

Securing electrification skills



Quite simply, demand for talent has spiked.
And there aren't enough candidates to meet the demand.

Because of the continued investment into electrification, more 'traditional' automotive engineering skills are becoming increasingly redundant as battery and clean propulsion technologies are often vastly different to the technologies used in ICE vehicles. This is having a huge impact on the talent market as these skills are in high demand and short supply. Not only are there simply not enough EV/clean tech engineers to fill all of the roles on offer, but those who have the right skills are also paid handsomely for them.

What's going on in the market?



Companies are all fishing from the same talent pool.

Electrification skills are in short supply, so candidates who can get to work straight away on clean propulsion projects are like gold dust. This is particularly true as more and more companies across the automotive space pursue their own electrification agendas and the pool of available talent remains the same size.

Fishing from the same talent pool will always create a competitive talent landscape, and electrification is no exception.



Candidates can afford to be more picky. Literally.

Candidates with niche skill sets are commanding extremely high salaries, as companies pay through the nose to get the skills they need in their teams. This has created a situation where candidates, quite literally, can afford to be more picky when weighing up their options.

Fundamentally, they are less likely to put up with sub-par recruitment processes or offers when they know there's likely to be a better one out there for them!



Relocation, relocation, relocation.

Relocation has historically been seen as a bit of a safety blanket for companies struggling to find electrification talent, as there are hotspots across the globe where these skills exist in higher quantities. But throw together high rates of inflation, global economic instability, and other major events, and relocation of candidates across the world becomes trickier than ever before.

With this, remote working has become an increasingly powerful option and companies in the space are putting the wheels in motion to bring this in for certain job types.

What can be done?

Think outside of the box

Doing more than the norm has to become the norm in periods of intense competition for talent. Companies that are succeeding in getting the very best candidates into their teams are thinking creatively with all aspects of their offering. From offering 'golden hellos', to flexible working incentives, to enhanced versions of typical benefits, anything that breaks the mould of a 'typical' offer can help to get a candidate over the line.

A particularly popular one in the clean propulsion space is offering the newest, 'funkiest' EVs as company cars, tapping directly into what the candidates are passionate about and interested in.

Flexibility in hiring processes is key

The simple truth is that companies who aren't willing to be flexible during their recruitment processes are struggling to secure candidates more often than their more flexible counterparts. Sticking rigidly to 3-part interview processes or having to wait for multiple stakeholders to review can result in losing out on a great candidate.

Companies that are reducing the barriers in their interview processes are seeing more success than those who aren't. Short and slick is key!

We polled our connections recently about this, see what they said here.

A counter-offer isn't all about the money

All too often we see companies too focused on the monetary side of the dreaded counter-offer. Yes, they can be a real headache for hiring managers and talent teams, but there are things companies can do throughout the entire recruitment process to reduce the sting of a counter. Counter-offers usually have the most impact when candidates are already somewhat uncertain about the move they're making. Anything companies can do to reduce this uncertainty in turn reduces the chance of an effective counter. Slick hiring processes which impress candidates and make them feel valued can help enormously.

Want more insight?

If you're interested in more market insight from across the automotive and clean propulsion markets or want to explore how FMC could help you with growing your team, please feel free to get in touch.

Chris Mapp
Director

chris.mapp@fmctalent.com
+44 (0) 1275 840 670

Adam Stackhouse
Head of Auto
Innovation

adam.stackhouse@fmctalent.com
+44 (0) 1275 840 672

Ben Evans
Associate Director

ben.evans@fmctalent.com
+44 (0) 7772 663 205

fmc
auto innovation