

Transition to Tech.

Why You Need A Tech-Forward Employer Brand



Introduction.

Tech talent is hard to come by – top candidates are only available for 10 days before finding a job. This makes hiring tech talent a tough job — in fact, according to a recent survey 75% of organizational leaders find tech hiring extremely challenging.

If you recruit for a large company, your job is even tougher – organizations with more than 250 employees have the hardest time filling roles (58%). Finding skilled candidates is also one of the biggest recruiting challenges for Fortune 500 companies.

The job gets even more complicated when you factor in the need to retain your existing tech talent. Even the most well known and sought-after tech companies struggle with this task – Google, Amazon and Apple all have an average retention rate of less than two years.

And convincing candidates to work for a non-traditional tech company throws a wrench in the already difficult process.



So how can you bring in the tech talent you need to grow your business? Your employer brand.

Introduction.

Employer branding is not a new recruitment strategy, but it's an impactful one. Leaders identified it as the second-best channel to recruit tech talent, beating out sourcing and referrals which have historically been most impactful.

Yet it's often used as a one-size-fits-all approach, which doesn't work with tech candidates. They have unique expectations of employers, and in the current job market can afford to wait until the ideal opportunity comes around.

If you want to become an optimal employer for tech candidates and retain your current employees, you must build a technology-first employer brand. Don't believe us? 38% of organizations noted building a tech-forward employer brand is a high priority in 2024.

As a talent acquisition professional this may seem like a no-brainer, but after reading through our case for the pivot, you'll be wishing you tackled this yesterday. And if your leadership team is bullish on providing you with the necessary resources to update your employer brand, the four reasons we lay out below will convince them otherwise.

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SECTION 1

The Tech Candidate Job Search.

Tech candidates aren't your traditional job seekers. They are in high demand and know they can afford to be picky about who they work for. The aspects they want in potential employers are much more detailed than the factors traditional candidates find important. This leads tech candidates towards two types of employers – big technology brands and small startups.

SECTION 1

The desire for tech candidates to be at the cusp of revolutionary technology is undeniable. A survey of tech candidates shows the top five public companies they want to work for are Google, Netflix, Apple, LinkedIn and Microsoft – all brands synonymous with technology. Additionally, Aribnb, SpaceX, Hulu, reddit and Kickstarter – all innovative technology brands – are the five private companies tech candidates identify as top employers.

The opportunity to say, “I work for Google” or other well-known tech brands weigh heavily on a tech candidate’s career decisions. Work experience at a traditional tech company speaks volumes on a resume and often distinguishes them as an elite candidate. It gives them immediate validation for their work, even if they are not making as big of an impact in their role than if they were working at a smaller organization.

On the flip side, the idea of working for a startup is appealing to tech candidates – more than 40% of developers work for companies with less than 100 employees. At startups, responsibility is high but so is the reward. Tech candidates are able to make a big impact on the products being built. The thought that they could be a part of the next “unicorn” company is what drives them to be a part of the organization – the possibilities are endless.

40%


OF DEVELOPERS WORK FOR COMPANIES WITH LESS THAN 100 EMPLOYEES.

SECTION 1

Startups are also mission-driven in nature which resonates with tech candidates who care about their employer's impact on the world. In fact, one of the factors that turns 41% of tech candidates away from working for a company is a lack of interest in its mission.

Convincing tech talent to work for your company is a much harder sell if they don't know who you are or what you do. When being contacted about new job opportunities, 56% of tech candidates said they'd most likely respond to a message if they recognize the company name. Another 41% of tech candidates state they wouldn't work for a company if they don't know enough about them. A lack of company recognition with tech candidates immediately reduces your number of potential employees.

Tech candidates want to know about a company before working for them, and believe in what they are doing. The big tech players have brand awareness on its side, and exciting startups do too.



Tech candidates expect and desire to see your name within the technology community, but without emphasizing tech in your employer brand, you're missing out on the candidates who want to work for you.

41%

OF TECH CANDIDATES WON'T WORK FOR A COMPANY IF THEY DON'T KNOW ENOUGH ABOUT THEM.



SECTION 2

Candidates Want to Work in Tech.

Tech candidates aren't the only ones who desire a technology-forward organization, most modern candidates feel this way too. Recent reports show Gen Z candidates prefer working for traditional tech companies like IBM, Google, Amazon and Microsoft, and Millennials agree – with these same companies ranking on their top employer list. These two generations make up 38% of the workforce today – with a projected increase to 58% in the next decade – so their opinions matter.

SECTION 2

Today, all job seekers understand the importance of technology in their roles. Technology is no longer just affecting the tech department – marketing, sales, finance and others see the benefits technology can have in their work, and are taking action. A recent report found enterprise companies use about 1,000 different cloud services throughout its organization. That's a lot of technology for one business, but it allows every department to be more efficient and accurate in their work.

Candidates and employees-alike want to work for a company that can improve their technological skills and provide them with access to the latest technology. 74% of workers say they are ready to learn new skills or re-train to remain employable in the future. They know that in order to be competitive in a tight labor market – and grow in their current role – they must be on the cusp of advancing technology.

If your company is perceived to have little-to-no opportunities in technology – even for non-tech roles – candidates will overlook your organization. The general population has grown accustomed to the use of technology in their everyday lives and also expect it to be a part of their workplace. Not discussing technology in your employer brand will leave your company in the dust, and further behind in filling roles across your organization.



SECTION 3

Tech Employee Retention is Paramount.

As we mentioned earlier, 75% of organizations state tech hiring is extremely difficult. This emphasizes the importance of retaining your current employees. However, this is easier said than done. Focus on what matters most to keep your employees happy and engaged.

SECTION 3

The most important job factor for 48.5% of developers is company culture, yet more than 85% of employees are unengaged at work. Another tell-tale sign your tech employees may not be satisfied in their roles – only 49% of employees would recommend their employer to a friend.

An employer brand that sets proper expectations of what it's like to work for your organization will help candidates self-select whether or not they are the right fit for your company and reduce the number of unengaged employees.

To keep employees around you have to walk the walk, not just talk the talk. 79% of employees would be more loyal to their employers if they received more recognition, and 27% report they've left a job due to a lack of recognition for their work.

A technology-forward employer brand gives current employees a sense of gratitude and importance for the hard work they are doing. It gives them the ability to share tangible stories of their work with peers in the technology community that they wouldn't otherwise have the chance to promote. It's a win-win in retaining and attracting new tech talent.



SECTION 4

Improve Tech Hiring Outcomes.

Now that you understand why a tech-forward employer brand is what job seekers and your employees desire, let's discuss the downstream impact of this pivot.

SECTION 4

The average time to fill a traditional role is 42 days, but when hiring tech candidates, time-to-fill extends to 66 days. More sought after tech roles like data engineers and sales engineers take even longer to fill at 154 and 199 days respectively.

The longer it takes to fill your tech positions, the bigger the impact on your company's bottom line – which makes the need to attract tech talent that much more important. Research shows the value of more than 260,000 unfilled IT positions is about \$20 billion. And each day one of your tech positions go unfilled, your organization loses \$680.

The inability to fill your tech positions also weighs heavily on the retention of your current workforce. Even though an employee has left your organization, it doesn't mean the work has disappeared, someone has to take over. And if that employee (or employees) have to pick up the slack for a long period of time they will burnout – which almost 60% of the tech workforce has done already. Overworked employees won't stick around for long, so you must find a source of tech talent quickly to avoid an influx of open tech positions to fill within your organization.

Aligning your employer brand with what candidates and employees are looking for will improve your recruitment metrics. Why? You are providing them information that is highly relevant to their checklist of an ideal employer. It cuts out the need for candidates to research your company and makes the decision about whether or not they want to work for you easier.

Conclusion

If you want to capture the attention of this highly sought-after talent today and in the future, you must take advantage of every opportunity you can.

Pivoting your employer brand to focus on technology is a vital step in making your company synonymous with tech. The more you integrate your brand with technology, the more engaged you'll be with the technology community and your ideal candidates. If you continue to ignore mentioning technology in your employer brand, all talent – not just tech talent – will look to other organizations as employers. Stop pushing away tech talent and start attracting them with a technology-focused employer brand.



United We Tech.

Built In helps tech professionals stay on top of trends and news, expand their networks and carve out futures at companies they believe in.



Let's work together.

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