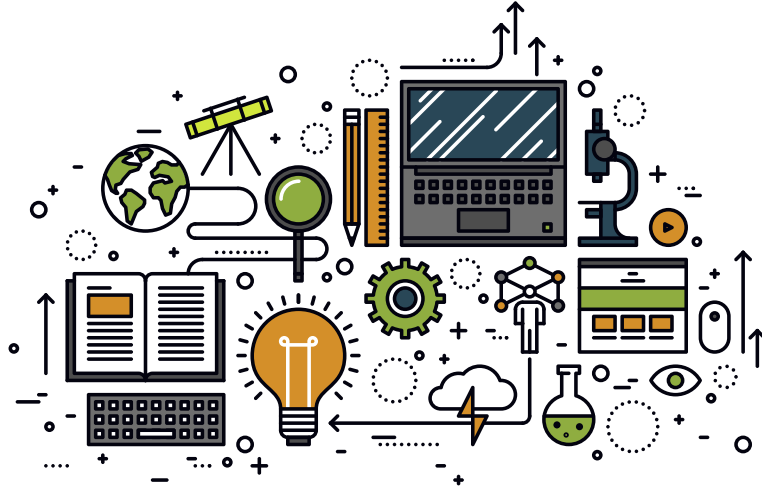




AN INSIDER'S GUIDE *To* TECHNICAL RECRUITMENT



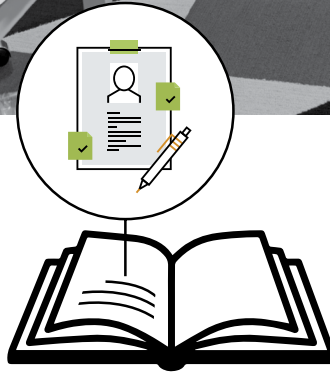
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We've identified six key tips that can make a world of difference when it comes to attracting and retaining great technical candidates.

Finding and retaining top technical talent in North America is tough and getting tougher. Just how fierce is this war for talent? A recent poll by Glassdoor found that after only three months in a new job, 25 per cent of engineers are already looking for a better position. Factor in the increasing number of baby boomers set to retire from engineering positions within the next decade and it's no wonder that hiring managers are beginning to feel overwhelmed by the task.

No matter how competitive the market is, you can get ahead of the game and hire the top engineering and technical talent – and we can help. We've been helping companies find technical staff to move their businesses forward for 60 years.



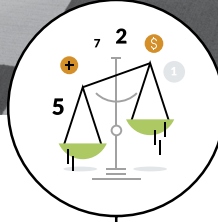
Insider Tip #1

A well written job description is well worth the effort.

While it may be tempting to repurpose a job description that has worked for you in the past, investing a little time to create a more compelling version can really pay off. Generic, boring job descriptions will not excite potential candidates.

Things to think about:

- Visualize the type of candidates you want to attract and write the job description as though you are speaking directly to them.
- Describe the project and the resources available to the engineering team.
- Include real-life details about the position and be sure to include the unique and challenging parts of the role.
- Use your company culture as a magnet - what specific parts about working for your company (benefits, environment, flexibility) will make candidates want to apply?



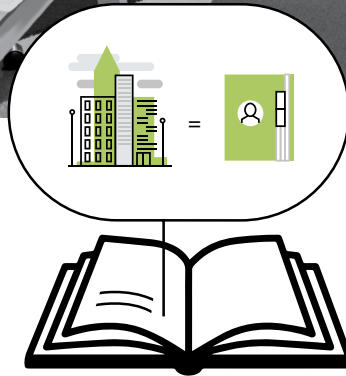
Insider Tip #2

Know Your Numbers.

When it comes to compensation, size matters and it really does vary. Having the perfect candidate reject your offer at the end of the hiring funnel because your compensation is off point is the equivalent of having your car break down right before you reach your destination. On the other hand, hiring a candidate at an unrealistic rate can result in your project running out of gas too quickly. Do some research upfront to ensure your target rate is competitive.

Something to think about:

- Engineering and technical rates can vary greatly based on cost of living in your specific location and should be factored into your research.



Insider Tip #3

View Your Company Like a Prospective Employee.

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In a job seeker's market, candidates will be assessing your company to determine if its values are aligned with the things that are most important to them. Engineers and technical professionals are particularly interested in working with companies that walk the talk when it comes to innovation and engagement. Even if your company is just getting started, there are actions you can take to set your brand apart as a thought leader with its finger on the pulse of the industry.

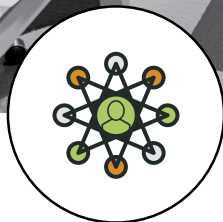
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Things to think about:

- Are your company website and social media channels being updated regularly?
- Is your company staying abreast of industry trends and injecting this knowledge into your marketing communications?
- Are senior staff members open to be quoted as experts in industry publications and blogs? If not, is someone seeking out those opportunities?



Are you unsure if your company is ready for its next round of recruiting? Connect with an Ian Martin Hiring Consultant at 1.800.567.9675 or recruit@ianmartin.com



Insider Tip #4

Reach out to Your Own Trusted Network First.

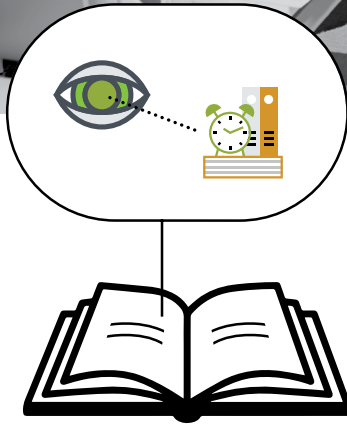
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Scouring through LinkedIn profiles and sifting through cover letters and resumes after posting a position to an online job board can feel like you're searching for a needle in a haystack. Leveraging the potential of personal referrals can save considerable time and money. As a first step in your active recruitment strategy, consider reaching out to people in your personal and professional networks that you trust to see if they know of someone who may be a good fit.

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Real world example:

- * Max Levchin, co-founder and CEO of PayPal, created his first team of engineers by hiring 10 people he went to school with. PayPal's first five business hires came from co-founder Peter Thiel's network at Stanford. The rest, as they say, is history.



Insider Tip #5

Keep an Eye on the Clock.



As one of North America's leading engineering recruitment and project staffing firms, the Ian Martin Group has an extensive network of over 500,000 talented engineers ready to work. Connect with an Ian Martin Group hiring consultant to learn how your company can leverage this valuable resource to find great candidates at 1.800.567.9675 or recruit@ianmartin.com.

Time is money and when it comes to hiring engineering and technical staff, and the hours can add up very quickly if you try to do it all by yourself. According to TechCrunch, it takes a whopping 990 hours for a startup firm to hire 12 engineers.

Partnering with an experienced recruiter can make the hiring process much more efficient. In addition to giving your company direct access to recruiting experts who have honed their skills over years in the field, it also allows you to tap into a large pre-qualified network of candidates, many of whom may not even be actively searching for a job.

Things to think about:

- Most recruiting firms offer a no obligation hiring plan that's customized to your company's unique needs. This is a great way to get a sense of the type of support available that can make your recruiting efforts more efficient.
- The most talented engineers and technical professionals are already working and many may not even be actively seeking new employment at the time you are looking to hire. Ensure the recruiter you are working with has a solid strategy for connecting with these high potential candidates to let them know about your position.



Insider Tip #6

Cultural Fit Matters.

Once you've found a great candidate with the right skills and experience on their resume who has great answers to technical questions during the interview, it can be tempting to want to make an offer to secure them. To ensure you don't have to repeat the recruitment process again in a few months, it's critical to also assess the candidate for their cultural fit with your organization.

There are some common clues that can help identify if a candidate might not be a good cultural fit and the interview is your opportunity to do a little more discovery.

Things to think about:

Prepare some interview questions that will help uncover if the candidate:

- Has been overly focused on one technology or method to get the job done.
- Seems uncomfortable with constructive criticism.
- Seems uninterested in discussing past mistakes.



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These six tips will not only help your company find the right people with the right skills to move your engineering and technical projects forward successfully, they can also save a significant amount of time, money and frustration in the process.

When you need to hire top-tier engineering and technical talent effectively and efficiently, trust the Ian Martin Group to help your company source and qualify the best candidates in:

- Power
- Nuclear
- Aerospace
- Oil and Gas
- Automotive
- Mining
- Supply Chain
- Financial Services
- Health & Safety
- Information Technology

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