How to Create a Tech Talent Brand
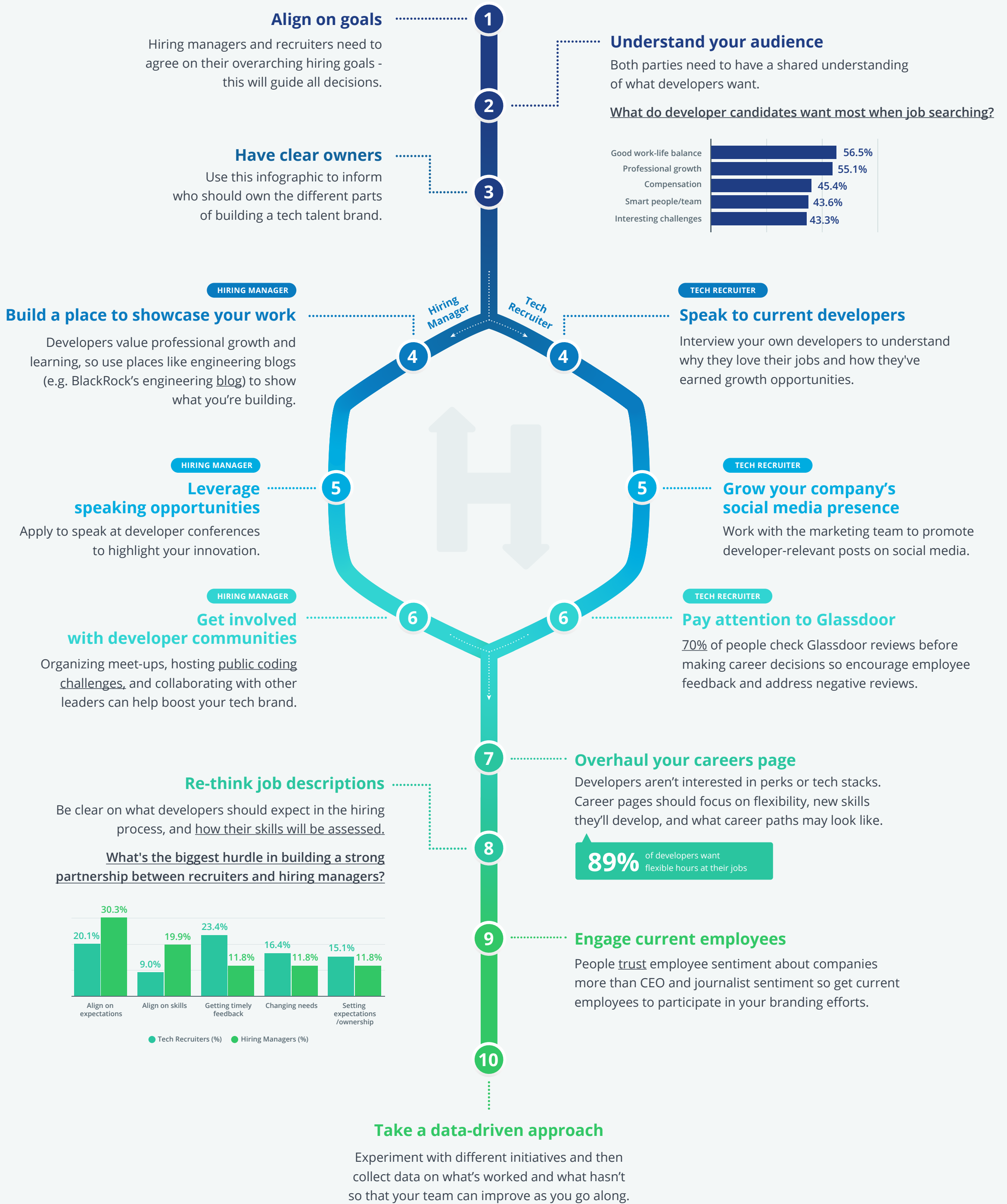
Tech recruiters and hiring managers need to work together and create a tech talent brand to attract developers in this hyper-competitive market.

1

Align on goals

Hiring managers and recruiters need to agree on their overarching hiring goals - this will guide all decisions.

2

Understand your audience

Both parties need to have a shared understanding of what developers want.

What do developer candidates want most when job searching?

Good work-life balance	56.5%
Professional growth	55.1%
Compensation	45.4%
Smart people/team	43.6%
Interesting challenges	43.3%

3

Have clear owners

Use this infographic to inform who should own the different parts of building a tech talent brand.

Hiring Manager | Tech Recruiter

HIRING MANAGER

4

Build a place to showcase your work

Developers value professional growth and learning, so use places like engineering blogs (e.g. BlackRock's engineering blog) to show what you're building.

TECH RECRUITER

4

Speak to current developers

Interview your own developers to understand why they love their jobs and how they've earned growth opportunities.

HIRING MANAGER

5

Leverage speaking opportunities

Apply to speak at developer conferences to highlight your innovation.

TECH RECRUITER

5

Grow your company's social media presence

Work with the marketing team to promote developer-relevant posts on social media.

HIRING MANAGER

6

Get involved with developer communities

Organizing meet-ups, hosting public coding challenges, and collaborating with other leaders can help boost your tech brand.

TECH RECRUITER

6

Pay attention to Glassdoor

70% of people check Glassdoor reviews before making career decisions so encourage employee feedback and address negative reviews.

7

Overhaul your careers page

Developers aren't interested in perks or tech stacks. Career pages should focus on flexibility, new skills they'll develop, and what career paths may look like.

89% of developers want flexible hours at their jobs

8

Re-think job descriptions

Be clear on what developers should expect in the hiring process, and how their skills will be assessed.

What's the biggest hurdle in building a strong partnership between recruiters and hiring managers?

	Align on expectations	Align on skills	Getting timely feedback	Changing needs	Setting expectations /ownership
Tech Recruiters (%)	20.1%	9.0%	23.4%	16.4%	15.1%
Hiring Managers (%)	30.3%	19.9%	11.8%	11.8%	11.8%

● Tech Recruiters (%) ● Hiring Managers (%)

9

Engage current employees

People trust employee sentiment about companies more than CEO and journalist sentiment so get current employees to participate in your branding efforts.

10

Take a data-driven approach

Experiment with different initiatives and then collect data on what's worked and what hasn't so that your team can improve as you go along.

Learn more about how to attract developers in the full guide

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