How to Hire the Best Tech Talent
A Guide

digitalent

Contents

Introduction

**Thanks for downloading
this free ebook.**

This is a complete guide to recruiting talented technology
professionals. Inside, you'll find a wealth of information
to help you understand the world of challenges of hiring
tech talent and the steps you can take to improve your
recruitment processes, attract the best candidates and build
productive teams.

We hope you find it to be useful and helpful in improving
your tech recruitment process.

About Digitalent

Digitalent is a recruitment agency specialising in technology and creative recruitment. We connect exciting candidates with forward-thinking organisations looking to hire the best tech and creative talent in the world. Our mission is to give our customers (both companies and candidates) the best recruitment experience possible.

We do that by living our values:

Communicate Openly

Transparency is key to a good relationship. We're invested in people, sharing honest feedback and information regardless of the outcome.

Collaboration Over Competition

Teamwork makes the dream work, as they say. We communicate openly on roles, candidates and information, unlike other recruitment agencies where recruiters often work in isolation.

Play as a Team

We love the satisfaction of getting the job done. We provide solutions rather than problems, constantly working as a team to achieve our goals.

About Digitalent
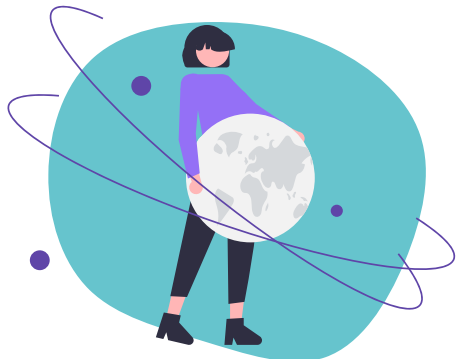
Recruit From Anywhere

Our people flourish in an environment that's their own. Trust underpins everything, allowing us to do what we do best without restrictions.

Focus On The Customer

Our customers are both our clients and our candidates and they are at the heart of everything we do. We don't do what's best for us, we do what's best for you.

Do The Right Thing

We surround ourselves with people who have the integrity to do the right thing even when no-one's watching. We choose the hard right over the easy wrong.

1. The Challenges Associated with Attracting Top Tech Talent

Attracting top tech talent is becoming increasingly difficult in today's competitive job market. Companies face a range of challenges when it comes to hiring the best and brightest in the tech industry. Here are some of the most significant challenges associated with attracting top tech talent.

Competitiveness of the Market

The tech industry is growing at a rapid pace, and the competition for top tech talent is fierce.

Companies are competing for the same pool of highly skilled and experienced professionals, making it difficult to attract and retain the best candidates.

Shallow Talent Pool

The demand for technology skills has skyrocketed in recent years, but the pool of available talent remains shallow. This makes it difficult for companies to find the right candidates with the right skills and experience, leading to longer hiring processes and increased competition.

Expectations of Candidates

Tech professionals have high expectations when it comes to their careers. They are looking for meaningful work, a supportive work environment, and opportunities for growth and development. Companies that fail to meet these expectations will struggle to attract and retain top tech talent.

Job Role Visibility

In today's digital age, job role visibility is critical. If candidates can't find your job ad, they won't apply. Companies must ensure that their job listings are easily accessible and visible to potential candidates, either through online job boards or social media.

Lengthy Hiring Process

The length of the hiring process can be a significant challenge for companies looking to attract top tech talent. A lengthy and complex hiring process can discourage potential candidates and cause them to lose interest in your company.

Similarly, this can be a drawback for hiring teams, as you potentially have to invest a large amount of the working day on the recruitment process.

It's essential to be open to change and streamline your hiring process to make it as efficient and user-friendly as possible.

Impact on Employer Brand

The impact of the hiring process on your employer brand should also be considered. If a hiring manager is fearful of a previous experience, they may be less likely to take risks when it comes to hiring. This can result in a less diverse and less innovative workforce, which can have a negative impact on your employer brand.

2. What Tech Candidates are Actually Looking for in a Role or Employer

When it comes to attracting top tech talent, it's essential to understand what tech candidates are looking for in a role and employer. This information can help companies develop effective strategies to attract and retain top tech talent, and stay ahead of the competition.

Here are some of the most critical factors that tech candidates consider when evaluating job opportunities.

A Fair Salary

We understand that offering a fair salary is one of the most important factors in attracting and retaining top talent. That's why we work with you to understand your budget and offer guidance on what a fair salary would be for the skills and experience required. At Digitalent, we have extensive experience in managing salary expectations, ensuring that both the employer and employee are happy with the compensation offered. We've also been instrumental in defining salary packages and expectations within companies, meaning they pay the market rate (or better) and are better able to attract and retain top tech talent.

Development and Growth Opportunities

Top tech talent is always looking for opportunities to grow and develop their skills. This is particularly true of millennials, with 87% saying that learning and development in the workplace are important to them.
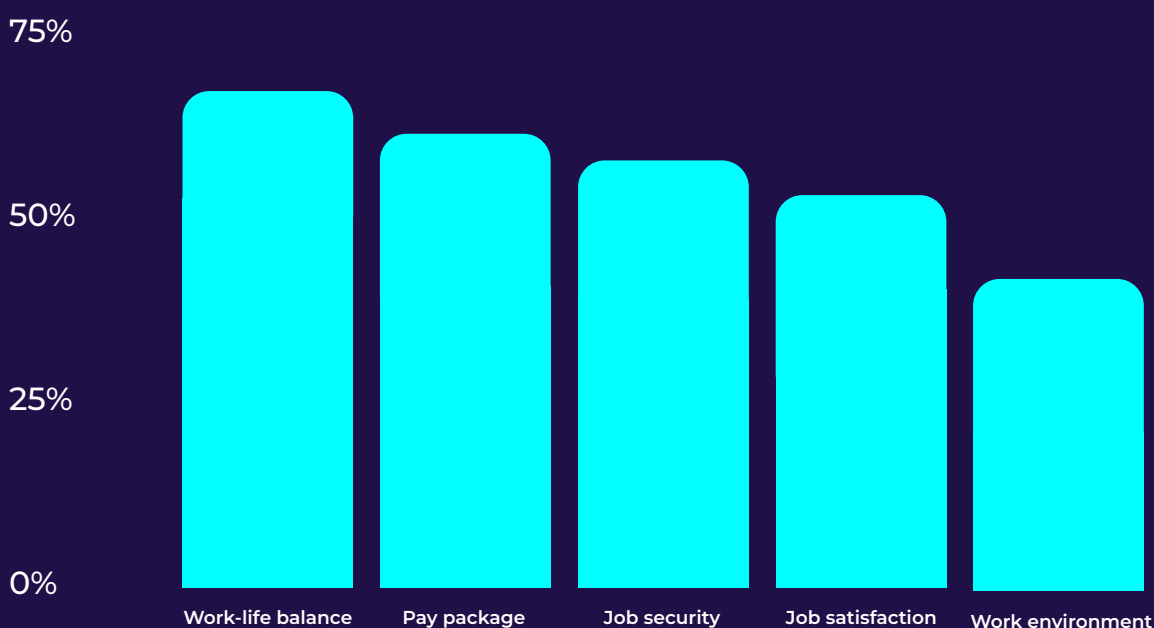
For these individuals, the workplace provides a platform to acquire new skills, learn from experienced professionals, and gain exposure to new technologies and methodologies. They value employers who invest in their professional development and are more likely to stay with companies that offer these opportunities.

As the technology industry continues to evolve and new advancements emerge, top tech talent will remain committed to honing their skills and staying at the forefront of the field. Their dedication to growth and development will drive innovation and contribute to the continued success of the industry.

Flexibility and Work/Life Balance

With the rise of technology and remote work, employees now expect more flexibility in their work arrangements. Many candidates prioritise a healthy work/life balance over higher salaries, perks, or other incentives. In fact, a 2022 study found that 67% of UK workers consider work-life balance as more important than their pay and employee benefits combined.

Top 5 Most Important Aspects of a Job According to UK Workers

	75%				
	50%				
	25%				
	0%	Work-life balance	Pay package	Job security	Job satisfaction	Work environment

Source: https://www.ciphr.com/the-most-important-aspects-of-a-job/

Offering flexible work arrangements, such as remote or hybrid working options, can be a game-changer when it comes to attracting and retaining top tech talent. Not only does it allow employees to better balance their personal and professional lives, but it also offers other benefits such as reduced commuting time and expenses, increased productivity, and better mental health. Remote work has also proven to increase employee satisfaction and reduce turnover rates.

By offering flexible work arrangements, you'll be able to attract a wider pool of candidates who value work/life balance, and retain your top talent by offering them the flexibility they need.

A Reputable Company

In the tech industry, a company's reputation is everything. Candidates research companies extensively before applying, and they want to work for a company that aligns with their values and mission.

At Digitalent, we work with you to understand your company's values and mission and communicate that to potential candidates. We believe in promoting companies that prioritise representation, diversity, and sustainability, helping you attract candidates who share your vision.

Trustworthy Leadership

Trustworthy leadership is key to attracting and retaining top talent. You might be surprised to know that three-quarters of the UK workforce don't fully trust their leaders, which can lead to low morale and high turnover rates.

That's why we prioritise working with companies that have trustworthy leadership and communicate that to potential candidates. By promoting trustworthy leadership, we can help you attract top talent and retain them by building a positive and inclusive workplace culture.
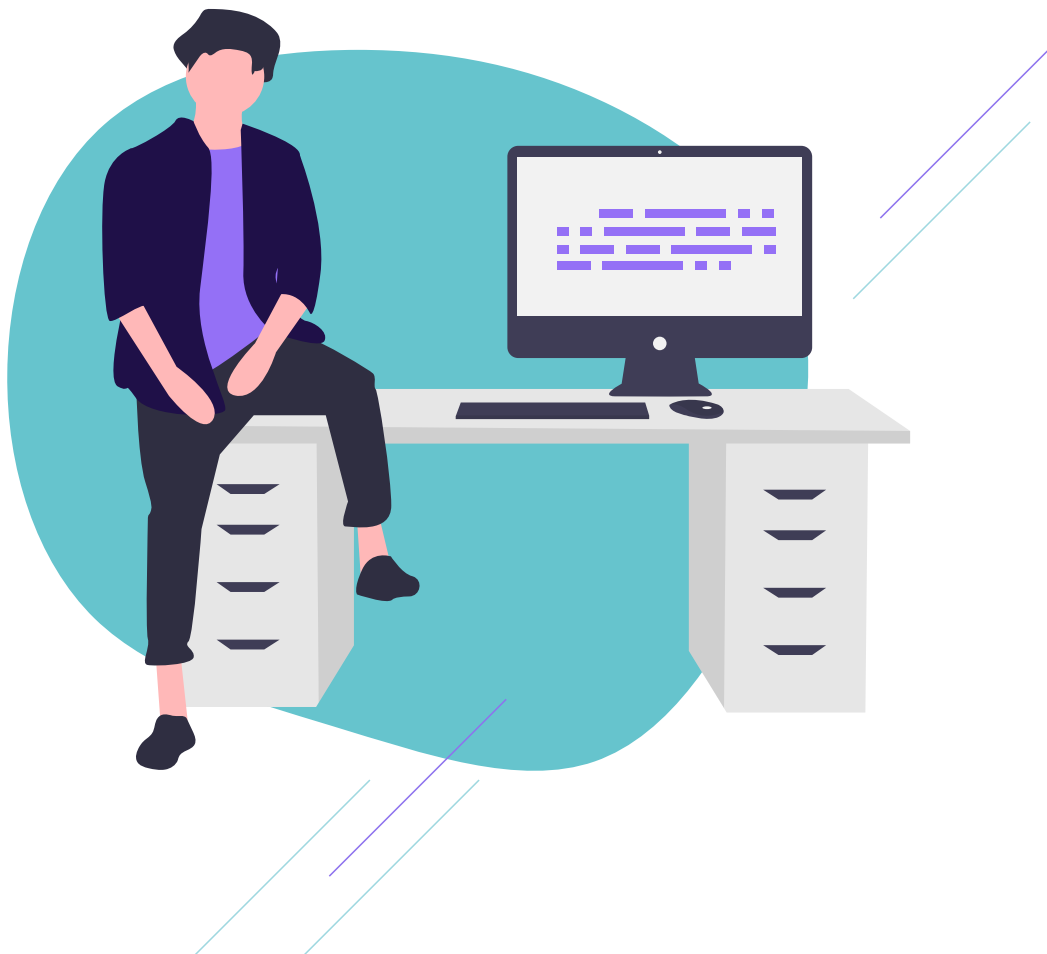
3. Tips to Improve Your Tech Hiring Process

Hiring top tech talent can be a challenging and time-consuming process, especially when there's a shortage of qualified candidates. However, finding the right people for your organisation is crucial for your company's success, so it's important to have a well-planned and effective hiring process in place.

Whether you're a startup or an established company, these tips will help you attract and hire the best tech talent in the market.

Ensure Your Job Descriptions and Ads Are Top Drawer

Your job descriptions and ads are your first point of contact with potential candidates. It's essential to ensure that they accurately reflect the role you're hiring for and include all the essential information about the job, your company, and the application process.

Use language that stands out from the crowd and speaks to your ideal candidate. Be specific about the skills and experience required for the job, and highlight the benefits of working for your company.

By creating compelling job descriptions and ads, you can attract more qualified candidates and improve your chances of finding the right fit for your team.

Understand the Candidate Market

To attract top talent, you need to understand what they're looking for in a job. Research the latest trends in salaries, perks, and benefits for your industry and location.

Offer competitive compensation packages and perks that align with your ideal candidate's needs and desires. For example, if your target candidate pool values work-life balance, consider offering flexible hours or remote work options.

Proactively Contact Talented Candidates

Don't wait for talented candidates to come to you. Reach out to them proactively and engage them in conversation about your company and the available job opportunities. Use social media, LinkedIn, and other professional networks to find and connect with potential candidates. This approach can help you build relationships with top talent and keep them in mind for future job openings.

Open Roles up to Remote Workers

The pandemic has proven that remote work is here to stay, and it's an attractive option for many job seekers. By opening your roles up to remote workers, you can widen your talent pool and remove geographic barriers.

This approach can also improve the diversity of your team and help you attract more qualified candidates.

Get Feedback (From Successful and Unsuccessful Candidates)

To improve your tech recruitment process, it's essential to get feedback from candidates who have been through it.

Ask successful candidates what they liked about the process and how you can improve it. Ask unsuccessful candidates what they found challenging and what you could have done differently.

This feedback can help you identify areas for improvement and refine your process to attract and hire the best candidates - so it works even better next time round.

Use Expert Support for Sourcing and Placing

Recruiting top tech talent can be challenging, especially if you're a small or mid-sized company with limited resources. Consider partnering with an agency that specialises in tech recruitment to help you source and place the right candidates.
At Digitalent, we're experts in helping businesses across all industries find and hire the best talent in their fields. That's why organisations trust us to find and place the best tech talent within their businesses, saving time and resources in the process.

4. How Using an Agency Can Help to Streamline the Process

Partnering with a specialist technology recruitment agency can be a valuable asset in attracting top tech talent. An agency will have extensive networks and expertise in the tech industry and can provide valuable insights and support throughout the hiring process, from sourcing and screening candidates to negotiating offers and onboarding new hires.

Access to a wider pool of candidates: Technology recruitment agencies have extensive networks and databases of tech professionals, giving you access to a wider pool of qualified candidates. This can be especially helpful if you are looking to fill a specialised or hard-to-find role.

Expertise in tech hiring: Technology recruitment agencies have a deep understanding of the tech industry and the latest trends and developments. They can provide valuable insights and advice to help you attract top tech talent and streamline your hiring process. Increased efficiency: Technology recruitment agencies are experts in the hiring process and can handle much of the heavy lifting, freeing up your time and resources. This includes sourcing, screening, and interviewing candidates, as well as negotiating offers and handling the onboarding process.

Cost-effective: Working with a technology recruitment agency can be more cost-effective than handling the hiring process in-house. Agencies have the resources and expertise to handle different aspects of the hiring process and deliver it on budget, meaning you can focus on your day-to-day job.

Improved employer brand: Technology recruitment agencies can help to improve your employer brand by providing insights into what tech candidates are looking for in a role and an employer. This can help you to tailor your recruitment process and messaging to better appeal to top tech talent.

Time to hire: Using a specialist recruitment agency can significantly reduce the time it takes to actually hire a candidate. On average, our clients go from role qualification to offer acceptance in just two weeks, which is a big improvement on typical timeframes.

As you can see, enlisting the help of a specialist technology recruitment agency can be a valuable asset in attracting top tech talent.

At Digitalent, we offer our Synergy Package, where we handle the heavy lifting and make your life easier by providing:

- **In-depth market research and identification of potential candidates.**

- **Efficient first-stage interviews through our cutting-edge video interview platform.**

- **A candidate showcase for you to evaluate top talent.**

- **Seamless salary negotiations, offer management and reference check handling.**

On average, our clients experience a 20-hour reduction in each hiring process, leading to a swift journey from candidate qualification to offer acceptance in just two weeks.
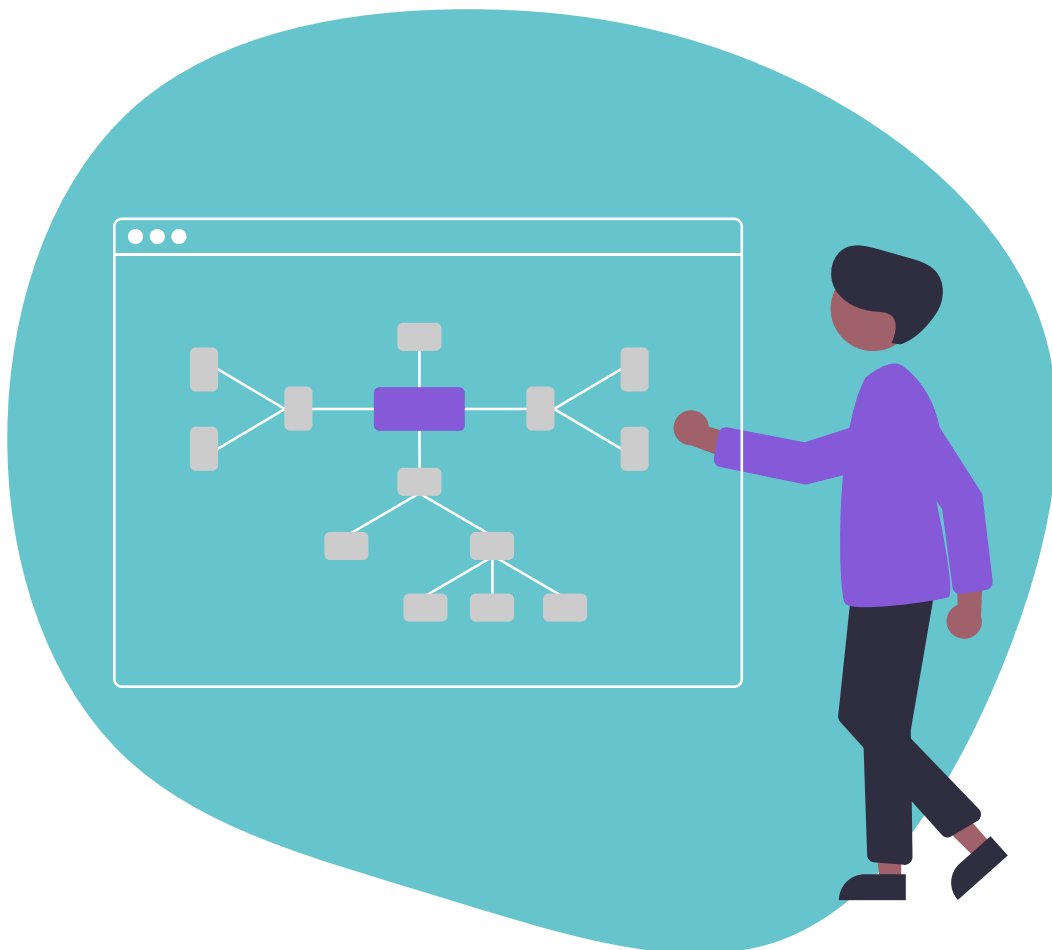
5. Hire the Best Tech Talent For Your Business

Hiring top tech talent can be a challenging task in today's competitive market. However, by understanding the needs and wants of tech candidates, streamlining the hiring process, and harnessing the expertise of a specialist technology recruitment agency, you can increase your chances of attracting the best of the best.

The key to success lies in being aware of the challenges associated with tech recruitment, such as the competitiveness of the market and the expectations of candidates, and taking proactive steps to address these challenges. This could include offering competitive salaries and benefits, providing growth and career development opportunities, and improving your hiring processes.

In the end, investing in your tech recruitment process can pay off in the long run, allowing you to attract and retain the best talent in the industry.

" As a hiring manager, by using Digitalent I have removed all pain points from the recruitment process and can now focus on what matters most: meeting great candidates. I know that everyone Digitalent has spoken to will be screened, have an understanding of the role itself, and are aware of our business and culture before they meet me. This makes interviews much more productive, and I find the conversion rate better than with any other agency I have used. "

Adam Thomas - Head of Continuous Delivery for PA Media Group

Get Expert Recruitment Support

If you're in the market for tech professionals, it can be difficult to narrow down the talent pool and find the perfect candidate in an efficient way.

By following the tips outlined in this guide, and partnering with a specialist recruitment agency, you can drastically reduce timeframes and costs when it comes to recruiting. What was once a headache can quickly become a frictionless aspect of your business growth.

If you're in need of some expert advice or recruitment support, get in touch with us today; we'll be delighted to help.

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