A New Era: Top Finance & Accounting Hiring Trends

Gene Kim

December 9, 2021

ima®

The Association of Accountants and Financial Professionals in Business

Moderator

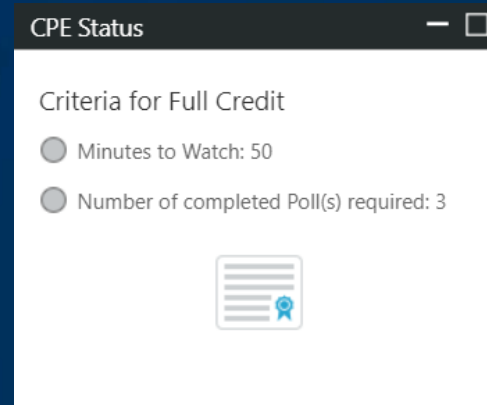**Terry Mormile, CPA, CAE**
Director,
International Education & Career Services
IMA

Featured Presenter

Gene Kim
Senior Vice President
Robert Half

Gene Kim's Biography

- Gene Kim is a Senior Vice President with Robert Half, the world's first and largest specialized talent solutions firm. In his role, Gene manages the company's finance and accounting permanent placement practice teams in the East Bay market of the San Francisco Bay Area. Gene joined Robert Half in 2003 and has won multiple awards for his work. During his time with the company, he has placed hundreds of accounting and finance professionals in full-time roles at companies of all sizes.

- Prior to joining Robert Half, Gene worked in consulting for a public accounting firm and as a senior financial analyst at a large technology company. He holds a bachelor's degree in economics from UC Berkeley.

Learning Objectives

1. Recognize national hiring trends, and how that impacts job seekers.
2. Explain where salaries are headed and learn how to negotiate compensation.
3. Discuss the latest trends in benefits and perks, and diversity, equity & inclusion efforts as organizations begin to make plans and move forward.

Agenda

1. National Hiring & Compensation Trends

2. Trends in Finance & Accounting

3. Spotlight on Diversity, Equity and Inclusion (DEI)
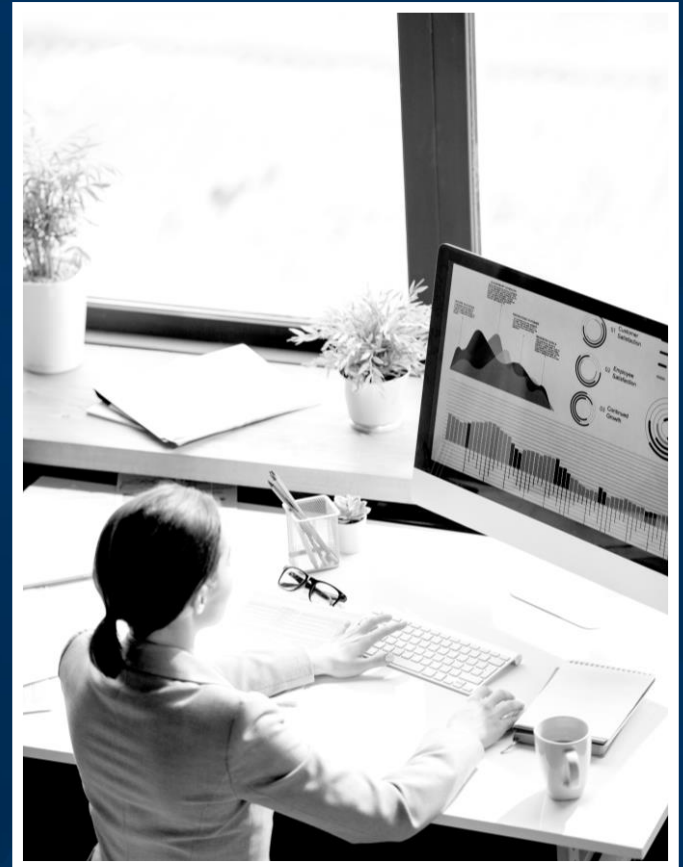
Poll Question #1

What do you want to focus on for 2022?
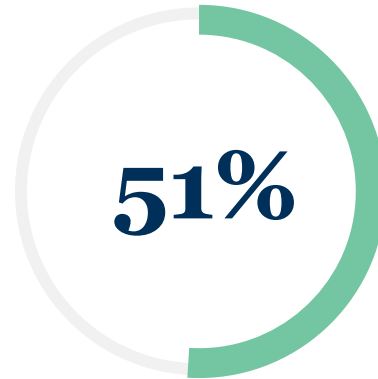
a. Embracing new technologies
b. Enhancing soft skills
c. Enhancing technical skills
d. Moving into a leadership role
e. Something else

Poll Question 1 Results: (Placeholder)

Hiring Markets Heat Up

Companies expanding hiring of full-time employees:

51%

Source: Robert Half survey of more than 2,400 senior managers in the U.S.

Workers have Leverage

Employers are giving

Source: Robert Half survey of more than 2,800 senior managers in the U.S.

48%
Signing bonuses

46%
Cash incentives

43%
More PTO

40%
Job title upgrades

87%
My current skills are sufficient

66%
I can easily find a new job

49%
I'm underpaid

46%
I plan to ask for raise

31%
I might quit

Workers' thoughts

Source: Robert Half survey of more than 2,800 workers in the U.S.

Impact of Remote Work

Better morale
and performance

An edge in hiring
and retention

A deeper
candidate pool

Candidates have Negotiating Power

U.S. starting salaries are expected to increase an average of **3.8%**

Poll Question #2

How comfortable are you with negotiating your salary?

a. Very comfortable
b. Somewhat comfortable
c. Not comfortable at all

Poll Question 2 Results: (Placeholder)

Salary Negotiation - Tips

Research salary trends

Build a solid case

Don't exaggerate

Don't drag it out

Salary Negotiation - Tips

Keep a positive tone

Consider perks/benefits

Show confidence

Practice

2022 Salary Tables

	25th	**50**th	**75**th
CANDIDATE:	little or no prior experience in the position; still developing relevant skills	average experience; has the majority of the necessary skills	above-average experience; has most or all of necessary skills; may have specialized certifications
DEMAND:	*Low*	*Moderate*	*High*
TITLE:			
Senior Accountant	**$66,500**	**$84,000**	**$95,750**
Financial Analyst, 1-3 Years' Experience	**$57,500**	**$72,000**	**$83,000**

Hot Jobs in Finance and Accounting

FINANCIAL SERVICES   **GOVERNMENT**   **HEALTHCARE**   **INSURANCE**   **TECHNOLOGY**

- Accounts payable/receivable specialist

- Bookkeeper

- Controller

- Financial analyst

- Payroll specialist

- Project manager

- Senior accountant

- Staff accountant

Skills in Demand and Attributes

Skills In Demand:

- Cloud-based systems

- Certifications (CMA, CPA)

- CRM software

- Data analysis and visualization

- ERP systems

- Excel (advanced)

- Industry experience

- QuickBooks

Attributes:

- Adaptability and change management

- Collaboration and teamwork

- Communication

- Critical and independent thinking

- Problem solving

Fast-tracking digital transformation

52%
Prioritizing digital transformation initiatives

72%
Increasing professional development budgets

Focus on leadership skills that are most important now

Learn how to offer emotional support

Empathy Is key

Don't be afraid to open up

Help with work-life balance

Poll Question #3

What would be the most critical benefit an employer can offer?

a. Job role
b. Work-life balance
c. Compensation
d. Health benefits
e. Something else/other benefit

Poll Question 3 Results: (Placeholder)

Trends in Benefits

Benefits most wanted by workers:

76%
Health insurance

57%
Paid time off

51%
Retirement savings plan

26%
Dental insurance

64%
Health insurance

50%
Paid time off

46%
Retirement savings plan

45%
Life and AD&D insurance

Benefits most offered by employers:

Trends in Perks

Perks most wanted by workers:

66%
Flexible work schedules

56%
Remote work options

37%
Employee discounts

27%
Paid parental leave

47%
Flexible work schedules

37%
Remote work options
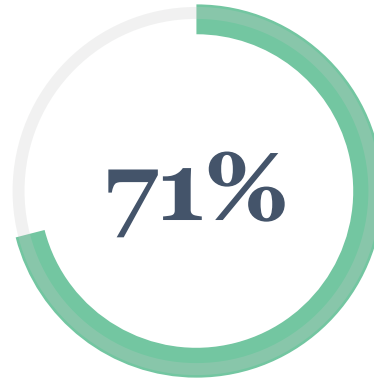
32%
Employee discounts

37%
Paid parental leave

Perks most offered by employers:

Spotlight on Diversity, Equity & Inclusion

Top Business Reasons for DEI

Better **innovation, problem solving** and **decision making**

71%

Would leave a company whose values don't align with theirs

Poll Question #4

How involved are you in DEI at your organization?

a. Heavily involved
b. Somewhat involved
c. Not involved

Poll Question 4 Results: (Placeholder)

Questions and Answers

Gene Kim
Senior Vice President
Robert Half

Terry Mormile, CPA, CAE
Director,
International Education & Career Services
IMA

Thank You to Our Presenter!

Gene Kim
Senior Vice President
Robert Half

Final Reminders

►**Complete the Evaluation poll** – 2 options

- On your screen
- Evaluation Survey icon at the bottom of your console

►**Access to your CPE Certificate** – 2 options

- Click the "CPE" icon at the bottom of your console

  <u>or</u>

- Click the link in your post-event e-mail

►Please print a copy of the CPE certificate for your records.

►Your CPE credit will be automatically recorded in your transcript.

Thank you!

The Association of
Accountants and
Financial Professionals
in Business