

THE MODERN TECH RECRUITER'S GUIDE

VOLUME 1



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In this century, finding tech talent has never been easier.





As the industry continues to grow and evolve, so do the talent pools of candidates who are constantly learning new skillsets. Tech talent is in high-demand, and they know it.

While these viable candidates are anything but short in number, getting them engaged and hired is a different story. Chances are, top tech employees are already working for other companies, reaping competitive compensation and benefits.

Does your recruitment strategy rise above the noise?

We've compiled our ultimate tips and techniques for hiring the best tech talent out there. **Get ready for a serious makeover.** ■



- I. How to Distinguish an Average Engineer from a Great One 
- II. How to Attract Candidates with Essential Perks They Really Want 
- III. How Not to Recruit Engineers 
- IV. Bonus: Creative Ways to Engage Tech Talent 



How to Distinguish an Average Engineer from a Great One

// Skilled engineers may not be hard to come by, but the ability to tell the difference between a passable candidate and a must-have recruit is invaluable.

1.0 { A CANDIDATE'S PORTFOLIO CAN SPEAK VOLUMES ON THEIR ABILITY TO WORK WITH A TEAM. }

Speaking emphatically about a personal project shows that a candidate is a proactive self-starter who is passionate about their profession and has lent their abilities to something besides a paycheck.

Having followers on sites like GitHub or StackOverflow is also a great sign of quality work and credibility. The approval of other engineers means it's likely your candidate can produce maintainable code, which is essential if you are building a team who will be working closely on the same project.

2.0 { BE WARY OF CANDIDATES' FLUFF. }

An engineer who can describe their work in a non-technical fashion is a great sign that they have a strong understanding of broad concepts and a commanding knowledge of their projects. Beware of engineers who provide a never-ending laundry list of trendy skills. Candidates who practice this kind of keyword stuffing are practically waving a red flag.

3.0 { MEASURE ATTENTION TO DETAIL ON THE JOB WITH THEIR GRAMMAR & SPELLING ACCURACY. }

A typo on a resume or email can often be swept under the rug, but in tech recruiting, this can be a sign of a lack of attention to detail. While a miscue on a resume is one thing, an errant character in a line of code could cause a huge problem.



How to Attract Candidates

WITH PERKS THEY REALLY WANT



3 ITEM(S) IN CART

CHECKOUT

Product

Qty.

Price



Freedom to create, modify, and collaborate

Displaying how your organization removes barriers and encourages proactive work exemplifies the impression that your company cares more about substance and development than adhering to established processes. Demonstrate to them the variety of challenges you have, and how you'll provide them with the latest tools to craft solutions.

1

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Opportunity for advancement

Software engineers are eager for growth. An appetite for ambition leaves many of them yearning to get ahead. Whether you're crafting a job ad, reaching out with an email or phone call, or speaking face-to-face in an interview, you need to transparently show them opportunities for advancement.

2

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Support for career goals

As with most people involved in science and technology, engineers are dreamers. They want to make a difference in the world so you need to paint a detailed portrait of how your company helps them achieve this. Get to the heart of the issue: utility and opportunity. Give them the freedom to work with like-minded colleagues, and take a chance on solving some of the toughest problems in their discipline.

3

\$Priceless



The competition for software engineers is intense — and why shouldn't it be? Brilliant and engaged engineers form the backbone of your company. Focus less on the "lap of luxury" approach, and hone in on their irreducible desire to solve problems and create innovative technology. Those perks are universal.

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How Not to Recruit Engineers

Common recruiting tactics are rubbing talent the wrong way, and some simple aspects of your outreach could be turning off well-qualified candidates to your entire company.



Undersell and lowball a candidate you're interested in.

Imagine you're the Director of Talent Acquisition at your company. You receive an email telling you about a position as an entry-level sourcer at another large company. Feeling insulted? Selling an accomplished candidate a junior position is an inconsiderate turn off. Always have a firm understanding of a candidate's experience and seniority before you blast them with a position that would be a step down.



Make it clear that you don't know what you're talking about.

Without a grasp of the candidate's particular focus and abilities, it's hard to tailor your outreach in a meaningful way. Remember that a list of desired skills is not a suitable job description. Instead of pushing perks in your outreach, focus instead on details of tasks and projects the job will entail.



Send a generic, automated, mass-messaged email.

Make sure to reference the candidate's current company and a project they've worked on that is unique to them. A little personalization can go a long way, and will help your email stand out amongst the torrential flow of messages from fellow recruiters.



Call a candidate's work phone.

When reaching out to a candidate over the phone, tread very carefully. Even with a personal phone number, calling a candidate as a first point of contact may be inadvisable. This puts them on the spot and locks them into an adjacency pair for which they may not be interested. Instead, approach them with an email, which allows them to read, research, and respond when convenient.

Creative Ways

TO ENGAGE TECH TALENT



Needle in a haystack. Four-leaf clover. Hen's teeth. Waldo. These are all words and phrases that do not describe engineers, data scientists, designers, and anyone else who works in tech. These candidates are pretty abundant, but there's a high chance they're probably not looking for you. Go down the unconventional route to find top talent for your open reqs.

Go big to get an even better team.

If you really want to build your organization, recruit talent from high-level competitors. Hire this kind of valuable talent to delve into the kind of work top players are working on and to understand how your technology can be improved to

Make mobile recruiting quick, easy, and accurate.

"Voting" features are stirring up the mobile recruiting scene for job seekers and employers on the go. The idea is simple: If you like a candidate, you give them a virtual approval — a thumbs up. If that job seeker also approves, the two are connected. Give candidates mobile access to a summary of your company and available opportunities, and they can easily decide whether or not they're interested in joining your team.

Attend or host an event to spot your next best hire.

Hackathons are a great way for engineers to create and collaborate on products, but these events offer a prime opportunity for your team members to build their network and find well-suited, qualified candidates to fill open positions. Hackathons also give you insight to candidates' working habits, style, and ability to create a solution to a problem. Fundamentally, it's a live skills assessment. Implement gamification as part of the screening process, and we'll meet you on Cloud Nine.

Next Steps

Unlike most other industries, recruiting for your company's tech positions requires a more methodical screening approach, a well-polished message outreach strategy, and a mindful nurturing process.

Engineers, developers, designers, programmers, and all tech folks in between are familiar with recruiters' offers of great opportunities and perks, but not all is fair in the war for talent. Set yourself apart from underwhelming competitors by thinking like the tech talent you hope to recruit.

Consider these two key questions:

- *What makes my open position the best possible opportunity for a candidate?*
- *How do my company's recruiting tactics stand out from industry competitors?*

Top talent is out there and ready to be recruited. Follow the tips in this guide by putting yourself in candidates' shoes, standing out from the crowd with effective messaging, and always looking for new ways to engage and inform, and you'll be well on your way to building a great team. ■

About Entelo

Entelo gives companies a competitive advantage in building great teams. The Entelo platform leverages big data, predictive analytics and social signals to help recruiting organizations find, qualify and engage with in-demand talent.

To learn how leading companies like Facebook, ESPN, AT&T, Salesforce, and Yelp are building their teams using Entelo, visit www.entelo.com.

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