

RTM

Consulting Solutions

Women in Software Engineering

UK Report



“As anyone working in digital can tell you, software engineering continues to be an area where women are under-represented. This report is designed to help businesses and their recruiting teams gain insight into the talent pool of female software engineers across the UK.

Whilst being pro-active in diversifying your hires is a key part of the process, it’s also important to prioritise retention by building an inclusive culture, re-skilling your existing talent, lifting the lid on unconscious bias and understanding how to create authentic diversity and inclusion programmes that attract (and retain) the people you need.

It starts with examining your data and understanding what is working and what is not working. Fostering diversity and inclusion is not a one-size-fits-all issue.

Proper research is absolutely key to understanding how to increase diversity and a culture of inclusion in any organisation; to creating workable, data-driven solutions.”

Cara Goodier-Dodson
Research & Insight Specialist | RTM



Rethink Group was established in 2005 and has since built a team of recruitment professionals across 5 brands, each driven to challenge the norm, present new ideas and change the talent landscape for clients.

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Summary of trends



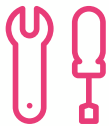
Location

Predictably the majority of the identified individuals are based in London. Manchester tops the cities in the North. Belfast and Edinburgh both feature in the top 10 as well.



Employment

The top 10 employers of women in software engineering are in a diverse range of industries; but large consultancies, media and financial organisations predominate.



Experience

Women are much less likely to have over 10 years experience, which is likely a reflection of the historic gender unbalance in the sector.



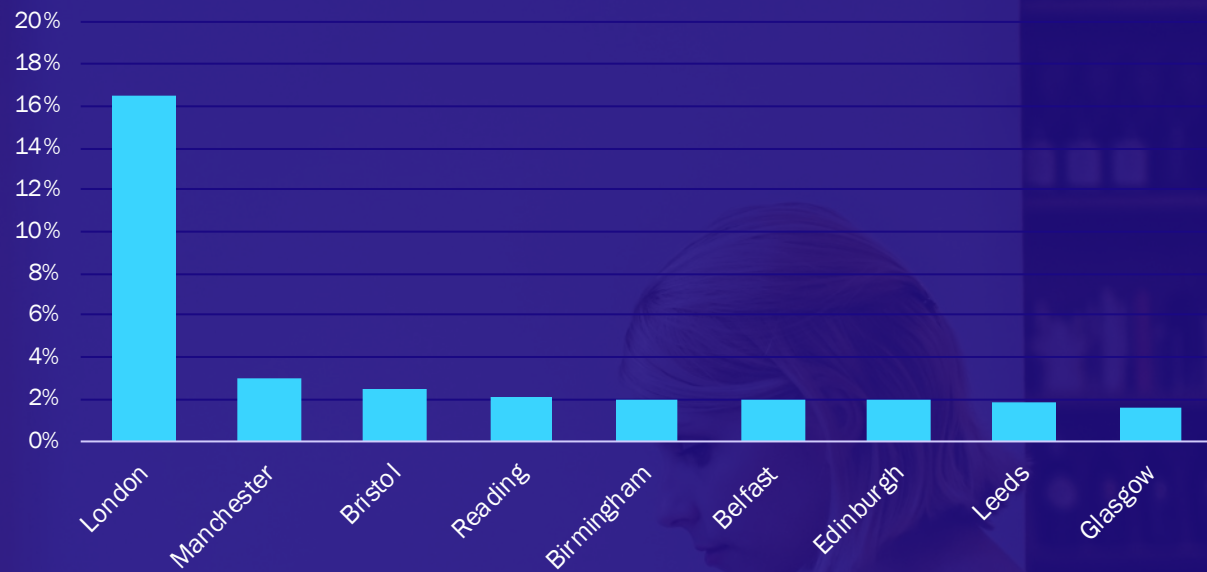
Education

Previous reports showed a greater diversity in the subject studied by female software engineers. However in 2020, there is much less disparity, indicating more women are entering STEM degree courses.

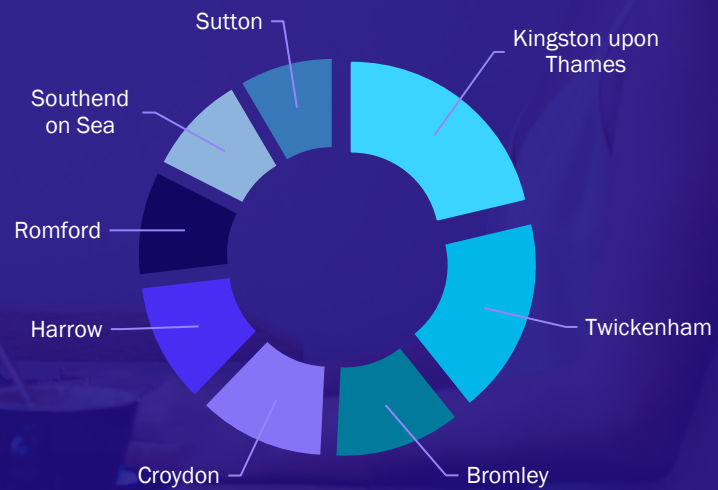
“With technology playing an increasingly crucial role in all of our lives, having more people from different backgrounds participate in its creation can help break down gender and racial economic inequalities.”

Lucy Sanders, CEO and Co-founder of the National Center for Women & Information Technology (NCWIT)

Top 10 locations of identified female Software Engineers UK-wide



Looking in London? Here are the top talent hotspots in the capital



Locations

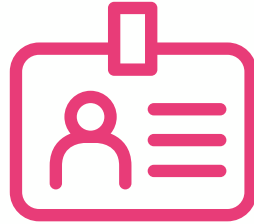
PREDICTABLY THE MAJORITY OF THE IDENTIFIED INDIVIDUALS ARE BASED IN LONDON.

MANCHESTER TOPS CITIES OUTSIDE THE CAPITAL

Two of the other UK capitals made the list – Belfast and Edinburgh.

Whilst London still dominates the talent pool, half of top locations are outside of the South of England, with major hubs in the North and Scotland.

Cambridge was in 9th place in 2019, but has since dropped off to be replaced by Leeds.



Employment

WHICH ORGANISATIONS ARE EMPLOYING THE LARGEST FEMALE ENGINEERING TALENT POOLS?

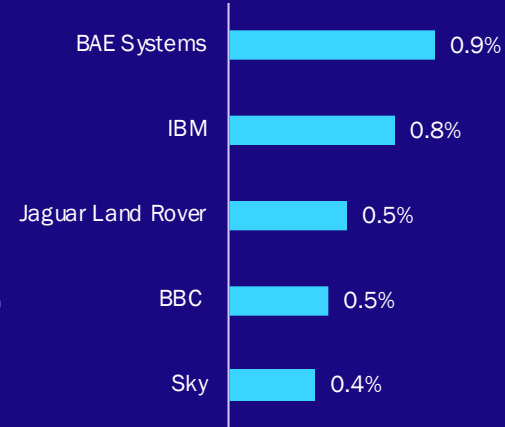
WE EXAMINED THE TOP EMPLOYERS ACROSS THE UK AND LONDON.

There are a variety of industries in the top 10 employers of women in software engineering, both in London and outside of it.

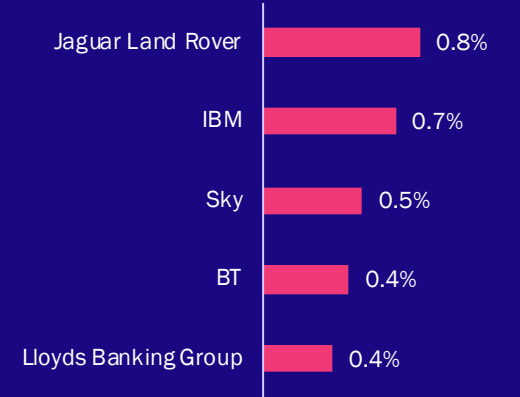
Large consultancies, media and financial organisations predominate.



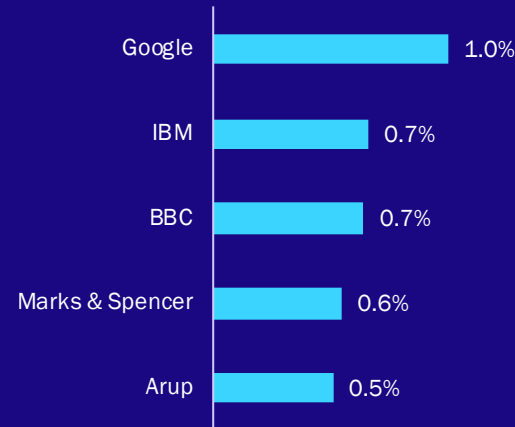
Top 5 UK employers (identified female software engineers)



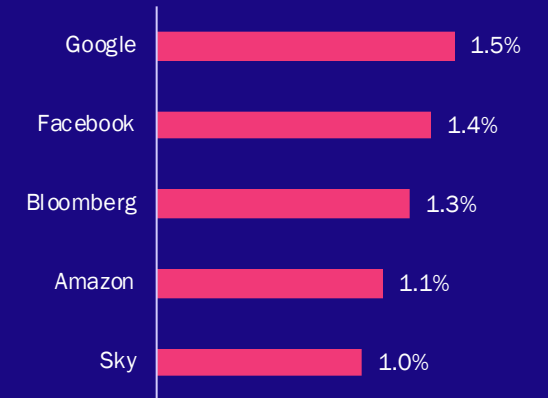
Top 5 UK employers (overall software engineer talent pool)



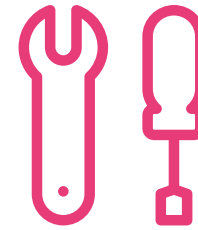
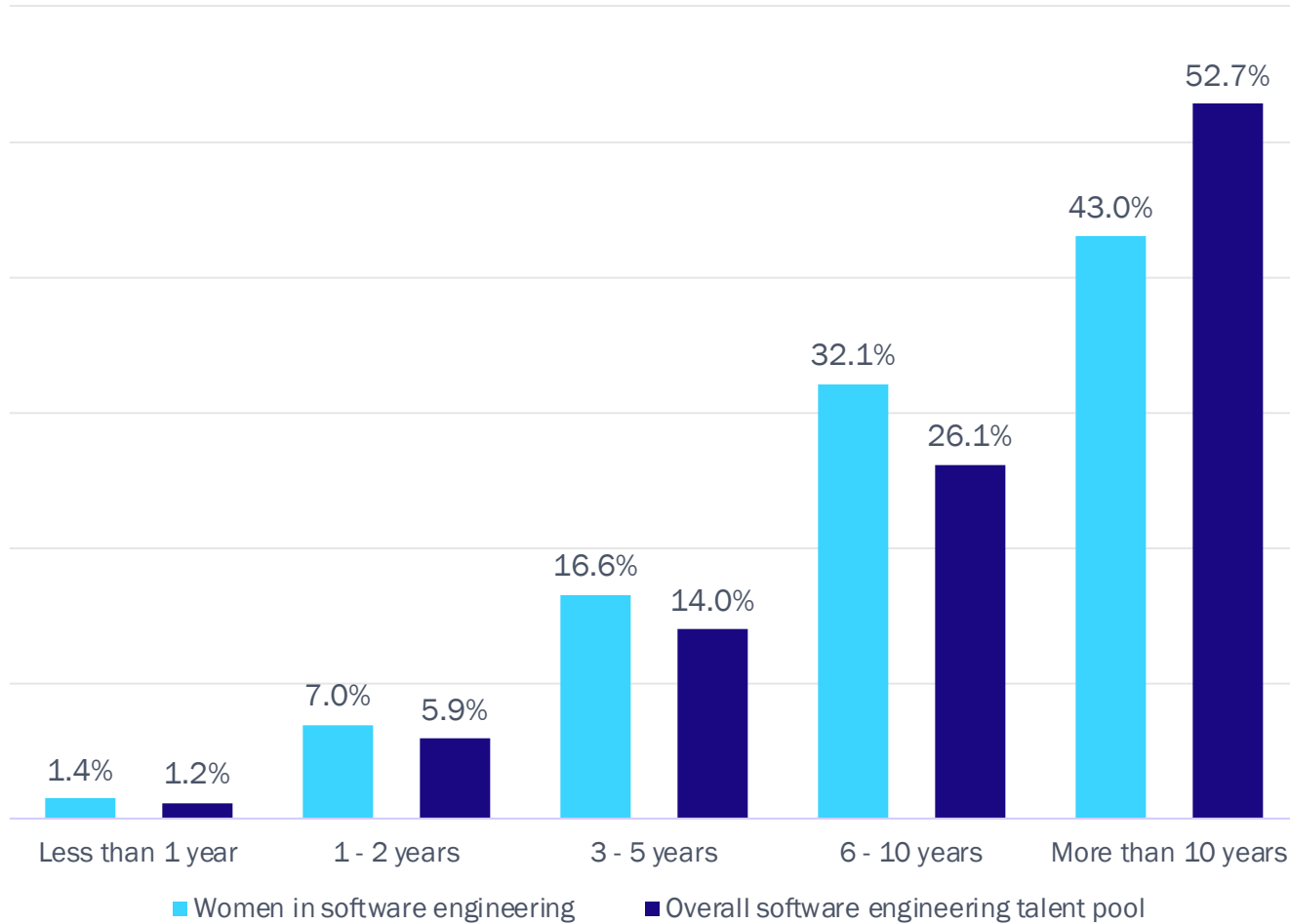
Top 5 London employers (identified female software engineers)



Top 5 London employers (overall software Engineer talent pool)



Software engineers – years of experience

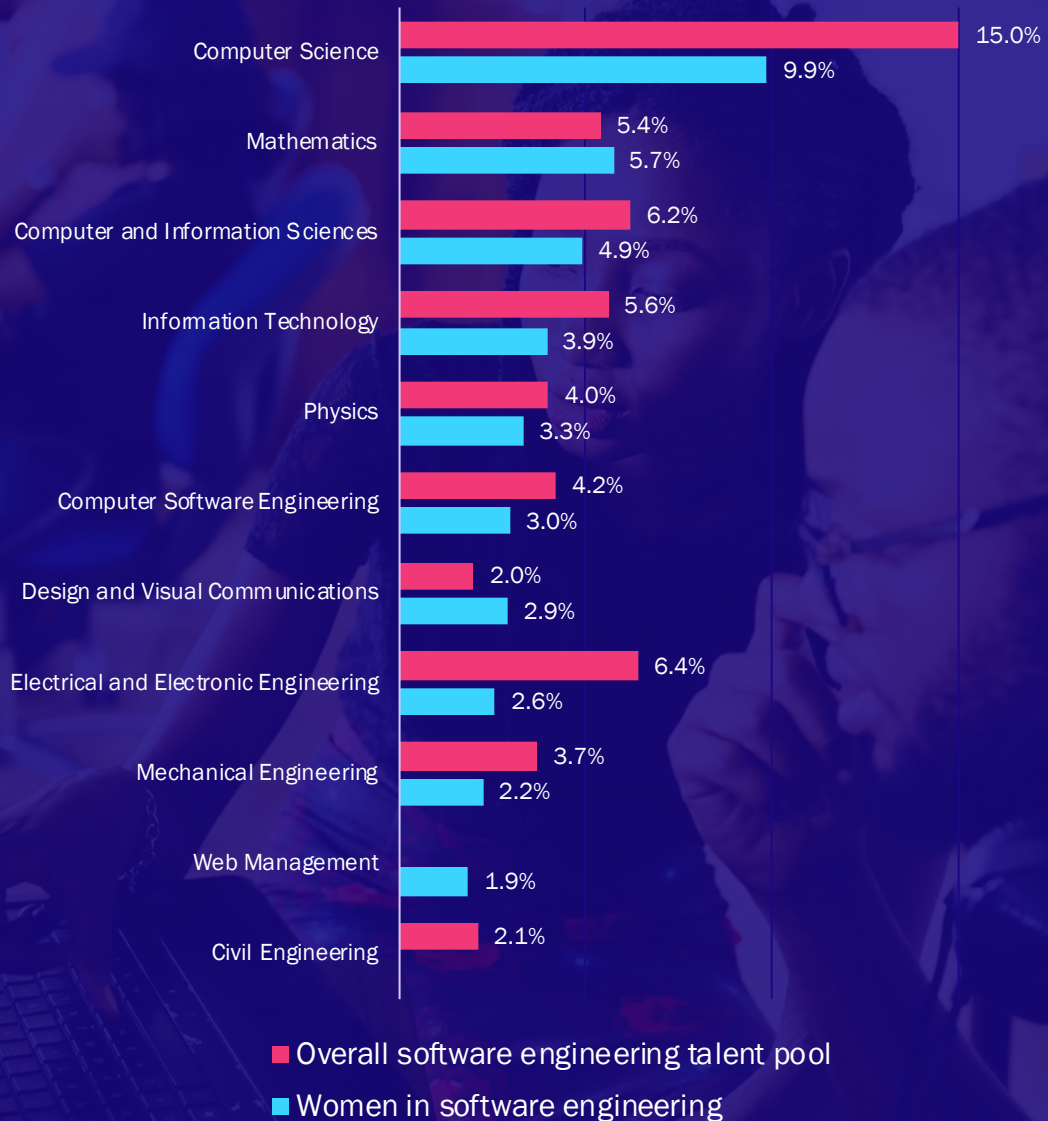


Experience

THE FIGURES ARE RELATIVELY COMPARABLE, UNTIL WE REACH THE INDUSTRY VETERANS – THOSE WITH OVER 10 YEARS EXPERIENCE - WHERE WE START TO SEE A REAL DISPARITY.

Women are less likely to have over 10 years experience, which is likely a reflection of the historic gender unbalance in the sector.

Top 10 degree subjects studied by software engineers



Education

In 2019, we reported that the top subjects studied by women in software engineering were more diverse than the overall engineering talent pool. We encouraged potential employers of female graduates to consider subjects outside of the 'typical', including Psychology, English and Design.

In 2020, there is much less disparity between the groups, with almost identical lists; indicating that more women are entering STEM degree courses.

Top 5 Universities listed as alma mater by graduate female software engineers.



How can RTM Advisory Services help your business?



Benchmarking

Using sophisticated labour market analytics system, we can assess your market positioning and see how your remuneration compares.



Supply and Demand Analysis

Assessing your likelihood of recruitment success, with a deep dive into the relevant labour market including talent pool analysis, demand analysis and market mapping.



Voice of the Customer

We survey both candidates and hiring managers to determine talent perceptions of your brand and the recruitment experience. In 2019 we surveyed over 2500 applicants to some of the biggest brands in business.



Location Research

In today's fast paced world, organisations are constantly trying to identify the right locations to attract the top talent. We offer insight into a location's suitability to match your growth aspirations.



Social Power Index

Measuring your employee brand pull vs. your competitors. Examining your brand market presence and application journey, we give you the insight to stand out from the crowd.



Bespoke Research Projects

RTM takes the time to understand your organisations operations, culture, successes and challenges. Our expert team can apply their specialist insight to your specific strategic objectives, generating customised research to help you achieve your talent goals.

We'll give you the science behind the data to help you make an informed decision.

Get in touch

We partner our experts with your business and immerse ourselves into your ways of working. We interrogate your data and processes, hear the voice of your candidates, benchmark your brand and truly engage with your people. We use our data-driven analytics to paint the picture of your reality. Only then can you find a customised solution designed to address your unique challenges.

Talent is your businesses' greatest asset. It's hard to find. It's difficult to compete. Invest in expertise. Don't settle for anything less than bespoke.

Let us get to know you.

Contact our Client Engagement team:
curious@thisisrtm.com

Data & Methodology

Data Considerations

This research has been produced to give an indication into the potential size of specific female talent pools. All figures for this research have been collected via the advanced search and insight functionality of LinkedIn Recruiter. This process cannot produce an exhaustive list of all relevant individuals and thus should only serve as an indication of the likely and comparative size of these specific talent pools.

How we identified relevant individuals

As you are unable to search by gender through LinkedIn we used an aggregated collection of the top 300 most popular UK female names to increase the likelihood of bringing up only female profiles. The search criteria was then further refined (including the use of gendered syntax) to maximise the percentage of female profiles in the search. Further changes were made to limit it to only individuals with the specific skills/experience required. The average eventual results of these edited searches were circa 90% female and 10% male.

Overall software engineering talent pool vs women in software engineering

We were unable to separate out a male-only sample, so female data is compared to overall data for software developers. All variables remain the same except the removal of the 'Female Name' Boolean search string.