HOW TO RECRUIT TOP IT PROFESSIONALS

7 TIPS ON FINDING THE MOST SUITABLE RESOURCE FOR YOUR NEEDS

COMSTREAM

Hiring skilled IT professionals is no easy task. But it's crucial for your company's growth. So, what's the secret sauce of successful IT recruiting?

If you feel like no one is paying attention to your recruitment ads, or candidates drop out during the recruitment process, it might be time to take another look at how you find, reach and engage talent.

Competition for business-savvy IT talent has never been higher, creating unpre-cedented challenges for those looking to fill technology positions. In today's world, putting up an ad and waiting for staff to come to you is no longer enough. To help you with your next recruitment drive, here are seven things to keep in mind when looking to build a winning tech team.

1 Don't wait for talent to come to you

Skilled developers and IT professionals are scarce. The most probable scenario is that the candidates you're looking to hire, either already have jobs, or are involved in other recruitment processes. This means that often, they're not reading recruitment ads in the first place.

Headhunting is the best way, and often the only way, to find the right candidate.

To reach people in a personable and engaging way, consider using social media such as LinkedIn, Facebook and other digital platforms to connect with the relevant people. This doesn't just mean you should take a broad approach on all communities:

Instead, take a measured and targeted strategy so that you don't waste your time, or frustrate your audiences. To put it another way, it's essential to use the right channels and to have a solid social media strategy.

2 Don't automate – be personal

We've all received automated emails and template-based DMs on LinkedIn and in our inboxes. Opening one of these messages quickly demonstrates that the sender hasn't put much effort into contacting you, resulting in a very low engagement.

IT professionals are flooded with job proposals on a weekly basis, most of which aren't read. After all, changing jobs is a big move and not a choice to be made lightly. Without the proper information or motivation, recipients are highly unlikely to give it the time of day.

For someone who's already happily employed elsewhere, it takes more than an anony-mous and automated email to consider a job change. Therefore, automated mass emails are a big no-no.

Instead, you need to show the person you're contacting that you've done your homework,

and that you know about their professional history and possible goals. By building this trust and being relevant to the recipient, you're much more likely to make a connection with them that's long enough to communicate further.

3 Target the right candidates

A common mistake is to compose a too extensive list of qualifications and experiences that you're looking for in a candidate, or to aim for candidates who are overqualified for the position you want to fill.

Instead, consider what minimum core qualifications the position requires. A top-performer will quickly learn the new skills needed and will be stimulated by the challenge. If you have too many formal requirements, you may be missing out on talent that might ultimately end up being a real asset.

4 Be accessible and agile

Keep in mind that the people you're contacting probably already have jobs. And on top of that, they have families, friends, and outlined lives. This means that they have a constant stream of things that need their attention. If you make your communications difficult to read or complicated they'll likely switch off before you even get started.

It's about lowering the barrier to having that first conversation.

Always try to let candidates talk to you on their own terms, especially in the first phase of your correspondence, whether it's in the evening, morning, or during their lunch break. By making things as easy as possible for them, we're demonstrating that we are willing to make an effort and can more easily establish a good relationship. Be understanding if they can't talk at a particular time and be careful not to appear too pushy or disrespectful.

5 Position your company

Many companies are stuck in an old mindset, where job-seekers are expected to compete for job offers and go the extra mile to impress their prospective employers. However, the market has now shifted in favor of profes-sionals who are likely to be more discerning with their choice and will therefore have more expectations from a company.

Working relationships are now a two-way street, and employers need to prove to candidates that they offer an attractive workplace and exciting opportunities. Otherwise, it's more than likely someone else will.

Employer branding is essential.

How you choose to approach and interact with potential candidates, sends a powerful message about your company. The best employees are moving towards the best employers. To be competitive, you need to think about what makes you attractive as an employer and have a solid strategy on how you're going to communicate that. We recommend framing your offer in a way that highlights your company's advantages from an employee's perspective.

6 Team up with recruiters who specialize in IT

When recruiting for IT positions in a saturated market, credibility is key. The individuals you are trying to hire are highly knowledgeable people, with a very specific skill set.

To create interest in the position you offer, you need to be able to use the right language and terminology. Knowing your audience is super important, and developers can be a very particular audience.

When talking to a potential candidate, you need to know about everything from different programming languages and frameworks to development methodologies, certifications and other qualifications.

7 Have a good process

Many companies and recruiters miss out on great candidates by being slow, unprepared, complicated to deal with or not organized enough.

The market for IT talent moves quickly. If you start a conversation with a potential candidate who seems interested, you have to be prepared to act immediately. Otherwise, there is an overwhelming risk that one of your competitors will snap them up before you do.

A good recruitment company will facilitate the process and make it easier for applicants not add extra layers of time consuming tests and interviews. That's not to say you shouldn't test at all. It's all about finding a balance and making things as easy as possible.

If you ask them to put together a presentation that will take all weekend to prepare, it's not likely that the best candidates will bother.

Recruiting with Comstream

We understand the intricacies that come with successful recruiting. Our comprehensive and consultative approach aligns candidate experience, skills and personal qualities to match client needs.

We take away the pain points of recruitment and not only help you find the most suitable talent – we make the experience great for them as well through our personal approach. And, as IT experts ourselves, we're able to speak the same language as your candidates to build a relationship and give them the confidence that they are working with the right people.

About us

Founded in 2010, we are a privately held company group with more than 70 employees in our Swedish and Bulgarian offices.

We work with both companies and candidates. By focusing on building long-term partnerships with all stakeholders, we enable them to evolve, manage and grow in ways that work best for them.

Our keywords are to be fast, proactive and professional.

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