



# ATTRACT GEN Z

ICAEW TRAINING VACANCIES



[recruit.icaew.com](https://recruit.icaew.com)

# BACKGROUND

Generation Z (Gen Z) has a new set of skills, values and motivations that will shape the future of our businesses, professions and economies.

It is vital that employers understand Gen Z motivations and - where possible - align recruitment opportunities accordingly. Those that don't, risk losing out on top talent to the competition.

Gen Z follows on from previous Gen Y/Millennials and has a markedly different perspective on life formed by the ever-changing world around us, compared to conditions that affected earlier generations.

So, what does Gen Z look for? And how can you attract them?

This short guide aims to help you attract the next generation of talent via our recruitment platform, [ICAEW Training Vacancies](#). This is a free online recruitment tool for ICAEW Authorised Training Employers looking to recruit trainees.

# WHAT IS GENERATION Z (GEN Z)?

Gen Z refers to the generation born between mid-1990s and mid-2000s, and has been coined as the first truly digital generation, having been exposed to the internet and the digital world from a very young age.

**Research** into Gen Z, conducted by the International Federal of Accounting (IFAC), found that 55% of them were either considering (34%) or actively pursuing (21%) a career in accounting.

**55%**  
of Gen Z are  
interested in an  
accounting career



# WHAT DOES GEN Z LOOK FOR AND WHAT CAN I DO ABOUT IT?

There is a lot of research\* relating to Gen Z. One key attribute of this group is that they have been raised on the internet and social media. Technology is integral to their thinking and way of life. They are accustomed to, and even expect, vast quantities of information being readily available online, as well as the connection to a global community and near instant communication and feedback.

Gen Z has experienced a financially volatile world which has led to a more pragmatic approach to a future career than the Millennial. One that includes security and stability. Research from [Bright Network](#) reports 89% of graduates are worried about their future due to the economic climate.

Below are some key points that impact directly on recruitment. This list is not meant to be exhaustive and you will likely have further ideas.

WHAT DOES GEN Z LOOK FOR?	WHAT DOES THIS MEAN?	WHAT CAN I DO?
Authenticity: Be oneself	Gen Z will expect you to value their individual identity and will want you to show authenticity. Being weary of big brands, corporate values and overpromises, Gen Z are likely to research and evaluate your online presence across your website, social media and news.	Maintain an honest dialogue throughout all your recruitment communications. Ensure information on company culture, diversity and inclusion is included and reflected elsewhere online. Use informal, inclusive language, avoiding rigid, formulaic corporate speak.

## ATTRACT GEN Z

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Ethics/Making an impact/ Environment	Wants to be part of something exciting that is 'doing good' for society or the world.	Mention projects that make a real difference to clients, the profession, a charity or the environment. Tell candidates how they can make an impact. Emphasise Corporate Social Responsibility (CSR).
Salary	Remuneration is considered one of the most important parts of a job posting, not only for Gen Z, but candidates of any age.	State a specific trainee salary. Ask ICAEW for averages in your area to ensure you're in keeping with the competition.
Stability	Gen Z is more pragmatic than Gen Y and looks for a stable, reliable career.	Detail opportunity for career progression, background, and your track record as a strong employer.
Variety and excitement	Gen Z wants to be excited by the opportunity of the role.	Where possible refer to your range of clients, secondments and variety of work.  Use upbeat, engaging language.
Work-life balance/ Wellbeing/ Social life	Travel, family and mental health are all factors Gen Z seek to balance alongside their work lives.	Offer an environment that values personal time, social interactions and supports employee wellbeing. Consider also meeting students in the middle when it comes to flexible working and support them to perform effectively both at home and in the office.
Recruitment process	Gen Z believe recruitment processes tend to be time consuming and impersonal. They are looking to make meaningful connections during the recruitment process.	Face-to-face interviews, progress signposting, open communication, application feedback and even informational videos allow candidates to get a feel for your organisation, and makes the experience more personal and beneficial for both parties.

\* Sources: IFAC Make Way for Gen Z 2019; McKinsey Generation Z and its implications for companies 2019; ICAEW research; Cybil Graduate Research UK 2022

# BEST PRACTICE TOP TIPS

With this information in mind, take some time to prepare the content of your job advert including:

- What makes your organisation a great place to work? Highlight the positives and sell yourself.
- Think about the mindset of the graduate/school leaver and describe your role to appeal to them. Use informal, upbeat language that will resonate.
- Use engaging words such as 'dynamic', 'innovative', 'exciting', 'growing', 'ambitious', 'friendly' etc, - so long as it is true!
- Use headings and punchy, short sentences.
- Be clear and honest about what is on offer including expectations, salary, location, entry requirements and the selection process.
- Ask your current trainees for their views.
- Finally, ensure that the first two sentences are particularly eye catching as they will show up in initial search listings, for example:

**Virtual Finance Higher Apprenticeship Programme** NEW

- St Albans, Hertfordshire (GB)

Are you a creative thinker who enjoys problem-solving and using your analytical skills? Then our Outsourcing Higher...

[View details](#) | 1 day ago | [☆ Save](#)

If you are struggling to attract the candidates you need, ICAEW offers extra visibility on Training Vacancies:

- **Job of the week:** Push your role further and feature in our 'job of the week' social media series. Eligible roles will be posted to students, via ICAEW social media platforms every Monday for a calendar month, offering great exposure to support your search.
- **Featured employer:** Supercharge your recruitment by appearing in our quarterly, student facing newsletter as a featured employer.

To find out more, contact:

[tvsupport@icaew.com](mailto:tvsupport@icaew.com)



# BEST PRACTICE IN ACTION

Take a look at some examples from adverts showcasing best practice across ICAEW Training Vacancies.

## USE ENGAGING AND ENTICING LANGUAGE

“ Propel your career forward rapidly with our clear advancement pathways. ”

“ Send us your application and be at the forefront of revolutionising the finance landscape! Let’s build epic solutions for a brighter future, together! ”

“ Are you a new graduate fired up to shape the future of finance? ”

## SHOWCASE HOW YOU WILL SUPPORT THE PROGRESSION OF YOUR TRAINEES

“ We’ve got your back all the way to becoming a chartered accountant with full study support—because your success is our success! ”

“ As you gain experience, you will be given the opportunity to lead teams and take on additional responsibilities. By the time you reach the end of your final year, you will have a well-rounded set of practical and personal skills that can be used beyond your training contract. ”

## BE CLEAR AND HONEST ABOUT SALARY, BENEFITS AND COMPANY CULTURE

“ Earn a competitive starting salary (£30,000 - £35,000) and embrace flexibility with our fully remote working setup. ”

“ Enjoy our socials, connect with your team, and balance work with life seamlessly. ”

“ We believe that diversity makes us a stronger firm and we look to employ people with different ideas. ”



## WIDER RECRUITMENT INITIATIVES

In addition to Training Vacancies, ICAEW runs further initiatives that support your recruitment campaigns. These include:

- **Careers events:** The ICAEW Early Careers & Student Recruitment teams' deliver a variety of activity that you can get involved in. Join us at one of our many outreach events as a [volunteer](#), take part in a [Rise workshop](#), or participate in [Access Accountancy](#) along with more than 26 organisations dedicated to improving access to, and progression within the accountancy profession in the UK.
- **Work experience:** Offering work experience to a student can be an effective way to identify future talent and build a strong recruitment pipeline. You won't have to set up your own programme, you can partner with the [Careers and Enterprise company](#) or other specialist agencies. Find out how you can support students with work experience, [here](#).



## IN SUMMARY

Each new generation of school leavers and graduates brings with it new motivations. These are heavily influenced by the changing dynamics of the world we live in. Gen Z is the first truly digital generation and seeks authenticity, individuality, variety, and work-life balance.

Employers that offer job roles to appeal to these dynamics are more likely to beat the competition to attract top talent.

We hope this guide gives you some food for thought.

## GET IN TOUCH

If you are already authorised to train with ICAEW, simply [register](#) for free access to [ICAEW Training Vacancies](#) today, and start posting.

If you are not already an ICAEW Authorised Training Employer and would like to train ACA students, and benefit from free access to ICAEW Training Vacancies, you can find out more about becoming authorised to train by registering your interest below.

[REGISTER YOUR INTEREST](#)



And remember, our dedicated support team is here to help no matter where you are in your recruitment or training journey.

[GET IN TOUCH](#)



Chartered accountants are talented, ethical and committed professionals. ICAEW represents more than 208,000 members and students around the world. 99 of the top 100 global brands employ ICAEW Chartered Accountants.\*

Founded in 1880, ICAEW has a long history of serving the public interest and we continue to work with governments, regulators and business leaders globally. And, as a world-leading improvement regulator, we supervise and monitor around 11,500 firms, holding them, and all ICAEW members and students, to the highest standards of professional competency and conduct.

We promote inclusivity, diversity and fairness and we give talented professionals the skills and values they need to build resilient businesses, economies and societies, while ensuring our planet's resources are managed sustainably.

ICAEW is working towards becoming net zero, demonstrating our commitment to tackle climate change and supporting the UN Sustainable Development Goal 13.

ICAEW is a founding member of Chartered Accountants Worldwide (CAW), a global family that connects over 1.8m chartered accountants and students in more than 190 countries. Together, we support, develop and promote the role of chartered accountants as trusted business leaders, difference makers and advisers.

We believe that chartered accountancy can be a force for positive change. By sharing our insight, expertise and understanding we can help to create sustainable economies and a better future for all.

[charteredaccountantsworldwide.com](https://www.charteredaccountantsworldwide.com)  
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ICAEW is working towards becoming net zero

\* includes parent companies. Source: ICAEW member data February 2024, Interbrand, Best Global Brands 2023