

Spotify Company Research Proposal

A compilation of research to decide on a company to recruit on a campus visit.



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Prepared For: On-Campus, Career Placement Office

Memo of Transmittal

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Professor Hartl
Business Department Chair Career Services Director
2 Washington St.
New York, NY 10004

Dear Professor Hartl,

I would like to submit a proposal for the company who I wish to have the chance to recruit on-campus at our school! Please consider the facts and research I provide on Spotify to make your final decision.

This proposal aims to show you why I believe Spotify should come to our campus as a part of its recruitment process. Overall I believe this to be an excellent opportunity for our alumni or students looking for a great work environment. I hope you enjoy and take the time to read over everything I've gathered. Thank you for your time and I look forward to hearing your thoughts.

Sincerely,

Ryan Simpson

Table of Contents

- Memo of Transmittal.....**
- Table of Contents.....**
- List of Illustrations.....**
- The Research.....**
 - Spotify's Mission:.....
 - Job Offerings.....
 - Work-Life.....
 - Company Economics.....
- Work Cited.....

List of Illustrations

Figure 1.1: “Spotify Manhattan Offices”, -----Page 5

Figure 3.1 “List of Office Locations”, ----- Page 7

Figure 3.2 “Spotify US Ethnicity Data (2022)”, -----Page 8

Figure 3.3 “Spotify Global Workforce by Gender (2022)”, ----Page 8

Figure 4.1 “Music Streaming Service Mkt. Share” -----Page 9

The Research

Spotify's Mission:

Spotify is unique in its hiring and work-life process because they seem to genuinely care about the happiness and safety of its employees, while at the same time providing a very professional and fulfilling environment.

“To unlock the potential of human creativity by giving a million creators the opportunity to live off their art and billions of fans the opportunity to enjoy and be inspired by it.”

-lifeatspotify.com



Figure 1.1 “Spotify Manhattan Offices” *lifeatspotify.com*

Leaving school can be a stressful time for many students, it is important to ensure the health and success of students even after graduation. The ideal recruitment company should be one that gives opportunity as well as allows the student to finish growing in themselves. It seems that growth is one of Spotify's main goals for its employees as stated on its website *lifeatspotify.com*.

“Growth is our mantra. So at Spotify, we don't just ask you to embrace learning, we ask you to own it. When you do, you'll find all the guidance and support you need to truly thrive.”

We want our graduates to be in an environment that will support them as much as their school did. Spotify makes it clear that work should not be a place you dread to come to, as I will discuss later, the company is designed to make employees feel welcomed and to grow into more professional workers now, and in the future.

Job Offerings

Although Spotify is a music software company, it still provides a wide range of job opportunities, making it a great option to come and recruit at our school.

Spotify provides job opportunities for the following career types:

- Sales
- Engineering
- Marketing
- Finance
- HR
- Data & Research
- Design
- & Much More!

lifeatspotify.com/job-categories

Besides job variety, Spotify also provides opportunities for different professional levels. For example, they provide plenty of entry-level positions and internships even for students currently enrolled. Not only are there jobs available for young graduates, but it is made clear on Spotify's "How We Hire" page that plenty of these internships turn into full-time job opportunities.

Internships are important for the development of young workers because as they learn in a work environment, they are, at the same time, becoming the ideal worker for the company. Spotify confirms that they "post new jobs every day" so although entry-level positions may be competitive, there should still be many opportunities for students to get their foot in the door.

Work-Life

Spotify provides many offices for students who go every which way after they graduate. Offices are located in all of the following countries...

Americas	Europe	APAC	Middle East
Brazil	Belgium	Australia	United Arab Emirates
Canada	Denmark	India	
Mexico	Finland	Japan	
United States of America	France	Singapore	
	Germany	South Korea	
	Italy	Taiwan	
	Netherlands		
	Spain		
	Sweden		
	United Kingdom		

Figure 3.1 "List of Office Locations" lifeatspotify.com/locations

Not only can you find an office almost anywhere, but the work environment of these places is made to create a comfortable workplace for each employee. According to the company, there are over 8,600 full-time employees with an average age of 35, a surprisingly young employee base (lifeatspotify.com/being-here).

Not only are their offices in a variety of places but they offer great benefits to the employees. Such as fun, imaginative spaces that feel less like an office and more like a creation space. Spotify also offers very competitive benefits such as healthcare, flexible holidays, and 6 months of parental leave for any new parent (lifeatspotify.com/being-here).

It seems that Spotify really cares about the mental health and acceptance of all its employees. For example, they have a program called "Heart & Soul" which aims to raise support and erase the stigma, creating a culture "where everyone feels like they belong" (<https://www.lifeatspotify.com/diversity-equity-impact>). They also try to reach this goal by promoting Equity, Diversity, Inclusion, and Belonging in the workplace, regardless of race, ethnicity, or gender (*Spotify diversity-equity-impact*). This relates greatly to Spotify's "growth mindset" as accepting input from everyone (including those who normally have their voices suppressed) allows employees to "work and think hard about inclusion" (*Spotify diversity-equity-impact*).

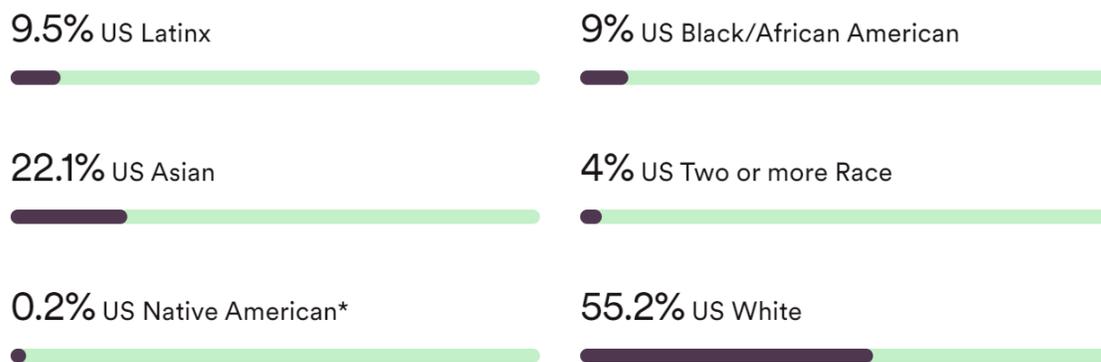


Figure 3.2 "Spotify US Ethnicity Data (2022)" lifeatspotify.com/diversity-equity-impact

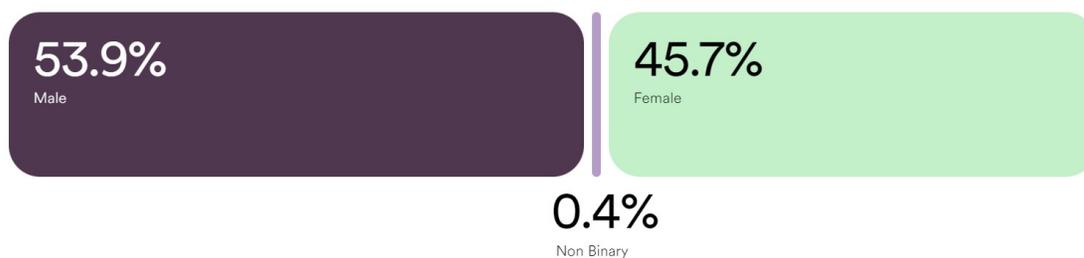


Figure 3.3 "Spotify Global Workforce by Gender (2022)" lifeatspotify.com/diversity-equity-impact

As you can see, statistically, Spotify does not discriminate based on gender or ethnicity. According to their data collection, their gender breakdown is a near 50/50 split with only half of their employee base being white. A much better spread compared to other companies with similar business models.

Company Economics

Spotify has single-handedly changed the way the music business operates. The service of music streaming applications has boomed in popularity to the point where it seems everyone has heard the name “Spotify” before. Although there are direct competitors such as Apple Music and Amazon Prime Music, Spotify has been able to carve out a large portion of the user base and establish itself as one of the leading faces of the music streaming industry.

The music streaming industry as a whole has been booming with about 82.1 million Americans subscribed to a streaming service, with Spotify leading the way at 31% of the market share (*musicalpursuits.com*).

Spotify	Apple Music	Amazon Music	Tencent Music	YouTube Music
31% mkt. share	15% mkt. share	13% mkt. share	13% mkt. share	8% mkt. share

Figure 4.1 “Music Streaming Service Mkt. Share” (*musicalpursuits.com/music-streaming/*)

The fact that Spotify is leading the race in a fast-growing industry that almost guarantees reliable work for employees. Not needing to fear competitors is a great sign for a company, as it can handle taking on more and more employees as they expand.

Conclusion

After looking at the research I’ve provided at Spotify as an employer, I hope it becomes clear why I believe that they should come to our campus to recruit. Not only do they provide great benefits and work environments, but they also really care for their employees and want to see growth. All of these reasons should be more than enough to want our students to have a successful career with Spotify.

Work Cited

“Being Here: Life at Spotify.” *Being Here | Life at Spotify*, <https://www.lifeatspotify.com/being-here>.

“Diversity, Equity & Impact: Life at Spotify.” *Diversity, Equity & Impact | Life at Spotify*, <https://lifeatspotify.com/diversity-equity-impact>.

“How We Hire: Life at Spotify.” *How We Hire | Life at Spotify*, <https://www.lifeatspotify.com/how-we-hire>.

Piano. “Music Streaming Statistics in 2023 (US & Global Data).” *Musical Pursuits*, 28 Dec. 2022, <https://musicalpursuits.com/music-streaming/>.