



The Tech Recruiting Starter Pack

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Tips to make a big impact
with a small team

Hiring technical talent is a constant struggle for every company. There are simply not enough coders to fill all of the open roles. This mismatch in supply and demand skews in favor of labor. Developers can choose from many opportunities. We built this guide to help you cut through the noise and recruit the talent that you need.

Table of Contents

- 01 Identifying your needs and starting point
- 02 Where to look for tech talent
- 03 Five Technical hiring challenges and tips to overcome them
- 04 How to communicate opportunities to developers

Identify your needs

Which types of tech talent am I looking for?

- Checklist: Front-end, full-stack, data scientist, site reliability engineer, technical product manager, etc.

What does the desired candidate look like?

- Which skills and experience would indicate a strong candidate?
- Which technologies does my tech team use?

How can we compromise to fill positions sooner?

- Which skills are must-haves and which just nice-to-have?
- How will candidates fit into the team structure?
- Is there flexibility on seniority level?

Which roles are the most critical to fill?

- Do we need everyone immediately to start projects, or can we ramp up over time?

Opportunity cost from unfilled technical job openings keeps many companies from reaching their potential.

Identify your starting point

How much time can my team spend on the hiring process day-to-day?

- Reviewing resumes
- Sourcing candidates via a database of resumes and/or profiles
- Interviewing
- Managing the candidate assessment process
- Communicating and scheduling with the candidate and hiring managers

Are my hiring locations competitive markets for tech talent?

Where to look for tech talent

Job Boards

- Job boards are a great way to reach active candidates looking for a job. Unfortunately, according to our 2019 Developer Survey with over 80,000 respondents, only 15% of developers are actively looking for a job. Luckily, about three in four developers are open to a new opportunity. To reach them requires a more strategic approach than “post and pray.” The more targeted you can be, the better you will be at finding relevant candidates. Clear and precise job descriptions drive higher engagement. We recommend working very closely with your internal tech leadership to outline the expectations of the role and the technology the team works with.

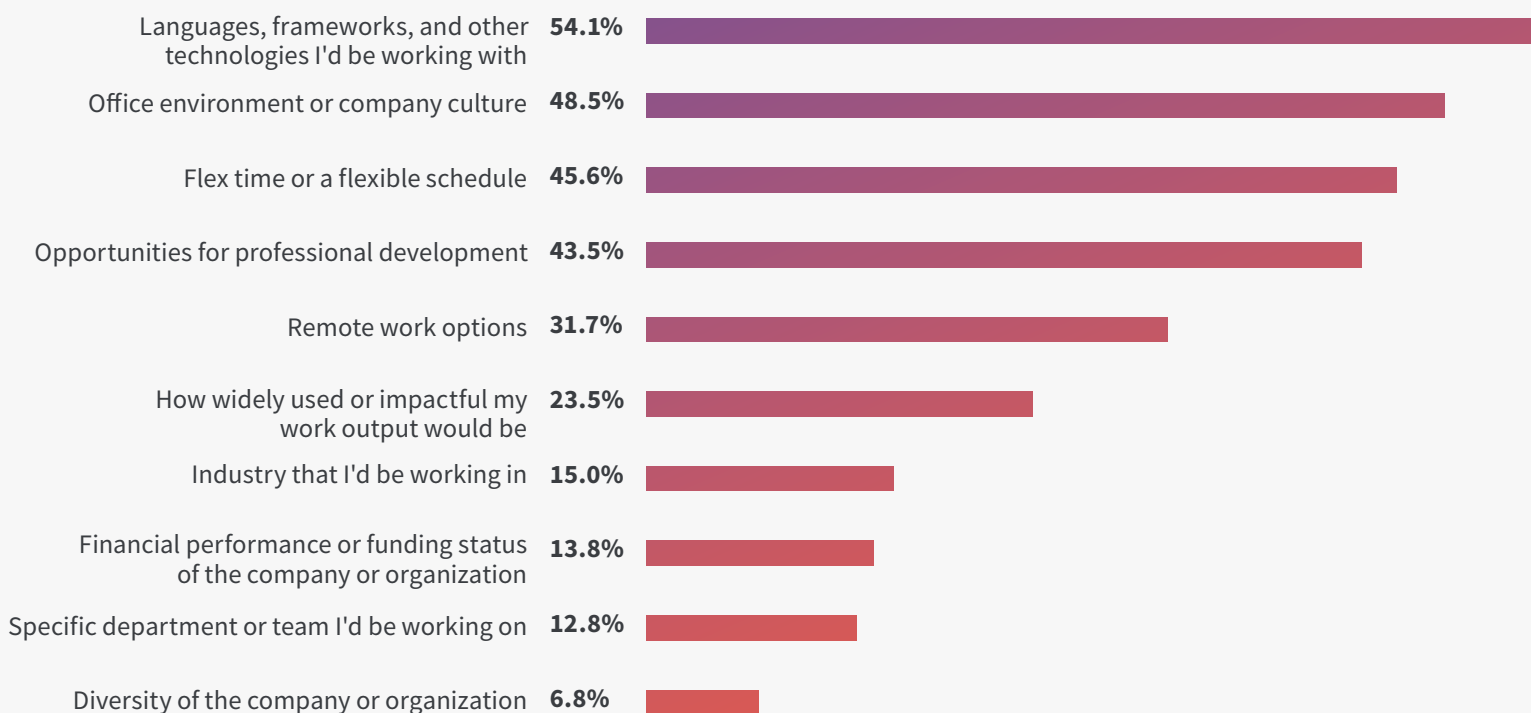
Stack Overflow Talent expands your hiring pool by using machine learning to match passive candidates with the right skill-set with your job listings.

Candidate Databases

- The reality of tech recruiting today means that inbound recruiting through job listings alone will not work. So you have to actively look for candidates. This is especially true for companies that do not have a recognizable brand. The good news: this gives you more control over finding the right person for your team. On platforms like LinkedIn and Stack Overflow, you can search and actively source candidates for your role(s). The quality of the platform is important because services, where candidates receive spam messages, tend to have lower response rates. The most successful companies involve senior tech team members in selecting candidates and tailoring the messages—after all, what could be more flattering to a developer than hearing from a team lead or CTO directly.

- As developer talent is in high demand, your emails can get lost among the sea of messages they receive. Technical workers dislike hearing from headhunters as opposed to the hiring company, so use that to your advantage. A lot of people are competing for the attention of people who code, so be respectful of their time. Differentiate yourself by focusing on what tech talent cares about most: technology, culture, flexibility, and opportunities for learning and personal development. Culture and flexibility are especially important when trying to hire female and non-binary workers.

Most Important Job Factors for Technical Talent



79,371 respondents globally;
top 3 factors selected

Five Technical hiring challenges and tips to overcome them

- 1.** It's hard to compete with large corporations on salary, but you can win points with other advantages. For example, you can focus on work-life-balance, company values and mission, your tech stack, the product you built, and the people you are building it with.
- 2.** Developers have lots of organizations competing for their attention, pique their interest with exciting projects or technologies your team is currently working on.
- 3.** Developers in cities such as New York City, San Francisco, and London have higher salary expectations—supporting a remote team can alleviate regional difficulties.
- 4.** It is challenging to find candidates with the right tech skills and relevant industry experience—place job listings on tech job sites such as Stack Overflow to get in front of the right people.
- 5.** My team has unrealistic hiring goals—set expectations early and fail quickly, then use the data and candidate feedback you gather to guide them toward success.



How to communicate opportunities to developers

- **Be human.** A new job is a big commitment, so give applicants as much insight into what joining your team will be like. Feeling good about a new opportunity will help set things off on the right foot.
- **Be direct.** Disclose the salary and benefits to avoid wasting time with poor fits. Note: Jobs with salaries on Stack Overflow Talent have a 75% higher click-through rate.
- **Keep them in the loop.** Informing candidates where they are in the process and delivering feedback in a timely manner deepens their involvement with your company. A positive experience helps transform a passive candidate into an interested one. Someone who isn't quite the right fit today could make a great future hire.
- **Talk shop.** Know your tech stack and that Java and JavaScript are not the same thing. If you don't know how to speak the lingo for your stack, lean on your technical colleagues. People who code relish the opportunity to discuss how products work with the team who built it.
- **Culture is king.** While an overemphasis on culture fit can result in group think, a sense of belonging helps teams succeed. At Stack Overflow, we talk about cultural addition instead of fit. What this means is we focus on what an individual can add to the culture as opposed to how they will conform to it. Talking about why your company is a great place to work is the first step on your employer branding journey.
- **Personal development.** Developers want to develop their skills and future-proof themselves. As the nature of technology is constantly evolving, the best technical talent is continuously learning to keep up with the latest trends. Let them know about the opportunities they will have to grow as part of your organization.



At Stack Overflow, we'll partner with you throughout the entire developer hiring process. From understanding the developer market to sourcing the right talent, we help you reach the right talent right now.

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