

How to:
**attract top
tech talent**

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In an increasingly data-driven world, attracting the right tech talent to your business is more vital than ever.

As a result, talent acquisition teams are under pressure to secure highly skilled, highly competitive talent with tighter budgets and tighter timelines than ever before.

So if it's expensive and time consuming to go after the top talent in the tech market, then you need some of them to come to you. And that isn't going to happen without a laser-focused attraction strategy for tech talent.

This step by step guide will help you craft and activate an attraction strategy that will position yourself as the destination employer for the tech talent you need.

It's based on our tried and tested methodology that's helped one of our clients increase the volume and quality of their tech role applicants dramatically.

In just 6 months, tech hires made from careers site applicants went from 27% to 72%. As a result, hires made from candidates that were sourced directly by the team went from 73% to only 22%.

Ready to attract brilliant talent, and save your team time? Let's get going!

Want to find out more about this project?

[Click here](#)

Step 1:

The Brief

Ask any recruiter, the most important part of the recruitment process is getting a really good brief.

It guides everything that happens next and aligns all the project stakeholders to exactly the same goals, which is essential to getting the investment and buy-in to create and activate an attraction strategy for tech talent.

Pinpointing your brief will help you identify the specific talent you need, when you need it and the challenges you'll need to focus on overcoming. To get that laser focused vision, you need to make sure you know the answers to the following questions:

- **Why do you need tech talent?**
Are you building a tech hub in a new market? Are you undergoing digital transformation?
- **How does the requirement for tech talent tie into your purpose and strategy?**
- **What is this talent going to be contributing in your business?**
Can you talk about this externally?
- **What will happen if you don't get this talent into your business?**
What's the impact of losing out?
- **What roles will you need to hire?**
When will you need them?

The output of this stage

A well-defined briefing document that will form the foundation of all the work you're about to do.

It's important to get this signed off and validated by your stakeholders before moving on, as any changes to the brief midway through your project may cause significant delays or additional costs.

Step 2:

Research

By now, you'll have a clear picture of your tech talent needs.

You're nearly ready to start building your attraction strategy, but before you get stuck in, you need a firm foundation of research that you can use to guide your approach.

But it's not just research into the external market about salary expectations and candidate priorities, you need to gather insights internally too: how does your current tech team feel about their roles? What are they excited about? How do your business leaders talk about the role tech plays in your organisation?

There are five core research areas that will help you build a full picture of what you have to offer, who you're offering it to, and how you stack up against the competition:

Ask your tech and business leaders:

- How do you explain what your organisation does to someone that doesn't know?
- What do you think has driven the major achievements your organisation has accomplished in the last few years?
- What do you think the greatest opportunities are for your organisation in the next few years? How will your tech teams enable these?
- What three words would you choose to describe the current working culture of your tech teams? Why those words?
- What kind of people thrive in the tech teams at your organisation? What does your ideal employee look like in terms of personality and attitude?

Ask your current tech teams:

- Why did you join this organisation when you did?
- What makes you stay at this organisation?
- What do you feel is exciting about this business?
- What do you enjoy about our working culture?
- Are there any elements of our culture that you think could hold us back?
- What do you think we need to change as a business to get to where we want to get?

Do competitor research to find out:

- How are your business and talent competitors describing their company culture?
- What are the key messages / benefits / areas of the business they're currently promoting?
- How are they articulating their organisation's purpose?
- What is the application journey like for tech roles?
- What tech skills are they actively trying to talent pool?

Ask external tech talent:

- If you were to go about changing jobs, what approaches would you take?
- You've decided to change jobs. Which are the three organisations you are most likely to consider? And which ones would you avoid?
- To what extent do you consider [your organisation] a potential next destination for your career? What makes you say that?
- To what extent do you think time at [your organisation] would enhance your CV?
- You turn around and tell your friends that you're moving to work for [your organisation] – how do you think they react?

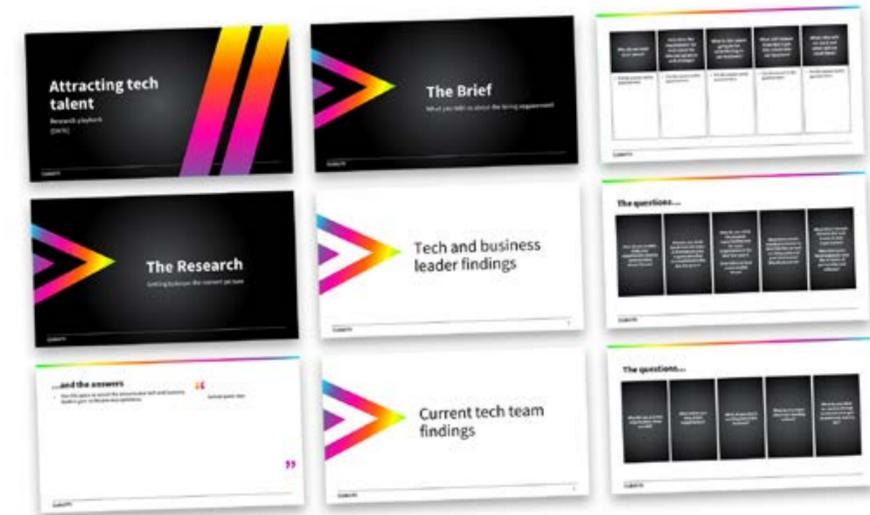
Look at your own data to discover:

- What are your current barriers to attracting great tech talent?
- What does your tech hiring data look like when compared to your general talent population?
- What sources tend to bring tech talent into your ATS?

The output of this stage

Consolidate all of the research you carry out into a research report that identifies:

- The consistent themes that came out of your research
- An overview of the things you do well as an employer for tech talent
- An overview of your areas for improvement
- What are the things that your leadership says that are the same / different to what your employees told you?
- Why do your tech employees stay with you?
- Where do you tend to find high performing tech talent?
- What does the tech talent you want to attract look for in a role? Do you provide this?
- How are your competitors positioning themselves to tech talent? How can you position yourself differently?



**Download a copy of our
template research deck**

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Step 3: Strategy

It's finally time to build your new tech attraction strategy.

Here you'll use your new insight to craft an attraction strategy that is based on information rather than assumption, staying relevant to your audience and true to your employer brand.

In this section we'll cover our approaches to three key phases.

 **Define your proposition and creative for your campaign**

 **Define the external channels you'll use to promote your proposition, content and roles**

 **Define the internal channels you'll use to train your TA team and hiring managers**

 **Define your budget**

 **Define your measures for success**



Define your proposition and creative for your campaign

You'll need to define your:

Overarching proposition line

Messaging matrix

Creative concepts

This is the summation of your proposition to tech talent, and will be the guiding statement behind all your communications to this audience. If you already have an EVP for your business, then your tech proposition should be aligned with this. Some examples of propositions in use by tech companies right now can be found on the next page.

This is a key document for your campaign. It will organise the messages about working in tech at your company by the [different personas](#) you're looking to attract. For example, early tech talent will be more likely to engage with messaging about career progression; diverse talent will be more likely to engage with messaging around inclusion and culture; and potential tech leaders will want to engage with messaging around the innovative technologies and projects you're looking to develop.

Hint: You can use AI tools like Chat GPT to create your 'starter for 10' messaging matrix that you can then adapt to your own organisation and audiences. Start with a prompt like: Create a messaging matrix for tech recruitment, looking at audiences for software engineers at early careers, manager level, and leadership level.

These are the guidelines that help your team understand how they should bring this campaign to life visually - if you already have an established employer brand then we recommend that this creative is aligned with the wider brand.

Example propositions:

Microsoft

Empower every person and every organisation on the planet to achieve more.

Microsoft's strapline reflects its commitment to empowerment, inclusivity, and the global impact of its technology.

Facebook

Move fast and break things.

Although Facebook has since evolved its strapline, this earlier one encapsulates the culture of rapid innovation and disruption.

Amazon

Work hard. Have fun. Make history.

Amazon's strapline communicates a balance between hard work, an enjoyable workplace, and the opportunity to contribute to groundbreaking achievements.

Apple

Think different.

While not explicitly a recruitment strapline, Apple's famous tagline has an inherent appeal to those who want to be part of a company known for innovation and non-conformity.

Netflix

Entertainment, made easy.

While more consumer-focused, Netflix's strapline hints at the simplicity and impact of the technology behind its entertainment platform.

Tesla

Accelerating the world's transition to sustainable energy.

Tesla's strapline reflects its mission and attracts talent who are passionate about sustainable technology and innovation.



Define the external channels you'll use to promote your proposition, content and roles

This will be heavily influenced by the output of your research that will help you understand where the tech talent you want to attract looks for content about new roles online.

<p>LinkedIn:</p> <p><u>Users:</u> Over 774 million members worldwide</p> <ul style="list-style-type: none"> • Predominantly professional and business-focused users. • Widely used by individuals in their late 20s to mid-60s. • Balanced gender distribution. 	<p>Reddit:</p> <p><u>Users:</u> Over 52 million active daily users</p> <ul style="list-style-type: none"> • Diverse user base, but popular among younger generations. • Predominantly used by individuals aged 18 to 34. • Overwhelmingly male user base - though the gender gap is narrowing. 	<p>Facebook:</p> <p><u>Users:</u> Over 2.8 billion monthly active users</p> <ul style="list-style-type: none"> • Diverse user base with significant usage by those aged 55 and older. • More female users than male users. • Used globally, with large user bases in multiple countries. 	<p>Stack Overflow:</p> <p><u>Users:</u> Stack Overflow is a question-and-answer platform for programmers</p> <ul style="list-style-type: none"> • Global user base with millions of registered users. • Used by developers, software engineers, and IT professionals. • Popular among individuals at different career levels, from students to seasoned professionals.
<p>Twitter:</p> <p><u>Users:</u> Over 330 million members worldwide</p> <ul style="list-style-type: none"> • Popular among users aged 18-49. • Widely used for professional networking. • Slightly more male than female users. 	<p>Instagram:</p> <p><u>Users:</u> Over 1 billion active users</p> <ul style="list-style-type: none"> • Skews towards a younger audience - particularly those under 35. • Very visual platform - great to show off authentic company culture • More female users than male users. 	<p>GitHub:</p> <p><u>Users:</u> GitHub is a platform for developers to collaborate on projects, and its user base primarily consists of software developers</p> <ul style="list-style-type: none"> • Diverse international user base. • Used by developers across various age groups and experience levels. • Popular among both open-source contributors and professionals working on private projects. 	<p>Dev.to:</p> <p><u>Users:</u> Dev.to is a community-driven platform for programmers and developers</p> <ul style="list-style-type: none"> • Attracts a diverse community of developers, including beginners, experienced professionals, and educators. • Emphasis on inclusivity and fostering a supportive environment for all levels of expertise.



Define the internal channels you'll use to train your TA team and hiring managers

Your channel strategy shouldn't just be focused on your external messaging, but it's really important to think about all the internal audiences you need to educate about your proposition like your TA team and your hiring manager population.



Define your budget

As with any strategy, it's important to have your campaign fully costed and signed off before you go into activation.

Download a copy of our campaign budget template

[Click here](#)



Define your measures for success

These may include:

- Time to hire for tech roles
- Application volume
- Cost per hire for tech talent
- Performance scores for tech talent
- Reduced churn rate for tech talent

Thinking about DE&I

Before you activate your strategy, look at all the elements of your strategy through the lens of DE&I to ensure that you're promoting diversity and best practice inclusive hiring practices at every stage of your process from attraction to onboarding.

- Are you showcasing a diverse range of tech talent throughout your attraction comms?
- How will you ensure you're removing bias from the selection process?
- How will you promote inclusion throughout onboarding?



For a comprehensive analysis of your recruitment process, download our DE&I strategy builder here

[Click here](#)

Step 4:

Activate

Having a great attraction strategy is the first step towards bringing in the best tech talent, but even the best strategies can be let down by an activation that isn't up to scratch.

Each stage of this process has involved careful planning and tactical thinking, and the rollout is no different! When you approach that activation in these three key stages, you'll have a tech TA strategy that is flexible, responsive, and durable.

Project plan a phased approach

- What are the basics that you need to get done first?
- How will you evolve your strategy as time goes on?

Set your teams up for success

- Create a content library for your TA team and hiring managers to use
- Create social media training and KPIs for your team so they can support your attraction strategy on their own channels
- Create selection templates and guidance for your teams

Test and learn

- Schedule regular meetings with key stakeholders and bring back insights from the market that will help you make continual improvements to your strategy
- Regularly report on the impact that your strategy is making on your business - get TA in the spotlight!

Getting the right talent to meet your tech needs could fast track your organisations' growth, and position TA as a major contributor.

By following a defined process which is tailored to attract tech talent, you can be sure that you've built a robust strategy informed by an accurate understanding of your needs and the talent landscape.

Want to attract tech talent to your business? The Caraffi team is here to help.

Whether you need some specialist TA heads helping you hire and source niche roles, or you want to create a proposition that makes you magnetic to tech talent - at Caraffi, it all starts with an advisory session with our attraction expert - Emma.

It's a 30 minute, commitment free session with our consultants where they'll give you their best advice, and their guidance on what to do next - whether that's working with us, or not.

If you've got a strategy that you want validated by the people who have done it before, or you just don't know where to start - this is a judgement free space to bring your talent challenges. See you there!

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CARAFFI

ELEVATING PEOPLE LEADERS

Everything we do exists to support our purpose of elevating people leaders in their role, career and function.

We want to make talent the engine room of every organisation. We want to change how talent acquisition and people leaders see themselves and their ability to drive business performance.

Whether you're new in role or in the midst of a transformation, Caraffi aims to elevate your capability, impact and reputation within your business and beyond.

