



# THE TALENT COMPASS

Navigating the Architecture Hiring Landscape

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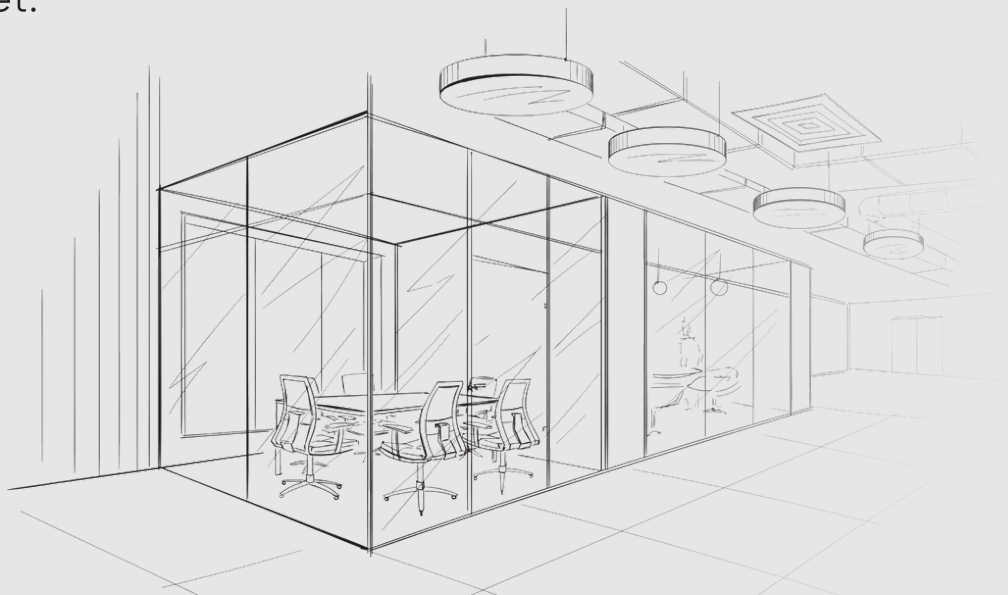
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# Overview

The post-pandemic transformation has impacted all industries, including Architecture & Design. It has resulted in significant challenges in the recruitment of new talent. Factors such as hybrid/remote work flexibility, higher salary expectation, willingness to relocate, and work-life balance priority have become increasingly important for prospective employees. Additionally, the current economic climate has further exacerbated these challenges. It has made candidates hesitant to explore new opportunities even if it could potentially advance their career.

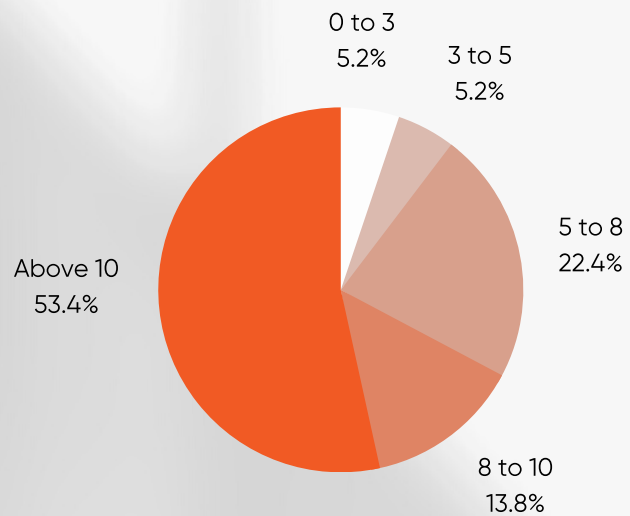
As an expert in architecture hiring, SNIPEBRIDGE has encountered the last two-quarters of recruiting as the most challenging in the recent past. This prompted us to reach out to the design community through a survey and gain insights that would help in understanding the mindset and priorities of future employees. Our survey covered a wide range of topics related to the talent market and helped us identify key trends in the behavior and expectations of candidates and what motivates them.

We hope this report provides you a clearer sense of the current candidate market and assists you in refining your recruiting strategy. Additionally, we aim to help you set realistic expectations internally when seeking new talent in today's market.

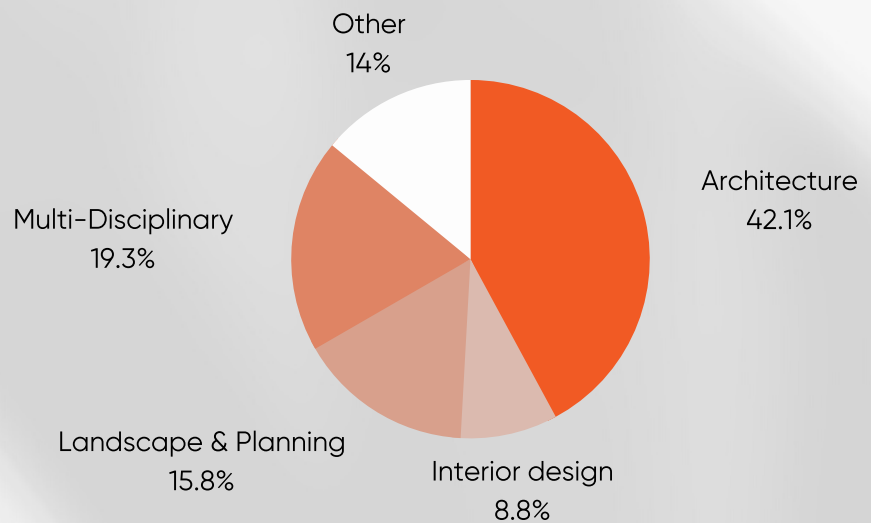


# Respondents' Profile

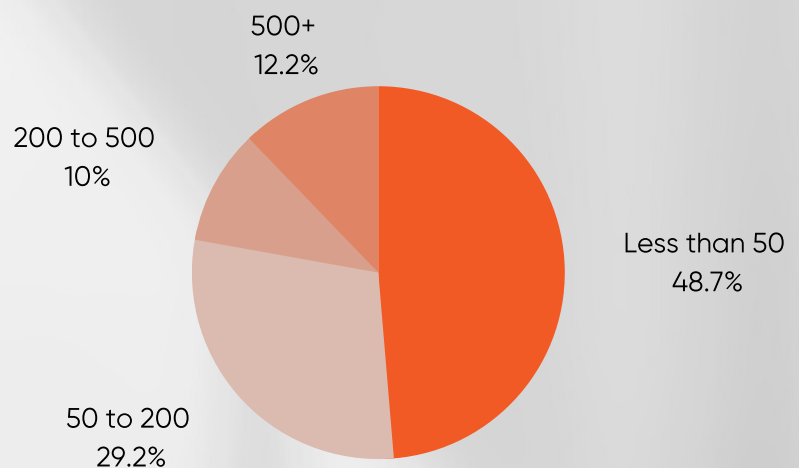
## Years of Experience



## Type of Firm



## Size of Firm (Number of employees)



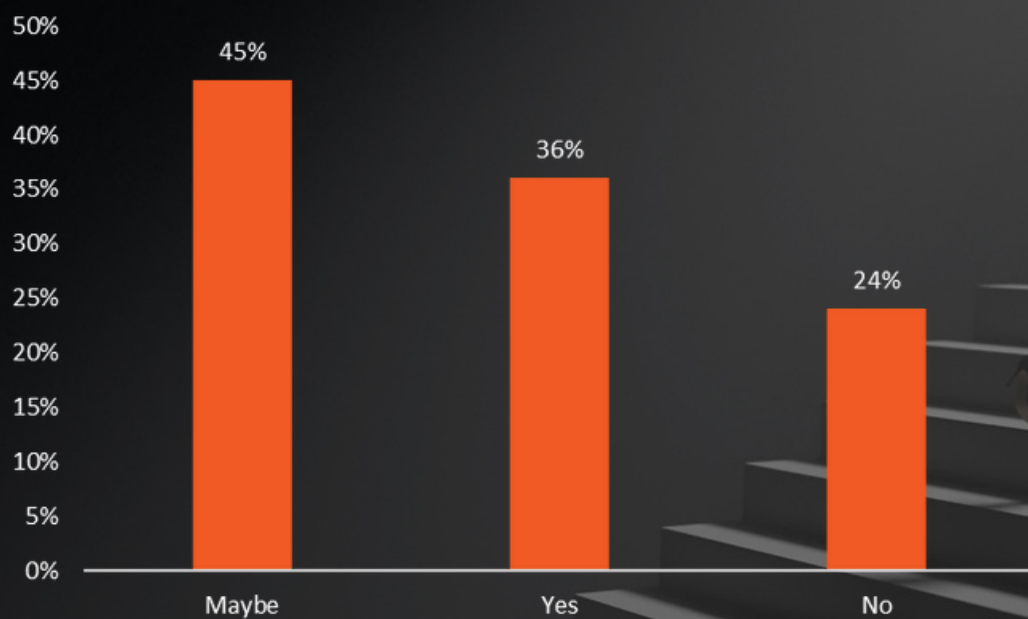
SNIPEBRIDGE surveyed a diverse group of architecture professionals with various experience levels and from different types of firms, including those focused on architectural design, interior design, landscape, and urban planning.

Survey participants included designers, associates, project managers, directors, and specialists such as BIM and master planning experts.

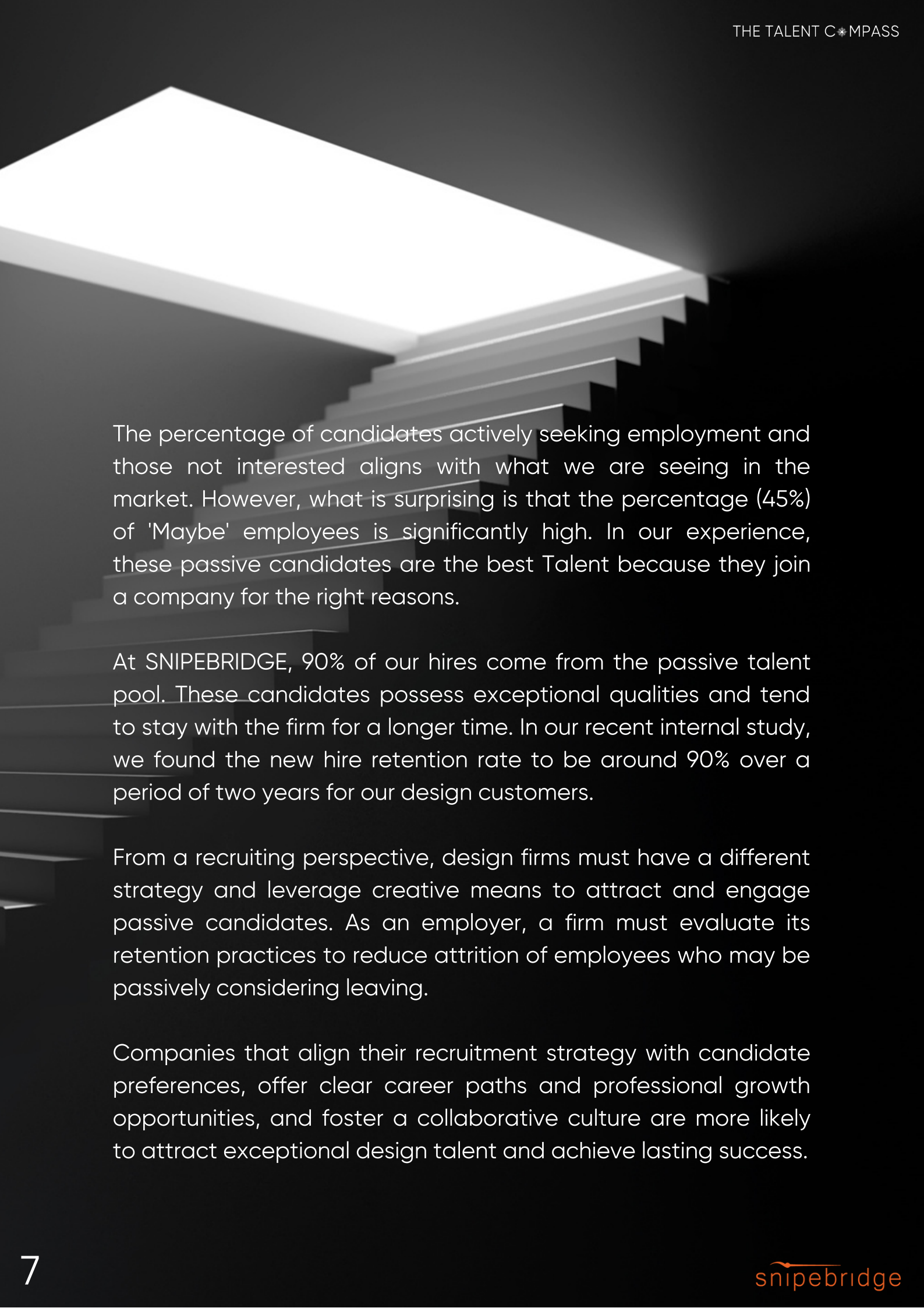
Our goal was to understand their priorities, interests, challenges, and aspirations regarding new job opportunities in the current market.



# Active Job Seekers



Are you currently looking for job opportunities?



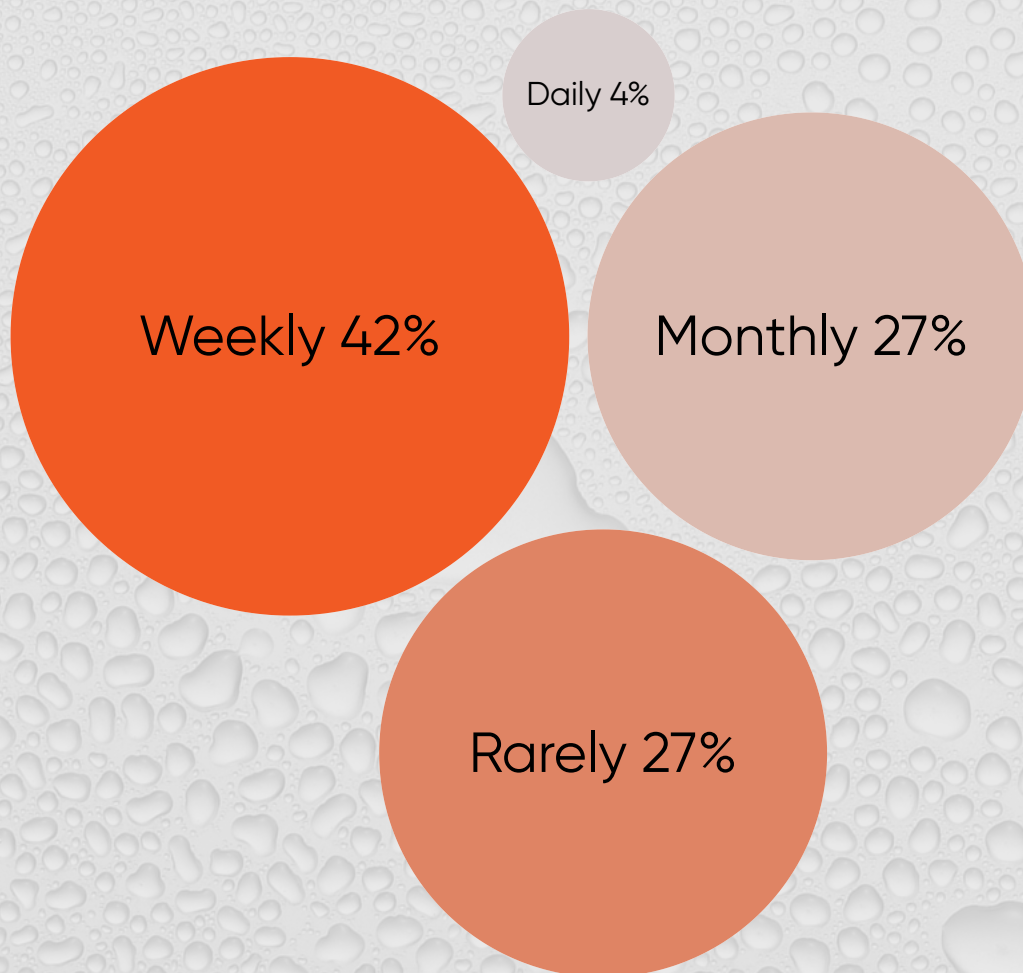
The percentage of candidates actively seeking employment and those not interested aligns with what we are seeing in the market. However, what is surprising is that the percentage (45%) of 'Maybe' employees is significantly high. In our experience, these passive candidates are the best Talent because they join a company for the right reasons.

At SNIPEBRIDGE, 90% of our hires come from the passive talent pool. These candidates possess exceptional qualities and tend to stay with the firm for a longer time. In our recent internal study, we found the new hire retention rate to be around 90% over a period of two years for our design customers.

From a recruiting perspective, design firms must have a different strategy and leverage creative means to attract and engage passive candidates. As an employer, a firm must evaluate its retention practices to reduce attrition of employees who may be passively considering leaving.

Companies that align their recruitment strategy with candidate preferences, offer clear career paths and professional growth opportunities, and foster a collaborative culture are more likely to attract exceptional design talent and achieve lasting success.

# Job Search Frequency



How frequently do you review job postings?

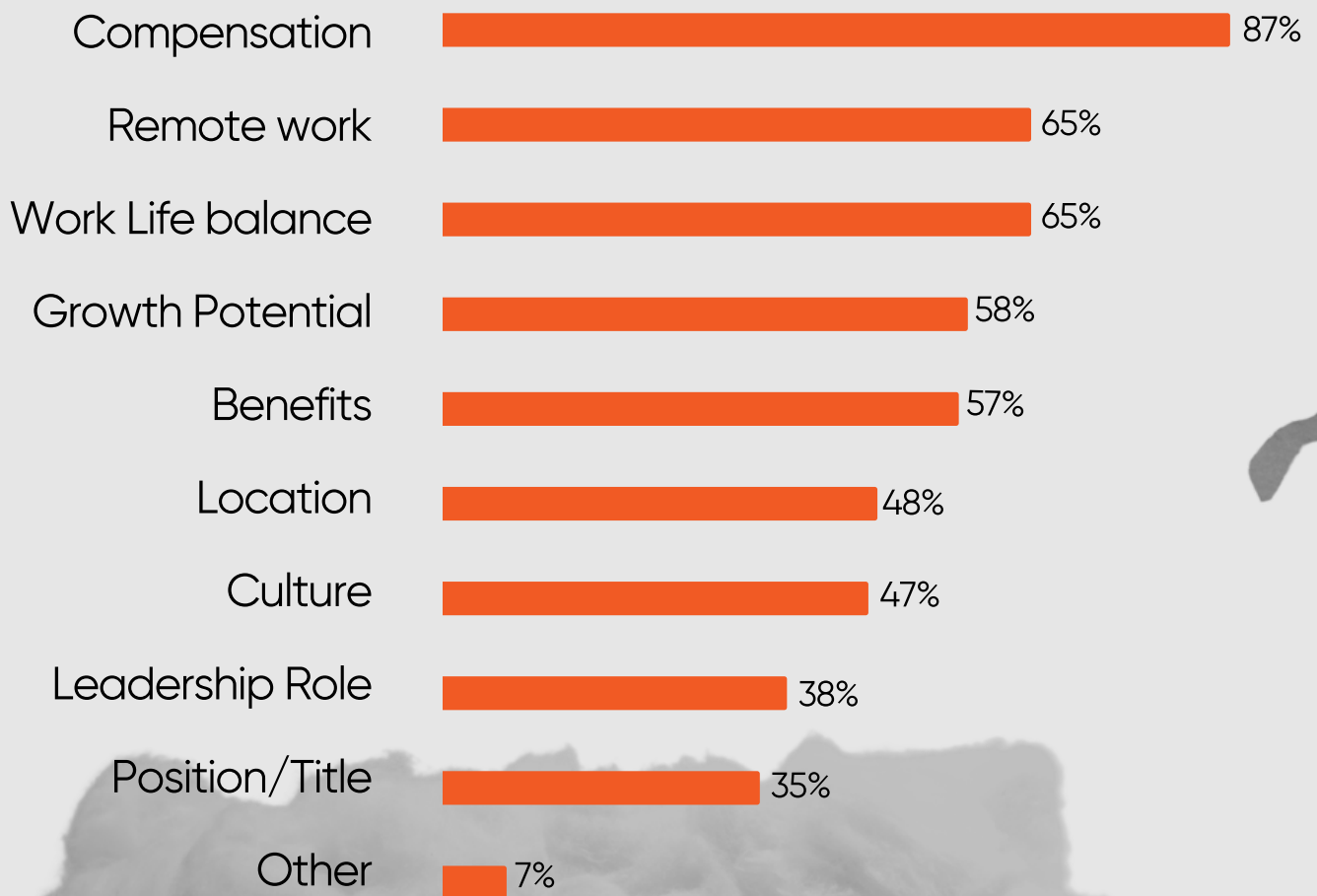


The percentage of candidates actively reviewing job postings daily and weekly is significantly high (46%). Firms must increase visibility and awareness of its jobs across multiple and relevant online platforms and have a seamless application process. Regularly publishing and refreshing existing job postings is crucial to attracting monthly job posting reviewers.

To attract candidates who rarely review job postings, firms should focus on branding & relationship building. They must establish a strong employer brand across design relevant online platforms, maintain presence in industry events, and cultivate & nurture relationships with passive job seekers through indirect and regular communication.

A good ATS or recruiting CRM built for architecture firms can streamline the process of posting job openings and increase the number of applications. Additionally, it can help in creating an informative and professional career site that effectively promotes the opportunity to potential candidates.

# Key Criteria

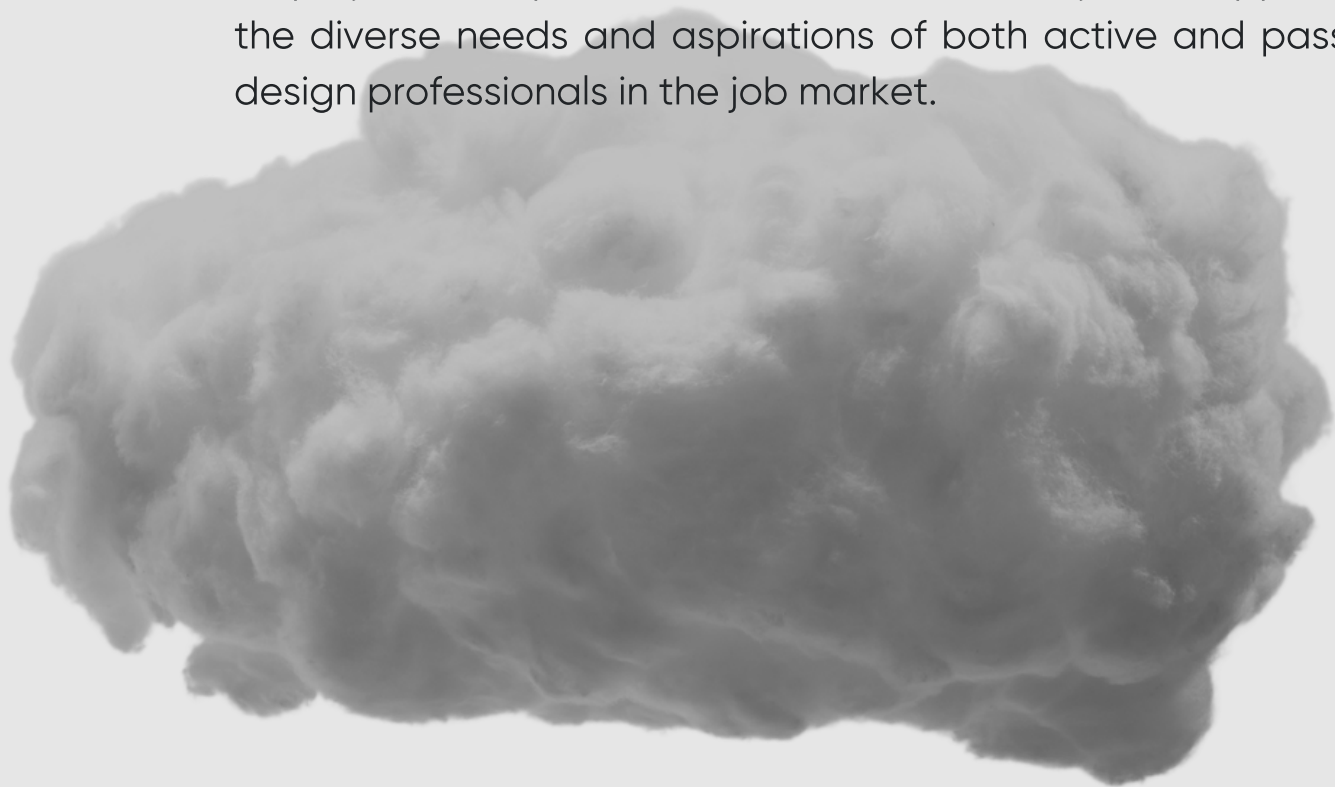


What are your key criteria in evaluating potential job opportunities?

Compensation, growth potential, and benefits have always been the typical criteria for evaluating new job opportunities. However, what is interesting in today's market is that remote work flexibility and work-life balance have now become equally important factors for prospective employees. Today, companies that do not have a policy for remote or hybrid work tend to miss out on a significant pool of good talent and also experience a longer hiring cycle.

To compete for the same talent, architecture firms must offer a multifaceted proposition to engage candidates. This includes offering competitive compensation, highlighting growth potential, providing flexible work models, and showcasing an engaging organizational culture.

By understanding and addressing these motivation factors, employers can position themselves favorably and appeal to the diverse needs and aspirations of both active and passive design professionals in the job market.



# The Compensation Factor

Yes 48%

No 52%

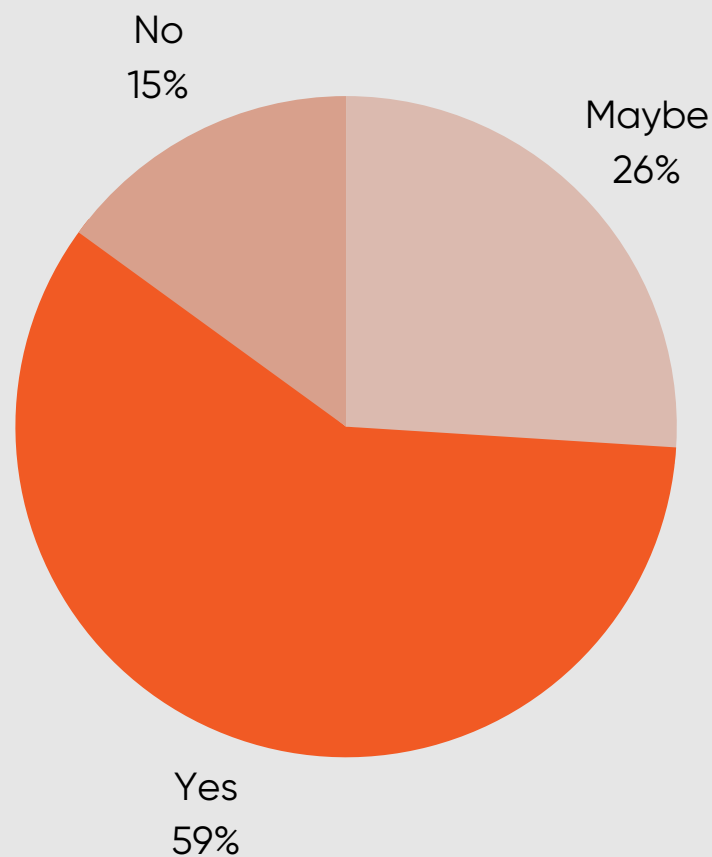
Do you consider compensation as the main factor in evaluating a new opportunity?

The post-pandemic transformation has caused people to become more aware of the quality of life they want and the level of happiness they desire in their work. As a result, we find over 50% of participants prioritize these factors over compensation when evaluating a new career opportunity.

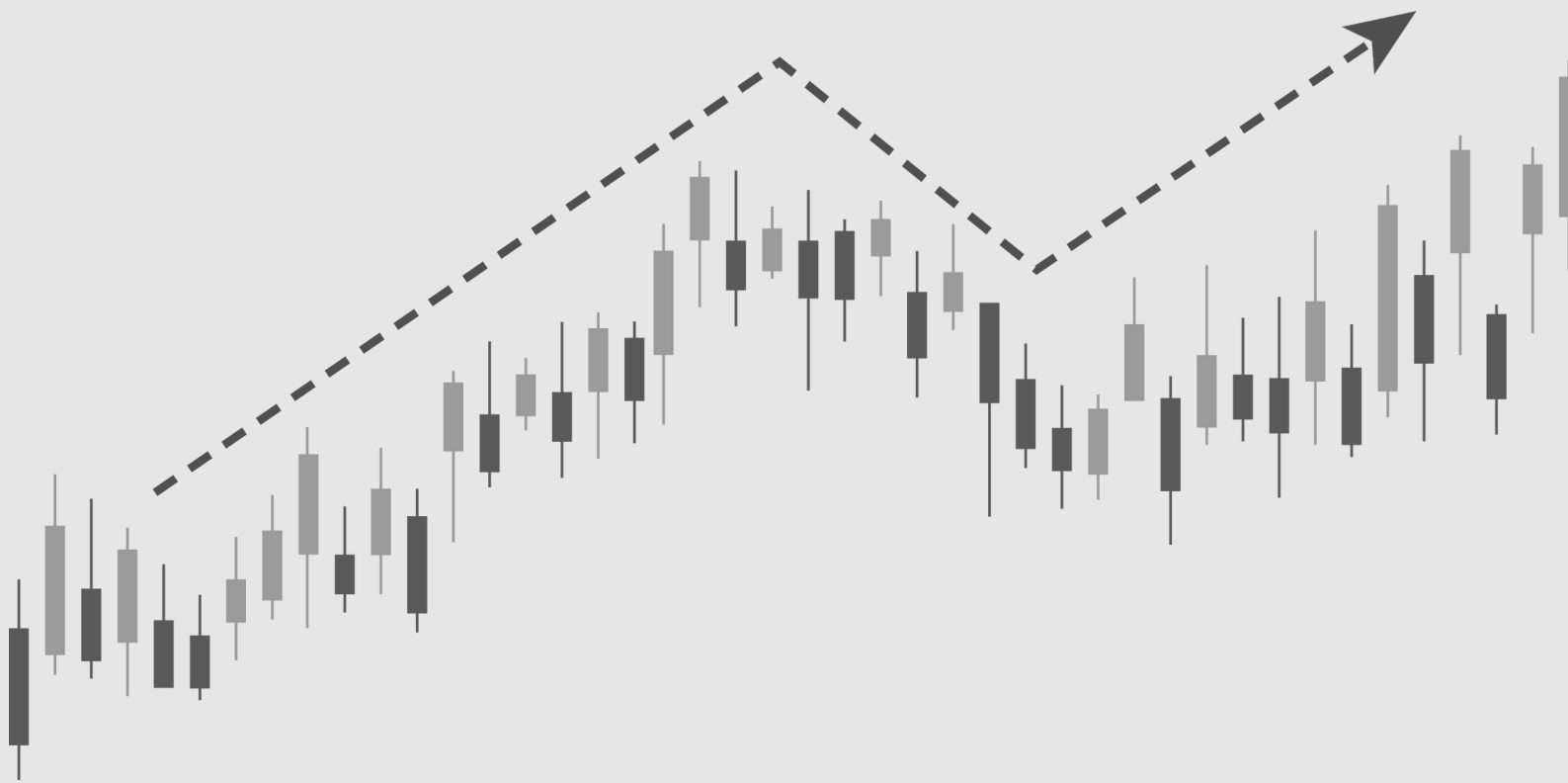
Candidates are delving deeper into the role & responsibilities, project opportunities, and knowing more about their future colleagues. In some cases, they are independently researching their prospective employer's culture, reputation, and work-life balance practices even before committing to the hiring process.

In order to attract top talent, architecture firms must present a holistic view of their organization and job opportunity.

# Impact of Economic Climate



Does the current economic situation influence your willingness to consider a new employer?



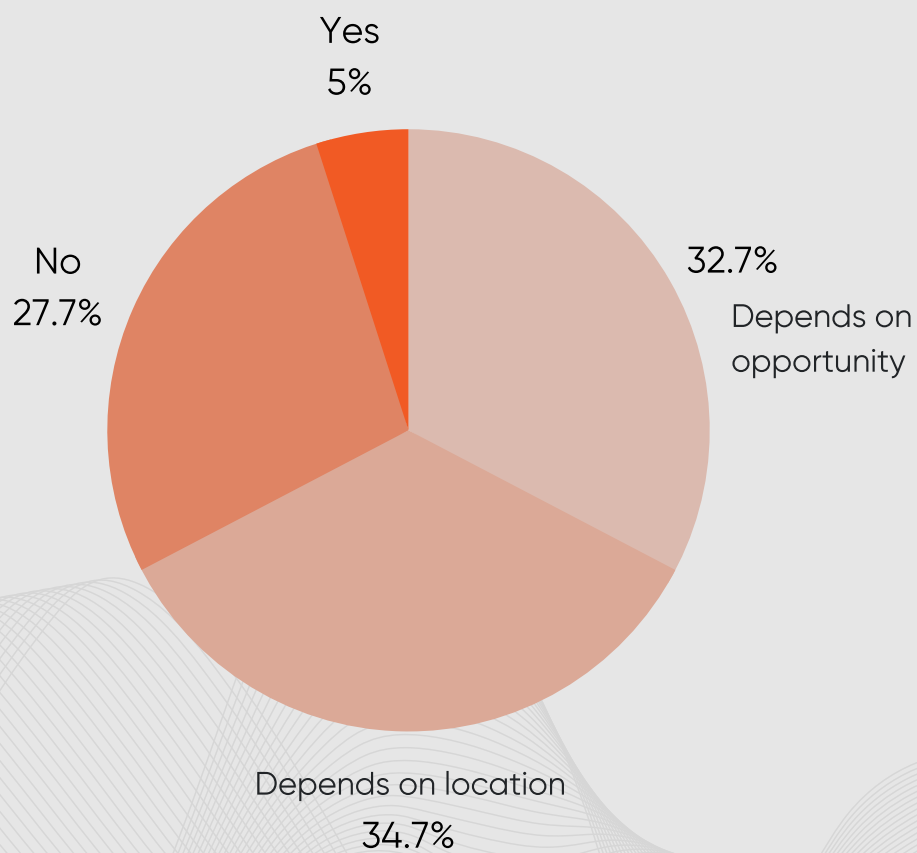
The prevailing economic environment has rendered it considerably more challenging to attract and engage prospective employees. This is particularly more difficult in the case of passive candidates as they have very little motivation or the need to take risks.

Architecture firms need to recognize and consider this influence in their hiring process. They must emphasize their stability, growth trajectory, low employee attrition, brand image, and other positive factors about the firm to allay any reservations that candidates may have.

Once this is achieved, firms can focus on selling the role and evaluating the fit between the candidate and the position.



# Relocation



Are you open to relocation for a new job opportunity?





The challenge of recruiting new talent is significant when only 5% of candidates are willing to relocate. Design firms in over-saturated talent markets must look outside for potential hires, and an appealing relocation policy is essential if remote work is not an option.

Alternatively, if a design firm's location is unattractive to candidates, the firm must be open to remote work to expand the talent pool and be able to hire from multiple regions.

Engaging candidates who base their relocation decisions on location or job opportunity requires a different approach. In these cases, the design firm's ability to effectively market its brand and sell the opportunity becomes crucial.

# Final Thoughts

The current talent market has undergone significant changes compared to before the pandemic. Design firms need to adapt their recruitment strategies and offer more to candidates if they want to grow quickly and meet customer commitments.

In this highly competitive market, firms must establish a strong employer brand, offer additional value (why) to candidates, and highlight their positive work environment, such as location flexibility, company culture, and commitment to work-life balance.

When it comes to recruiting, design firms must employ more effective methods and utilize modern tools to attract, engage, and hire top talent. Engaging with passive candidates is crucial to hiring the best talent and ensuring a high retention rate for new hires.

Firms that can align with candidates' aspirations, effectively promote their brand, and have a recruiting team that can sell job opportunities instead of merely presenting them will outperform their competitors.

SNIBEBRIDGE is a leading talent acquisition firm based in the US. We help top architecture firms and boutique studios hire exceptional talent and build high performing teams.

Our embedded recruiting services are transforming the way architecture firms hire. We empower design firms to compete in attracting, engaging and acquiring the best talent in the industry using modern recruiting methods, individualized programs and tech innovation.

Over the years, SNIBEBRIDGE has built a large repository of top design practitioners across Architecture, Landscape, Interiors and Urban Planning disciplines. Our strategic approach and alignment with customer's business helps reduce time and cost per hire, and significantly lowers the new hire attrition rate owing to our passive talent engagement.

Our purpose-driven team is fanatical about Customer Success!



Talent Drives Success



**DISCLAIMER**

The survey was conducted independently and without bias. The results obtained were analyzed objectively, maintaining confidentiality and anonymity of all participants. The findings are used solely for research purposes and shared in aggregated form, without disclosing any personally identifiable information.

**SURVEY RESPONDENTS**

We want to thank you for your participation in the survey and in helping us gather valuable insights.

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