



# Recruiting in the Philippines

A special report on the Philippines' skilled workforce and how to attract top talent

**LinkedIn**® Talent Solutions

“The Philippines is currently one of Asia’s fastest-growing economies, but this growth can only be maintained if companies can find the right talent to support their business. LinkedIn is helping to bridge this gap by effectively connecting talent with the right opportunities.”



Secretary Silvestre H. Bello III  
Department of Labor and Employment (DOLE)  
Philippines

## Executive Summary

- 01 Robust growth creating more jobs**  
The growth in the Philippines economy has transformed the country’s job landscape, and employers are constantly on the lookout for highly skilled professionals.
- 02 Social recruiting is key**  
As Filipinos spend more time on the internet and social platforms than anywhere else in the world, both job seekers and employers are going online to find jobs and recruit talent.
- 03 Most in demand skills in the Philippines**  
With over 4M LinkedIn members in the Philippines and growing fast, talent on LinkedIn is diverse and represents a range of skills including IT, outsourcing, marketing and sales.
- 04 Standing out in a competitive market**  
A competitive job market means talent leaders must embrace employer branding to stand out and attract talent.



# The Philippines on the Rise

Once a struggling economy, the Philippines is now among the fastest-growing countries in Asia. Driven by rising infrastructure spending, domestic demand, a growing middle class and a boom in the business process outsourcing (BPO) sector, Asia's new tiger economy is forecast to grow more than 6% in the next three years, according to the Asian Development Bank's Outlook 2016 report.

This is transforming the country's job landscape to one that is more industrial, innovative and digital. Today, there are more jobs available across various industries, and increased opportunities for better quality, higher paying and transferrable career paths. Not surprisingly, some of the most in demand occupations revealed by this report are sales professionals, software developers and customer service specialists. This reflects the country's growing demand of skilled talent and fastest growing sectors, particularly BPO (Business Process Outsourcing).

As the skills sets necessary for this evolved labour market continue to transform, employers and HR leaders are re-examining their hiring strategies to find the right talent they need, fast.

This trend is reflected across LinkedIn's extensive professional network in the Philippines, which is growing at a rapid pace with 700,000 new members in 2016 alone. Through this report, we aim to help organisations find the right people by providing a snapshot of the talent landscape in the Philippines, the availability of talent and smart hiring strategies to win them over.



- More than 500 million LinkedIn members globally and more than 10 million active job posts
- 4 million professionals in the Philippines are on LinkedIn
- 770,000 professionals in the Philippines joined LinkedIn in 2016 alone
- Over 19,000 companies in the Philippines are active on LinkedIn



# Connecting with Talent Online

As LinkedIn's member base rapidly expands in the Philippines, an increasing number of HR and talent acquisition leaders are turning to the platform for their talent needs.

Of LinkedIn's 4 million members, 64% of them are aged between 25-35 and use the site to connect and communicate with their network (49%) and seek professional insights (54%). They are also interested in researching people and companies (44%), and searching for new career opportunities (37%).

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## Top 10 industries where LinkedIn's Philippines members belong to



01

**Information  
Technology**



02

**Outsourcing**



03

**Education**



04

**Banking and  
Financial Services**



05

**Telecommunications**



06

**Real Estate**



07

**Healthcare**



08

**Computer Software**



09

**Oil & Gas**



10

**Manufacturing**

# Attract and Hire the Right Talent

Talent on LinkedIn is diverse and represents a range of industries including IT, outsourcing, education, banking and financial services, and more.

Within these sectors, sales professionals, software developers, customer service specialists, and marketing specialists are the most in demand jobs, LinkedIn data shows.

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## 10 most hired occupations on LinkedIn



01

**Sales Professional**



02

**Software Developer**



03

**Customer Service Specialist**



04

**Marketing Specialist**



05

**Administration Manager**



06

**Recruiter**



07

**IT Support Specialist**



08

**HR Professional**



09

**IT Consultant**



10

**Accountant**

# Most In-Demand Skills in the Philippines

The changing political, economic and technological landscape in the country has considerable implications on businesses and the skill sets and experience they are looking for.

The demand for accountants, marketing and sales, IT and recruiting talent is so prevalent that recruiting teams in the Philippines must start thinking more strategically on how to attract and engage with these professionals, and how their employer brand can play a critical role.

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## LinkedIn data revealed the most in-demand skills of each top occupation



### Sales Professional

- Enterprise Software
- Cloud Computing
- Pre-sales
- Channel Partnership
- Solution Selling



### Software Developer

- Struts
- Maven
- SOAP
- SQL
- Java Script



### Customer Service Specialist

- Employee Engagement
- Contact Centers
- Business Process Outsourcing (BPO)
- Telesales
- Performance Management



### Marketing Specialist

- Customer Marketing
- Trade Marketing
- Competitive Analysis
- Digital Marketing
- Brand Management



### Administration Manager

- Performance Management
- Employee Relations
- Recruiting
- Human Resources
- Financial Analysis

# Most In-Demand Skills in the Philippines

It is no longer adequate to just possess technical qualifications; companies are looking for specific skill sets within key sectors.

For example, a Human Resource Specialist's role isn't limited to workforce planning alone – a professional in this job must also be an expert in outsourcing and employer branding.

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## LinkedIn data revealed the most in-demand skills of each top occupation



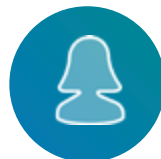
### Recruiter

- Employer Branding
- Sourcing
- Taleo
- College Recruiting
- Vendor Management



### IT Support Specialist

- Unix
- Customer Service
- Technical Support
- Software Development
- Financial Analysis



### HR Specialist

- Workforce Planning
- Outsourcing
- Succession Planning
- Employer Branding
- Deferred Compensation



### IT Consultant

- SAP Implementation
- Data Migration
- Consulting
- SAP Netweaver
- SAP ERP



### Accountant

- External Audit
- Sarbanes-Oxley Act
- Financial Audits
- Variance Analysis
- Banking



# The BPO Success Story and What This Means to Recruitment

Much of the boost to the Philippine economy is attributed to BPO. Currently employing over 1 million Filipinos, it has quickly become the job of choice for young people in the country.

The combination of a largely young population with excellent English-speaking skills and reasonable business costs have attracted many multinational companies to the Philippines. When it started, the BPO industry initially employed people to handle customer complaints, do, telesales activities, code data and format documents.

However, as the sector's economic influence grows, so have the demands for skills such as digital marketing, IT, finance and accounting personnel. As the industry becomes more crowded with local and international players, and talent in the Philippines continues to move overseas, the competition for talent is likely to become tougher.

Unless acted upon quickly, this has far reaching consequences on the country's growth story. According to the World Economic Forum's 2016-17 Global Competitiveness Report, the Philippines fell 10 spots to become the 57th best place to do business out of 138 countries, and its education system lags behind at 81.

To level the playing field, BPOs need to train and nurture existing employees, as well as work with universities to identify the skills graduates need for the future.

Employers also need to know where to find the talent they need and invest more in making their employer brand recognisable, while candidates must be aware of the kind of skills they should possess to stand out in the job market.

## 1980 - 1990s

Local unemployment rates reached double digits

## 2000

BPO accounted for only 0.075% of the country's GDP

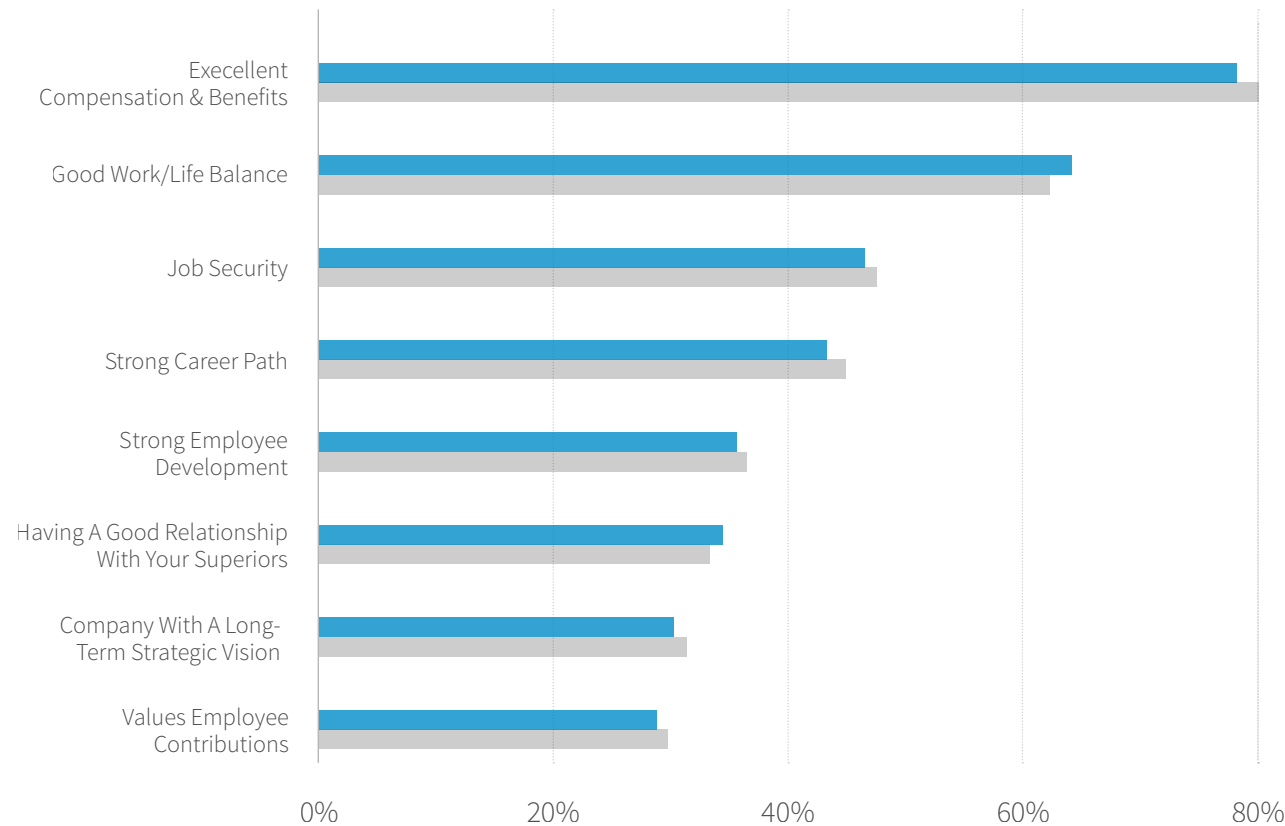
## 2010

The Philippines is the world's BPO capital!

## Today

- BPO currently employs over 1 million Filipinos
- Forecast to add 1.5 million new jobs in the next three years
- The sector generated revenue of US\$25 billion in 2016

# What do talent in the Philippines want in a job?



Hiring the right talent is important, but one of the key issues facing organisations today is employee engagement and retention.

Our LinkedIn research puts the average tenure for the top hiring industries at 3-5 years. While this isn't a bad retention rate, companies can actively manage turnover by paying attention to what employees want and need.

For almost 80% of LinkedIn members this means excellent compensation and benefits. Employers need to consider financial reward and proper compensation to keep talented individuals happy. The Filipino workforce also values time outside of the office with more than 60% stating that work-life balance is a critical factor for job satisfaction.

Understanding what employees want is crucial to your hiring and retention strategy, as well as building up a strong employer brand story that differentiates your organisation and positions it as an employer of choice.

Survey data from LinkedIn's Talent Trends survey Q3 2016.  
Sample size (Customer Service) = 1,400, (Business cluster) = 3,846.

■ Members in The Philippines with Business Skills (cluster) ■ Members in The Philippines with Customers Service Skills

# Employer Branding Matters

Why should you spend time and energy growing your employer brand? Your brand plays a major role in your ability to start conversations with prospective candidates, recruit more efficiently and hire faster.

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## Why build your employer brand on LinkedIn?



# Conclusion

## Go digital to connect and engage with candidates

Filipinos spend more time on the Internet and social media sites than anyone else in the world, with usage growing by more than 25% in 2016, up 13 million and 12 million respectively. On a daily basis, Filipinos are going online for around four hours and 17 minutes – the highest globally. In addition to this, social penetration in the country is booming at 58% - higher than the Southeast Asia average of 47%.

## What does this mean for employers in the Philippines?

As one of the most social countries in the world, employers would be remiss to ignore the benefits of finding, attracting and recruiting top talent online. Traditional recruiting methods still run strong locally, but more businesses are witnessing the benefits of online and digital platforms to connect with jobseekers and engage them at scale.

Building a social recruiting component in your overall hiring strategy is key. Here are some tips for connecting with talent online.



### Don't sell; share

Don't kill your hard work by spamming out jobs and constantly promoting your business. Instead, share information, relevant trends, reports or breaking news to put yourself on the candidate's radar.



### Make your profile all about the candidate

You should persuade people to talk to you, because you can help them. Get smart with your keywords.



### Employee Advocacy

Your employees are your best and most authentic brand ambassadors. Get them on board to share posts about your company culture, what it's like to work in your company and why candidates should apply.



### Personalise

Make the candidate feel valued by ensuring they know your message is personalised – not something you've sent in bulk and simply changed the recipient's name.



### Test, Learn, Adapt

If you're not getting the results you want from your approach, test a different method and track your progress. What works well for talent in one industry may backfire in another, so take the time to assess and tweak your approach.

[Read More: Download the Practical Guide to Social Recruiting](#)

# Why LinkedIn?

As the largest professional network in the world, LinkedIn is the only place to reach and engage active and passive candidates.

Its fast growing user base in the Philippines makes it a compelling proposition for employers to embark on a social recruiting strategy.

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## Transform the way your hire in the Philippines



### **Post jobs**

Target the right candidate for any job



### **Build a strong talent pipeline**

Reach active and passive talent



### **Build your employer brand**

Showcase your unique work culture



### **Contact candidates proactively using InMail**

On average, InMail response rates are 3x higher than emails



### **Connect with more than 4M professionals in the Philippines**

From entry-level to managers to directors, you will them all on LinkedIn





# Authors

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# Methodology

The Philippines skilled workforce was identified from LinkedIn members who indicated their locations in the Philippines. The results of this analysis represent the world seen through the lens of LinkedIn data. As such, it is influenced by how members chose to use the site, which can vary based on professional, social, and regional culture.

Based on profile information, various characteristics such as LinkedIn usage patterns, industries, functions, occupations, and skills were analysed. Variances as a result of differences in professional, social, and regional culture, as well as overall site availability and accessibility were not accounted for in the analysis.

# About LinkedIn Talent Solutions

LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, engage, and attract the best talent. Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 500 million members worldwide, including executives from every Fortune 500 company, LinkedIn is the world's largest professional network.

[Visit LinkedIn's Philippines site here.](#)

## About this report:

This is our first published report about the talent market in the Philippines. With more than 4 million members, this study aims to help companies fulfill their hiring needs by knowing where and how to find the right talent.



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