

Universum announces IDEAL Employer Rankings 2013

KPMG have maintained their number one spot in the coveted Ideal Employer Rankings for business students in South Africa. This is according to Universum, the internationally known and recognised global thought leader in employer branding, who surveyed 33,285 students from all 23 accredited universities, as well as 10,830 young professionals.



Image: www.freedigitalphotos.net

Every year the annual rankings and associated trend reports are important indicators of the growth of certain sectors, young people's expectations for the future, and the changing face of South Africa's professional landscape.

"As goes the global economy, so goes South Africa," says Universum managing director for Africa, Roger Manfredsson. "This year in particular we have seen some real changes in the goals and aspirations of young people as they look more and more for qualities such as stability and innovation - be it in the financial, engineering or science sectors. The continued strength of major companies such as KPMG, SAB and Unilever attest to the importance of a strong brand amongst potential employees."

Banks give security

For business students, the majority of banks have increased in the rankings in 2013. "As job security and stability becomes more important to students, they are choosing companies and industries that are considered stable," says research manager at Universum South Africa, Jenali Skuse. For professionals however, the banking sector has seen mixed results.

The majority of mining companies have decreased in attractiveness for engineering students in the employer rankings. With labour unrest on the mines and extensive job cuts occurring in the sector, we see the mining houses decreasing in popularity. Skuse attributes the decline in popularity of mining houses to the uncertainty in the sector. "Students are well aware of what is going on the mining industry and the uncertainty of such great unrest in a traditionally stable and popular industry has resulted in mining companies decreasing greatly in attractiveness."

FMCG companies are becoming more attractive for professionals, with Coca-Cola, SAB and Unilever all being in top ten. "Globally we are also seeing a trend where FMCG is becoming more popular as an industry for both students and professionals. The industry is generally fast moving and exciting and highly associated with innovation, important to both

students and professionals," says Skuse.

IT more popular

IT as an industry has increased in popularity as innovation becomes more important to students. IT companies, IBM and Oracle were voted onto the list in 2013 and shot up to top spots. IT giants, Microsoft and Google maintain their popularity amongst engineering students staying in the top ten Ideal Employers for Engineering and Technology students in South Africa.

While the big five law firms in South Africa each claim a top ten spot in the Law Ideal Employer Rankings, we see state agencies Legal Aid and the National Prosecuting Authority proving to be veritable competitors, claiming positions two and five, respectively.

The top five South African Student Survey Ideal Employers are:

Business/Commerce/Management

1. KPMG
2. South African Reserve Bank
3. Coca-Cola South Africa
4. PwC (PricewaterhouseCoopers)
5. Eskom

Engineering/Technology

1. Eskom
2. Sasol
3. Transnet
4. Google
5. Microsoft

Health Care/Health Sciences

1. Dept. of Health
2. Medi-Clinic Southern Africa
3. Netcare
4. National Health Laboratory Service (NHLS)
5. Aspen Pharmacare

Sciences

1. Dept. of Agriculture, Forestry & Fisheries
2. CSIR
3. Sasol
4. Dept. of Science & Technology
5. South African Breweries (SAB)

Law

1. Webber Wentzel Attorneys
2. Legal Aid
3. Norton Rose Fulbright
4. Bowman Gilfillan
5. National Prosecuting Authority (NPA)

The top five South African Young Professionals Survey Ideal Employers are:

Business/Commerce/Management

1. Google
2. South African Breweries (SAB)
3. Investec
4. Coca-Cola South Africa
5. Woolworths

Engineering/Technology

1. Eskom
2. Sasol
3. Aurecon
4. South African Breweries (SAB)
5. BHP Billiton

Sciences

1. CSIR
2. Dept. of Science & Technology
3. BHP Billiton
4. Sasol
5. Anglo American