



2024 State of the Talent Industry.

Leaders identify four trends to watch.



Introduction.

There's an old saying we've come to think of as an informal slogan for the talent industry: "The only constant is change."

In the ever-evolving landscape of the talent industry, 2024 poses unique challenges and opportunities for the talent industry. Economic uncertainty looms large, making it critical for you to effectively manage your organization's time, budget and resources. And strategic focus is more critical than ever for organizations aiming to emerge victorious.

To shed light on the path forward, we conducted a comprehensive survey of 1,089 organizational leaders, delving into their talent priorities and challenges as they navigate the uncharted waters of 2024. There were four prominent trends that your peers are paying close attention to:

1. Tech Hiring & Future-Proofing With Skills
2. Tech Recruitment Hasn't Gotten Any Easier
3. Hiring Challenges Are Expanding Globally
4. Employer Branding Is a Pillar For Tech Recruitment

This report delves into each of these trends in more detail, providing talent leaders and teams with the guidance to confidently and successfully navigate the talent industry in 2024.

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SECTION 1

The State of the Tech Job Market.

Before diving into the trends, let's take a moment to understand the current state of the technology job market.

On the outset, unemployment in tech [continues to sit at 2.3 percent](#), indicative of a robust demand for skilled professionals.

Furthermore, as of February 2024, companies are experiencing an application rate of 15 percent, a multi-year record high for the first quarter (Q1) according to [Built In's platform](#), which millions of candidates use monthly to find their next employer.

Despite economic uncertainty, survey results revealed a considerable level of hiring stability among companies, with 21 percent of organizations planning to maintain hiring levels similar to last year. And only a fraction of organizations (10 percent) anticipate an overall decrease in hiring.

While these findings suggest cautious yet optimistic business expansion, almost half of organizations (43 percent) foresee an increase in their hiring needs for 2024. This sets the stage for the four prominent trends that are top of mind for leaders in 2024.



SECTION 2

Tech Hiring & Future-Proofing With Skills.

Hiring tech talent emerges as the top recruitment strategy for 2024, highlighting the critical importance of technology proficiency in the evolving job market. A staggering 64 percent of organizations indicate tech roles make up more than 25 percent of anticipated hires in 2024.

SECTION 2

Closely related, hiring for skills of the future is also a top priority for organizations this year. This not only underscores the reliance on technology but also emphasizes the need for future-proofing through the cultivation of skills to drive innovation.

Organizations are focusing on long-term capabilities that will drive future growth through technology. This dual focus on hiring and skills development reflects a holistic approach to navigating the evolving tech landscape.

Companies who strategically hire with current and future technology needs in mind will not only win out today but be one step ahead as the talent industry continues to evolve. Because as you'll see next, tech recruitment is unlikely to become easier.

Q: Rank the following recruitment strategies in order of importance for your organization in 2024.

- #1 Hiring tech talent

#2 Hiring for skills of the future

#3 AI & technology integration in recruitment

#4 Employer branding

#5 Employee well-being & mental health initiatives
- #6 International hiring

#7 Pay equity & transparency

#8 Diversity & inclusion initiatives

#9 Remote or hybrid work policies



SECTION 3

Tech Recruitment Hasn't Gotten Any Easier.

Despite layoffs in the tech sector, only 19 percent of leaders report a larger candidate pool and three-fourths, a significant 75 percent, find tech recruiting extremely challenging. This paints a vivid picture of the obstacles organizations face in executing on their top strategic priority, acquiring top tech talent.

SECTION 3

Tech Recruitment Challenges

Winning against talent competitors is a significant obstacle for organizations, with emphasis on three categories:

41% struggle to compete on flexible work arrangements.

39% are challenged by total compensation offerings.

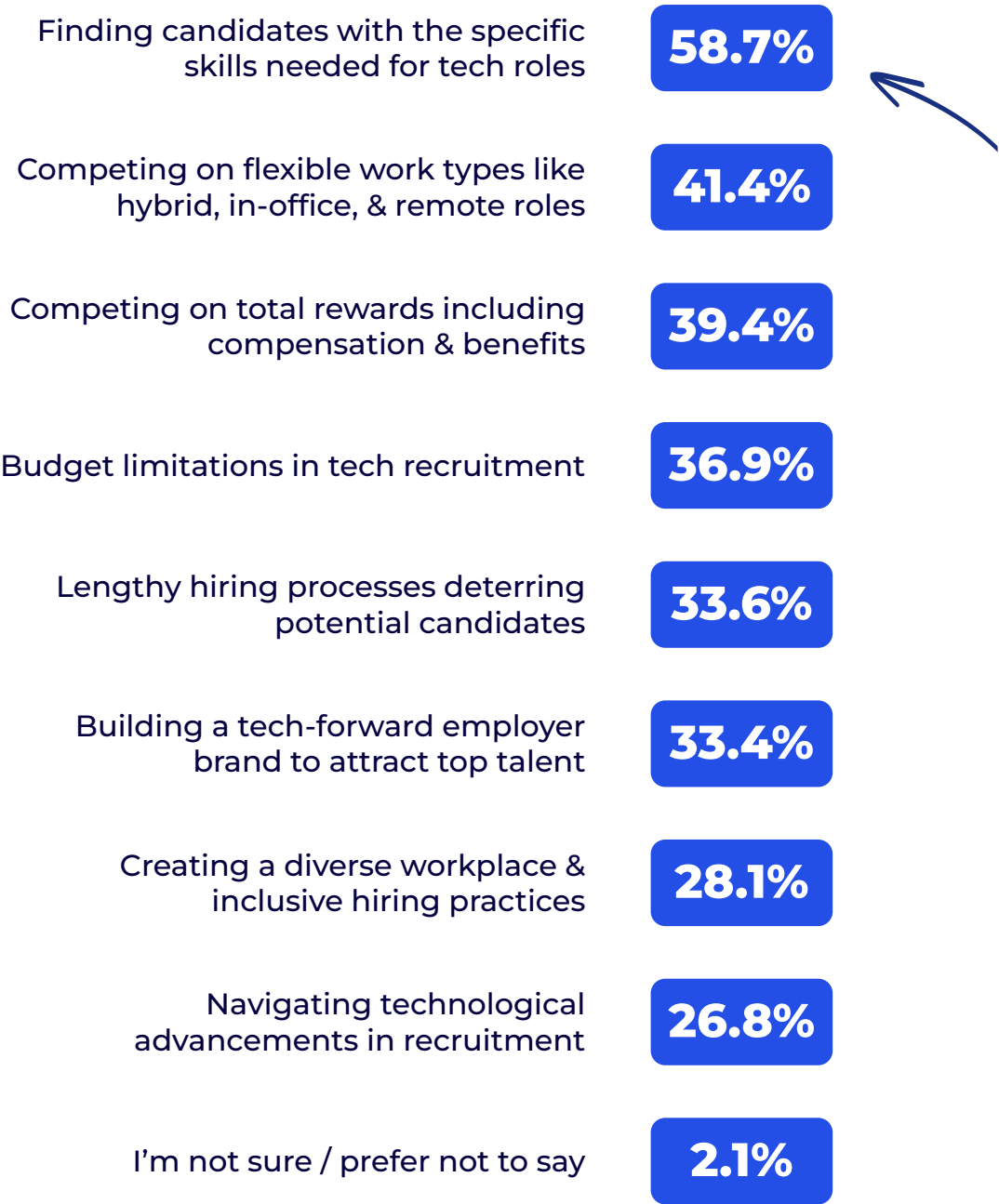
34% lose out due to lengthy hiring processes.

Compounding these challenges are resource constraints, with 37 percent of organizations citing budget limitations as a significant obstacle and 26 percent reallocating resources for international hiring, further intensifying the difficulty in hiring U.S. tech talent.

Yet, the biggest tech recruitment hurdle organizations face is finding candidates with the necessary skills (59 percent). The next section shares what channels are working to acquire qualified tech talent.

SECTION 3

Q: What are the biggest obstacles your organization currently faces when hiring qualified tech talent?



What's Working For Tech Recruitment?

Results from our survey indicate successful tech recruiting requires a multi-channel approach with a focus on personalized strategies. Online tech-specific platforms and robust employer branding emerge as the top two recruitment channels for hiring qualified tech talent.

Notably, traditional channels like referrals and sourcing, which historically were seen as most impactful, find themselves at the middle and bottom of the pack, indicating a paradigm shift in the approach needed to attract and retain tech talent.

Talent leaders who evolve their organizational offerings and recruitment strategies to meet the needs of sought-after tech talent will be one step closer to achieving their strategic priorities. Sticking with the norm will put your company even further behind in the race for critical tech talent.

Q: Rank the following recruitment channels in order of effectiveness for recruiting qualified tech talent for your organization in 2024.

- #1

Online tech-specific platforms

#2

Employer branding

#3

Social media recruiting

#4

Referrals
- #5

Third-party job platforms

#6

Events

#7

Outbound sourcing



SECTION 4

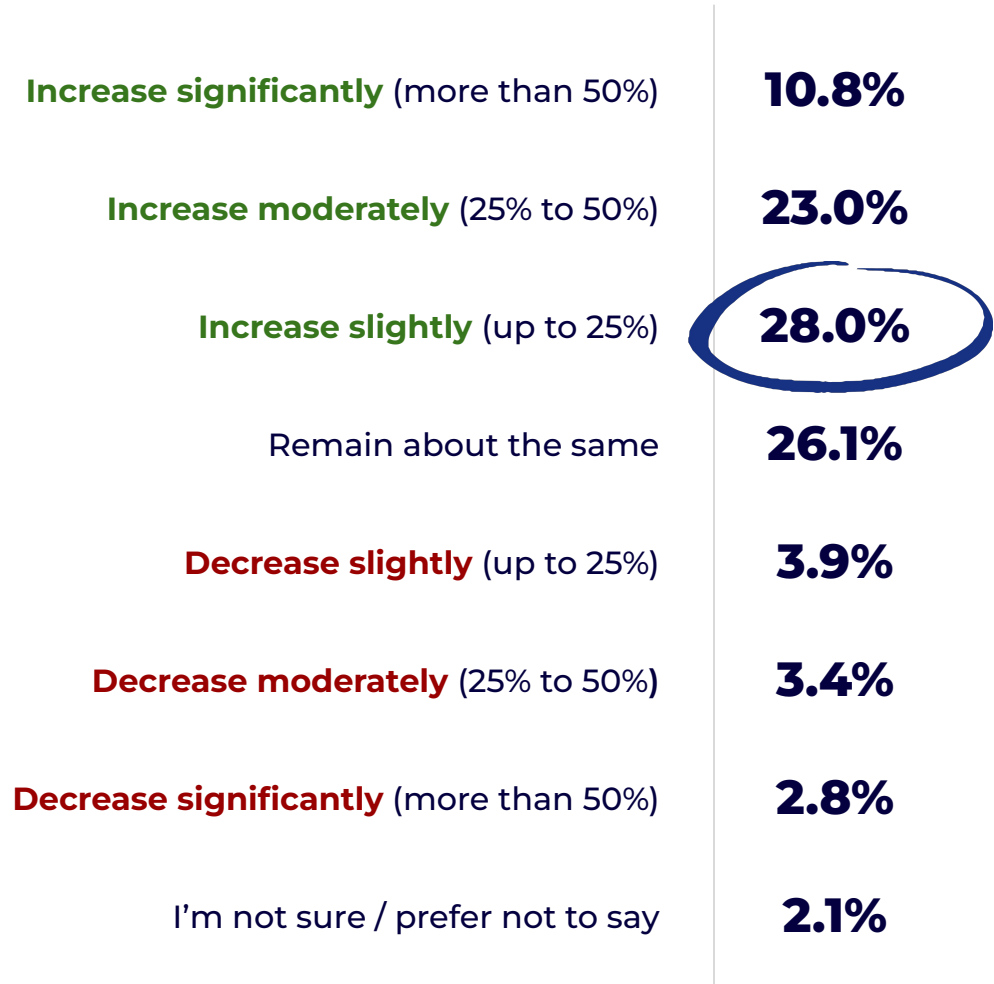
Hiring Challenges Are Expanding Globally.

The globalization of talent markets is an undeniable reality, with nearly two-thirds of companies increasing their international hiring in 2024. But if you're expecting this expansion to solve all of your hiring challenges, think again.

SECTION 4

International growth expectations vary, with 28 percent anticipating a slight increase (up to 25 percent), 23 percent expecting a moderate increase (25 percent to 50 percent), and 11 percent predicting a significant increase (more than 50 percent).

Q: Compared to 2023, how do you predict your organization's international hiring needs will change in 2024?



SECTION 4

Organizations are recognizing the need for targeted investments in international growth, with 38 percent allocating dedicated resources to this endeavor.

However, the challenges in international hiring mirror those in the U.S. talent market, with skill shortages and the need for a robust international talent pipeline being a concern for 44 percent of organizations. Budget constraints for international sourcing are a significant issue for 42 percent of organizations, emphasizing the need for a strategic and resource-intensive approach.

While expanding globally may widen your talent pool, you must be prepared to overcome similar challenges you face within the U.S. tech hiring market. Otherwise, this investment will result in more problems.

Q: What are the biggest challenges your organization faces as it relates to international hiring in 2024?





SECTION 5

Employer Branding Is a Pillar For Tech Recruitment.

A strong employer brand is increasingly recognized as a valuable asset in the competitive talent landscape. A notable 56 percent of organizations are increasing their investments in employer branding, showcasing a commitment to enhancing their market positioning to attract top talent. Only a minimal seven percent are decreasing investments, highlighting the widespread recognition of employer branding significance.

SECTION 5

Employer branding emerges as the fourth most common strategic priority for organizations. The emphasis on building and expanding employer brands is evident, with 50 percent actively expanding their employer brand.

Attracting tech talent takes center stage, with 38 percent of organizations prioritizing an employer brand that resonates with tech candidates. Retention (33 percent) and showcasing remote and hybrid work environments (33 percent) are also key priorities, reflecting a comprehensive approach to talent management through an employer brand.

Employer Branding Challenges

Despite the recognition of employer branding importance, effectively reaching and resonating with the desired talent pool within budgetary limits remains a complex task. Targeting and engaging the right audience with their employer brand prove to be the most challenging aspects for 44 percent of organizations.

Crafting appropriate messaging to attract talent is a significant challenge for 38 percent, while building an international employer brand and a tech-forward employer brand present challenges for 38 percent and 33 percent of organizations, respectively. Simultaneously, 33 percent of organizations are facing budget constraints when it comes to employer branding.

SECTION 5

Organizations know achieving their number one strategic priority of hiring tech talent without employer branding is unlikely. The talent teams who find a way to effectively build and manage a tech-forward employer brand with limited resources and budget will come out ahead in hiring top tech talent.

Q: What are the biggest employer branding challenges your organization faces in 2024?



SECTION 6

Conclusion: Where Do You Go From Here?

As we reflect on these trends, a clear narrative emerges. The technology job market is robust but intensely competitive. Leaders should prioritize a dual strategy of hiring top talent while investing in the skills necessary for future growth.

Tech recruitment challenges demand a reevaluation of traditional approaches. Personalized strategies, leveraging online tech-specific platforms and robust employer branding are the keys to success in this dynamic landscape. Resource constraints necessitate a strategic allocation of budgets and a careful consideration of time and resources.

Globalization presents both opportunities and challenges. Organizations must tread carefully, recognizing the complexities of international recruitment while strategically investing in dedicated resources for success.

Lastly, the increasing focus on employer branding indicates a shift towards holistic talent management. Crafting a compelling narrative that resonates with tech talent and investing in the right channels to engage this talent are essential components of a successful employer brand.

In conclusion, 2024 requires talent leaders to be agile, strategic and forward-thinking. By understanding these trends and the nuanced challenges they pose, leaders can confidently direct their teams to invest time, resources and budget in areas that will yield the greatest impact, ensuring success in the competitive talent landscape of the future.



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