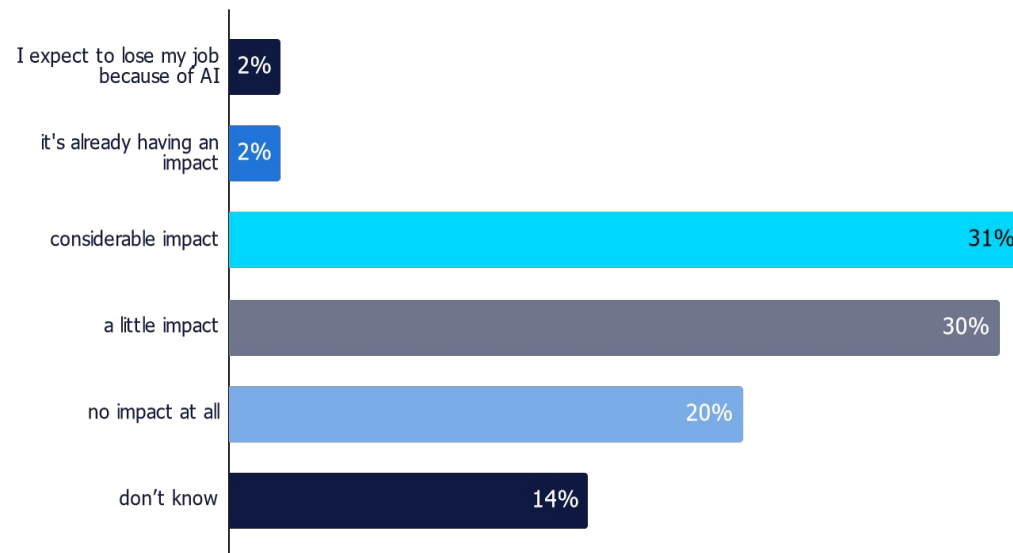
GenZ workers also claim more often to have faced such obstacles (in part because they also more often claim to belong to a minority).



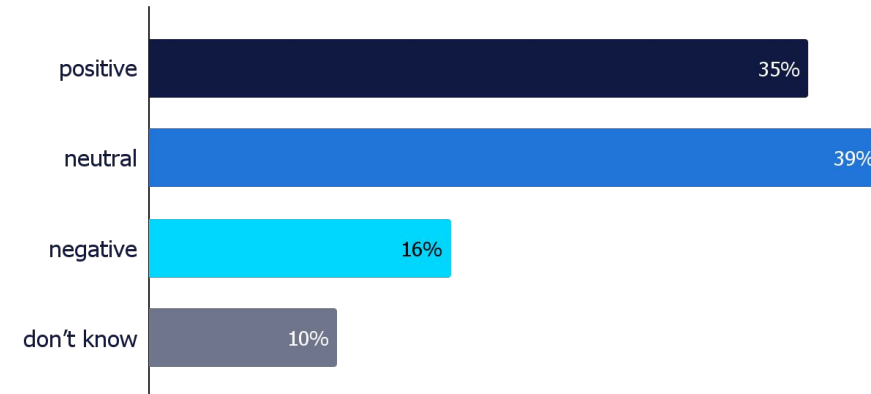
# impact of artificial intelligence on jobs.

About 1 in 10 employees already use AI on a regular basis; this even higher amongst Gen Z (18%). Two-thirds of workers expect AI to have at least some impact on their job. This is even higher amongst those who already use it in the workplace (79%). The influence of AI on job leans towards a more positive outlook, with higher educated being more optimistic than other generations.

## expected impact of AI on your job



## impact of AI on job satisfaction\*



\* only asked to those who see AI having a little to a considerable impact on their job.

# thank you.



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