



What Candidates *Expect* from Total Rewards.

**The Most Wanted
Workplace Benefits**

#FINDYOURFORWARD



Introduction.

Professionals today don't see themselves as people whose lives and fulfillment revolve around work. They see their jobs as a bridge toward holistic personal fulfillment, but not the thing that defines it.

The total rewards package — aka the benefits — that an employer provides is one of the most foundational elements of this path toward prosperity. And with a 2 percent unemployment rate in tech, professionals know that if their employer isn't helping them get closer to the fulfillment they seek, they will find a different business with a better bridge. **In fact, two out of three (66 percent) of people decide whether to leave their employer after assessing their company's new benefits offerings.**

Employers must understand that rewards packages are not what they used to be. Long gone are the days of people seeking employers based on offerings like casual dress and discounted event tickets. **Today, employees want benefits that speak to the three of the most important areas of their lives: free time, health and finances.**

48 percent of the 1,099 tech employees we recently surveyed said greater work-life balance would prompt them to seek out a new job. They also value mental health benefits more than parental leave and free food in their job search. And almost half of Americans said they would face financial hardship if they didn't have their employer-supplied benefits.

Is It a Perk or Benefit?

We define perks as nice-to-have — but inconsequential — offerings, like company outings or a pet-friendly office. We think of benefits (or the most substantial aspects of a “total rewards” package) as the vital elements that support an employee's overall well-being, like insurance coverage, flexible work hours, 401(k) matching, PTO and many other essentials.

But with all this in mind, what specific benefits should employers invest in to fulfill, retain and attract employees? And what rewards do individuals value based on demographics like their gender or age?

We set out to answer these questions. In this report, we identify the benefits that tech professionals across various backgrounds and work styles nationwide value most in their job searches. From there, we dive into the major trends that employers should be aware of when thinking about their reward offerings. Lastly, we offer a number of strategies businesses can use to showcase their benefits to candidates and improve awareness of offerings to current staff.



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// **AUTHOR:** ALTON ZENON III
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Report Methodology.

The primary data in this report came via our Built In Tech Worker Survey, conducted in partnership with Brandata, of 1,099 employed tech professionals across the country from March 18 to April 5, 2022. Respondents came from a wide range of backgrounds including engineering, sales, project management, operations, data and analytics, marketing, HR and many others.


We derived additional insights by analyzing search data from 2021 across the millions of professionals that visited our site each month during that period. Lastly, we used a wide variety of third-party sources to supplement our findings.

This asset is part of an annual five-piece series: The 2022 Candidate Insight Reports. These reports — dedicated to benefits, salaries, content topics, industries and popular tech tools — are meant to give recruiters and people teams deep insight into what candidates are interested in and asking for in today's job market.



Executive Summary.

The section houses the need-to-know insights that will help you evolve your benefits package — and attract candidates — right away.



EXECUTIVE SUMMARY

About one in two candidates (49 percent) nationwide place remote work opportunities as a top priority in their job search. And at a high level, the more an employee currently works from home, the more they value remote work in their job search. The average person working from home full-time prioritizes remote work at 76 percent (above all other benefits, even 2 percent more than insurance) while those in the office 5 days a week value it at 27 percent. However, one in five people in the office full-time would turn down a job offer at an employer that lacked remote work flexibility of some kind.

Remote vs. Hybrid: How We Define Them

The term “remote work” relates to the physical act of working outside the office, whether it be once a month or five days a week. “Hybrid” corresponds to a more general work style that incorporates both remote and in-person work. An employee can practice remote work for a day if they work from home once a week, but they’re defined as a hybrid employee. A “remote worker” is one who works remotely the majority of the time.

The fact that employees working full-time in the office value remote work options even a little is telling: Maybe these individuals would like to hybrid but their employer restricts it? Either way, it’s evident that professionals today want the freedom to work remotely in some capacity, and that they’re willing to turn down employers with no remote work infrastructure.

EXECUTIVE SUMMARY

Age and Gender: Who Values What

Members of Gen Z and younger millennials — 18-24-year-olds — are the least likely to prioritize benefits around: remote/hybrid work, retirement saving and insurance. However, they're the most likely to value mental health benefits and those that help them save money in the short term, like free food and tuition reimbursement.

The value of all these elements generally reverses as professionals age. **The closer someone gets to retirement the more they value benefits that support long-term, post-career financial success like 401(k) match and employer retirement contributions, among others.** Mental health benefits take decreased precedence with age but insurance remains a top priority to just over 70 percent of talent 25-54+.

Across gender lines, benefit prioritization is closely aligned in most areas but they vary in a select few. Men tend to care slightly more about financial wellness benefits than women, whereas women value remote work, parental leave and mental health benefits a bit more than men.

Benefit Packages That Create Full-Life Fulfillment

Employers that want to hire and retain talent must appeal to talent with benefits that fulfill employees across three major areas of life: personal freedom, financial security and wellness (particularly mental health.)

More than ever, professionals seek out employers that offer work-life balance rewards like hybrid work, relocation assistance, sabbaticals, unlimited vacation, flexible schedules and others. They place a premium on working when and where they want while also being able to step away from their desks to spend time however they'd like.

EXECUTIVE SUMMARY

Financial support is key across demographics with everything from 401(k) match to retirement planning, much of which is likely driven by the ongoing economic effects of the pandemic. Retirement benefits grow increasingly important to candidates as they age. But that doesn't mean younger employees aren't thinking about money — they value benefits like free food and tuition reimbursement to give them more money in-hand.

Finally, employees care deeply about their health. Insurance is the benefit most demographics value above all others. **And every gender and age group we surveyed cares about employer-provided mental health services, even more than they value parental leave in most cases.** Generally, the younger the generation, the more they prioritize mental health in their job search. In fact, Gen Z ranked it second in their top 10 most important benefits.



2 of 3

People who decide whether to leave their employer after assessing their company's new benefits offerings.



SECTION 1

The Benefits Candidates Value Most Today.

What do tech professionals today want most from their employee total rewards package? And how do those wants differ based on where someone is in their career or their gender? Our survey results answer these questions and we offer some contextual insight into the findings in the next section.

SECTION 1



70%

Insurance
(e.g., medical,
vision, dental)



63%

401(k)
matching



49%

Remote work
opportunities



48%

Employer
retirement
contributions



43%

Generous or
unlimited PTO



41%

Retirement
planning



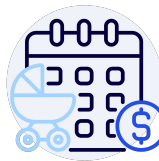
37%

Mental health and
wellness benefits



22%

Company
equity



21%

Parental
leave



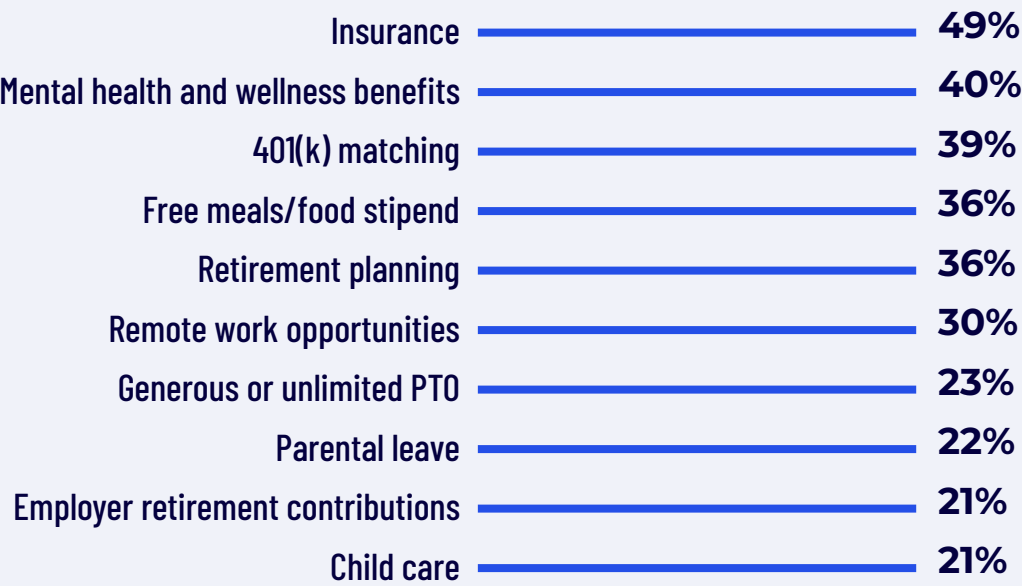
20%

Free meals/food
stipend

SECTION 1

The Value of Benefits By Age Group.

Top 10 benefits for 18-24 Year-Olds Nationwide.



Members of Generation Z (and younger millennials) rate their emotional health as “very good” less than any other age group. So it’s no surprise that they value mental health and wellness benefits to such a high degree.

Many of these professionals also prefer being in the office to working remotely because they appreciate the traditional cultural and professional aspects of in-office life. **As a result, 18-24-year-olds ranked remote work lower than any other age group.**

Lastly, members of Gen Z view retirement-related financial planning benefits as a future need rather than a present one. For them, the idea of saving money in the short-term (free food!) might be more appealing than future-focused company equity investments or retirement contributions, which are void from their list.

SECTION 1

Top 10 benefits for 25-34 Year-Olds Nationwide.

Insurance	49%
401(k) matching	40%
Remote work opportunities	39%
Retirement planning	36%
Employer retirement contributions	36%
Mental health and wellness benefits	30%
Generous or unlimited PTO	23%
Parental leave	22%
Free meals/food stipend	21%
Tuition reimbursement	21%

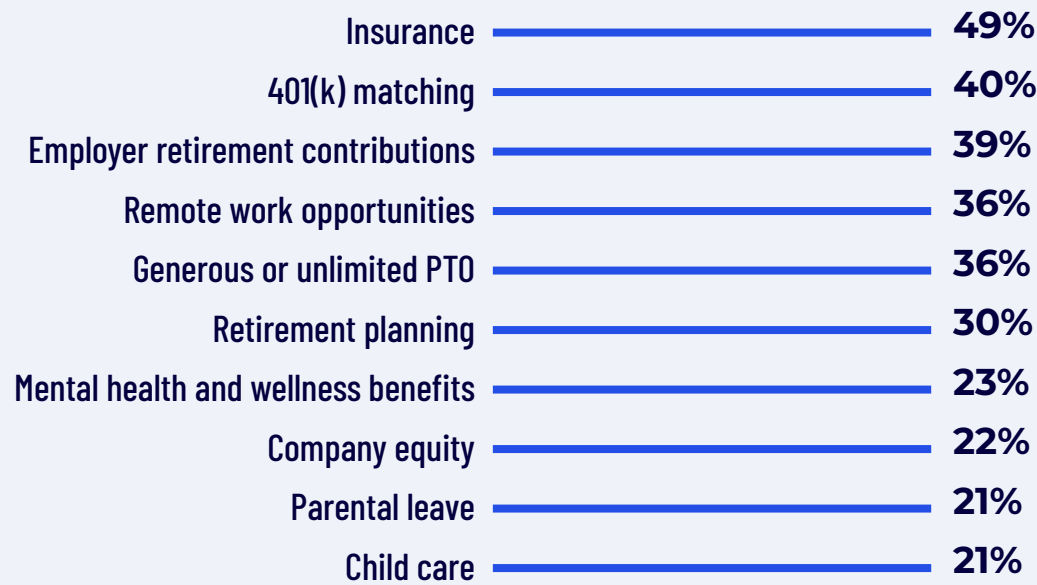
After working for a few years and reaching the halfway point of their careers (or close to it), most millennials today place a high value on retirement planning and contributions.

Mental health benefits also matter a great deal to this demographic. Numerically, millennials value mental health similarly to Gen Z, even though the former placed mental health lower in their overall ranking than the latter.

Another parallel with 18-24-year-olds is that millennials still value near-term financial assistance benefits. Free food landed in their top 10 as did tuition reimbursement, both of which allow professionals to save readily-accessible money.

SECTION 1

Top 10 benefits for 35-44 Year-Olds Nationwide.

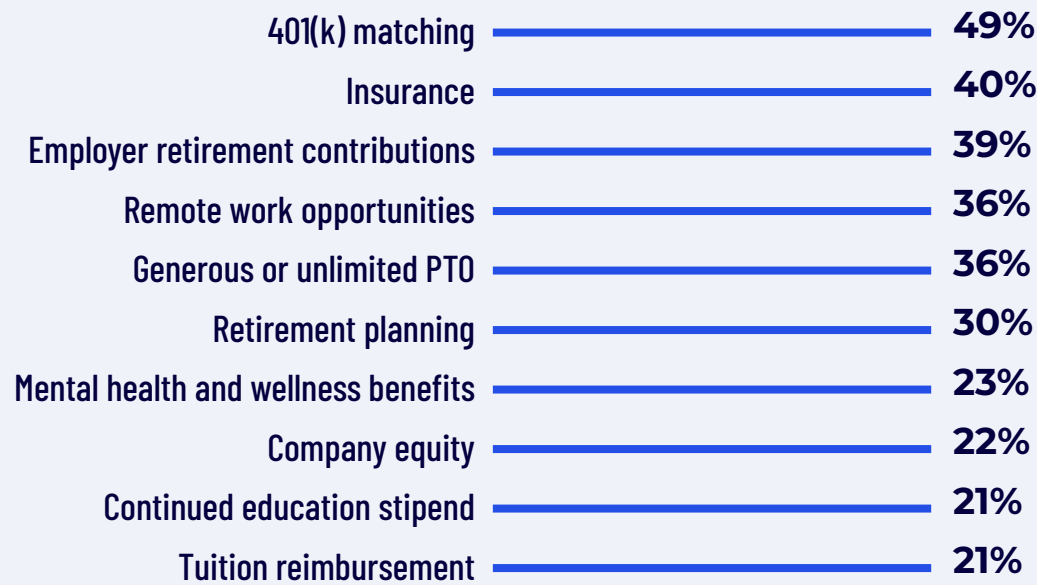


Members of this demographic value their retirement and overall financial wellness to a higher degree than younger generations.

35-44-year-olds are also tied with talent ages 54 and above for placing the greatest significance on remote work (52 percent). This might explain why free office food is not on their list, replaced instead by child care. Tied further into the idea of balancing their home life with work, this cohort also places the highest value on PTO compared to other ages.

SECTION 1

Top 10 benefits for 45-54 Year-Olds Nationwide.

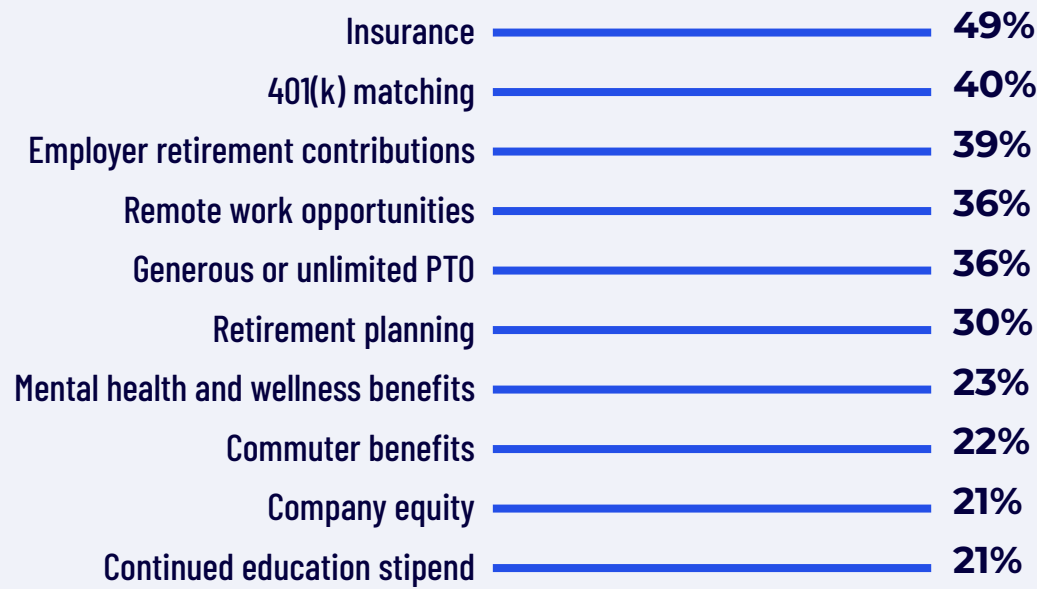


This is the only demographic where insurance comes second to another benefit. Because 401(k) matching program unseats insurance offerings, it means these professionals are likely investing significant energy and capital into their retirement plans. Professionals in this age group also numerically ranked retirement planning the highest compared to other generations.

It's also evident from the presence of continued education stipend and tuition reimbursement that 45-54-year-olds are very interested in evolving their careers and developing new skills, even in the latter stages of their careers.

SECTION 1

Top 10 benefits for Talent 54+ Nationwide.

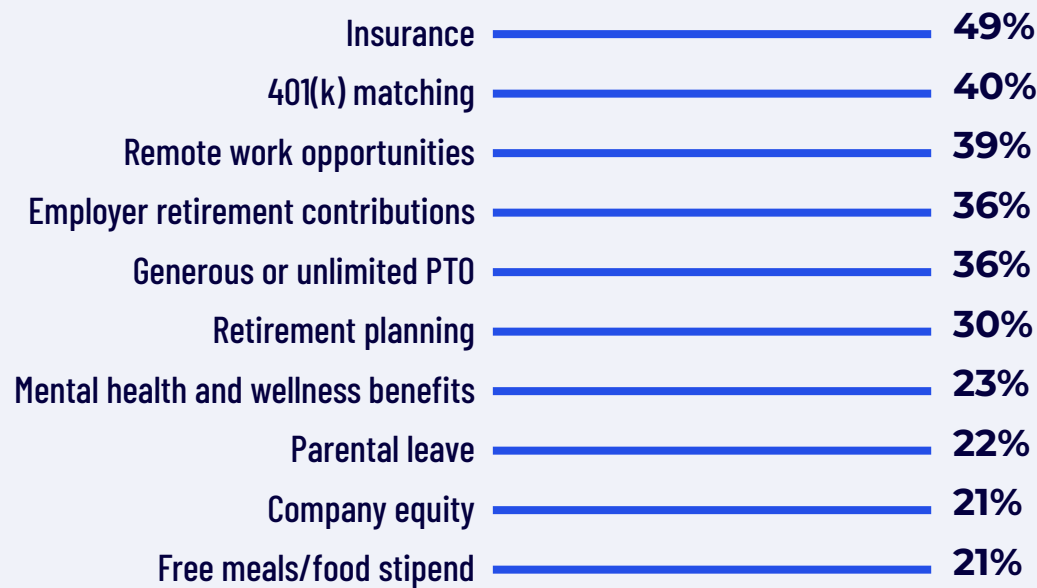


Professionals in this age bracket value retirement contributions more than others and for good reason — they’re the closest age group to reaching that milestone.

What’s interesting is that they ranked retirement planning the second lowest of all the age groups, just above 18-24-year-olds. This might suggest that many professionals over 54 have already planned their retirement strategy to a significant degree (as evidenced by the previous age group’s affinity for retirement planning). Talent 54+ is likely looking to bolster their retirement savings with increased contributions instead.

The Value of Benefits By Gender.

Top 10 benefits for Women Nationwide.

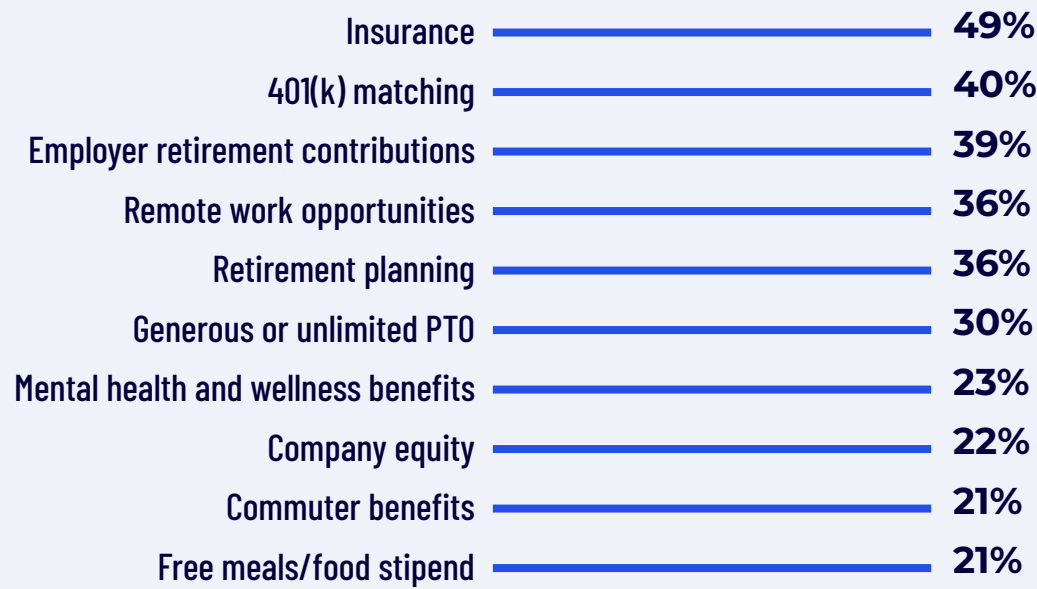


Women, alongside Gen Z, experience lower overall well-being — a fact that may explain why women appreciate mental health benefits slightly more than men (a difference of 4 percent.)

Parental leave is also a valued benefit for women. However, this element is absent from the men’s top 10 list.

SECTION 1

Top 10 benefits for Men Nationwide.



Men are 40 percent more likely than women to rate their financial health as excellent or very good. With this in mind, it makes some sense that **men placed employer retirement contributions and retirement planning higher in their top 10 than women did.**

This graph also shows evidence that men prefer in-office life to a slightly greater degree than women. Men value remote work opportunities 7 percent less than women and listed commuter benefits as a priority, which women did not.

SECTION 2

Analyzing Shifting Expectations & What's Important.

Now that you're aware of who values what benefits the most, let's break the data down a little further. In this section, we share the biggest trends and opportunities in the benefits landscape what employers should be aware of if they want to meet their hiring and retention goals.

SECTION 2

Professionals Want Greater Work-Life Balance.

Almost half (48 percent) of respondents to our survey said greater work-life balance would be the main reason they look for a new job. Remote/hybrid work, generous or unlimited PTO and parental leave all allow for greater work-life balance in their unique way, and the average professional has all three in their top 10. The value that someone places on these benefits varies depending on their demographic, but **it cannot be understated that talent today places a premium on having more free time.**

Search data across the millions of monthly users on BuiltIn.com also supports the idea that tech talent wants more personal and professional flexibility. 60 percent of the most-searched-for benefits on our site in 2021 are related to work-life balance. You can reference that shortlist below.

Most-Searched-For Work-Life Balance Benefits on BuiltIn.com Nationally



Relocation Assistance



Sabbatical



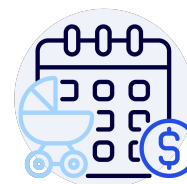
Unlimited Vacation



Adoption Assistance



Flexible Work Schedule



Generous Parental Leave

SECTION 2

Benefits like employee sabbaticals and adoption assistance failed to make 2020's most-searched-for list. This fact suggests that candidates increased how much they want their employers to support their full lives as the pandemic stretched into year two. Flexible work schedules are also a new addition for 2021 and rightfully so — **66 percent of professionals say they want flexible work schedules but only 47 percent of companies actually facilitate them.**

These offerings give professionals the freedom to live where they want, spend extended time away from work without fear of consequence and grow their families — all of which builds a more fulfilling life. **This data suggests two things: talent today seeks out knowledge about employers that can help them meet their personal goals, and they can easily avoid businesses that hinder their fulfillment.**





“

Time is the most important benefit an employer can provide. For many of us the pandemic afforded us more time, and we're really not willing to give that back. We had a taste of a more balanced life.

”

Gene Lanzoni

SENIOR VP

Guardian

SECTION 2

Remote + Hybrid Work Expectations.

Remote work can mean giving employees the option to work one or up to five full days in the office. And no matter what an employer's definition of the work style is, **about one in two employees today (49 percent) see hybrid work flexibility as a non-negotiable offering.** So employers need some version of hybrid work in place to ensure they're appealing to as many candidates as possible.

When zooming in, we found that employees value remote work in their job search based on how much they currently do it. In other words, **the more an employee currently works from home, the more they prioritize Remote/hybrid work flexibility in their job search**, and the same is true of the inverse. In fact, fully remote employees value remote work 2 percent more than they do insurance.

In the chart below, we detail how much employees value remote and hybrid work flexibility depending on their current work style.

The Value of Remote and Hybrid Flexibility Across Various Work Styles.

76%

Work from home
5 days a week
#1 priority

62%

Work from 5 days a
week with the option to
go to the office
#3 priority

50%

Work from home
2 days, in the office
for 3 days
#3 priority

27%

Work from the office
5 days a week
#7 priority

SECTION 2

We also found that one out of five employees currently working in the office full-time would turn down future job offers that do not offer fully-remote or hybrid work options. This may be an indication that these employees are currently forced to go into the office but they would really prefer a more remote-friendly environment.

Age also plays a considerable role in how much talent prioritizes remote/hybrid work. Gen Z places the least value on remote work at a priority rate of 30 percent, whereas the average priority rate for employees aged 25-54+ is 50 percent. Additionally, remote work never dipped below the top five most important benefits for people aged 25-54+.

In-person work is very important for younger individuals whose professional lives started just before or during the pandemic. But for just under 50 percent of individuals older than age 25, having some form of remote work is a must at their next employer.

How to Create a Successful Hybrid Work Environment



SECTION 2

Financial Wellness Benefits are Bankable.

Money has been found to be the greatest source of stress for workers in the U.S. today, especially as inflation continues to drive up the cost of living. **Additionally, 60 percent of businesses believe they do an excellent job of supporting the financial wellness of their employees, but only 20 percent of employees agree.** Financial stress and a disconnect with employer-provided support are likely huge reasons why talent across demographics value benefits that help them level up their financial wellness.

A 401(k) match used to be a niche offering, but today 63 percent of professionals prioritize it as it's grown into a standard benefit alongside insurance. Simultaneously, other financial benefits like employer retirement contributions, stock purchase options, tuition reimbursement and others are all being prioritized and sought out in candidates' job searches.

Our BuiltIn.com search data reinforces this notion. Employee stock purchase plans were the second most-searched-for benefit on BuiltIn.com in 2021, but it didn't even make the top 10 in 2020. Searches for companies that provide company equity jumped from number 10 in 2020 to number five the following year. And tuition reimbursement ranked number seven on 2021's list.

The importance of long-term financial perks also seems to increase with an employee's progress toward retirement. Take employer retirement contributions for example, whose value during the job search increases significantly with age; 18-24-year-olds value it at 21 percent while those aged 54 and older value it at 63 percent.

SECTION 2

It's no surprise that professionals start to prioritize their retirement savings more as they age. However, even mid-career employees take their retirement seriously, evidenced by the 44 percent of 25-34-year-olds that seek retirement planning benefits in their job search.

The reasons that today's talent prioritizes retirement strategy are multi-faceted. Expectations for comfortable retirement savings increased 10 percent to \$1.04 million in 2021. Additionally, 30 percent of Americans don't currently have retirement savings at all. The ongoing economic stress of the pandemic and global conflicts may also be contributing to increased prioritization of financial wellness benefits.

But no matter the reason, it cannot be understated that candidates today care deeply about their financial future. **Employers that help their teams improve their financial stability and prepare well for their retirement will have a significant edge in the battle for talent.**

2020 **Most Searched** for Benefits

Employee Stock Purchase Plans  **Not Present**

2021 **Most Searched** for Benefits

Employee Stock Purchase Plans  **#2**

SECTION 2

Mental Health Cannot Be Cast Aside.

For a long time, discussions around mental health — especially in the workplace — were taboo. Luckily this is no longer the case. Mental health benefits were growing in popularity before 2020. But the pandemic was a lightning bolt of reprioritization that caused 48 percent of employers to invest more resources in maintaining employee mental health compared to previous years.

For tech talent today, one in three individuals (37 percent) sees mental health benefits as the most important offering from a potential employer. And 42 percent of professionals with access to mental health benefits say they're more likely to stay at their job than if they didn't have them.

However, there seems to be a disconnect between the mental health offerings that employers offer and what talent actually receives. **70 percent of employers feel that they adequately support their teams' mental health while only 47 percent of employees agree.**

As noted in the previous section, younger employees tend to rate their mental wellness lower than all other generations, so they value mental health benefits a great deal. These rewards can mean a great deal to individuals from diverse backgrounds as well.

An Employer's Guide to Mental Health in the Workplace

SECTION 2

LGBTQIA+

are **twice (2x)** as likely to experience mental health issues as individuals

Transgender

individuals are **four times (4x)** as likely to experience mental health issues as cisgender people

African American

adults are **20 percent more likely** to experience heterosexual mental health issues than the rest of the population



“

Your employees aren't functioning at their best, if they're struggling with mental health problems. And getting those issues resolved gives you a more productive and effective employee.

”

Dr. Sherry Benton

FOUNDER

Behavioral Health Platform TAO Connect

SECTION 2

Across the board, these benefits matter to employees of all backgrounds more than both parental leave and company equity in most cases. And employers need to respond to this demand.

Businesses need to invest in more robust Employee Assistance Programs (EAPs) and evolve their messaging around the importance of mental wellness. They need to create a cache of professional resources for employees to utilize, and ultimately do everything they can to support and protect the mental well-being of their team members. They risk losing out on talent if they don't.



SECTION 3

Understanding What Your Employees Value.

How can employers take advantage of all this knowledge around the benefits that candidates value most? The answer can be broken down into a few simple steps: ask employees what benefits they want most, be transparent about what's in place then update the language around the employee value proposition with prospective hires.

We outlined some quick tips on how employers can approach all these steps and work to improve their hiring and retention numbers with their total rewards packages.

SECTION 3

Survey the Team and Candidates.

In a perfect world, every company would have the most advanced version of every benefit that candidates from all backgrounds want. But this is unfortunately not possible in most instances because businesses are limited to the benefits they can afford. However, companies can invest in the benefits that matter most to their team.

Surveys are quick and easy ways to get a sense of what employees want out of their total rewards package. You can use anonymous surveys or even host an open discussion to ask the following questions of the team:

- **What do you value most about your current benefits?
Which are most important to you?**
- **What do you feel is missing from your total rewards package?
Can you name any new benefits you'd like to see?
What would you change about your existing benefits?**
- **(Build a poll with a select list of potential new benefits)
Which of these benefits interests you the most? Feel
free to share why if you like.**

The questions, how they're worded and what the surveys look like can vary but the most important thing is that employers ask. By letting your team tell you what matters to them, you can take the guesswork out of appealing to their values best — all of which ultimately contribute to greater engagement and retention in the long run. And ask often; check in with the team multiple times a year about how they perceive their benefits since employee priorities can change quickly.

SECTION 3

While working on this survey process, businesses can also adopt tools to measure employee reward usage. These tools can help guide people teams as they determine which benefits should remain and which need to evolve based on what the team actually takes advantage of.

But what about on the candidate's side? Employers have opportunities to learn from professionals in the candidate funnel about the benefits that matter to them as well. **Hiring teams can ask candidates to name their most valued benefits to see if their expectations match with the offerings at the company.** People teams can then use this data — especially regarding candidates with specific backgrounds they want to recruit to improve diversity — to influence new benefits in the future.

Lastly, surveys can also be employed during exit interviews to gauge whether employees felt supported by their benefits during their tenure.

Be Transparent.

You can't expect employees to use their benefits — or candidates to be enticed by them — if they don't know what they are or how they work. Without this knowledge, talent might be left in the dark about their benefits and missing out on rewards they're entitled to, which can diminish engagement. This can also lead to wasted money for employers.

In fact, only about one in four employees (28 percent) strongly agrees that their employer does a good job of educating them on their available benefits and how to use them (particularly around mental health.) So employers have a lot of room for improvement around how they discuss employee reward packages.

SECTION 3

Companies must regularly remind staff of the tools and services at their disposal. Share news when a benefit gets updated or a new one gets added. Discuss plans to adopt new benefits in the future and the thinking behind those decisions.

Transparency is paramount and the more employers practice it with their benefits, the more employees will get out of the rewards package.

Update Interview Talking Points With A Renewed EVP.

Do you have a rewards package that sets you apart from the competition? Do your offerings get widespread usage and improve employee engagement? If so, highlight those wins with candidates as part of the employee value proposition!

Train hiring managers and stakeholders in the interview process to discuss benefits as a major part of your EVP when they speak with candidates. Build a series of talking points stakeholders can use to pitch this benefits-driven EVP throughout the candidate journey. And be sure to update the language as necessary when changes are made to the rewards package.

Conclusion.

Job seekers in this tight labor market now have the freedom to avoid companies with rewards packages that don't meet their personal, professional, financial and health-related needs. After two years in a pandemic, these are now the elements that matter most to professionals and employers would be remiss to think that free food, Top Golf outings and a casual dress code will be enough to find and keep talent.

Employers have a responsibility to offer holistically fulfilling benefits to their staff because they deserve it. It will also allow their business to meet — and hopefully exceed — hiring and retention expectations.

Using the insights in this report and by engaging directly with employees, businesses can get a clear picture of the rewards they should be investing in. From there, employers can build the bridges to full-life fulfillment that today's talent demands. Because what's the use of working if you aren't happy and healthy, or if you don't have time to enjoy the fruits of your labor?





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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The Stories Tech Candidates *Care About.*

**And How to Tell Them
at Every Stage of the
Job Search**

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Introduction.

The stories employers tell matter a great deal for job seekers. Candidates want to understand who an employer is, how their values align with their own and much more before taking the time to apply. And reputation matters — 84 percent of candidates say it's an important factor in applying. So how do you make sure that you stand out when it may feel like you are on SharkTank trying to make your pitch impactful?

Recruitment teams need to think like marketers and tell stories that connect. This idea is especially important when thinking about where a job seeker is in their candidate journey. A passive job seeker today is interested in different subject matter than someone ready to hit “apply” on a role.

To maximize the efficiency of their content, recruiters should know what types of content job seekers are interested in across the three major stages of the candidate lifecycle. These three stages are the passive job seeker soaking in information about their industry, skills or career development; a potential candidate investigating specific companies of interest; and the active job seeker exploring job listings.

So, how do you determine what topics to promote for candidates throughout the candidate lifecycle? And what content strategies should you use to share the stories that matter most?

We set out to answer these questions. **Our insights will help give your company direction on what topics you should talk about to gain a candidate's attention.** These topics will help you narrow your content strategy and only invest in subjects they will care about based on where they are in their candidate journey. We also offer a number of content ideas businesses can use to grab the attention of candidates.

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// **PUBLISHED:** JULY 2022

Report Methodology.

This report uses a combination of proprietary data from our search traffic and the results of our Built In Tech Worker Survey, conducted in partnership with Brandata, to showcase the top-of-funnel topics passive job seekers care about. The Brandata survey collected data from 1,099 employed tech professionals across the country from March 18 to April 5, 2022. Respondents came from a wide range of backgrounds, including engineering, sales, project management, operations, data and analytics, marketing, HR, and many others.

Additionally, our company profile data covers the middle-of-funnel topics professionals care about, and our job posting heat map data will address the bottom of funnel areas of interest.

This report is part of an annual five-piece series: The 2022 Candidate Insight Reports. These reports — dedicated to benefits, salaries, content topics, industries, and popular tech tools — are meant to give recruiters and people teams deep insight into what candidates are interested in and asking for in today's job market.




SECTION 1



Executive Summary.

Here are the most need-to-know
insights we pulled from our 2021 search
data and subsequent analysis.



SECTION 1

Similar Topics Matter Across the Candidate Funnel.

This report showcases what topics candidates care about the most across three major stages of the candidate journey: passive job seeker reading company and industry news and insights; learning about specific companies and their infrastructure (culture, tech, DEI, etc.); and lastly, looking at job postings. **Our research shows there are common themes regardless of where the candidate is in the candidate funnel, including the importance of company culture, leadership, product and technology and diversity, equity, and inclusion (DEI) initiatives.** You can't go wrong by creating content pieces that highlight these topics and themes for your organization.

DEI Matters.

DEI is on the list as an important topic to candidates, regardless of where they are in the funnel. Approximately 1 in 3 employees and candidates would not apply for an organization with a lack of workforce diversity. Some 37 percent of candidates would not apply for an organization where the employee reviews had disparities in satisfaction ratings among racial or ethnic groups. Developing content highlighting DEI in your organization, from blogs and thought leadership posts to team photos, event images, and more will prove valuable in attracting top talent.

SECTION 1

There Are Numerous Content Mediums to Share Your Story.

When it comes to creating content to support your hiring strategy, the options are numerous. **From your website and blog to social media channels and employee reviews to video content, you have the opportunity to reach thousands of potential candidates at any given time.**

You also have the opportunity to target your content based on where the candidates are in the candidate funnel, especially now that you'll be equipped with the knowledge of topics they find to be most important based on where they are in the funnel.






SECTION 2



Topics and Stories Tech Candidates Care About Most

What do tech professionals today care about most in their initial research of potential employers? And how do they differ based on where someone is in the candidate funnel? We answer these questions and offer some contextual insight into the findings.

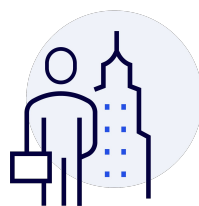


SECTION 2

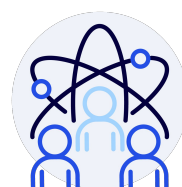
10 Most Important Topics for Candidates.



Growth



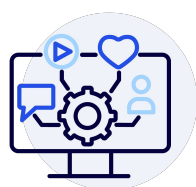
Office Space



Culture



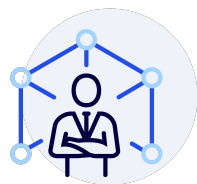
DEI



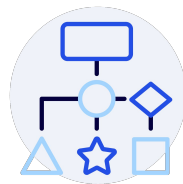
Technology



Professional Development



Leadership Insights



Department-Specific
Structure and Culture



Perks



Remote Work

SECTION 2

Candidates at this stage of the funnel often aren't candidates at all, at least not active ones. They are employed professionals consuming content that piques their curiosity or helps them explore what they might not be getting from their employer currently.

Growth is a major theme. They are interested in industries that are booming, companies that are growing and other avenues that might be ripe for them to be a part of. If there is a limited growth potential in their current position, the candidate will likely continue exploring the growth they've uncovered in their reading.

There is also an interest in office space set up and whether it's designed for hybrid work and collaboration. Post-covid, employees often seek hybrid or remote work options and tech professionals usually prefer an open office space that supports teams working well and easily together. This ties into the department-specific structure and culture, as well as the culture of the organization as a whole. Innovation and technology are important components of tech culture.

Leadership insights that speak to the other important topics are another aspect of what candidates look for when seeing what other opportunities are out there. If they don't like what leadership has to say, why would they want to work for them?

Finally, 36 percent of technology professionals indicate remote work is a top consideration for assessing new employers, so it's not surprising that it ranks on the top 10 important topics list.

So, what do tech candidates care about most when they're initially researching potential employers?

SECTION 2

Top of the Funnel: 7 Most Important Topics During Initial Company Research.



[Source: Brandata]

SECTION 2

Once technology professionals realize there are better opportunities out there, their interests in topics change slightly. They still aren't actively applying to roles but they are starting to seek out specific company information at a deeper level than just consuming topics of interest.

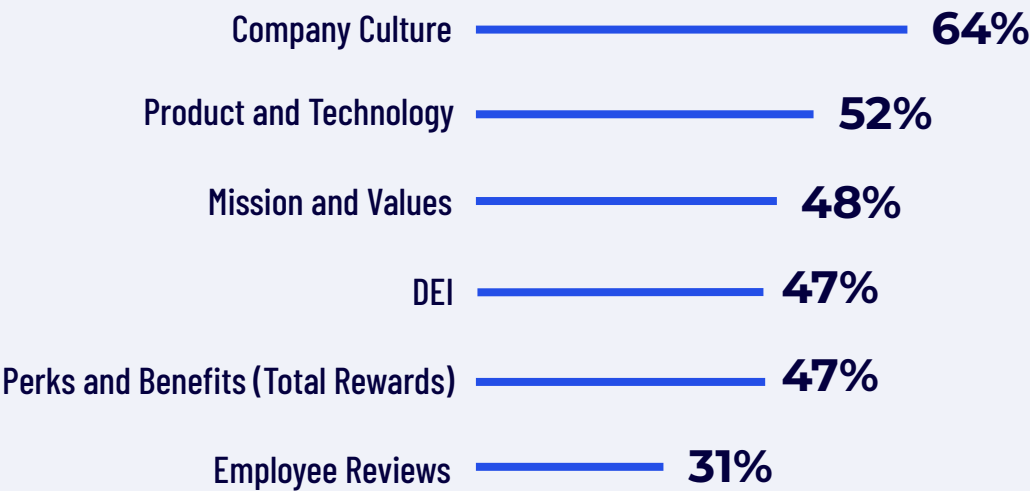
At the onset of their research, candidates focus on company culture and how managers run their teams the most. If they aren't interested in what the company showcases about these items, or they can't find enough information about them, there's a good chance they'll move on to continue their research into other organizations.

Product and technology come next, with a likelihood that the candidate will be intrigued by what they find or dismayed if there is a lack of innovation in these areas, which brings us to industry trends and innovation next on the list. Industry trends, in general, are of interest, but also how the company is keeping up with industry trends or leading the way through innovation is of interest to tech candidates.

Next, vision statements and core values of leadership and DEI are equally important, and both speak to company culture. Lastly, it's no surprise that candidates are curious about an organization's hiring focus during the initial research phase. **Open positions, the hiring process, compensation factors and other aspects of the company's talent acquisition phases are often of interest and can generate curiosity for the candidate to inquire further.**

SECTION 2

Middle of the Funnel: 6 Most Important Topics for Candidates



[Source: BuiltIn Company Profile Heat Map Data]

SECTION 2

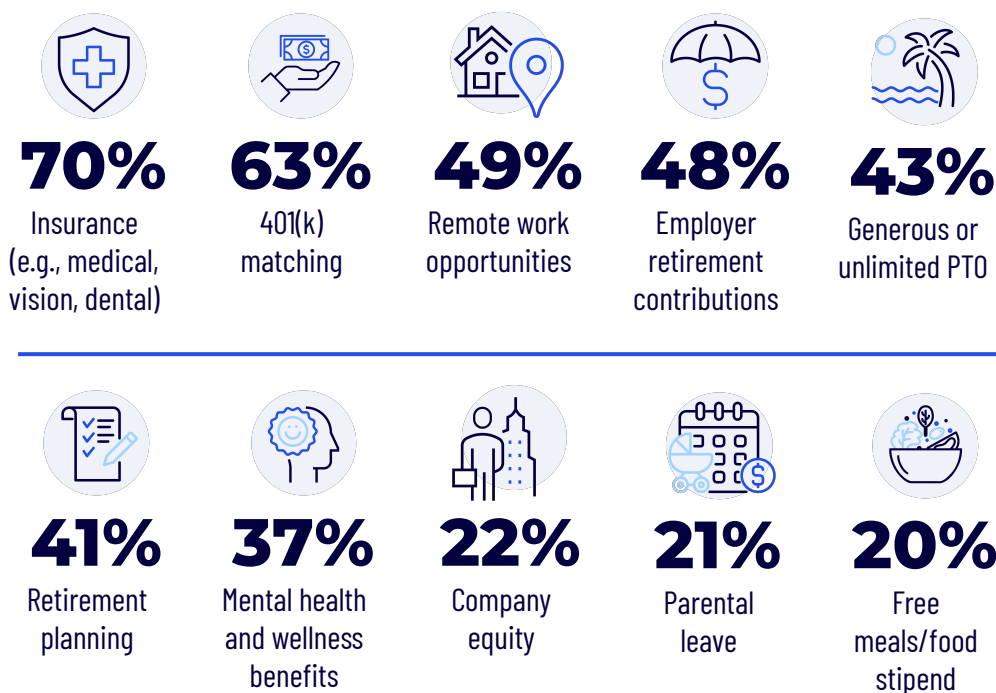
In the middle of the funnel, candidates have found employers they are interested in working for but are on the fence about if they want to apply or not. At this stage, company culture becomes most critical in the decision-making process. From there, product and technology follow. Candidates want to know there is alignment in the technology the company uses and their skill sets, and if the organization is trying new and innovative technologies.

From there, mission and values, DEI and perks and benefits rank closely together as topics that matter. Mission and values, and DEI both hone in on the company's culture even further. DEI initiatives also support increased productivity and diversity in thinking, making teams perform better, and many candidates know and appreciate this. Minority candidates also want to see that they'll be fairly represented and treated well at the organization.

Perks and benefits also relate to culture and how much an organization cares about its people. They can also be an indication of how well the company is doing financially when an organization isn't making an effort to cut corners when it comes to total rewards packages.

SECTION 2

The 10 most important employee benefits across all demographics nationwide that employers should focus on in their content include:



Download Now.

What Candidates Expect From Total Rewards

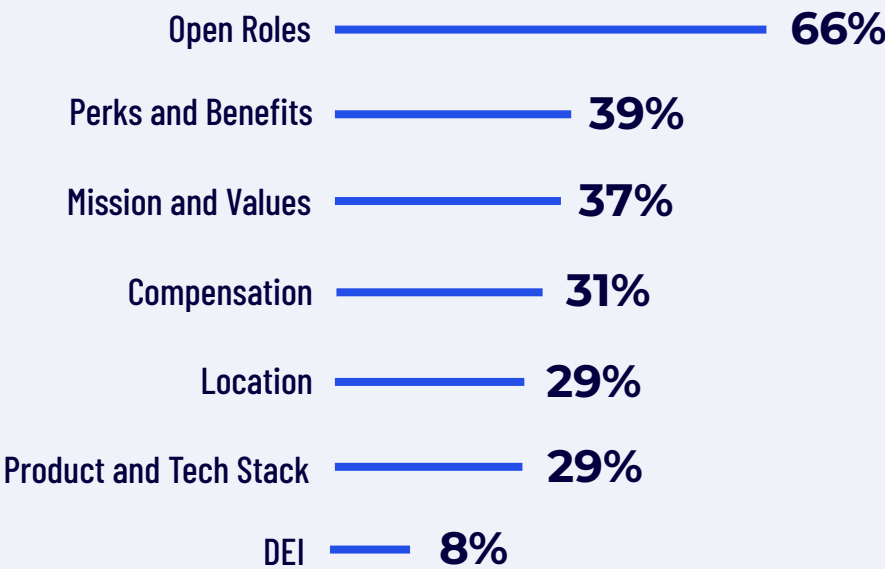
Lastly, employee reviews matter to candidates, with **86 percent of employees and candidates** indicating they refer to employee reviews when deciding whether to apply for a job.



WHAT CANDIDATES EXPECT FROM TOTAL REWARDS

SECTION 2

Bottom of the Funnel: 7 Most Important Topics for Candidates.



[Source: BuiltIn Company Profile Heat Map Data]

SECTION 2

Once candidates know they want to work for an employer they start to assess fit within a job post itself as a final step prior to applying. **The items on this list aren't much of a surprise but are important to take note of as far as where they fall on the list, especially when it comes to creating the job post that candidates will refer to when deciding to apply.**

It's definitely no surprise that open roles are the top factor that inspires candidates to apply for a position. Despite liking an employer, if there aren't open positions that fit their skill set it's a safe bet they won't be applying, at least right now.

If they like the job description and, through their research, also like the organization, they're more apt to apply. We already know that perks, benefits, and compensation matter to employees and should be highlighted clearly on the job post to garner inspiration, with a condensed version of the company's mission and values. **And, of course, it's wise to include innovative products and tech stacks the candidate will have access to or work with to boost their interest level.**

Interestingly, DEI is last when it comes to what inspires candidates to apply at the bottom of the funnel, though this is likely in part due to the notion the candidate is already comfortable with the company's DEI initiatives at this stage based on prior research.

SECTION 3

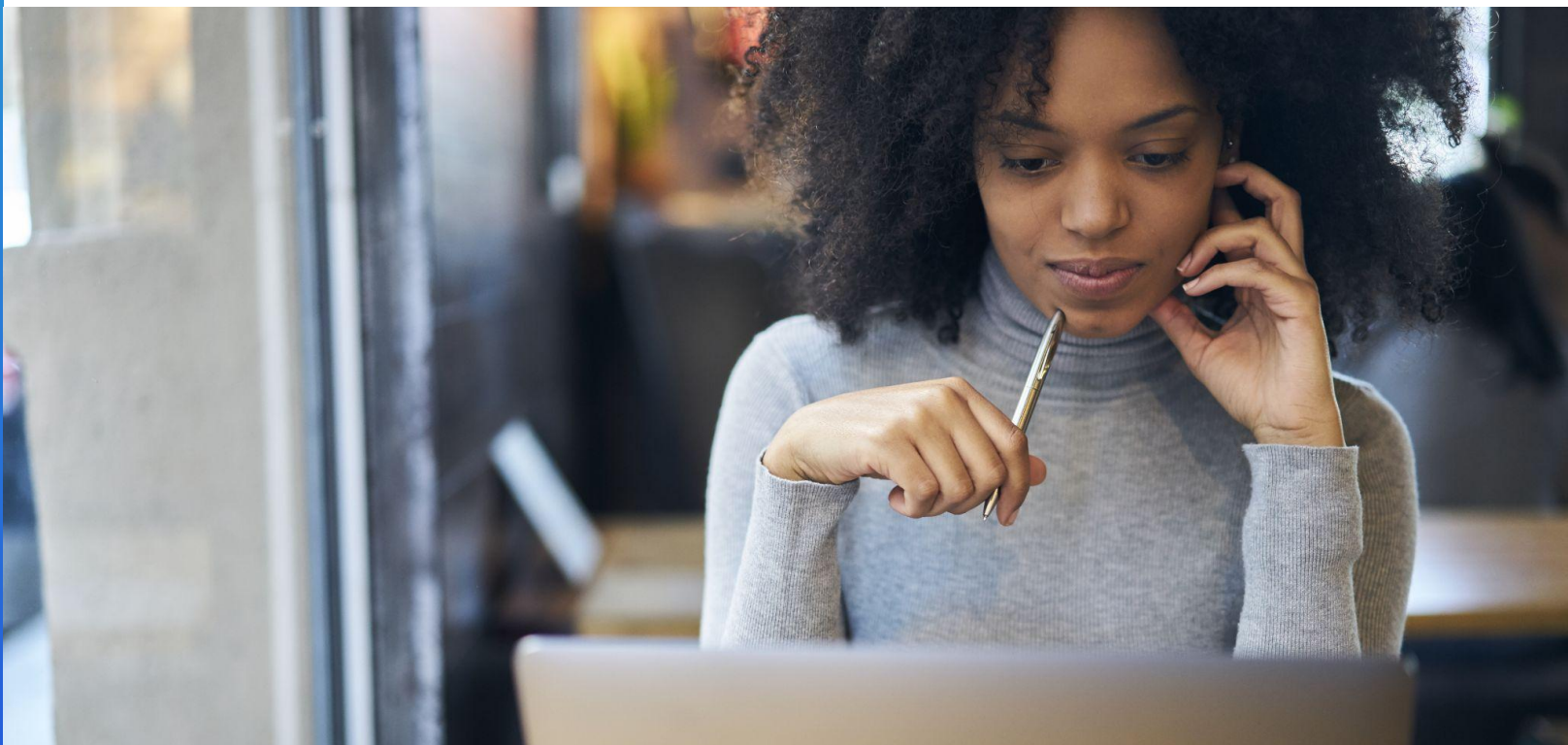
Content Strategies to Attract and Hire Top Talent.

When it comes to creating content to support your hiring strategy, the options are numerous. From your website and blog to social media channels and employee reviews to video content, you have the opportunity to reach thousands of potential candidates at any given time.

SECTION 3

First, let's touch on search engine optimization throughout your online presence. It can be worth it to invest in search engine optimization (SEO) resources to ensure your content throughout your online presence is optimized. Incorporating the right keywords throughout your website, blog and job posts can help candidates who are searching for what you have to offer more easily find you during their online searches.

Next, let's discuss where to post. Regardless of what stage a candidate is at in their company research and job search process, they'll be researching your organization through several mediums, including those listed below. Your talent acquisition strategy should include developing and disseminating content on the following channels based on the topics they find most important, as provided in the previous section.



SECTION 3

Company Website

It's a given that candidates will go to your site to conduct their research. Therefore, if someone visits your website looking for job information, they should be able to easily identify how to do that and find the information that matters to them in their research.

A career section of your company is a must. It should showcase all of the benefits of working with your organization and should touch on all of the topics that candidates care about most, regardless of where they are in the funnel. Also, highlight areas where you know you stand out.

Does your organization stand out with mature and successful DEI programs? Share that.



SECTION 3

Online and Social Content

Your blog is where you can share content to highlight both the company and employees within the company. It's your opportunity to showcase thought leadership, initiatives and what matters most to your organization. Regularly posting on blogs and utilizing a keyword strategy can also support SEO efforts to help you get found online by the tech candidates who are looking for their next opportunity or to draw in the interest of passive job seekers.

Here are some ideas for blog content to get you started:

- **Highlight new hires and up-and-coming talent** through a Q&A about their experiences.
- **Showcase an Executive or Leadership Series related to DEI**, with different leadership members writing a blog regarding their perspective and the company's initiatives in the DEI arena.
- **Create a manager series** with managers discussing leadership and how they run their teams.
- **Post about current and new trends in the industry** that your company is focused on and your organization's perspective on them.

SECTION 3

Video content is another key area you can capitalize on to capture a candidate's attention. It's the number one source of information for 66 percent of people online. Some more fascinating video stats include that over 500 million people watch Facebook videos daily, and 75 percent of Instagram users take action after seeing a video ad. So, whether you get in on the TikTok craze or develop a YouTube channel, video content can be a pivotal part of your content strategy to attract and hire skilled talent. The same ideas for your blog can be repurposed for your videos.

Sharing and posting links to your blogs and videos on your social media channels, including Twitter, LinkedIn and Facebook, can drive more people to see your content and to your site. Social media platforms are also a great way to showcase your culture, DEI and leadership styles. Posting team photos, celebrating employee wins, sharing photos of company events and more provide insights into what it is like to be an employee at your organization.

Job Postings.

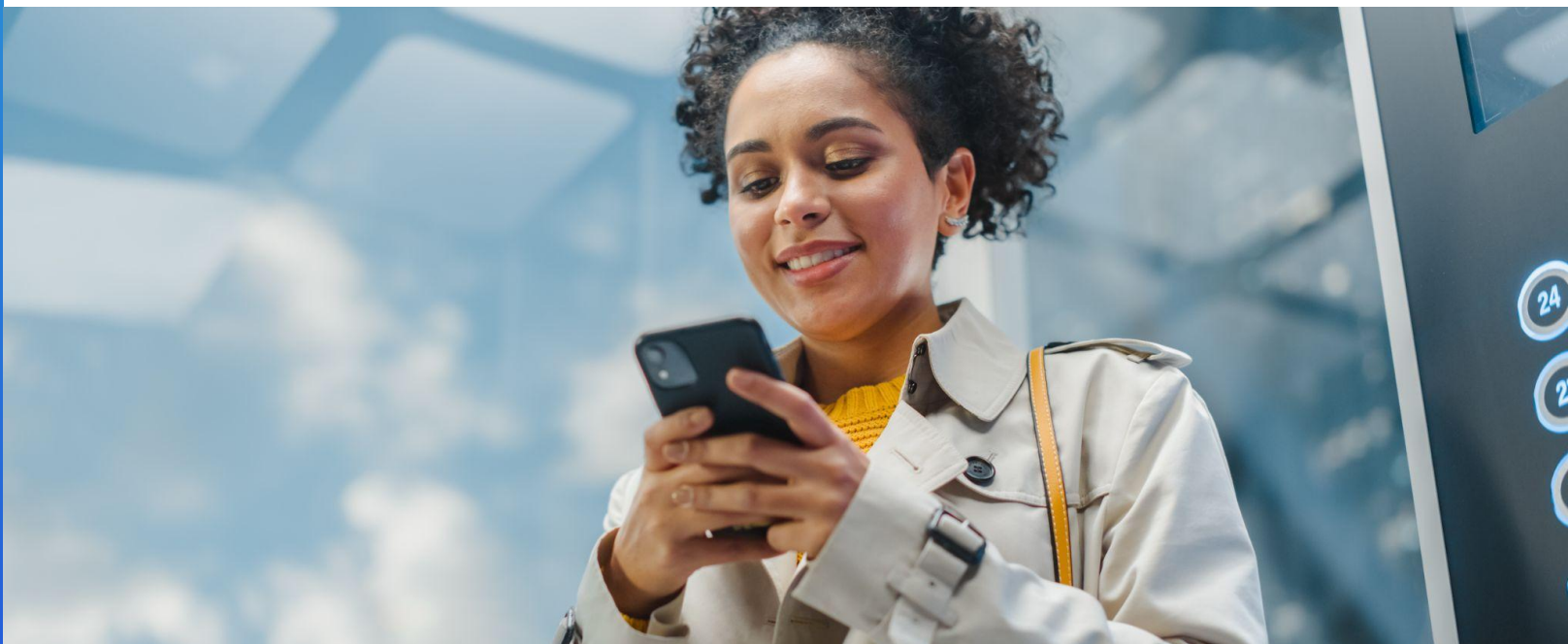
Job postings are especially important for candidates in the middle and bottom of your funnel. For job posts, less is more, with shorter posts getting 8.4 percent more applications per view compared to longer job posts. **Plus, many will spend 14 seconds when deciding if they want to apply or not, so job posts of under 300 words tend to fare better than those between 301 – 600 words, which fare better than those that are 601 words or more.** These stats indicate that you want to ensure you get the most out of your post by focusing on what matters to candidates at the beginning of your post, such as the specifics about the open role, perks and benefits, mission and values, product and technology, and compensation.

SECTION 3

It's also good to know that **70 percent of job applicants use social media channels during their job search**, with LinkedIn being the number one used social platform, and 73 percent of millennials found their last job on a social media site. What does this mean? You should be utilizing social media channels as part of your job posting process and making sure your stories align with the topics that matter to candidates.

Company Reviews.

Because such a high percentage of candidates refer to reviews during their initial research phase, you want to pay attention to them. You can encourage employees to leave reviews on popular review sites, like Google and Glassdoor, if they love working for your company. **You can also opt to pull some positive reviews or use a plug-in to post them on your website and blog.**



Conclusion.

Job applications were down 39 percent for tech roles in 2021. Candidates in this tight labor market need to be enticed to consider working for another organization, especially if they're happy where they're at. **Recruiters need to give them a really good reason to leave and come work for their company.** Sharing great content that matters to potential candidates can help.

Using the insights in this report, recruiters can build great content for their blogs, website, social channels, job descriptions and more to help attract and hire top talent. **Content will help create excitement and connections with sought-after candidates, with the goal of them eventually applying for your organization.** Because, as you continually share the stories that matter to them, why wouldn't they want to apply to work for your company?





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.

CONTACT US



The Most Popular *Industries* of the Year.

**Growing Markets And
Candidate Priorities
Reign Supreme**

#FINDYOURFORWARD



Introduction.

For people in the workforce today, there's a certain peace of mind that comes with knowing you're working in a stable, if not growing, business.

Major bonus points are awarded if that same business is rooted in an industry that the employee is interested in and the company is driven by a worthwhile mission.

Here are some numbers to illustrate what this looks like: According to our recent Built In Tech Worker Survey we did in partnership with Brandata, **56 percent of tech employees said job security would keep them with an employer even if a better offer came along.**

Additionally, 59 percent of professionals today say they're attracted to companies based on their missions and 22 percent start their employment search with industry-specific job boards.

In short, today's talent wants to work in industries they deem to be safe based on the job security they provide. They also have to be engaging fields. And the employer they choose should have values or a mission in line with the employee's own moral code. This notion, in part, contradicts the old line of thinking that people "find their purpose" at work. But in fact, professionals today know their purpose — they seek employers whose mission is congruent with their own.

But what industries do candidates find interesting and secure year over year? The ones that are growing — quickly — and are rife with innovation and opportunity. They're also intrigued by certain industries coming to the forefront of the news cycle based on current events, the way interest in healthtech stories boomed following the spring of 2020.

To learn more about the markets candidates seek out most, we analyzed the top 10 industries that millions of monthly users searched for across all of 2021. Based on the results and how they stack against 2020's top 10, we learned what tech professionals are most interested in and why. And we want to share these findings with you.

Before getting into the meat of the report, however, it's important to note that "most searched-for" here doesn't always equate to "most applied-for." Tech talent can show a great deal of passive interest in industries that are in the news a lot for reasons — good and bad. But usually, where there's interest from professionals, there's some form of growth happening in that industry. And where there's industry growth, both active and passive job seekers often see opportunities to investigate roles at companies taking advantage of the prosperity in their field.

And there's prosperity to be found across every industry, from funding worth hundreds of millions to startup leaders using their company mission to motivate their small teams to achieve big wins.

This report features the top 10 list of industries tech pros were interested in last year. But even for companies outside of these fields, we offer key insights and a game plan on how you can use employer branding to showcase your success and mission to boost your appeal with candidates.

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- **SECTION 5:** How Branding Can Elevate Your Industry Appeal + Free Worksheet

// **AUTHOR:** ALTON ZENON III
// **PUBLISHED:** JUNE 2022

Report Methodology.

This report chronicles the industries that millions of monthly users searched for most across the Built In platform in 2021. We recorded this search data for the first time in 2020 and included that list as a reference point as well.

To support our insights, we also featured primary research data from our Built In Tech Worker Survey, conducted in partnership with Branddata, of 1,099 employed tech professionals across the country from March 18 to April 5, 2022. Respondents came from a wide range of backgrounds including engineering, sales, project management, operations, data and analytics, marketing, HR and many others.

Lastly, we reinforced our analysis with a wide variety of data points from third-party sources.

This asset is part of an annual five-piece series: The 2022 Candidate Insight Reports. These reports — dedicated to benefits, salaries, content topics, industries and popular tech tools — are meant to give recruiters and people teams deep insight into what candidates are interested in and asking for in today's job market.




SECTION 1



Executive Summary.

Here are the most need-to-know insights we pulled from our 2021 search data and subsequent analysis.



SECTION 1

The Top Three — Major Life Priorities.

Edtech, fitness and healthtech landed respectively as first, second and third on this year's list. All three industries are growing rapidly, but they aren't at the top of the list for growing the fastest — others saw greater annual revenues or faster growth trajectories. Instead, we believe that they topped the list due, in part, to their inherent growth but primarily because professionals are aligned with the missions of these industries.

Education, wellness and health are top of mind for many, especially younger workers, as the coronavirus pandemic settles into its second year. When schools and gyms shut down, tech workers had to adapt their childcare and wellness habits to a digital world, which was not always easy. And both industries took increased precedence in both the public consciousness and at investment firms for their importance to everyday life and the innovation needed to adapt to remote operations.

Healthtech dropped only two places from 2020's list to number three this year. So companies in that space never lost much ground in the minds of the public, investors or customers they serve.

This year's top three industries are centered around some of the most important elements to living a healthy life. And amid global turbulence of many forms, our users prioritized news about these fulfillment-driven industries above all else.

SECTION 1

Greentech and Social Impact — The Mission Is Clear.

These two growing industries are rooted entirely in their goals to make a difference in the world. How they approach those goals can vary but regardless, professionals are paying attention to the movements happening inside greentech and social impact.

As noted above, tech talent today places a premium on working at companies that align with their values. They also have the freedom to be pickier than ever in their job search since the tech unemployment rate is at 1.3 percent. Innovation is the norm in both industries as there are more investments in the fights against climate change and social inequality. **Companies in greentech and social impact regularly make headlines and we think users gravitated toward them based on their affinity for value-driven work.**

Notes on Those That Missed the Mark.

There was a large degree of change between 2020 and 2021's list: seven new industries appeared this year and the reasons for all this change vary.

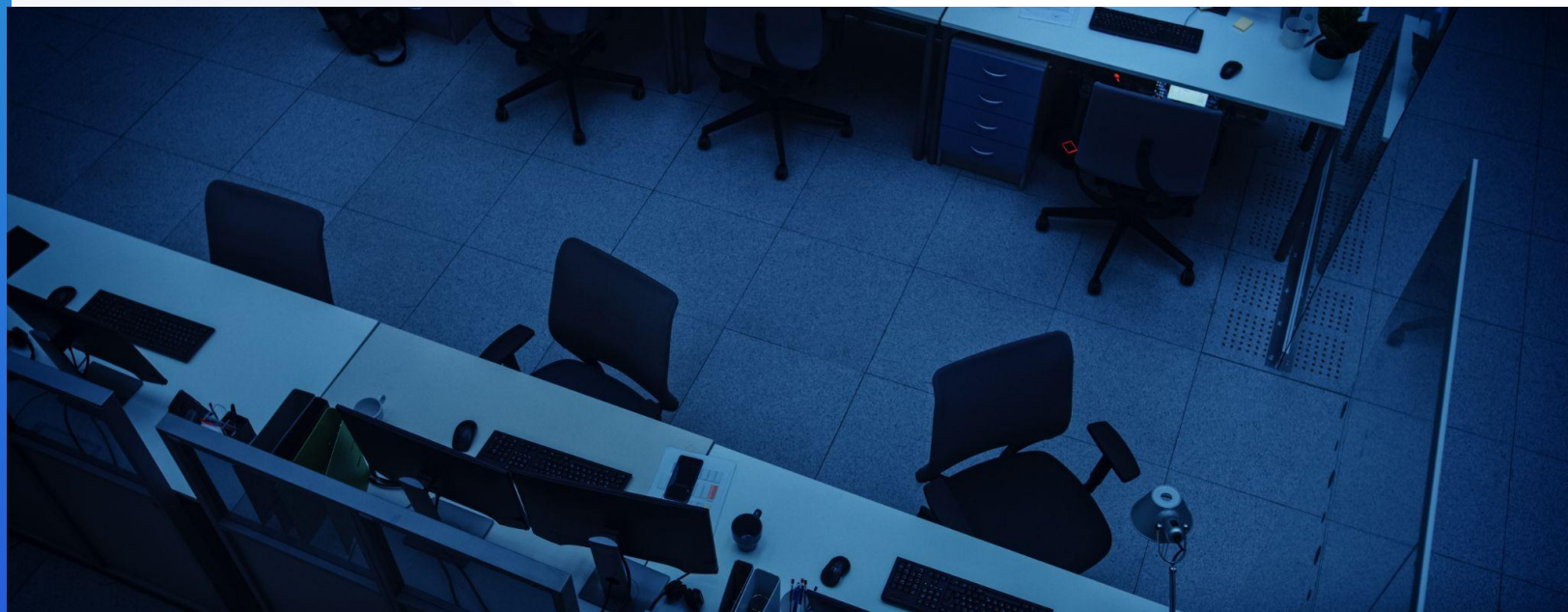
Gaming, cannabis, beauty and fashion were among those present last year but absent in 2021. These are fun or hobby-based non-essentials in people's lives that evolved during the first year of the pandemic. Many people had more cash on hand from stimulus checks and forgoing vacations or social activities. They also spent far more time online. So professionals could invest additional energy and capital into these four industries — if only stave off boredom — and some companies flourished as a result.

SECTION 1

However, the significance of gaming, cannabis, beauty and fashion waned as priorities shifted into the second year of the pandemic.

Health and education took greater precedence, habits started to change, people went outside more and there was a little less expendable income. As a result, these industries did not make the 2021 list.

Fintech was number three on the 2020 list but was completely absent this year. We attribute this to the massive wave of innovation that struck the industry during the first year of the pandemic. Big institutions had to close the offices they relied on for generations and pivot overnight to touchless operations. Businesses everywhere had to quickly digitize how they accepted and managed payments. The stock market also ebbed and flowed. In the year since, **fintech is still growing but the innovations have slowed down as life normalizes for many. Therefore, candidates aren't quite as interested anymore.** The food industry also had a tsunami of innovation (and bad news) in 2020 that generated interest from tech talent, but that tide has stabilized as well.





SECTION 2



The Top 10 Most Popular Industries of 2021.

SECTION 2

Top 10 Industries Nationwide in 2021.

(based on Builtin.com search data)

1. **Edtech**
2. **Fitness**
3. **Healthtech**
4. **Adtech**
5. **Blockchain**
6. **Greentech**
7. **Sports**
8. **Pet**
9. **HR Tech**
10. **Social Impact**

SECTION 2

Top 10 Industries Nationwide in 2020.

(based on Builtin.com search data)

1. Healthtech ↓ #3
- ~~2. Fashion~~
- ~~3. Fintech~~
- ~~4. Food~~
- ~~5. Cannabis~~
- ~~6. Gaming~~
7. Greentech ↑ #6
8. Edtech ↑ #1
- ~~9. Beauty~~
- ~~10. Aerospace~~

SECTION 3

What Changed in 2021 and Why.

There was a huge degree of change between the 2020 and 2021 lists — seven new industries made the cut that weren't present the previous year. And the 2021 top five has only one industry holdover from 2020. Let's dive into some of the reasons behind all this change and why candidates were so excited about this year's newcomers.

SECTION 3

Edtech.

When the pandemic forced schools across the country to close, edtech came to the rescue. And because of its newfound importance, the industry experienced a cascade of new funding and innovation. **Collectively, edtechs raised \$8.2 billion in 2021**. When combining that amount with raises in 2020, the funding over those two years equaled the total amount raised between 2014 and 2019. **And as of April 2022, there are 33 unicorns in the industry.**

Professionals picked up on the massive growth in the sector. Edtech piqued their interest to such a degree that they sought out information about the industry more than any other last year. Many likely even experienced some of the innovation in the space by way of their children's at-home learning. Or they saw an increased reliance on remote training tools through their employer.

Innovations — like adaptive/personalized learning, gamification, collaboration-driven education tools and others — are fueling a significant amount of the industry's growth. Professionals see these advancements and spot the opportunities to work on interesting projects and grow their careers along with them. And maybe their kids will think they're cooler too. But probably not.

HOW EDTECHS CAN COMPETE FOR TOP TALENT

SECTION 3

Fitness.

The fitness industry appeared on our users' popularity list for the first time and in the number two spot. We attribute users' interest in this industry to the growing wave of digitization across the space.

Many gyms across the country closed their doors temporarily or for good between 2020 and 2021. Even as fitness facilities reopened, the last two years reduced the industry's market size by about 16 percent. But despite that, **global revenue from paid fitness apps more than doubled from \$9.8 billion in 2019 to \$20.3 billion in 2021. That revenue is expected to double again by 2026.** Online training was the biggest fitness trend the general public was interested in in 2021 followed by wearable technology. These digital solutions helped supplement the lack of in-gym activities individuals could participate in so their popularity and revenues increased.

Fitness companies of all sizes had to digitize their services quickly, which resulted in a huge boost to industry innovation. And it appears that the more acquainted fitness-minded professionals got with their digital workout tools (as well as their continued investment in home gyms), the more they sought information about the industry, companies and teams that power them.



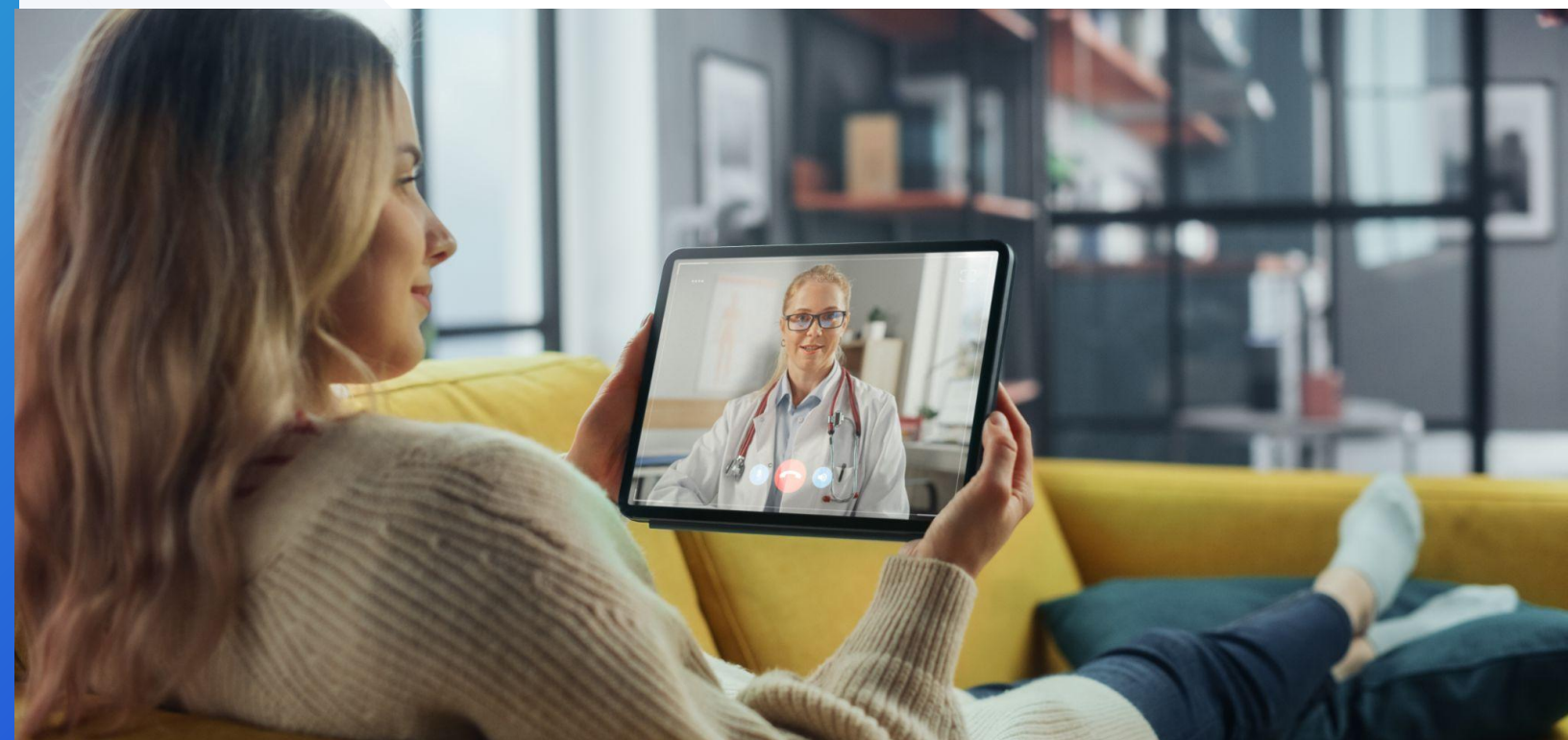
**Online
Training**
was the **biggest
fitness trend** in 2021

SECTION 3

Healthtech.

Healthtech was the number one most-searched-for industry of 2020, for obvious reasons. Healthcare was on everyone's minds and the digital arm of the industry received recording-breaking funding that year. **And as the coronavirus pandemic continued into 2021, industry growth ballooned even more: healthtech companies received \$34 billion in funding in 2021's first three quarters, which broke 2020's record for the entire year.** Additionally, 32 companies hit unicorn status in 2021, which is a 256 percent increase from 2020.

This continued industry growth helped keep healthtech top of mind for professionals on Built In, so it only fell two spots from the top of 2020's list to number three this year.



SECTION 3

Adtech.

Interest in adtech has ebbed and flowed with investors in recent years. Many feared the demise of the industry because of the impending death of the tracking cookie and more reliance on privacy-driven commercial activity.

However, those sentiments are on a major upswing today. **The pandemic fueled streaming, gaming and e-commerce to such a significant degree that adtech's total addressable market grew significantly.** Investors last year were also re-energized by a spurt of economic recovery as well as inflated public market valuations associated with the record number of adtech companies that went public last year. As a result, **90 adtech deals were struck in 2021**, which was a 200 percent increase from the previous year. A dozen of those deals were greater than \$1 billion while 28 were over \$100 million.

With so much money moving around in one year, it's no wonder why Built In users were seeking out information about the industry and its major players.



90
Adtech deals were
struck in 2021

200%
increase from 2020

SECTION 3

Blockchain.

The tech tool powering secure financial transactions, cryptocurrencies, non-fungible tokens and more was the fifth most-popular industry among our users and a new addition to the top 10. **The blockchain market size is expected to grow from almost \$5 billion in 2021 to just under \$228 billion in 2028.** That's an impressive jump and professionals are interested in news about the industry and the companies powering it since there's so much potential on the horizon.

When looking at blockchain through the lens of the last two years specifically, a lot has happened to draw attention from professionals. The erratic nature of cryptocurrency valuations grew to be a staple in today's tech news cycle. NFTs also had a popularity explosion in 2021 that fueled greater interest and investment in the blockchain. And as the pandemic stretched into its second year, businesses with still-distributed workforces and IT infrastructure increasingly looked toward the blockchain to close vulnerabilities in their digital security.

Blockchain has been solidifying its position as a mainstream tech tool for years. Since headlines dedicated to new uses for the implementation seemingly come out regularly, candidate interest in it may stay piqued for some time.

SECTION 3

Greentech + Social Impact.

These two industries are closely related but slightly different. Greentech is related to technology built to address and counteract the global climate crisis. Social impact work can also fall under this umbrella, but it can be geared toward more general acts of community service like addressing hunger, healthcare access in underserved populations, financial literacy and much more.

Professionals — especially younger ones — may now prioritize greentech and social impact in their job search for a number of reasons: the pandemic, climate change, income inequality, social injustices and other hot social topics of recent years. In fact, 88 percent of professionals say companies they're interested in must positively impact society — being profitable is no longer enough.

Many businesses are starting to catch on; they're making investments in greentech and social impact parts of their product offerings and overall culture. What many companies used to only provide lip service to is now an action-oriented element of life at many businesses. These changes can lead to more candidate interest and retention in the long run. And with greentech and social impact landing at numbers six and 10 on our most-watched list, it's clear that candidate interest in these realms is strong.



88%

Professionals who believe their employers should positively impact society

SECTION 3

Sports.

The sports industry is rebounding — and slam-dunking — after the pandemic shut down live sporting events and closed many associated facilities. The market was valued at \$458 billion in 2019 but dropped about 15 percent in 2020 to \$388 billion. That figure dipped again to \$355 billion in 2021 but is expected to rise globally to just over \$500 billion in 2022.

This huge comeback is attributed to a number of factors: the continued rise of esports, event organizers investing in virtual reality to diversify how they offer sports content to fans, new viewership channels and growth of sports investment in emerging economies.

The industry is moving forward and last year, fans in the tech space were engaged in its growth so much that it swished into place as number seven on the most-searched-for list.

Pets.

How many people do you know got a “covid pet?” Around one in five households welcomed a new animal companion since the start of the pandemic. Furthermore, the percentage of people that got new pets between June 2020 and November 2021 increased by 8 percent.

In 2020, sales across the pet industry reached a record high of just over \$100 billion. That number hit almost \$124 billion the following year, which was the highest total ever.

SECTION 3

Companies in the industry have benefited from the money and cuddles that people invested in their pets. And professionals across the country were interested in learning more about how businesses were responding to the growth. All of this accounts for how the industry landed in the number eight spot on the top 10.

However, it will remain to be seen if the pet industry will retain so much candidate interest next year.

“We expect continued growth as we look toward the remainder of 2022, although we anticipate it may be at a more moderate pace given the impact of volatile factors like inflation, supply chain issues and global relations,” said Anne Ferrante, Senior VP of member relations and business development at the American Pet Products Association.



\$124B

Pet industry sales hit a record \$124 billion in 2021

24%

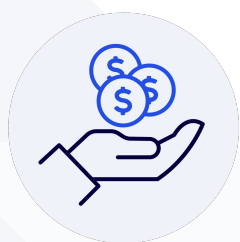
increase from 2020

SECTION 3

HRtech.

As you're likely aware, the talent market is crazy right now. This idea seems to also be reflected in candidates' interest to work at the companies building the infrastructure that HR professionals need to do their (difficult) jobs. **Companies invested more than \$13 billion in HR in 2021, presumably to try to get ahead of the pace of change in the talent market.** Since the white-hot talent market shows no signs of cooling, the global market for HRtech is projected to grow from \$24 billion in 2021 to over \$35 billion in 2028.

Candidates see this growth and want to be a part of the action, especially considering there is still room for more competition in the space. And when industry competitors go head-to-head, it creates space for internal innovation and professional growth for individual contributors.



\$13B+

Companies invested
\$13 billion+ in HR in 2021

SECTION 4

Industry as a Recruiting Tool.

As our insights and top 10 lists show, candidates go out of their way to seek information about specific industries and the companies that are making headlines. However, this doesn't mean that a business needs to be in the news all the time for professionals to be interested in them. There are many ways employers can use their industry and overall mission to appeal to talent. We'll dive into some of the insights on why that's possible in this next section.

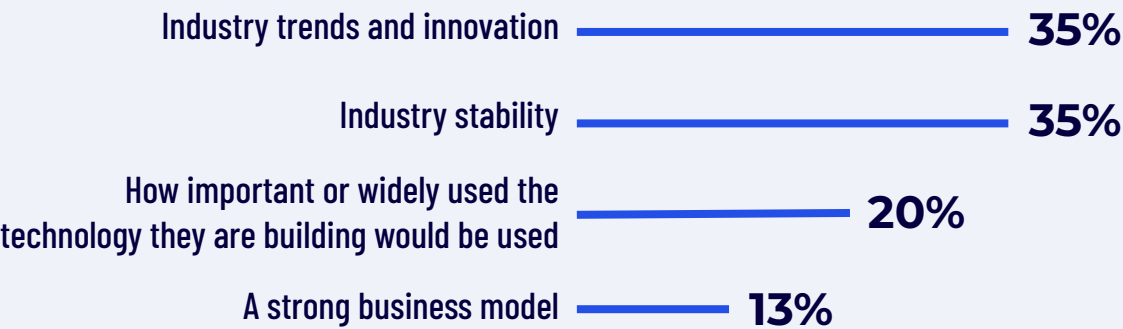
SECTION 4

Your Industry Can Impact Candidates’ Job Search.

No one wants to work in a potentially failing industry or one that lacks job security. According to tech worker responses to a survey we conducted in partnership with Brandata, **56 percent of people said job security would keep them with an employer even if a better offer came along.** Just over one in three employees (35 percent) said industry stability is their top consideration when looking for a job and 22 percent of candidates start their employment search with industry-specific job boards.

Candidates seek out industries that interest them but that interest can be derived from a number of places. For example, some professionals may have a passion for fitness, so they gravitate toward companies in that realm. Others may want news on an industry like blockchain because of the trends and innovation it regularly experiences. While other people may move toward a field like healthtech because of its relative stability.

Top Considerations for Job Seekers



SECTION 4

But no matter why a candidate might choose to work in one industry over another, companies can do a lot to showcase the strength of their position within their space. **Employer branding can be a powerful tool that businesses can use to give members of the talent market insight into the industry-shaking innovations taking place at their company.** Or they can highlight how much their company has grown recently and discuss why that growth and stability are expected to continue.

Tech companies — no matter their industry — should work to position themselves publicly as thought leaders in their fields. The more a business can actively portray itself as a growing, innovative, stable place to work, the more attention it can get from job seekers. This will also help businesses stand out from competitors in the same industry.

Tapping Into a Mission-Driven Mindset.

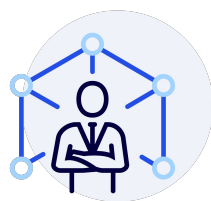
For today's tech talent, an employer's mission needs to be more than a mural on a wall or a banner on their website. It needs to be something that the company not only puts into practice: both its work and its culture. And a worthwhile mission is one element that's championed just as much — if not more — than profitability.

Nine out of 10 professionals (93 percent) believe that employers should lead their operations with a purpose in mind rather than merely chasing profits. Zooming in a bit, 88 percent believe that a company's higher-than-profits purpose should be positively impacting society in some way.

SECTION 4

Having and acting on a strong mission can be a powerful practice that employers can use to earn more interest from job seekers and retain current employees.

One 2021 report found that 50 percent of employees were open to leaving their company for a new role. However, that number dropped to a staggering 12 percent if the respondent felt that their company was making a positive difference in the world. Additionally, 93 percent of professionals under 30 say they would be more loyal to employers that are socially and environmentally responsible.



93%

Professionals who believe employers should lead their operations with a purpose in mind rather than merely chasing profits



“

Our research shows that the next generation is hungry for meaningful and lasting change. This is a new and challenging era for branding. To win, brands must think and act in new ways to transform the world we live in and build a regenerative future for all of us.

”

Raphael Bemporad

FOUNDING PARTNER,
Brand Consultancy BBMG

SECTION 4

Businesses that make purpose-driven work part of their culture and public-facing actions will have an edge in today and tomorrow's race for talent. Employer branding is one of the key ways that employers can showcase their ambitions to help the world around them and appeal to the hearts and minds of candidates.

However, companies have to prioritize authenticity in anything they do around these efforts. **It's vital that employers put actions behind their statements to make the world and/or communities in it a better place.** Many in the job market are rightfully skeptical of companies that broadcast bold-but-empty mission statements after witnessing the fallout from Theranos and WeWork in recent years. So tech companies today need to show rather than tell, and act out of genuineness, if they aim to present themselves as mission-driven and secure today's talent.



SECTION 5

How Branding Can Elevate Your Industry Appeal + Free Worksheet.

Now that you're aware of the potential to use branding to showcase your industry positioning and/or a mission-driven company mindset, you can start to build content around those ideas. But what does effective employer branding content look like? And what steps are necessary to actually bring it to life?

We answer both questions in the section below using past examples of branded content on our site and a step-by-step series of worksheets you can use to create your own content.

SECTION 5

Example:

At IAS, This Digital Ad Leader Is Navigating Key Trends in 2021.

Integral Ad Science is an adtech company that adapted elements of its business to the pandemic and big industry change since 2020. In this story, the company's chief product officer dives into how an emergent form of advertising technology — connected TV — was getting lots of traction in the industry due to consumer behavior spurred by the pandemic. He then spends time detailing: what this new technology means for the industry, what its major benefits are and what its most pressing challenges might be. From there, he explains what Integral Ad Science is doing to address those major challenges and how it hopes to take advantage of the new opportunities it presents.

Overall, this piece gives readers clear insight into how Integral Ad Science is innovating and growing in the adtech industry.



How You Can Recreate It:

Think about how your company may have adjusted its best practices or product offerings as a result of recent industry change. What caused that industry change? How did the company respond? What were the results — and ultimate wins — of that pivot? Ask someone, or people, close to that evolution to detail that story for active and passive job seekers.

[READ THE STORY HERE](#)

SECTION 5

Example:

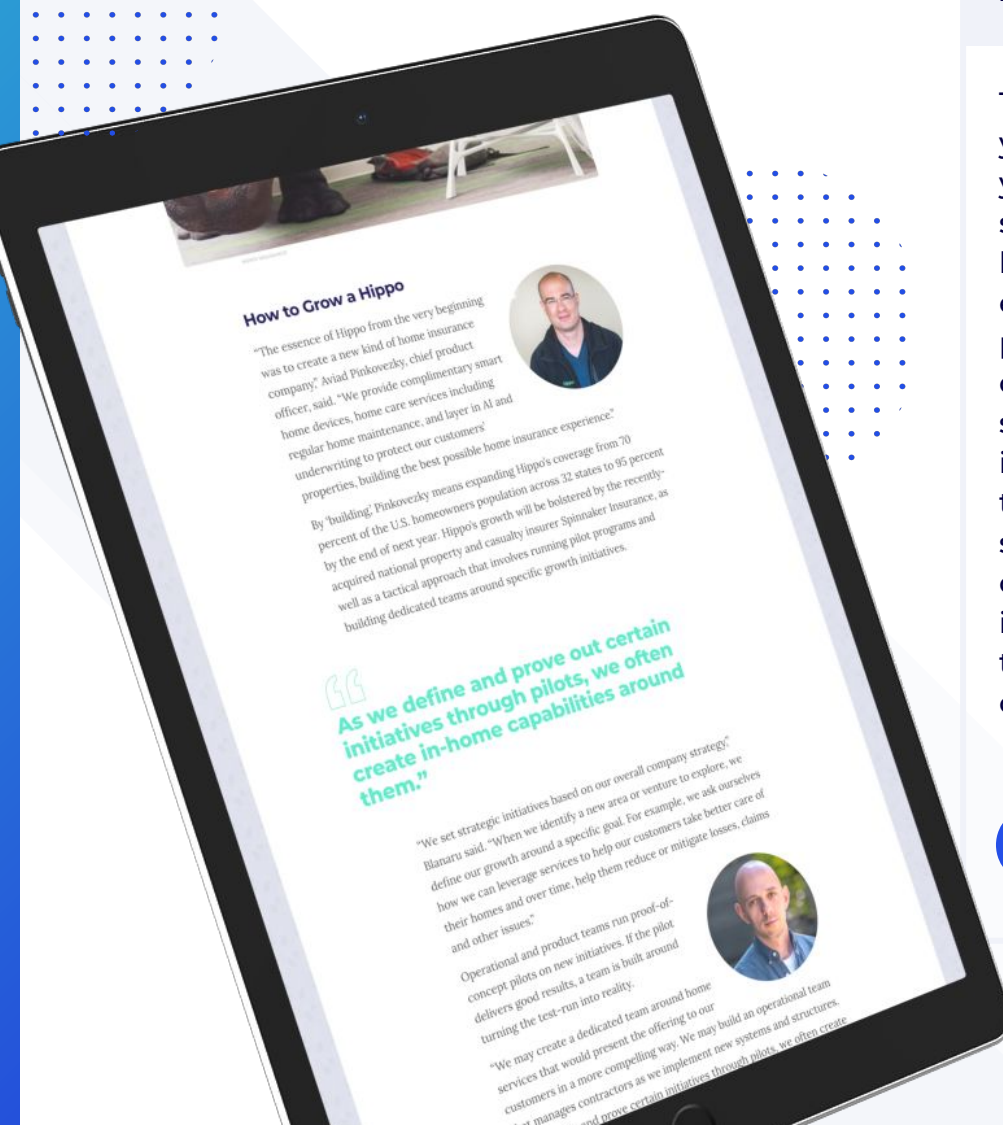
What Unicorn Status Really Means for Hippo Insurance.

Hitting unicorn status is one of the greatest indicators of growth and milestones for success any company can reach. This piece explores some of the nuances of what that growth has been like for the insurance technology company Hippo. It also dives into the company's future plans for expansion. Interviewees detail how the company had to adjust its tech, team structure and culture to both changes in the industry and the weight of its own scale. Ultimately, readers got a glimpse of very interesting aspects of life at a successful industry player.

How You Can Recreate It:

Think about the major milestones your business has hit in recent years. Whether it be securing a significant funding amount, hitting a hiring milestone, evolving an already-successful product, or netting a key number of customers, there's always a story to tell behind scaling initiatives. Retelling accounts of the work it took generate past success often creates opportunities for detailing future initiatives as well — and you can take advantage of those organic openings.

[READ THE STORY HERE](#)



SECTION 5

Example:

These Companies Are Sustaining Culture as They Scale.

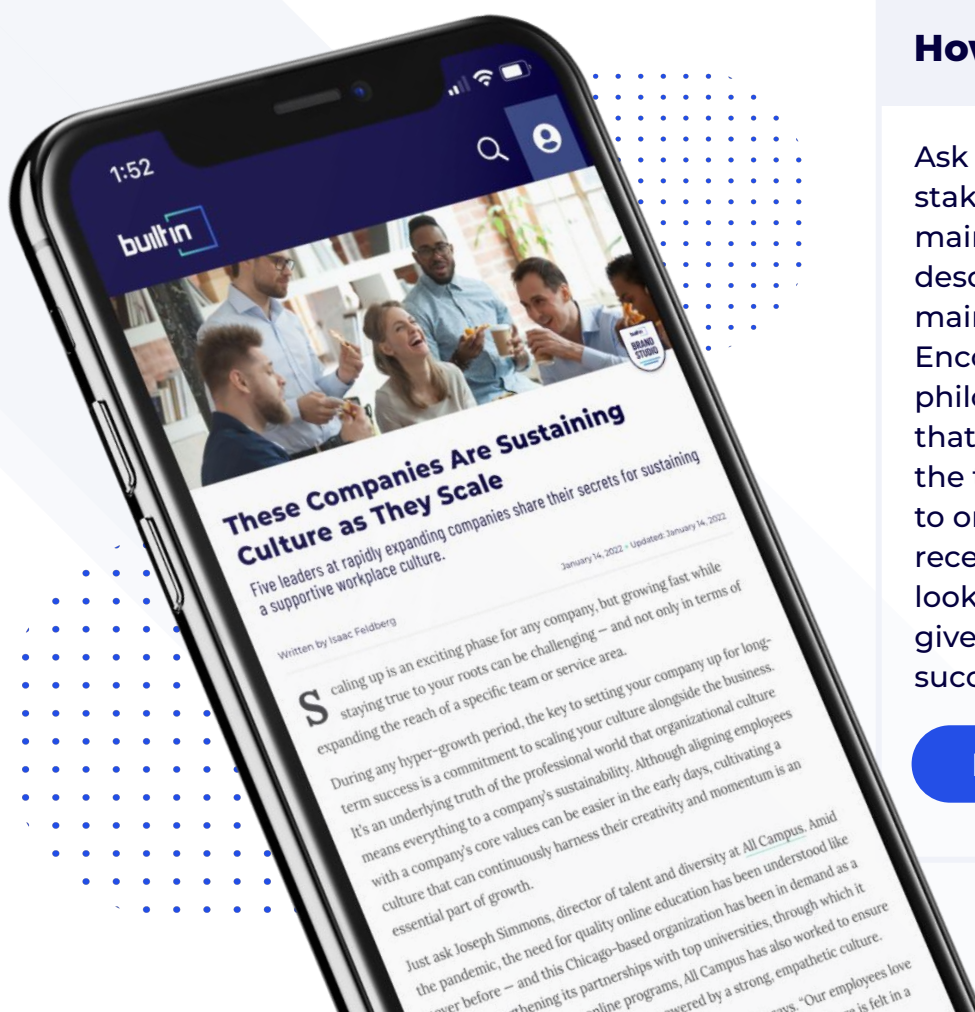
This story touches on a number of elements that candidates find interesting: company growth, culture and mission. In this response from edtech company Everspring, the VP of HR contextualizes what the company's mission and values are and how those elements lay the foundation for an engaging culture. He then dives into how that foundation was maintained through the edtech's growth, what that scale looked like and what it means for employees.

Creating a detail-rich story like this can give candidates a lot of insight into your company growth, culture, values, tactics of engagement and more. All that transparency adds greater credibility to your business and increases engagement with potential hires.

How You Can Recreate It:

Ask an HR leader or another stakeholder that plays a role in maintaining company culture to describe how the culture is being maintained through growth. Encourage them to dive into the philosophies that dictate what that culture is before describing the tactics that uphold it. Also, try to organically discuss what your recent company growth has looked like within this context to give candidates a sense of the success of your business.

[READ THE STORY HERE](#)



SECTION 5

Example:

The Real Impact Values Make on a Tech Company and Its Employees.

In this story, eight executive leaders across numerous industries detail the ins and outs of their company mission and their values. Each outlines: what their missions and values are, how they were conjured, how they're lived out by the team and how these elements support the team's quest for success.

"Help hardworking people get access to fast, trustworthy credit" and "Drive down the cost of higher education through better technology and processes" are just a few mission statements featured in the piece. And with transparency into how these company visions are lived out, candidates (especially those that are mission-driven) can get a sense of the impactful work they'll be contributing to if they join.

How You Can Recreate It:

Do a deep dive into the significance of your company values and vision. If possible, ask a founder or a team member that's been at the company for a while to briefly explain the history behind the company's values. Then — just as in the story above — encourage the interviewee to outline how the team embodies these values regularly and how the vision pushes the team to accomplish goals.

[READ THE STORY HERE](#)



SECTION 5

Intro to Employer Branding 101.

Here at Built In, we've spent a lot of time thinking about employer branding and how it's done. And we want to pass those insights to you so you can recruit the tech candidates you need. There are a couple of very important basics to keep in mind when building branded content.

- **Keep content streamlined.** The deeper you can dive into one topic, the better. Get specific and don't be afraid to get in-the-weeds. Don't try to force too many ideas into one piece of content. For instance, you might want to highlight an innovative digital product the team is building. And through the lens of that project, you may be able to discuss the cutting-edge technology teams are using to build it. But try not to introduce more topics than that. If employees have a lot to say about the tech infrastructure they're using, maybe dedicate an entire branding asset to that conversation!
- **Always keep a tech-first mentality.** Lean into branding that will work to position your edtech company as more of a tech-driven business whenever possible.
- **Focus on one audience at a time.** Always keep your target readership in mind and make sure every word resonates with them, and only them. You might be able to send messages to two audiences if they're closely related, like engineering leaders and engineering individual contributors. But don't deviate from the core audience too much.

Ready to Give Branding a Shot?

Use the worksheets below to plan and execute employer branding content around these topics and any others you'd like applicants (and even current staff) to be aware of.

What's the goal of the content? *Think about the central reason you're investing in this employer branding content asset.*

- | | |
|---------------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Boost brand awareness | <input type="checkbox"/> Increase social media following |
| <input type="checkbox"/> Improve reputation as a tech company | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Improve applicant traffic | |

What's the thesis of this content? *Identify the key message you want this content to send. Each content asset should largely focus on one message. Examples of a thesis include: showcase an innovative tech project, describe how engineering team uses certain dev tools, showcase cross-team collaboration, etc.*

Thesis: _____

Who is the target audience? *Think about who you want this message to reach. Some examples might be: engineering team leads, diverse hires, entry-level UX candidates, etc.*

Target audience: _____

What team do you plan to feature in this content? *The chosen team should be able to speak to your thesis, content goal and audience the best. Multiple teams can be represented in the same asset so long as the interviewee list is not too lengthy.*

- | | |
|--------------------------------------|-----------------------------------------------|
| <input type="checkbox"/> Engineering | <input type="checkbox"/> UX |
| <input type="checkbox"/> Data | <input type="checkbox"/> Design |
| <input type="checkbox"/> QA | <input type="checkbox"/> Business development |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Sales |
| <input type="checkbox"/> Finance | <input type="checkbox"/> HR |
| <input type="checkbox"/> Product | <input type="checkbox"/> Other _____ |

Interview Details

Interviewee 1 name & title: _____

Interviewee 2 name & title: _____

Interviewee 3 name & title: _____

Interviewer: _____

Interview location:

☐ In person | Location: _____

☐ Video/remote

☐ Email/written | Deadline for responses _____

Interviewee date: _____

Will a photo or video shoot be necessary? Y / N

Photo/video shoot date: _____

Photo/video shoot location: _____

Who will write the content post-interview? _____

Who will edit the content before publication? _____

Does a department leader(s) need to approve the content? Y / N

If so, who? _____

Estimated publication date: _____

Where will the published asset live?

☐ Company blog

☐ Press release

☐ Newsletter

☐ Video

☐ Webinar

☐ Social media (*list platforms below*)

☐ Third-party platform (*list platforms below*)

☐ Other _____

Social media platforms where content will live: _____ / _____ /
_____ / _____ / _____ /

Third-party platforms where content will live: _____ / _____ /
_____ / _____ / _____ /

Building out questions:

Make sure each interview question serves the thesis, content goal and the audience. Also keep your medium in mind. Short-form pieces (e.g for Instagram) require fewer questions. Long-form content (e.g. blog posts, YouTube) can feature more questions. Try to make the questions as nuanced as possible to get more candid and specific responses from interviewees, which makes for more engaging content. And be sure to edit written responses for length and clarity. Reference the sample scenario below to for an example of question-building for a branding interview.

Example scenario:

Thesis: Highlight the innovative tech projects the engineering team is building with cutting-edge coding languages.

Goal: Attract skilled engineering candidates

Audience: Skilled engineering candidates

Interviewees: Engineering manager and engineering individual contributor

Sample Questions:

- What languages does your team rely on most?
- What's the latest and greatest project your team built using these languages?
- How does your team approach code reviews when using these languages?
- What's an upcoming project that your team is excited about tackling using these languages and best practices?

Your Questions:

- [illegible]

Where and how will this content be distributed once completed? *Keep your audience and goal in mind. Only post content where you are certain your audience will see it.*

Internal promotions:

- | | |
|------------------------------------------------------------------------------|-----------------------------------------------------------|
| <input type="checkbox"/> Internal newsletter | <input type="checkbox"/> Highlight during company meeting |
| <input type="checkbox"/> Promote article in email signature | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Staff to share on their personal feeds | |
| <input type="checkbox"/> Social media (list platforms) _____ / _____ / _____ | |

External promotions:

- | | |
|--------------------------------------------------------------------------------------|---------------------------------------------|
| <input type="checkbox"/> Email newsletter | <input type="checkbox"/> Sponsored emails |
| <input type="checkbox"/> Display ads | <input type="checkbox"/> Youtube/ video ads |
| <input type="checkbox"/> Events | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Paid social media (list platforms) _____ / _____ / _____ | |
| <input type="checkbox"/> Organic social media (list platforms) _____ / _____ / _____ | |

What design elements will be needed?

- | | |
|-------------------------------------------------|-----------------------------------------------------|
| <input type="checkbox"/> Digital ad imagery | <input type="checkbox"/> Email signature image |
| <input type="checkbox"/> Paid social ad imagery | <input type="checkbox"/> Imagery for content pieces |
| <input type="checkbox"/> Organic social imagery | <input type="checkbox"/> Other _____ |

Conclusion.

Today's tech professionals want job security and opportunities for growth. They want to feel proud of the interesting innovations happening in their industry. They also want to work at companies they see as potential partners in their quest to achieve their purpose and reach personal fulfillment.

Our 2021 most popular industries list is indicative of this multifaceted notion. And even though next year's list is sure to look different, we're confident this notion will remain largely the same for some time.

Employers — those in industries on or outside of any list — have opportunities to be the partners and innovators that professionals seek. A worthwhile mission and a few good examples/stories of how the company has been reaching its goals can go a long way. **With the help of some effective employer content, businesses in any field can secure the tech talent they need to be number one in their industry.**



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.

CONTACT US



The Latest Tech Salary *Expectations.*

**Compensation is
Key to Recruitment
& Retention**

#FINDYOURFORWARD



Introduction.

Compensation has always been an essential factor in a professional's employment and job search. However, in the last year, it's become significantly more prominent. In fact, tech compensation hit a record high in 2021, with 61 percent of technology professionals receiving a raise.

These higher-than-ever salaries take into account a few key factors, like inflation and employees leapfrogging from job to job. What was previously seen as a raise at an average of 5 percent to 7 percent is no longer considered a raise. And an employer offering a raise at only that level is considered the exception vs. the rule.

When considering a new job, candidates put a major emphasis on compensation in their decision, with 63 percent of employees quitting their jobs in 2021 because of low pay. When looking at technology professionals specifically, 70 percent indicated they were looking for a new job because of the ability to be paid more and 67 percent of candidates note compensation is an important factor when choosing their next employer.

As people teams battle a tough hiring market and a need to retain talent, compensation must be top of mind.

So how much should you be paying tech candidates? And what salary expectations do tech candidates have for their specific skill set and position?

This report details the salary averages for 18 in-demand roles based on real tech candidate data. It also shines the light on the importance of a fair compensation plan and transparency of a company's salary processes. You'll find all the information you'll need to make sure you're, at a minimum, in line with the market to bring in great tech candidates and stand out from your competition.

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// **PUBLISHED:** JULY 2022

Report Methodology.

The primary data in this report was derived from search data from millions of professionals visiting our site each month. These tech professionals provide us with insights into their compensation packages through our salary tools. We analyzed these submissions and developed the average compensation range for 18 of the top roles within development and engineering, data and analytics and product job functions to help you determine what you should be paying tech candidates today. The roles highlighted in this report were chosen based on the increasing demand for these skills across our local sites.

Throughout this report, we provide additional insights from our Built In Tech Worker Survey, conducted in partnership with Brandata, of 1,099 employed tech professionals across the country from March 18 to April 5, 2022. Respondents came from a wide range of backgrounds, including engineering, sales, project management, operations, data and analytics, marketing, HR and many others.

This report is part of an annual five-piece series: The 2022 Candidate Insight Reports. These reports — dedicated to benefits, salaries, content topics, industries and popular tech tools — are meant to give recruiters and people teams deep insight into what candidates are interested in and asking for in today's job market.




SECTION 1



Executive Summary.

Here are the most need-to-know insights we pulled from our 2021 search data and subsequent analysis.



SECTION 1

Insights from our Brandata survey results show that 57% of workers think compensation is a top consideration when looking for a job, with nearly 80% of employees indicating that the main reason they would search for a new job is for more money. Further, when thinking about the coolest companies they envision working for, 28% of respondents said that compensation is the most appealing aspect of life in that business.

In a nutshell, compensation matters to employees. Therefore, in a steeply competitive tech market, companies must understand factors impacting compensation and then move forward with developing competitive and transparent pay practices to attract and retain talent.

Average Compensation Factors and Considerations.

Average compensation has significantly increased for many positions in the tech industry between 2019 and now. Management level positions tend to see the highest salaries, with web developers across the board and Salesforce Developers seeing some of the biggest increases, beyond the 20 percent mark in some instances.

The most considerable discrepancies between salaries for men and women include iOS developer, Android developer, Salesforce developer, product designer, UX designer and database administrator positions, with men making at least \$8500 more on average than their female counterparts. It's also not surprising that the larger companies with 501 – 1000 employees pay more for most tech roles.

SECTION 1

Gender Pay Differential.

Gender Pay Differential

The pay differential for men over women in iOS developer, database administrator, and UX designer jobs is a whopping **\$11,000, \$18,000 and \$12,000, respectively.**

Factors Impacting Tech Compensation.

Since the pandemic, there has been a surge in the need to fill open positions, with demand outweighing supply. The Great Resignation resulted in more than 4 million US workers leaving their positions voluntarily, and they continue to do so. The tech unemployment rate hit a record low of 1.5 percent in 2021. All of these factors result in it being a candidate-driven market, and an unhappy employee knows they can leave their current employer and find a job elsewhere with the level of pay and benefits they desire.

The 40-year-high inflation rate is also driving salaries up, with the tech inflation rate increasing by more than double the national average in some areas. Role leapfrogging, with employees moving from one position to the next, is also a factor when considering tech compensation, with the goal to pay employees enough to prevent them from moving onto another role fairly quickly.

SECTION 1

Pay Transparency Matters.

Companies must not only assess their own compensation packages but build a model that allows for transparency within their organization to help keep employees happy and candidates interested. Pay transparency has many benefits, including increasing diversity, eliminating pay bias, and attracting and retaining top talent. Companies that have implemented pay transparency, like Buffer, have indicated positive, long-term effects.





“

One bonus of transparency:
You just search and learn.
Generally, people are just really
excited about the culture and
they apply based on that.

”

Joe Gascoigne

CEO & CO-FOUNDER

Buffer



SECTION 2

Average Tech Compensation.

To provide insight into the salary expectations of tech candidates, we analyzed the average salaries for roles within three of the fastest-growing job functions – development and engineering, data and analytics, and product.

SECTION 2

Development & Engineering Roles.

Role	Base
Software Engineer	\$119,942
iOS Developer	\$116,145
Front-End Developer	\$105,241
Android Developer	\$107,343
QA Engineer	\$96,895
DevOps Engineer	\$126,252
Salesforce Developer	\$112,187
Security Engineer	\$124,506
Senior Software Engineer	\$145,984
Engineering Manager	\$162,415
Software Test Engineer	\$99,656

SECTION 2

Data & Analytics Roles.

Role	Base
Data Scientist	\$123,338
Database Administrator	\$131,034
Data Analyst	\$78,102

Product Roles.

Role	Base
Product Manager	\$123,594
Product Owner	\$106,143
Product Designer	\$102,846
UX Designer	\$91,646

SECTION 3

How Tech Compensation Has Changed.

Average compensation has significantly increased for many positions in the tech industry between 2019 and now. Keep reading to understand what has impacted this increase and how to watch out for changes in the future

SECTION 3

Compensation Growth Year Over Year.

Tech salaries hit a record high in 2021, and the need for technology professionals with specific skillsets to fill open positions continues to drive the average salary for US tech positions upward. More than half (61 percent) of tech professionals had their compensation increased in 2021 — an almost 10 percent lift from the year prior. And though the average base salary for tech positions was \$104,566, nearly 50 percent of tech workers still felt they were underpaid.

Largest Compensation Increases by Role.

The highest salaries in 2021 belonged to IT management positions; their average pay increased by 6 percent to \$151,983. With an average of more than a 21.3 percent jump in salary to \$98,912, web developers saw the largest increase between 2020 and 2021.

Our data indicates that Salesforce Developers' pay jumped by nearly 9 percent to an average of \$112,187 in 2022 compared to \$103,428 in 2021. Engineering Managers reported the highest salaries in 2022, coming in at an average base salary of \$162,415.

SECTION 3

Inflation Effect.

The annual inflation rate in the United States hit the highest it's been in over 40 years at 8.5 percent in recent months, with a slight decrease to 8.3 percent in April 2022. **When companies don't adjust salaries to keep up with inflation, it means employees are getting paid less based on the current cost of living.** As a result, employees will look elsewhere for employment with better pay.

The tech industry's inflation rate, in some areas, is significantly higher than the national average and continues to accelerate. Some companies need to boost compensation by as much as 20 percent or more for key roles to attract and retain skilled talent.

Great Resignation Effect.

According to the Bureau of Labor Statistics, some 4.3 million Americans voluntarily quit their jobs in August 2021—the highest number on record since December 2000. And it's not over yet.

The tech industry has been hit especially hard, with only 29 percent of IT workers globally having a high intent to remain in their current roles, and only 16 percent of 19 to 29-year-olds are likely to stay in their current IT roles.

SECTION 3

Low Unemployment = High Need for Roles Effect.

The U.S. total unemployment rate is about 3.5 percent. However, the tech unemployment rate is essentially at 0 percent for many positions, with it hitting a record low of 1.5 percent across the board in 2021. During the first quarter of 2022, 1.1 million tech jobs were posted by US employers — a 43 percent increase from the year prior. **The demand for workers to fill these tech jobs continues to rise while the demand significantly outnumbers the supply.**

Role Leapfrogging.

While compensation is up overall, the increase becomes much more significant when a professional changes jobs: 3.3 percent increase in the same position vs. a 6.6 percent increase when switching jobs.

Employees leaving positions to jump to other positions drives compensation because companies need to find ways to prevent them from leaving. It costs a lot to hire and onboard an employee, so when they up and leave after a short period of time, aka “leapfrog,” it not only leaves the company with the cost of hiring in a competitive market but with the bill of onboarding the candidate in the first place.

SECTION 4

Why Pay Transparency Matters.

Tech companies are beginning to appreciate the importance of pay transparency, a practice that is growing in popularity. In some states, like Colorado, the government has stepped in and made it a legal requirement. So, what makes pay transparency a valuable practice and how can it be implemented in your organization?

SECTION 4

The Value of Pay Transparency.

Pay transparency has many benefits for both employers and employees.



It holds employees accountable.

Employees who know what their coworkers earn work better together. Team members are driven to work harder, knowing their team members will hold them accountable when they're slacking or dropping the ball.



It increases trust and loyalty.

Buffer, the social media scheduling tool that was one of the first to implement pay transparency, says its employees trust the company more when pay transparency is in effect. With increased trust comes an increase in loyalty and retention.



It creates more team cohesion.

When coworkers know what each other makes, there is a decreased chance of resentment between them. Workplace morale improves, and team cohesion increases, which supports greater productivity.



It improves productivity.

When someone's salary is displayed, they want to ensure they live up to their pay. Many will also work harder to increase their income to the level of their counterparts. Conversely, when there is a lack of pay transparency, and employees feel underpaid, productivity often decreases.

SECTION 4



It highlights biases and discrimination.

It's hard to deny that a female makes less than her male counterpart or that minorities make less across the board than the majority population when salaries are displayed. As a result, pay transparency helps to enhance diversity, equity and inclusion initiatives, and alleviate discriminatory practices.



It provides insights and educates professionals.

Pay transparency can be very helpful in supporting new hires in evaluating what they're worth and deciding whether or not they want to work for your organization.



SECTION 4

How to Work Toward Pay Transparency Within Your Own Organization.

Implementing pay transparency may take more time for some organizations than others based on where they currently fall on the pay transparency spectrum. The following considerations and steps will support you in implementing a successful pay transparency strategy for your organization.



Identify where your organization currently falls on the pay transparency spectrum.

Are you completely incognito when it comes to salary information, or are you somewhere further down on the spectrum of sharing at least some aspects of your salary data, like ranges? The more on the incognito side you are, the more time it might take for you to transition and get buy-in from leadership on making your way to a healthy level of pay transparency for your organization.



Determine where you want to be on the spectrum.

Once you identify where you currently fall, you'll need to clarify where on the spectrum you want to be for the long term. It could be that it's best to develop a gradual approach to becoming transparent to help ease people into the idea without shell-shocking them by going full-on transparent, especially when your culture doesn't yet support it. In this step, consider your current compensation strategy, as well as your talent acquisition strategy, to ensure alignment.

SECTION 4



Ensure roles and responsibilities are clearly defined for each position and utilize market data to set your salary ranges for each position.

Clear definitions make setting appropriate salary ranges easier for both utilizing market data and ensuring internal alignment.



Conduct a salary and compensation audit to identify salary discrepancies and determine the best approach to resolve them.

Identify where within your organization there are pay disparities and determine the best way to adjust them accordingly. You want to be expeditious, though not at the cost of not having a well-planned implementation strategy.



Train leadership to have proactive compensation discussions with each employee on their team.

Managers who make decisions about an employee's compensation should have regular open and honest discussions with the employee about the determining factors that tie into their current base pay. Such conversations help to minimize potential confusion and comparisons to others. Thoughts about how to receive increases and promotions should also be discussed.

SECTION 4



Communicate the purpose behind your choice of pay transparency to all levels within the organization.

Be proactive in promoting the transition to and practice of pay transparency. You also want to highlight the benefits through ongoing communication to gain buy-in and increase awareness.



Conclusion.

Job seekers in this tight labor market know they have the option to select companies that meet their compensation requirements. Following the pandemic, these are now the components of compensation that come into play when determining pay for tech positions.

Employers have a duty to provide fair and transparent compensation practices to meet the needs of their workforce.

Offering competitive and fair practices are what employees expect and deserve, and by offering them, businesses are more apt to meet and exceed hiring and retention projections and expectations.

Utilizing the insights in this report, employers can develop a compensation platform with pay transparency to meet the needs of today's talent demands. Providing a healthy work environment, which includes pay equity and paying what an employee is worth, supports the company's wellbeing and its employees.



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.

CONTACT US



The Top 10 Technologies *Tech Candidates* Value Most in 2022.

**Plus, the Recruiting
Strategies You Need To
Catch Their Attention**

#FINDYOURFORWARD



Introduction.

One in five developers and data professionals said a company's tech stack is the most important element to them when they're looking for a job, according to figures from a survey of 1,099 tech professionals we conducted with Brandata. What's more, 39 percent of developers said wanting to work with new technologies was the main reason they're either actively looking for a job or open to new opportunities.

Tech tools matter a lot to these technical experts since they're the foundation of their professions. Having opportunities to work with the tools that interest them or match their skill sets can impact whether they decide to join a company — or stay at an existing one. They're also in the know about the tools and processes that will power the next wave of technological innovation. So with this, they're also passionate about learning new skills that will help them stay ahead of the game.

What does this mean for employers and their hiring teams?

By now, most businesses are well aware of how difficult it is to hire developers and data experts. In order to secure talent from this coveted group of professionals, employers must speak to the value they place on tech stacks and upskilling. **Businesses have to know what technologies these professionals value most overall, then use those insights to appeal to active and passive job seekers with nuanced recruitment efforts.**

And you're in luck because we have those very insights.

In this candidate insight report, we offer the top 10 tech tools that engineering and data professionals value most today. We also feature a number of solutions your recruitment team can harness to generate interest in your tech stack — no matter if your company invests in any of the top 10 tools or not.

Lastly, we provide details on why employers should be investing in upskilling initiatives that technologists can take advantage of as well as the importance of looking past traditional education in technical candidates' backgrounds.



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// **AUTHOR:** ALTON ZENON III
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Report Methodology.

This report features first-party data from a variety of recent studies we conducted.

We pulled primary research data from our Built In Tech Worker Survey, conducted in partnership with Brandata, of 1,099 employed tech professionals across the country from March 18 to April 5, 2022. Respondents came from a wide range of backgrounds including engineering, sales, operations, data and analytics and many others. However for this report, we narrowed the respondent field to only include statistics from the 345 engineering and data professionals that participated.


We also used insights from a survey of Built In platform users from March to April 24, 2022. The survey saw participation from 1,116 respondents across various professional backgrounds. Lastly, we aggregated search data from the millions of tech professionals that visited our site between January 2021 and January 2022 to further our analysis.

This asset is part of an annual five-piece series: The 2022 Candidate Insight Reports. These reports — dedicated to [benefits](#), [salaries](#), [content topics](#), [industries](#) and popular tech tools — are meant to give recruiters and people teams deep insight into what candidates are interested in and asking for in today's job market.



Executive Summary.

The section summarizes the key insights from the report. Continue on it get the quick scoop on the major findings from this year and what your people team can do to take advantage of these tools and others in your tech stack.



EXECUTIVE SUMMARY

Top of the Popularity Charts.

Python, JavaScript, Java, Oracle and C# landed in this year's top five slots. Python, Java and C# also landed in the top five most-searched-for technologies on Built In in both 2020 and 2021. These tools are widely acclaimed for their flexibility, functionality and ease of use, so it's no wonder that they're so popular year-over-year.

Be More Transparent in Job Postings.

Job postings for technical roles should feature: the tech stack; the projects that tech is used for; how a candidate will implement that tech in their work; and what the interview process and timeline are like. 43 percent of Built In users say these elements are the most important parts of any job posting.

Employers that lean in on transparency across every aspect of their job listings will give candidates confidence that a role and its interview process is — or isn't — for them. As a result, businesses will see few unqualified candidates enter the pipeline as well as fewer qualified applicants drop out mid-interview cycle because it's taking longer than they'd hoped.

Recruit Like a Techie.

Recruiters should work to educate themselves on the day-to-day tools used by the technologists they're after. They should also be well-versed in some of the major challenges these professionals face and be prepared to speak on how their business can solve them.

EXECUTIVE SUMMARY

Recruiters can hone this knowledge by working directly with stakeholders on the tech teams they're hiring for to learn about the nuances of the role. They can also supplement their learnings with outside research. **When technologists know that recruiters understand their roles and what they seek in employers, it increases overall engagement and shows that a business cares about them as a professional.**

Another thing recruiters should be familiar with is where tech experts actually look for jobs. We found that some of the major places technical job seekers look for new roles are: tech-specific job boards, Google searches for news and company blogs, asking their personal networks and company review sites, among others. Once hiring teams know how to speak like technical experts and where they seek new opportunities, they can start to recruit like a techie.

Invest in Upskilling.

More than half of developers today have considered leaving their current role to seek other opportunities to learn new skills. **Upskilling is a new battleground for hiring and retaining technical experts — especially Millennials — and employers that invest in learning opportunities for their technologists will be well-suited to hire and retain them.**

And once this foundation of continued learning is set, employers should inform candidates in job descriptions: Almost half of all Built In users (46 percent) value seeing growth opportunities in job descriptions above all else.

EXECUTIVE SUMMARY

Show the Tech Stack and Team at Work.

Job postings can only do so much to show the many nuances of a technical role that a candidate may be interested in. They also want to know how the team is structured or why a specific tech tool was adopted; recruitment marketing and employer branding efforts can help solve for this. **Companies should invest in storytelling initiatives that allow team members to speak on elements like their best practices, recent project wins and more.**

From there, recruitment teams can share these stories publicly on their company's channels or where their ideal candidates look for roles. The more insight tech pros have into the nitty-gritty details of their teams, the more they can get excited about joining them.



SECTION 1

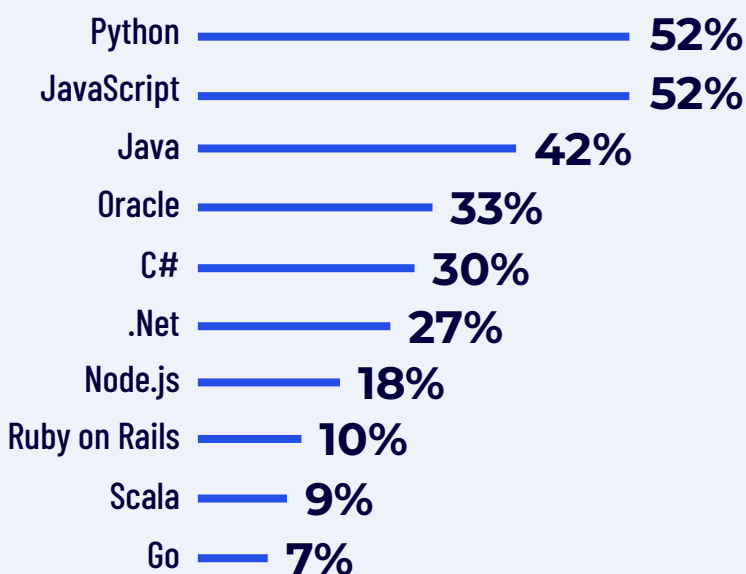
The Top 10 Technologies Technical Experts Value Most.

Read on to see the top 10 tech tools that engineering and data professionals value the most right now. You'll also see how those tools stack up against the technologies that Built In users searched for most in 2021.

SECTION 1

Most-Searched for Technologies on BuiltIn.com.

10 Technologies That Technical Experts Deem the Most Important



How Brandata findings correlate to most-searched-for technologies on BuiltIn.com by candidates in 2021

Python is #5

Java is #2

C# is #1

.Net is #10

Scala is #8

[Source: Brandata findings correlation with BuiltIn.com by candidates in 2021]

SECTION 2

How To Sell Candidates on Your Tech Stack.

Now that you know the major technologies that technical professionals today value most, you can start the work of winning them over with your company's tech stack. But fear not: even if your tech team doesn't use the tools in this year's list, there are still plenty of ways you can appeal to technical talent with your existing infrastructure and past projects.

In this section, we dive into how you can optimize your job postings and marketing efforts aimed at developers. We also look at the baseline knowledge you need as a recruiter around where developers look for jobs and how to make a good first impression.

SECTION 2

Job Postings for Technical Experts.

When a job seeker reads your job posting, it's often a make or break moment: they can hit “apply” or potentially pass up on a role that you desperately need to fill. And since job postings feature so many elements — job description, role responsibilities, qualifications and more — it's vital that companies get their postings right to maximize the position's appeal.

43 percent of over 1,100 Built In users in a March 2022 survey said job details like tech stack, how that tech will be used and role responsibilities are the most important parts of a job description.

This means professionals value these elements more than salary, perks and even remote work opportunities.

Overall, Built In users said their skills and experience around the technical specifications of a role are what interests them most about job openings — more than company culture or details about the company's mission or industry.



43%

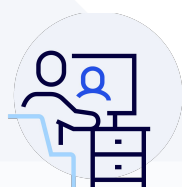
of tech professionals value technical details like tech stack above all else in job descriptions.

SECTION 2

Things get even more nuanced when posting roles for technical positions like front-end developers or data scientists. These technical professionals want to know immediately whether their skills match the role they're investigating. They also want to know what kind of technology they might be building if their skills match.

Employers need to take the time to be upfront about the technologies that are necessary for the role and what they'll be used for. **It may not be necessary to list every single technology your tech department uses, but make sure to include the *main* tools and proficiencies needed for the job.**

It's also vital to be honest. Don't say that a trendy technology in your tech stack is foundational to the role if it only accounts for a small percentage of the work. Otherwise you risk wasting both your time and the technical applicant's: 32 percent of developers pull out of an interview process because they didn't like the tech stack, which is second only to them backing out because they got a better offer.



32%

of developers **pull out of an interview process** because they didn't like the tech stack.

SECTION 2

Job postings for technical roles should prioritize transparency and nuance in how they describe the tech stack, skills and responsibilities necessary for the position. **Employers should view their job postings as advertisements that answer candidates' technical questions before they even speak to a recruiter.** Having a high degree of detail upfront works to maximize engagement early and gives technologists all the information they need to picture their day-to-day work in a position. This strategy will also allow candidates who may not be interested in the role, or who are not the best fit, to move onto other postings.

Employers can evolve their job listings for technical roles even further by being upfront about their hiring timeline and interview process. Interviews for many engineering roles, for instance, require time-consuming screenings with multiple hiring stakeholders and coding tests. When engineers know these details upfront, they can assess whether they can commit to the full interview process before hitting "apply."

Ultimately, when businesses offer multi-faceted transparency in their job descriptions, they give tech experts the insights they need to move forward with confidence. They also increase their chances of getting more qualified, committed applicants into the candidate pipeline, which reduces the time it takes to fill roles.

SECTION 2

Recruitment Marketing.

Job postings can work well to showcase the ins and outs of a technical role at a quick glance. However, employers also have opportunities to get deeper in the weeds around other areas of the role that applicants may care about.

For example, the top three challenges that developers face at work today are: rework and unplanned work; unclear direction; and inadequate technical knowledge or expertise within the team.

Developers in the job market may be curious as to how a dev team they're interested in approaches these challenges. And writing about these topics in job descriptions can be tricky or impossible due to length restrictions. **So employers can use branding to show rather than tell how they not only solve those challenges but how their teams use their tech tools. They can also show the impact these tools have on the product, team culture and more.**

Below, we collected a number of examples of businesses giving candidates a peek behind the curtain around how their technical teams operate across a number of areas. Take a look and try to spot opportunities for your hiring team to recreate similar stories.

SECTION 2

Employer Branding Examples That Engage Technical Talent.

What's a core pillar of your team's tech stack and why was it adopted?

- [Learn How a Mission of Financial Access Drives Tech Stack Decisions at Dave](#)
- [Vue vs. React vs. Angular: Developers Share Their Favorite Tech](#)

What are the best practices that keep your technical teams operating at peak efficiency?

- [7 Local Tech Companies Reveal Their Distinct Approaches to Engineering](#)
- ['Deployment Underpants' and Other Charms to Ward Off Release Day Disaster](#)
- [How to Stop UX Features From Snowballing](#)
- [Want to Automate Testing the Right Way? Follow These Best Practices.](#)

What is your team structure like and how does that infrastructure create success for each member?

- [3 Tips for Success as an Engineering Team Leader](#)
- [How These Companies Navigated Growing Engineering Teams](#)
- [The Secrets of Successfully Scaling Engineering Teams](#)

What interesting challenges is your team solving with your tech stack?

- [How 8 New York Software Engineers Solved Their Biggest Technical Challenges](#)
- [2 Engineers Share Their Biggest Technical Challenges — and How They Solved Them](#)
- [How a Recent Technical Challenge Became a Growth Opportunity for This LA Engineering Team](#)





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The already tight labor market just became even tighter as competition for tech talent reaches near-record levels. For any employer relying on the old hiring playbook, it's time to rethink approaches to recruiting and retention.

”

Tim Herbert

CHIEF RESEARCH OFFICER

CompTIA

SECTION 2

Recruiter Knowledge.

It helps to know your audience and speak their language. As a recruiter today, it's not enough to simply put a job posting up and hope for the best. Or task an engineering leader with the legwork of answering technical questions. **Technologists don't have much time to speak to recruiters, especially ones who don't understand their role.** In one example of this, we saw an engineer on LinkedIn who had a form for recruiters to fill out when messaging him. He used this form to decide whether he wanted to speak with them.

Recruiters that know more about the technical aspects of the positions they're hiring for will have an edge as they engage with the engineering and data professionals they're after. To hone this edge, recruiters can spend time with hiring stakeholders on their tech teams to ask in-the-weeds questions and understand how to speak to the company's unique use of their tech stack. They can also do their own outside research to learn important details about how technologists approach their work and what's important to them. To get started on these efforts, keep reading — we feature a [quick glossary on the top 10 technologies listed above](#) and others to help you get started with these learnings.

This deeper knowledge will help recruiters and businesses overall stand out in their outreach; it will make a more impactful first impression among the many other companies seeking talent.

Similarly, recruiters should also know where technologists spend their time looking for opportunities during their job search. In our Brandata survey, we found that most engineers and data professionals begin their job search on tech-specific job boards.

SECTION 2

Where Engineers and Data Professionals Start Their Job Search



A separate study on the popular developer resource site Stack Overflow found that developers discover the companies they want to work for across five key methods. In order of popularity, those sources are: their personal networks, news articles, company review sites, the company's blog or culture videos and lastly, ads.

Based on these findings recruiters can work to update their company's messaging about their open roles and their employer branding efforts in areas like job boards, ads and their internal blog. **And overall, the more that hiring teams know about where technical candidates spend their time during their job search, the more they can actively recruit through those mediums.**

SECTION 3

The Value of Non-Traditional Backgrounds + Upskilling.

The tech labor market has changed since the days when a bachelor's degree was a mandatory requirement to get an interview — especially when recruiting technologists. Not only that, but many of these professionals won't even book an interview if the position or company they're investigating doesn't ensure opportunities for their professional growth.

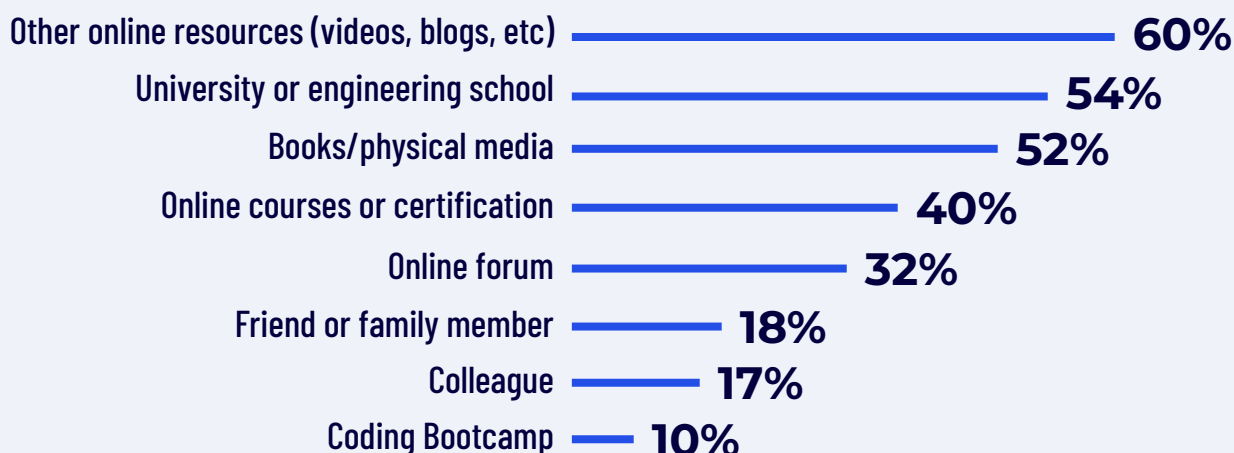
We explore both of these concepts in the next section and highlight ways that businesses can get ahead of these trends.

SECTION 3

Open Your Candidate Funnel to Diverse Professional Backgrounds.

Learning to code, manipulate data or master other technical proficiencies is not easy. But professionals today are adept at finding ways to learn these skills without ever entering a university classroom. In fact, based on inferences from [Stack Overflow](#) and [CodinGame](#) surveys, it's clear that between 1-in-2 and 1-in-3 developers did not learn to program at a university.

Where 82,000 [Stack Overflow](#) Respondents Learned to Code



Where 14,000 [CodinGame](#) Respondents Learned to Code



SECTION 3

Businesses that take a hard line on hiring technologists with traditional degrees are robbing themselves of opportunities to bring in more of the highly-sought-after tech talent they need. However, more companies are starting to catch onto this trend as the job market remains at a fever pitch. In fact, 39 percent of recruiters today regularly hire developers with non-academic backgrounds, which is a 16 percent increase from 2021. Additionally, 57 percent of recruiters are prepared to omit the CV from their recruitment processes.

Employers should look toward what a candidate is capable of doing with their technical experience — where they earned it is minuscule in the grand scheme of things.

Companies can promote the idea that they welcome non-traditional backgrounds in a number of ways. They can update job postings with requirements like “BS/BA degree or equivalent experience.” They can quantify it with language like “X years of experience” without mentioning a specific educational background. Or they can require that a candidate be able to accomplish a specific task, such as, “Use Python to build a finance-related data visualization model.”

No matter the approach, companies and recruiters within them could improve their hiring efforts by opening their applicant pool to technologists from all professional backgrounds.



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A computer science degree is no longer a must-have if you want a career as a programmer. With the wealth of online and offline resources available to everyone, coders of all levels of technical competence can improve their programming skills, opening up job opportunities in the booming tech sector.

”

Aude Barral

CO-FOUNDER

[CodinGame](#)

SECTION 3

Upskill Your Way to More Hiring and Retention.

Upskilling is a facet of professional development where employers help staff learn new skills to stay ahead in their field and take on new challenges as technology or their industries evolve. It's a practice that professionals today value because it can increase their overall market value and continuously help them secure a brighter professional future.

Developers specifically place great emphasis on professional development in their job search and once they're well-established at a company.

- **53 percent of devs consider leaving their jobs** to seek new opportunities to learn
- **56 percent of devs planning to stay in their current roles** are doing so because they have new opportunities to learn
- **58 percent of devs said learning opportunities** are very important to their overall happiness at work
- **Millennial devs place the highest value** on learning opportunities

Investing in upskilling has numerous benefits for tech companies: they consistently have employees with the most cutting-edge skills, they can improve hiring rates and keep attrition numbers low. **The companies that choose to build upskilling initiatives — whether through mentorship programs, learning stipends, internal skills development courses or other methods — will have greater appeal to technologists.**

SECTION 3

From there, businesses need to get the word out about the learning opportunities they offer. Employers need to highlight the specifics of their education initiatives in their job postings, blogs, employer branding content, social media content and wherever else they seek attention from candidates.



46%

Almost half of all Built In users value seeing growth opportunities in job descriptions above all else.






SECTION 4



Technologies Glossary.

Not sure what the technologies in our top 10 list are? We built a glossary that includes definitions and helpful links for each tool in the top 10 as well as others that are popular in the world of developers and data pros.



SECTION 4

Python

Python is a popular multi-purpose, open-source coding language. Many beginners turn to it for its simple syntax and readability. This is also why it's the language of choice for a lot of beginner-friendly training. Python is also used by multiple big-name corporations including Google.

- [Python for Non-Programmers](#)
- [Python FAQ](#)

JavaScript

JavaScript, or JS, is a programming language for the web. It enables web pages to be more than static allowing interactivity, animated graphics and much more to be displayed. JS can be used for front-end client-side code, back-end code for servers and game development. Its robust capabilities make it one of the most widely used languages in the world and is currently used on 97 percent of websites.

- [The Basics of JavaScript](#)
- [JavaScript Introduction](#)

Java

Java is an open-source programming language used by 12 million developers. It supports mobile, web apps, the internet of things, big data, machine learning and cloud infrastructure. It's one of the most popular programming languages and has a "write once, run anywhere" model.

- [Java Introduction](#)
- [The Java Tutorials](#)
- [Getting Started with Java](#)

SECTION 4

Oracle

Oracle is a relational database management system that helps enterprises manage their data. It is cost-effective and high-performing. It also supports modern applications and has an array of editions for businesses to choose from. Oracle uses the query language, SQL, to interact with the database.

- [Introduction to Oracle Database](#)
- [What is Oracle?](#)
- [Oracle Database Technologies](#)

C#

C# (pronounced as “C Sharp”) is an object-oriented language widely used when building desktop and web applications. The language was developed by Microsoft and runs on the .NET Framework. It is fairly simple to learn C#, especially if users are familiar with C, C++ or Java.

- [Introduction to C#](#)
- [A Tour of the C# Language](#)

.NET

.NET is a developer platform for building web, mobile, desktop, cloud and many other applications. It is a free and open-source platform created by Microsoft. The platform allows applications to have better response times while also using less computing power. It is self-proclaimed as the “most productive platform for developers.”

- [What is .NET?](#)
- [Why Choose .NET?](#)

SECTION 4

Node.js

Node.js is a free, open-source server environment that can perform JavaScript code outside of a browser. It can build scalable network applications and run on multiple platforms such as Windows, Linux, Mac OS and many others. The node.js environment is memory efficient and eliminates waiting for developers.

- [About Node.js](#)
- [Node.js Guides](#)

Ruby on Rails

Ruby on Rails, sometimes referred to as Rails for short, is a free, open-source web application framework. The framework was built using the Ruby programming language and officially released to the public in 2004. Rails helps Ruby developers write code more quickly and efficiently.

- [Intro to Ruby on Rails](#)
- [What are the Benefits of Ruby on Rails? After Two Decades of Programming, I Use Rails](#)

Scala

Scala describes itself as “a beautiful, modern, expressive programming language.” It is object-oriented and works seamlessly with Java. The language was created to help developers concisely build common programming patterns.

- [Introduction to Scala](#)
- [Scala FAQ](#)

SECTION 4

Between **1-in-2** and **1-in-3 developers** did not learn to program at a university.



SECTION 4

Go (Golang)

Go, also known as Golang, is an open-source programming language built to make programmers more productive. It was created out of Google employees' frustration. The language automates mundane tasks and removes challenges of large code bases. Go is syntactically similar to C, but with memory safety, garbage collection, structural typing and CSP-style concurrency.

- [An introduction to Go](#)
- [Go FAQ](#)
- [A tour of Go](#)

HTML

HTML, or HyperText Markup Language, building blocks are the most foundation elements of static web pages. If you want to create a website from scratch, using this language is often the easiest place to start. HTML allows users to create structured documents that denote specific functions like image rendering, links, lists, paragraph blocks and more. CSS, Cascading Style Sheets, is often closely associated with HTML as CSS is a markup language that enhances the presentation of elements on HTML pages. JavaScript is also closely associated with HTML for its webpage-enhancing capabilities.

- [HTML basics](#)
- [HTML vs. CSS: The Best Guide to Understand the Difference](#)

SECTION 4

SQL

SQL, an acronym for Structured Query Language, is a database management language meaning it can communicate with databases. It is commonly used with the following database management systems: Oracle, Sybase, Microsoft SQL Server and many others. SQL has the capability to update and retrieve data from these systems.

- [Introduction to SQL](#)
- [Welcome to SQL](#)

AWS

AWS, or Amazon Web Services, is an Amazon subsidiary that provides over 200 cloud computing platforms and APIs to individuals, companies and governments. These services — which assist with analytics, developer productivity, deployment, machine learning and many other areas — are accessed on-demand in a pay-as-you-go structure. The variety of ready-to-implement AWS services plus their cloud-based nature can offload significant infrastructure costs and/or time investments from development teams as they work on new projects. The most popular AWS tools include Amazon Elastic Compute Cloud (EC2), Amazon Simple Storage Service (Amazon S3) and Amazon Connect.

- [What is AWS?](#)
- [AWS FAQs](#)

SECTION 4

Git/GitHub

This free open source, version control software tracks changes within a project that one or multiple developers are working on. It allows users to see new updates, avoid duplicating work and revert to previous versions of the project if necessary. Git is its own entity whereas GitHub is a cloud-based space where developers can upload their Git-based projects for others to view and edit.

- [What is Git?](#)
- [An introduction to Git: what it is, and how to use it](#)

Docker

Docker is an open-source tool that allows developers to build and release applications quickly and efficiently in packages called containers. These containers feature all the libraries, system tools and code necessary to run the application in any environment and allow developers to easily build, start, stop and scale a specific application.

- [Introduction to Docker](#)
- [What is Docker?](#)
- [Docker FAQ](#)

Conclusion.

Technologists today essentially hold all the cards in the talent market. They've been among the most sought-after group of tech professionals in recent years (if not *the* most sought-after.) And as the job market holds steady while technology continues to advance, that trend is showing no signs of slowing down.

So employers must get scrappy if they wish to compete for the attention and talents of this group. Employers that can generate appeal based on the use of efficient tools and best practices will get more attention from technical experts. The recruiters that take time to learn about the technologies they use, the challenges they face and where they look for roles will have the best chances of booking interviews. The businesses that value experience over traditional degrees and that invest in upskilling will be rewarded for their open minds.

Overall, the companies and hiring teams that take time to learn what technologists are interested in, then commit time, energy and money to those interests, will set themselves up for hiring-driven success. From there, it's up to these businesses to put their best forward as they brand their investments to these tech-savvy experts.



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.

CONTACT US