

# **THE QUARTER 1 DATA MARKET REPORT 2021/22**

# OVERVIEW

Q1 has been an interesting one in the data market. We have had no expectation of the growth slowing down and this is again reflected in the increases in rates and the amount of roles on the market. Whilst an 8% increase in jobs on the market may seem small, this is on top of a constantly growing market over the last 12 months. We do expect this to plateau and stabilise as the borders open towards the end of Q2. When the borders do open, we also expect to see a slow down in the constant increase of salaries.

Where we are now though is still a boom market. Key indicators we look for are the balance between permanent contract recruitment. In strong markets we see an increase in permanent hires and in down markets a focus on contract.

Traditionally we have seen a 50/50 split in contract and permanent positions, this is now leaning heavily to permanent at 70% of the total hires.

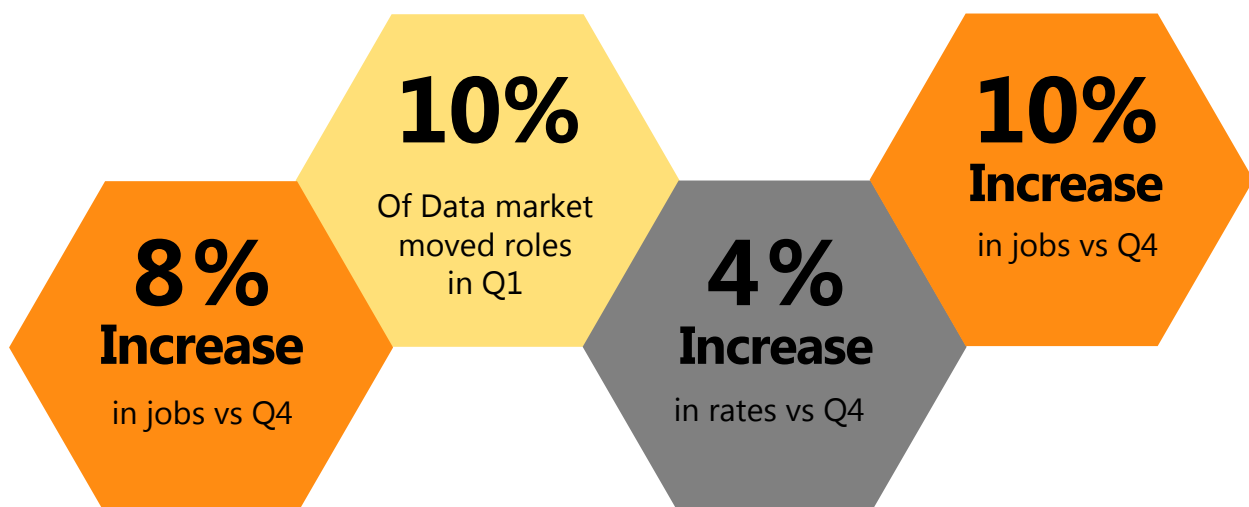
A huge challenge that most businesses are facing is the lack of fresh talent. Large businesses are commenting that they are seeing the same candidates coming round and round time and time again. Smaller businesses no longer have the luxury to compare candidates, wait for a long shortlist or have long interview processes.

## Questions that hiring managers should be asking are:

- Can we hire a 7/10 or 8/10 fit candidate who we can train up over the next 6 months, rather than spending the time looking for a perfect candidate (which can take 3 months)
- With respect to increasing contract rates can we afford a contractor with the skills we need as they are \$150-\$200 a day more than in 2020 or do we need to flex on skills?

## How efficient is our interview process with specific focus on:

- From offer to contract to start date what is our process and how quickly can we do it?
- Is everyone on the same page with the process and pace we need to move?
- Can we identify common roadblocks before we hire?



# AT A GLANCE

## Job Titles In Demand

Data Engineer

Data Scientist

Data Visualisation

## Skills In Demand

Power BI

Cloud (Azure, AWS, GCP)

Statistical Modelling

## Active Sectors Hiring

Consulting

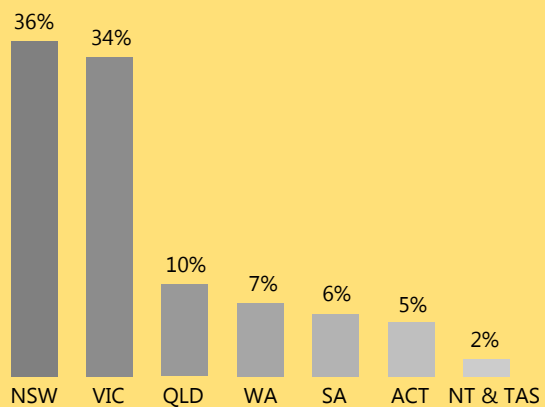
Finance

Ecommerce

*"Data is a tool for enhancing intuition"*

- Hilary Mason, Data Scientist

## Breakdown Of Hires Per State



## Recruiter Of The Quarter



**Sakara Patterson**  
Executive Data Recruiter

Sakara is fresh into the recruitment world and using her unique perspective to source data talent throughout Australia she has been absolutely going above and beyond this quarter with both clients and candidates alike.

# DATA WEBINAR

## HOW YOU CAN WIN AND RETAIN TALENT IN THE DATA MARKET

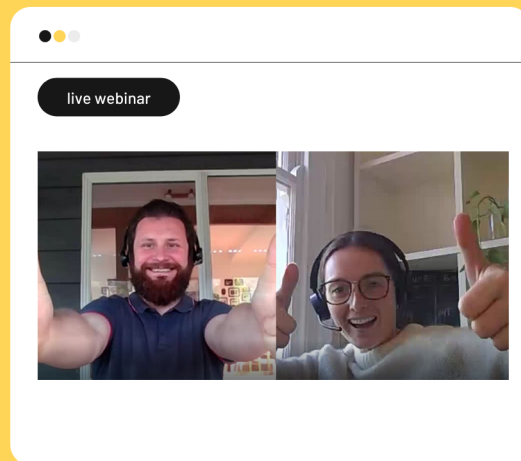


Are you struggling to hire the top data talent?  
Are you nervous about retaining your best people?  
Do you need insights on how to stay ahead of the curve?

Well if so...join Joel Robinstein, Emily Nota and special guest Denis Jimenez for a 45 minute session discussing how to win in the current market. Topics will cover retention, hiring strategies, USPs, interview process just to name a few.

Date: Thursday 30th September  
Time: 12pm

For more information please contact the Data team via [data@precisionsourcing.com.au](mailto:data@precisionsourcing.com.au)



In a recent webinar that Joel Robinstein & Emily Nota conducted with Head of Data Denis Jimenez key topics discussed focused on retention and attraction. Click [here](#) to see the webinar in full.

Key points to take from the discussion that every company should be considering:

### **If we can't compete on salary, what can we compete on?**

Right now, our answer is to focus on flexibility and work life balance as this is the other key driver for candidates.

### **How can I ensure I get the candidate I want?**

Quite simply, speed wins right now. This means moving quickly through a process, adding extra people into an interview to get opinions quickly,

flexing on technical testing but most importantly having the right administrative processes behind this all.

### **What key tactics can I use to retain people?**

A key focus we have seen work has been to treat each employee as an individual. In this sense a blanket flexibility policy may work for one person but not another. Someone in your team may need an individual catch up once a week, another may need once a month. If you can find out what an individual's needs are you are more likely to retain them.

If you would like to talk through any of the above, don't hesitate to get in touch with the data team at [data@precisionsourcing.com.au](mailto:data@precisionsourcing.com.au)