

# Reimagining Recruitment: Hiring in the Age of AI.



#FINDYOURFORWARD

# Introduction.

There's no denying that the current state of the tech industry job market presents a compelling situation for today's hiring teams. Like many other industries, workers in tech have faced extensive layoffs and job cuts due to various economic conditions. Yet despite all the layoffs, unemployment in the tech industry is at a [rock-bottom rate of 2%](#) – so if you're looking to hire immediately, you might not see many inbound candidates.

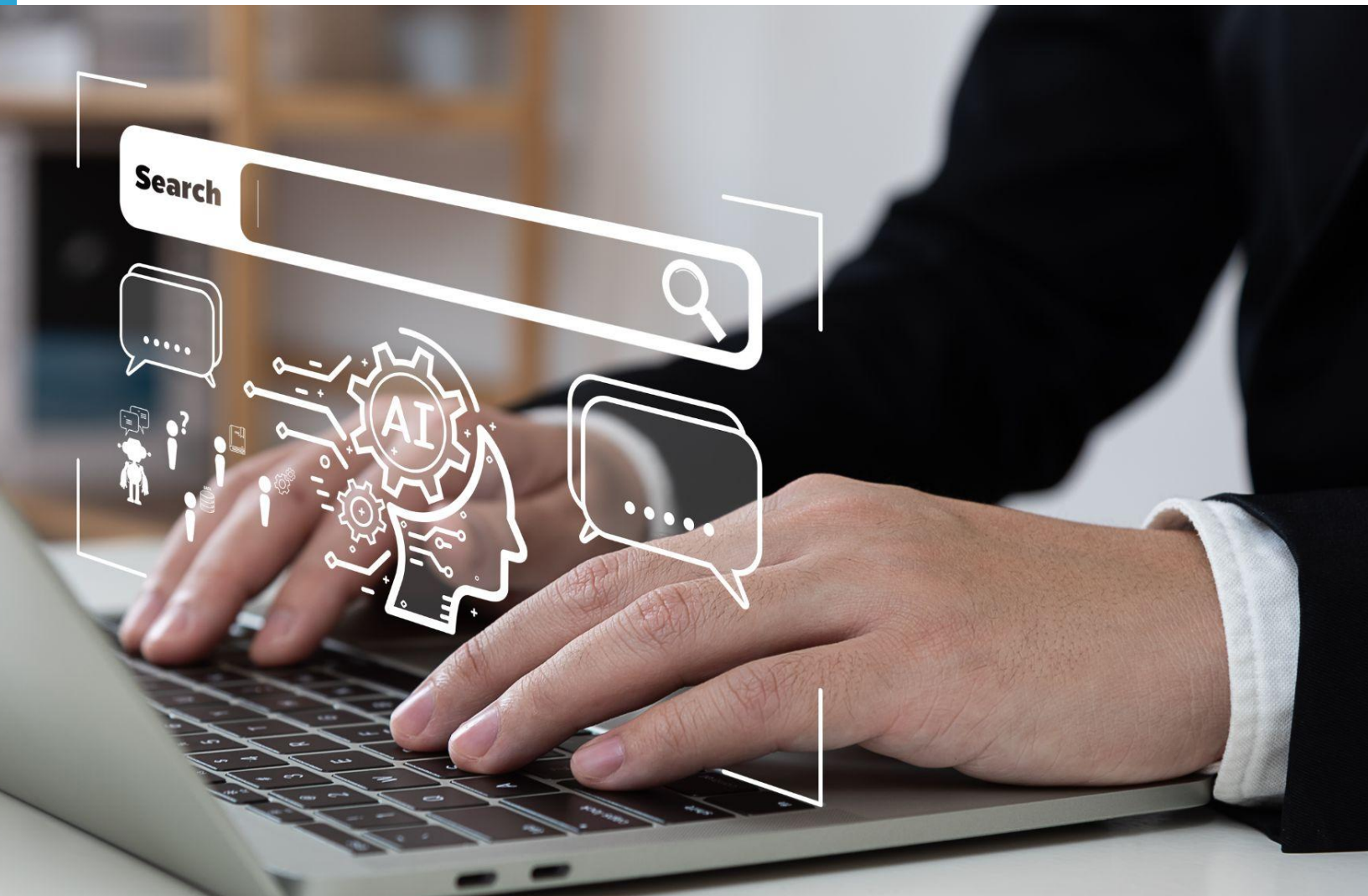
But all hope is not lost: [72% of tech workers are considering leaving their current roles](#). Whether or not your company is [actively seeking candidates](#), talent is always looking at potential employers. Therefore, it's crucial to cultivate an “always on” employer brand that highlights everything great about your company. This is why we suggest taking an evergreen approach to attracting and recruiting new talent—think of it as a proactive process that never stops. For example, the travel industry advertises year-round—not just during peak travel times. This way, when you're ready to travel, you've already done your research and know your top choices.

The same goes for someone in tech thinking about a new job but on a more accelerated and competitive timeline. For instance, by the time a candidate is looking at your job page, 70% of their hiring journey has already taken place. And with top tech talent averaging just ten days in the job market, your company has a very small window to make a positive, lasting impression on job seekers. If your company brand isn't out there, chances are you're missing out on top talent from the jump.

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But with hiring teams now leaner than ever before, how can they do it all? How can they nurture talent, build and maintain an “always on” company brand, and do all their other duties when they’re equipped with less time and fewer resources?

The answer is to empower hiring teams with the means to work smarter, not harder, with artificial intelligence (AI). This guide contains tips and strategies for using AI to streamline hiring processes, promote your brand and attract and nurture top talent without overburdening your team.



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## SECTION 1

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# Hiring Hack: Save Time and Streamline With AI.

The topic of AI is everywhere lately, and for good reasons. It's a great tool that allows you to do more with less—making it perfect for today's hiring teams. In fact, a [Mercer report](#) shows that 88% of companies already use some form of AI in their HR departments.



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But just how can AI facilitate the hiring process?

If you know how to use it properly, AI can help elevate your brand, write job posts and interview questions, connect top applicants with your open roles, nurture your ideal talent candidate pool, and reduce hiring bias.

Let's get into it!

# Part 1: Creating Content: Writing With AI.

With more and more AI tools popping up every day, you might say that we're living in an AI arms race. Nevertheless, the most well-known tool is arguably ChatGPT.

From developers using AI to decipher code to marketers drafting social media captions, AI tools like ChatGPT provide useful capabilities everyone can benefit from. So how can AI help support hiring teams with full workloads?

Here are just a few activities with which AI tools can help you save valuable time:

- Building employer branding
- Writing effective job postings
- Candidate outreach and correspondence
- Creating interview questions
- Personalizing candidate feedback
- Writing job offer letters

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AI tools can help you write engaging [employer branding](#) content that resonates with your target audience and nurtures the talent pool—including tech professionals. Remember, your employer brand is essentially your company's identity and reputation—it's what you're known for. Thus, building and maintaining your employer brand is vital for your company's hiring and retention efforts to be successful.

The types of content AI can help you create are practically endless.

However, to get effective results from AI tools like ChatGPT, the trick is to refine your prompts and provide the model with the guardrails it needs. Thanks to AI, what once took an hour and countless messages with subject matter experts (SMEs) in the field can now take less than five minutes.

It's true! You can check out examples of AI prompts from our very own Talent Team below.



Great! Now, create a list of interview questions to ask candidates for the head of marketing role.



Certainly! Here are some interview questions you could ask candidates for the Head of Marketing role at Built In:

1. Tell us about your experience with developing and executing marketing strategies for start-up tech companies. How do you balance short-term tactics with long-term goals?
2. How do you stay up-to-date on the latest marketing trends? Give us an example of a successful campaign you've run through a marketing channel?
3. How do you measure the effectiveness of your marketing efforts? Through your process for analyzing data and making adjustments?
4. Can you describe a time when you had to make a difficult marketing decision? What were the results of your decision?
5. How do you collaborate with cross-functional teams, such as engineering, to ensure that your marketing initiatives align with the company's overall strategy?
6. Tell us about your experience with building and leading a marketing team. How do you foster a culture of collaboration and innovation within your team?
7. How do you prioritize and manage your marketing budget? Can you give an example of a successful marketing campaign you've managed within a limited budget?



Now, act as a recruiter who is sourcing for this Head of Marketing role at Built In. Create an engaging outreach message to send to passive candidates on LinkedIn messenger. Goal: get them interested in the role and willing to take a call with you.



Hi Rachel,

I hope this message finds you well. I came across your profile on LinkedIn and was impressed by your extensive experience in marketing, particularly your focus on scaling start-ups.

I am currently recruiting for a Head of Marketing role at Built In, and I believe that you could be a great fit for the position. In this role, you would have the opportunity to work with a dynamic and fast-growing tech company that is committed to fostering connections between technology professionals and innovative companies in their local communities.

As Head of Marketing, you would be responsible for developing and executing a comprehensive marketing strategy that drives growth and success for Built In. This role requires a combination of strategic thinking and hands-on execution, and we are looking for

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# Part 2: Give Bias the Boot: Hiring With AI.

One of the biggest movements in company culture is DEI, which is short for diversity, equity, and inclusion. As we learned in our [2023 State of DEI in Tech Report](#), today's tech talent regards [DEI initiatives](#) as an important part of a company's culture. And with 51% of tech professionals unimpressed with the state of their company's current DEI efforts, this is a key part of the hiring process that AI can substantially impact.

But how?

In short, AI can help reduce bias in the hiring process from start to finish. As we mentioned above, AI can help you write job listings—and that includes making sure the job ad uses neutral, inclusive language.

To follow, AI can then help your hiring team screen applicants as they apply. Applicant tracking systems (ATSs) can omit personal and identifying information to create candidate profiles based solely on qualifications. This helps establish a more even playing field in the hiring process and ideally results in a more [diverse candidate pool](#)—which is a win-win for everyone.



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It's important to recognize that using AI to successfully reduce bias in your company's hiring efforts takes some work—both preliminary and ongoing. The most critical thing to remember is that AI tools are only as good as the model they're trained on. This means that if the dataset used to train the AI tool contains biases—unconscious or otherwise—the AI will inherit and perpetuate those biases. In a manner of speaking, your AI tool essentially becomes infected with bias.

Fortunately, the reverse of this concept is also true. If you train your AI model with diverse and inclusive data, your AI tool will be more successful in helping your hiring team create diverse candidate pools.

So the question is, what can your hiring team do to ensure your AI model supports blind applicant screening? Above all, it's vital that the company employees who build and modify the AI model receive thorough training in the best practices for data training and identifying biases based on race, age, and other demographics.

For instance, if you feed your AI model data from a source where a certain background is dominant, it can lead to bias in the system. Therefore, it's essential to monitor the diversity of the data you're training the AI tool with.

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As we indicated above, ensuring your AI tool is without bias is an ongoing process—feeding the model is only one part. It's important to monitor for any potential bias that might be germinating within your AI model. This includes analyzing and validating the tool's output or the selected candidate pool. But perhaps more importantly, this also includes validating the rejected candidates by working to identify the reasons your AI system chose to reject an applicant. For instance, even if the model doesn't evaluate race, it may [indirectly infer](#) it based on a person's name.

Even though training an AI tool to appropriately and successfully help with the hiring process takes time, the amount of time your hiring team will ultimately save and be able to dedicate to their other duties is invaluable.





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# Hiring Hack: Employer Branding and Talent Acquisition With Built In.

By now, your company is probably itching to start using AI to streamline the hiring process and nurture talent. And who wouldn't be? The benefits speak for themselves.

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So the question is: Are you ready to start saving time with AI? There's no time like the present to get the ball rolling with Built In.

Remember, AI is also a great talent acquisition tool. These systems don't just help you find the right talent without bias, but they also attract the right talent to your job postings.

Take it from us, **4 million** tech professionals visit Built In's job boards each month—that's a lot of talent! So we utilize (you guessed it) AI to help match all those candidates with jobs that align with their previous experience and professional goals. Not only does this use of AI save your hiring team a substantial amount of time sorting through thousands of potential candidates, but it also ensures that the people who meet your job requirements and are interested in the position see the post.

So how much time do you think this will save your hiring team? How many headaches? But wait—don't guess just yet, because Built In can do even more for your company.

In **Section I: Part 1**, we discussed how AI can help you build your employer branding. But then what?

Built In helps guide you through the next step by helping you put all your AI-generated [employer branding](#) into practice. This involves our team creating a well of content that spotlights your company's values and culture, initiatives, and top talent.

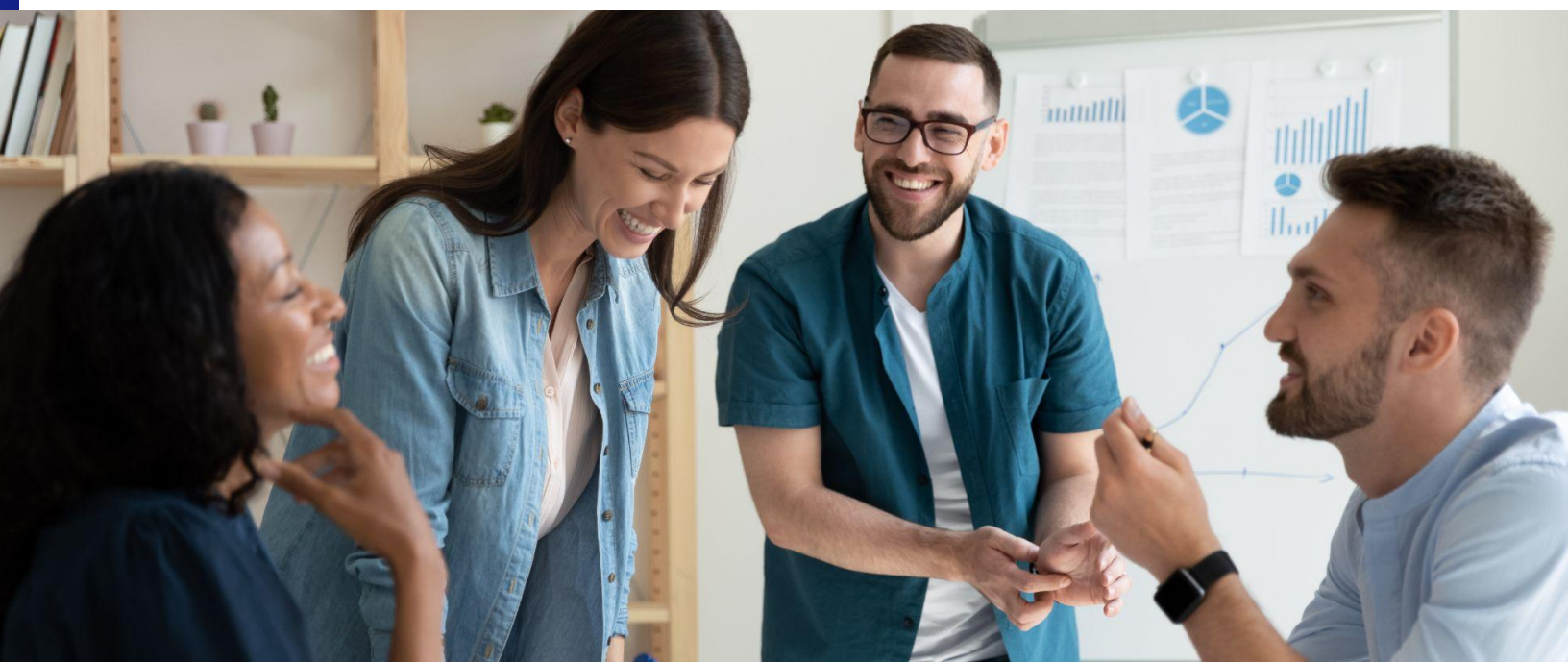
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Remember, 72% of tech professionals are considering leaving their current job and looking into other companies—Built In helps ensure that your company’s brand is one of the first ones they see. Whether someone searches “better work-life balance” or “hybrid tech roles in insurance,” your company’s page will be at the top of the list. So instead of spending thousands trying to rank for a single tech keyword, Built In ranks for 20,000 and ties your content to the ones that matter. Additionally, thanks to that well of content, candidates will have plenty of material to read through as they research your organization and decide if your [company culture](#) matches what they’re looking for.

The result? By the time your company is actively hiring, your hiring team will already have a highly skilled talent pool that’s interested in and excited about your company’s culture and vision.

And this is all in a day’s work. But the thing is, your talent team won’t have to do any additional work.





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# Build an “Always On” Brand with AI.

Amongst all the layoffs occurring in tech, today’s talent acquisition and retention teams are being asked to do even more work with even fewer resources. But there’s a powerful tool that can help in almost every aspect: AI.

With the help of AI tools, your hiring teams can effectively make sure your brand is “always on,” nurture talent and stand out from other companies—all while saving your team valuable time and bandwidth. The tech industry moves fast, but AI is the answer for helping hiring teams keep up and successfully attract and retain the field’s top talent.



# 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.



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**Let's work together.**

**CONTACT US**