



ATTRACTING GEN Z TO LOGISTICS

Guide

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INTRODUCTION

Every year, new graduates leave the lull of university life and are thrown into the dog-eat-dog world of the job market, while at the same time, school leavers who decide to go down the apprenticeship route weigh up their options. Due to Covid-19, it has been strenuous for young people to find their place among the sectors and industries that interests them. So how can companies in the Logistics sector attract this new talent and entice recent graduates to take up these opportunities?

Apprenticeships within the Logistics sector are imperative to the growth of the younger workforce. The UK Logistics and Transport industry was worth approximately £127 billion to the UK economy in 2021, according to Logistics UK. However, there is a skills shortage which is prophesied to get worse over the next five years.

This skills gap means there aren't enough qualified people for crucial roles. Recruiting young people with the potential to move up the corporate ladder should be an appealing strategy. This would appeal to Gen Z due to the availability of positions, the opportunity to progress and impact an evolving economic landscape.

In this guide, we will look into how the Logistics sector can entice Gen Z talent and show how fascinating and rewarding a career in Logistics can be.

SOCIAL MEDIA RECRUITMENT

Gen Z are affluent with social media platforms. Having a presence on these sites is imperative to reach out to this demographic. The big platforms that are frequently visited by this generation are:

- Instagram
- Twitter
- Facebook
- LinkedIn
- TikTok

Gen Z are also known to consume a lot of visual content, such as videos on web pages or short videos on TikTok. Creating content for social media is so important to grab their attention. This could be content on robotics and drones in Logistics, to retail behaviours from their favourite brands and shops.

Creating content for LinkedIn is also a great way of reaching out to young job searchers. LinkedIn is the weapon of choice for many young people as, even though it's a job searching site, it's more reminiscent of social media, so it appeals to them more than other job board sites like Indeed and Total Jobs. Ensuring every listing for positions is available to view and easy to apply for through the app increases ease for job searchers. Your company's LinkedIn pages should be full of visual content like talent attraction videos, company culture content, and evidence of interesting company news and achievements. For talent acquisition teams in Logistics and Transport to attract and then retain this talent, they need to align their thought process and job search strategies.

PRESENCE AT UNIVERSITY EVENTS

Graduation anxiety is common for young people who have completed their degrees and delved apprehensively into job searching. This was heightened for the "Covid Generation" - who had to wait for the economy to improve. This led to numerous cases where these young people felt that their chosen sector had closed its doors to them, and they had been left in limbo. Now, 2 years later, job markets are booming and opportunities are presenting themselves. Organisations need to ensure these individuals know that these opportunities are available to them. A great way of doing this is through university events.

These events are so crucial to forging relationships between your brand and recent graduates. As they begin their job search, it's only natural to inquire about positions with organisations they are familiar with. This could be something as simple as a contact at the company, prior work experience or informal chats and seminars at careers fairs. Getting graduates comfortable with the business early on is a brilliant way of being at the forefront of their minds when they start sending off CVs and cover letters.

YOUR VALUES

The impact that a business has on society is something that the Gen Z population cares about deeply. A quote from McKinsey reads: "Gen Zers value individual expression and avoid labels. They mobilize themselves for a variety of causes. They believe profoundly in the efficacy of dialogue to solve conflicts and improve the world. Finally, they make decisions and relate to institutions in a highly analytical and pragmatic way. That is why, for us, Gen Z is "True Gen." In contrast, the previous generation—the millennials, sometimes called the "me generation"—got its start in an era of economic prosperity and focuses on the self. Its members are more idealistic, more confrontational, and less willing to accept diverse points of view."

Gen Zers are far more likely to rule out companies based on how their brand is perceived. They are known to mobilise in the face of social injustices. A clean company image and one that shows innovation will be more likely to gain their attention. Sustainability is a current worldwide issue, so making this generation aware of the positive initiatives your company has in place will resonate more with Gen Z than the generations that came before them.

WORKPLACE CULTURE

Gen Zers want to feel involved in different cultures. The thought of working in a cubicle and looking at the same four walls is not somewhere that they aspire to work. They enjoy the social aspects of a workplace just as much as they enjoy the work itself. Things such as regular work lunches and onsite health programmes - such as Steptember and Sober October - demonstrate to your employees your concern for their health and wellbeing at work. Building an environment and company culture that encourages work-life balance and adds value to employees' professional and personal lives. You want your workspace to be a habitat where people will look forward to going into every day.

While working from home is now the common practice, in many sectors, this is important to show that even though employees may not see each other daily, the work culture remains.

ENTRY LEVEL MEANS ENTRY LEVEL

A regular annoyance for new graduates is being interested in a job role that lists itself as an entry-level position and then not qualifying due to a 2-3 years industry experience requirement. A [LinkedIn article](#) on the disappearance of entry-level jobs states: "On many corporate ladders, even the lowest rung isn't accessible to people who don't yet have a multi-year work history. That's the clear message from an analysis of more than 3.8 million jobs posted on LinkedIn since December 2017."

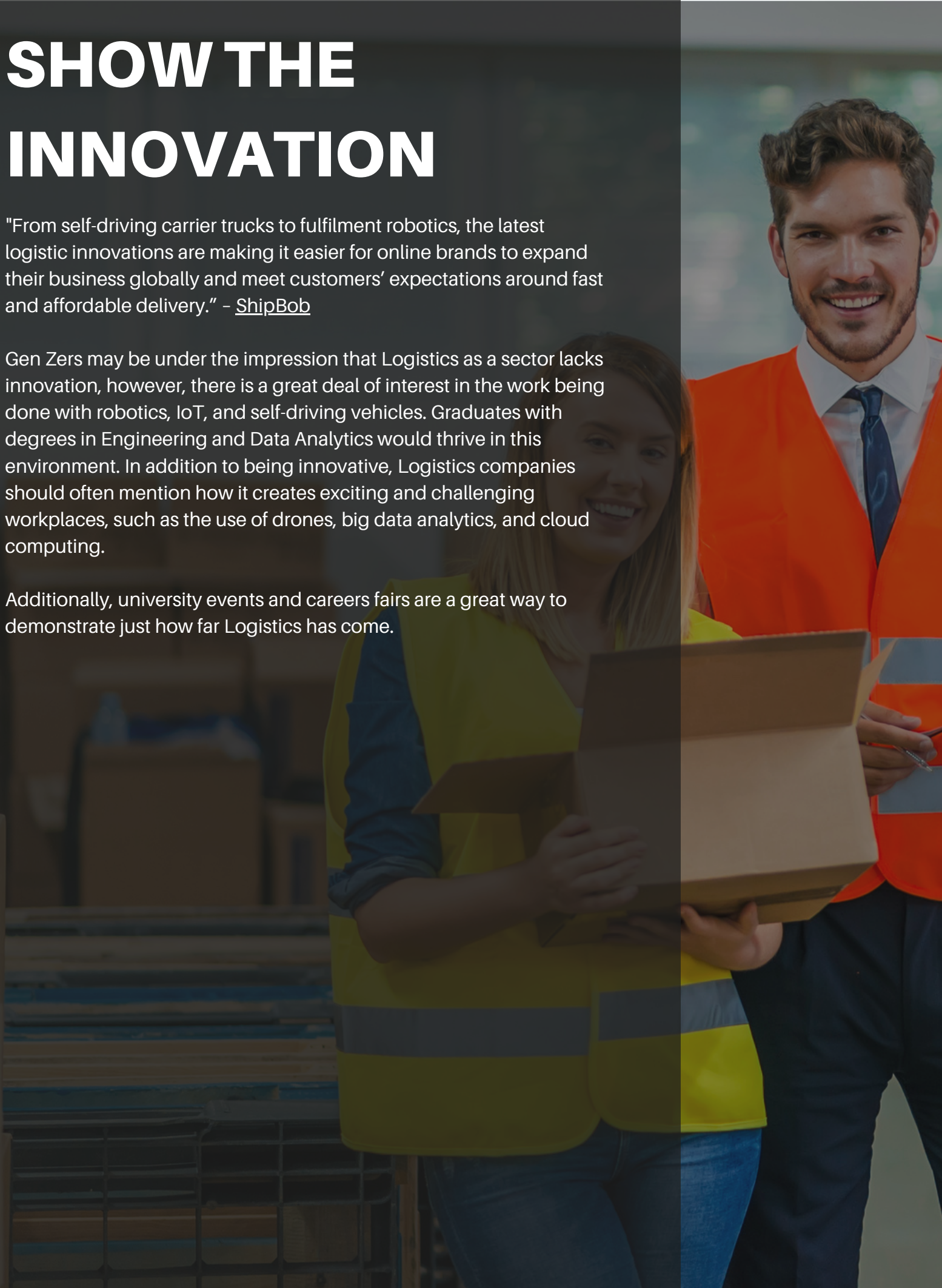
Many Gen Zers will have recently graduated, left school or college and will be looking to break into the job market. Having your company be flexible and understanding when it comes to job requirements and offering industry-standard training for new employees is a great way to attract Gen Z talent. Understanding where they are in life and gauging their potential is a way for your company to buy in on young talent.

SHOW THE INNOVATION

"From self-driving carrier trucks to fulfilment robotics, the latest logistic innovations are making it easier for online brands to expand their business globally and meet customers' expectations around fast and affordable delivery." – ShipBob

Gen Zers may be under the impression that Logistics as a sector lacks innovation, however, there is a great deal of interest in the work being done with robotics, IoT, and self-driving vehicles. Graduates with degrees in Engineering and Data Analytics would thrive in this environment. In addition to being innovative, Logistics companies should often mention how it creates exciting and challenging workplaces, such as the use of drones, big data analytics, and cloud computing.

Additionally, university events and careers fairs are a great way to demonstrate just how far Logistics has come.





SUMMARY

In summary, we believe that young people need to be implemented into the company culture now more than ever. With the Baby Boomer generation approaching retirement age; new creative leaders are needed to take this industry forward with all the new advances in technology and innovative ideas.

Innovation is the key to the recruitment of Gen Z talent, and by implementing the above, we believe that the Transport and Logistics sector can be home to a vast array of young people with a wide range of talent to close the current skill gap within the industry.

Whilst the upskilling of current talent from older generations is imperative to this skills gap closure, combining those real-world skills with the more tech-savvy Millennials and Generation Z will create a hybrid work team that can excel in every department of the business. Investing in these young people is a huge step in the right direction.



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