# 7-step Guide: How to recruit top IT professionals

Hiring skilled IT professionals is no easy task. But it's crucial for your company's growth. So, what's the secret sauce of successful IT recruiting? We've listed the 7 most important ingredients!

Nobody seems to pay attention to your recruitment ads. And when you do find promising candidates, you often end up losing them somewhere along the recruitment process. Sounds familiar? You're not alone! The competition for business-savvy IT talent is peaking and hiring the right people for your company's tech positions can be a real challenge.

But don't despair – there are ways to fill your IT vacancies. We had a chat with Anders Persson, CEO and founder of Jobshark, who helped us list 7 things for you to keep in mind when building a winning tech team.

## #1 Don't wait for talent to come to you

Skilled developers and IT professionals are scarce. The most probable scenario is that the candidates you're looking to hire, either already have jobs, or are involved in other recruitment processes. What does this mean? It means that often, they're not reading recruitment ads. At all.

*"Headhunting is the best way, and often the only way, to find the right candidate."*

"At Jobshark, we use our large network, social media like LinkedIn, Facebook and other digital communities for IT professionals to spot interesting candidates and to reach out to them," says Anders.

A strong social media presence and a good process for connecting with the relevant people is vital in recruiting. It's not enough to use digital channels. It's essential to use the *right* channels and to have a solid social media strategy.

## #2 Don't automate – be personal

We've all received those automated emails and template-based DMs on LinkedIn and in our inboxes. In hundreds. Maybe thousands. Right? Now, be honest. How many of them have triggered you to make life-altering decisions, like quitting your job and applying for a new one? And how many of them… did you not even read…

IT professionals are literally flooded with job proposals. Most of which are neither opened nor read. Which makes sense, because changing jobs isn't something you do every day. And it's not something to be taken lightly.

For a person who's happily employed elsewhere, it takes more than an anonymous and automated email to consider a job change. Therefore, automated mass emails are a big no-no.

"You need to show the person you're contacting that you've done your homework. Knowing what they've done before, and only offering them relevant opportunities, is a way to build trust. Being relevant and building trust is crucial," says Anders.

## #3 Target the right candidates

A common mistake is to compose a too extensive list of qualifications and experiences that you're looking for in a candidate, or to aim for candidates who are overqualified for the position you want to fill.

Instead, consider what minimum core qualifications the position requires. A top-performer will quickly learn the new skills needed and will be stimulated by the challenge. With too extensive formal requirements, you risk missing those individuals.

"If for example, you're looking for a team leader for a small development team, you can target senior developers who are ready to take that next step and see it as an exciting opportunity to grow. Don't underestimate the power of motivation. The right person will quickly learn new things," says Anders.

Contacting the right candidates requires in-depth research and a solid understanding of the industry.

"Look for the candidates to whom the position you offer would be developing and a step up. That's how you get the best chance of them being interested, and of them doing a great job once hired," says Anders.

## #4 Be accessible and agile

Keep in mind that the people you're contacting probably already have jobs. And on top of that, they have families. They have friends. They need to shop for groceries. And walk the dog. And call their grandmother. And go to the dentist.

*"It's about lowering the barrier to having that first conversation."*

The point is, everyone's busy, and there's a ton of things competing for their attention. That's why you need to be super-easy to engage with.

"We always let candidates talk to us on their own terms. That can mean in the evening when their kids are finally asleep, using Skype, phone or live chat – whatever works best for them," says Anders.

If it's too complicated and cumbersome to be a part of your process, potential candidates will simply say "no thanks". If they even take the time to reply.

## #5 Position your company

Many companies are stuck in an old mindset, where job-seekers were the ones competing for job offers and the ones who had to cross the wild river to prove their motivation for the job. But with competition for qualified IT professionals being extremely high, companies who are not ready to shift this mindset are doomed to fail.

"Today, it's the employers as well who need to prove to candidates that they offer an attractive workplace and exciting opportunities," says Anders.

*"Employer branding is becoming increasingly important."*

The best employees are moving towards the best employers. To be competitive, you need to think about what makes you attractive as an employer and have a solid strategy for employer branding.

How you choose to approach and interact with potential candidates, sends a powerful message about your company.

"You need to frame your offer in a way that highlights your company's advantages, from an employee's perspective."

# #6 Team up with recruiters who specialize in IT

When recruiting for IT positions in a saturated market, credibility is key. The individuals you are trying to hire are highly knowledgeable people, with a very specific skill set.

"To create interest in the position you offer, you need to be able to use the right language and terminology. Knowing your audience is super important, and developers can be a very particular audience," says Anders.

When talking to a potential candidate, you need to know about everything from different programming languages and frameworks to development methodologies, certifications and other qualifications.

# #7 Have a good process

Many companies and recruiters miss out on great candidates by being slow, unprepared, complicated to deal with or not organized enough.

"The market for IT talent is super hot. If you start a conversation with a potential candidate who seems interested, you have to be prepared to act immediately. Otherwise, there is an overwhelming risk that one of your competitors will hire the candidate before you do", says Anders.

A good recruitment company will facilitate the process and make it easier for applicants – not add extra layers of time-consuming tests and interviews. You need to find a good process together with

the recruitment company. A process that is not too long, but still allows you to qualify the candidate in a good way.

"If you're hiring a developer, a programming test can make sense. But don't overdo it," says Anders.

If the test requires the whole weekend, there's a big risk that you'll lose the best candidate along the way.

"At Jobshark, we adapt our process to each company we work with. The goal is always for the whole process to be as smooth and quick as possible," says Anders.

If you need help recruiting top IT talent for your business, let's talk!

You can get in touch with us here [www.jobshark.se](http://www.jobshark.se), or send an email to us at [sales@jobshark.se](mailto:sales@jobshark.se).