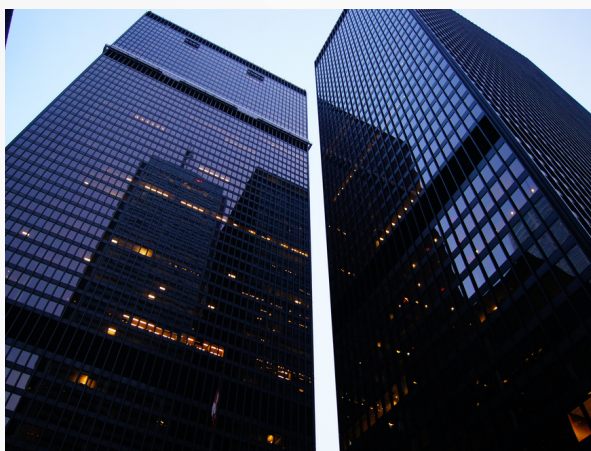




A STEP-BY-STEP GUIDE TO HIRING TECH TALENT



2023

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HOW TO WRITE AN EFFECTIVE JOB POSTING



When writing a job description, the main goal is to get the “right” job seeker to click on your posting, in hopes of moving them closer to applicant status. However, if your job posting doesn’t provide them with the right information, or isn’t attractive enough to compel them to apply, you will unfortunately be missing out on candidates that could be great fits for your role. Here are a few tips from Planet Technology to use when writing an effective job posting.

Creating Your Job Title

Don’t feel like you must use a General Job title, or an exaggerated title for your job. Start with a job title that accurately reflects the position and is easily understandable. Even include Software in the title. Ex: ERP Systems Analyst, Sr. ERP Project Manager, Power BI Developer.

Summarizing the Role

The position overview is what gives job seekers a general idea of what they’ll be doing. Be sure to talk directly to the job seeker rather than saying “the right candidate.” This will make the job ad feel more personal and encourage your potential candidates to envision themselves performing the job.

Listing Job Requirements

Highlight the five most essential job duties. It’s best to use bullet points when listing job responsibilities so that job seekers can quickly scan them. Start each responsibility with a “to be” verb rather than an “ing” verb to make your statements more powerful. Ex: Perform training and create training materials as necessary.

Qualifications and Skills Requirements

Once you have a job seeker excited about your opportunity, they need to find out if they are qualified to apply. Start by listing required skills such as skill sets, education, etc. Then finish with “preferred skills” that may not be required but would be nice to have such as additional education experience, or knowledge using a certain tool or software program.

Qualifications and Skills Requirements

Use this section to not only highlight your companies’ mission, vision and values but also include key attributes that would attract candidates to come and want to work for your company. This includes Insurance, PTO, Holidays, and any bonuses or stock options they may qualify for.

ATTRACT TALENT ON SOCIAL MEDIA



Now that you have your job description, it's time to get online. Many employers are getting creative by selling job seekers on their “great culture,” a “work hard, play hard” mentality and maybe even getting flexible with vacation time. The problem is, not everyone is looking for that type of environment. While you're looking for the best talent, you should also be looking for the right talent, and social media can help. Here are seven tips from Planet Technology to attract the right people to your organization with strategic employer branding.

Be Transparent

Show your audience there are real people behind the company logo. When advertising what do you have to offer to potential tech talent, identify your key selling points. What can you show them about the experience they will have as an employee? Take a photo of a technical professional development class you offer or other benefits you provide.

Be Authentic

Candidates want to see the real “you” and may not be impressed by a generic-looking marketing ploy that looks like all the others. They want to know what your company stands for, how you're different and what a day in the life looks like.

Create an Employer Profile

There are plenty of public online spaces outside of your normal LinkedIn and Facebook pages and your Twitter profile where job seekers are going to learn more about you. Sites like Glassdoor are specifically designed to help job seekers vet potential employers.

Post Relevant and Interesting Content

Depending on the talent demographic you are targeting, many candidates seek a job where they can be part of something larger than themselves. So showing them that you're working on a cool tech project that's going to revolutionize the way your company operates or that you recently adopted new software should grab their attention.

Get Your Employees Involved

Employees have their own minds with their own interests, so employ them as brand ambassadors. Let them share their excitement online!

BEWARE OF FAKE CANDIDATES



Finding the perfect IT candidates can be a challenge. Sometimes it's luck, more often it's skill but, either way, securing the right person for the job has become a lot more difficult. Factor in the growing number of "fake" candidates saturating the market and things start to get even more complicated.

What Do You Mean Fake?

Fake candidates have always been around, but our team at Planet Technology noticed that the problem escalated with the onset of Covid-19 and the subsequent rise in remote work. In its most mild form, these candidates simply find ways to pass interviews and technical screening. It's not until they've been working for a while that the employer realizes that they don't have the proper skills for the position. More insidiously, the candidate who shows up for the job is an entirely different person than the one who interviewed.

How to Spot Them

There are ways for us to prevent it, fortunately. It can be easy to spot fake candidates if a recruiter is thorough. Often, the resume will read like a manual for the job you're trying to fill, complete with every keyword, buzzword and skillset you want to see. Generally speaking, if a resume seems too good to be true, it probably is.

Sometimes, it's the dates on a resume – they don't match up or there seems to be a discrepancy. It's worth calling the candidate but checking on the dates becomes a necessity.

LinkedIn becomes crucial – nine times out of ten, a fake candidate's resume will change to match the job they're trying to get so pulling up a LinkedIn profile to compare to the resume will help uncover red flags. If the candidate doesn't have a LinkedIn profile, that's a major red flag unto itself.

Verify Your Candidates

During interviews, you can ask candidates to share their screen so that you can make sure there aren't any red flag activities. Don't be afraid to ask them to verify their identity when you start the interview either. Have them show an ID to the you via the camera so you can make sure they are who they say they are.

Last but certainly not least, ask for references – and then check the references. This is the best way to find out if a job history has been fabricated or even if the candidate has even pulled this old 'switcheroo' routine before.

MAKE SURE YOUR NEXT HIRE IS A CULTURE FIT



You could argue that culture fit is one of the most important factors when it comes to retaining talent. There is an old saying, “one bad apple can spoil the bunch” and our team at Planet Technology couldn’t agree more. Hiring the wrong fit can cost you time, morale and productivity as well as dollars. The challenge? Culture fit is subjective, arbitrary and highly personal, but it’s also critical. Here are some key things you can do during the interview process to improve your chances of hiring the next rising star.

First, Define Your Culture

What are aligned values, beliefs and behaviors that make up your organization’s environment? What is your mission statement? It sounds obvious, but knowing what your company values most is critical when hiring new employees. Consider your top performers and evaluate what makes them successful from a qualitative point of view.

Ask Situational Questions

Determining whether someone will be a good culture fit starts in the interview. It is important to ask the right questions – and not just questions related to the candidate’s technical experience. Asking open-ended, “what would you do if...” questions can give you valuable insight into a candidate’s work style and how he or she will respond to potential challenges.

Solicit Multiple Opinions

Involve peers, direct reports and managers in other departments in the hiring process. Compare interview feedback notes from everyone who has met with the prospective hire.

Embrace Diversity

The ideal hire may very well be the guy who is completely different from everyone else on your team. For example, is your team full of vocal extroverts who could benefit from a more reserved, thoughtful team member? Do you have a few “big picture” types who could benefit from someone who is more detailed and tactical? Finding team balance is key.

Set the Proper Expectations and Above All, Be Honest.

Find opportunities to talk about what traits are common among the most successful people at your company. Be candid about your expectations for working from home, general work hours, being available on weekends, attending company outings, etc. Paint an accurate picture so a new employee isn’t blindsided when he or she gets on board.

CAPITALIZING ON CONTRACTORS



While using contract resources has traditionally been an option for “filling holes” and meeting project demand, these days they have become an even more critical part of a company’s workforce. When it comes to hiring, bringing on new employees can be a time-consuming and costly investment with a long-term commitment which might not be the right fit for every business right now. Tapping into the contract resource pool for specialized knowledge and skills can help organizations complete critical projects on time and on budget.

Hiring

“Measure twice, cut once.” While we might not be carpenters, the principle still applies. Due diligence during the recruiting stage is key. Planet Technology suggests that you invest extra time on the front end to clearly set expectations for the position.

While it’s a great idea to involve others from your team, and even schedule a second interview with top candidates, you must proceed with a sense of urgency. Be thorough, but you’re not hiring a permanent employee here, so don’t use the same exhaustive process. Also be sure to let candidates know upfront what the process will entail and set expectations on timing. It’s important to move quickly when you find the right fit so you don’t lose a candidate because they don’t know where they stand.

Ramp Up

Once the contractor is onboarded, make sure that they’re set up for success by communicating expectations early. Remember, they haven’t had the benefit of growing up in your organization and haven’t yet developed informal networks to rely on but have rather been parachuted in to solve a problem. Moreover, it’s critically important with remote workers that the expectations related to attendance on calls & meetings, turnaround times, and response times should be explicit. It’s also important to remember that when someone comes in from the outside, they need to get up to speed and productive as soon as possible, but they also face a bit of a learning curve.

Execution

When the contractor has plugged into your team and hits the execution stage, they’re ready to dig into their job. But that doesn’t mean that they should be toggled over to autopilot. Engagement remains key as they continue to settle in, and like the other stages, communication is still incredibly important.

CHOOSING BETWEEN TWO GREAT CANDIDATES



You've gotten to the final round and now you have to choose between two great candidates. The perfect candidate possesses a combination of the right skills, experience, and personality for the job. Get any one of those components wrong, and your new hire will result in more headache than help. So, what's a hiring manager to do when faced with the tough choice of deciding between two candidates that appear to be a good fit?

Clearly Define your Ideal Hire

The most important step in choosing between great finalists comes at the very beginning of the hiring process. When thinking through your ideal new hire, Planet Technology suggests that you ask yourself:

- What business need are you trying to solve with this hire?
- What are the essential skills and experience necessary for this role?
- What personality traits are vital for success?
- What does it take to thrive in your company culture?

By thoroughly defining all these criteria at the start of the hiring process, you'll be set up for success before you even get to final round interviews.

Advance the Best Candidates

Hiring is a big investment for any company, and it's essential that you get it right the first time. Interviews are your chance to really get to know a candidate so you're only passing ideal candidates on to the final round interviews.

Having a structured plan for the interview process ensures that you gather all necessary information early in the process, address potential red flags, and don't find yourself in the situation of bringing too many people to final round interviews.

Trust Your Recruiter

Their judgement is a great thing to defer to when you find you like more than one candidate in final round interviews. Your recruiter is in the unique place of understanding what you're looking for and knowing the candidates better than you possibly can in your few interviews.

Recruiters fully vet candidates, working to ensure they only pass you the most qualified candidates. If they take the time to connect you with someone, it's because they truly believe this person is a good fit for the job AND that they're likely to accept your offer.

Hire for Fit, Not Feelings

Remember that you made that list of criteria for a reason – to hire someone that will be happy and successful in the role.

STAYING COMPLIANT WHEN HIRING OUT-OF- STATE EMPLOYEES



Since the COVID-19 pandemic, Planet Technology has seen a drastic change in the workforce leading to a significant increase in remote employees. It just makes sense. Employers see cost savings, have a wider talent pool, and see better employee retention. While there are many benefits to hiring out-of-state remote workers, it's important to understand and HR compliance with state and federal requirements.

Register in States

Be sure to research the correct application process, as each state's process can differ. Usually, the registration process will start with the Secretary of State. Look into applying for permits, filings for taxes in a timely manner, registering as an employer, etc.

Research Labor Laws

It's important to be mindful of federal compliance as well as state labor laws when hiring employees in different states as they can be widely different. For example, some states require employers to provide state sponsored benefits coverage. Start by doing your research and visit the state's Department of Labor website or the [SHRM website](#).

Unemployment Taxes

Unemployment taxes are usually withheld at two levels – federal and state. Federal unemployment tax or FUTA is a federal payroll tax imposed on employers who pay wages to employees. It does not vary across different states. State unemployment tax or SUTA is a state-imposed payroll tax. SUTA can vary wildly across different states.

Each state has their own sets of tax rates and taxable wage base.

Based on the workforce information you provide to the state, it is up to the state's labor department to evaluate and provide the rate at which SUTA is imposed.

Compensation Package

Paid time off is usually seen as a perk or benefit provided by employers to attract talent, but some states require employers to offer mandatory paid sick leave (ex: California and Colorado).

Different Onboarding Processes

In recent years, the pre-employment screening process has become more complex to navigate when it comes to drug tests because of our geographically diverse workforce. This has led some employers to eliminate the pre-employment screening process all together from the onboarding process.

If you do choose to run a drug screen and background check, it's important to do your research on the vendor that you will use to provide you with the screening service.

TIPS WHEN ONBOARDING CONTRACTORS



As we discussed earlier, contract employees can be your silver bullet, it's important to remember that it takes more planning than just identifying the need and the selection of the candidate. In order to successfully get the most out of your investment, you also need to plan for how you integrate them into your systems, processes, and culture.

The Mistake Most Companies Make

The biggest issue our team at Planet Technology sees when companies hire contractors is that they become so focused on scoping out the need and hiring the right person that they fail to plan for what happens post-selection.

Many hiring managers are familiar with HR taking care of onboarding employees, including communicating with them prior to start date, collecting documents for compliance, initiating creation of system accounts/access, just like they would for normal hires. But oftentimes these responsibilities lie in the hiring managers' hands because the contractor is not an actual employee of your company, and thus HR often legally cannot engage with them. And besides ensuring that contractors have what they need to start, hiring managers need to also provide relevant training on internal systems, communicate expected deliverables, set a work schedule, and establish communication protocols.

Execution

The good news is that these problems are easily overcome by having a proactive and holistic plan in place when bringing on a contractor. The companies we have worked with that do this exceptionally well, follow 3 main tips:

1. They involve key stakeholders: Once you have the scope of the contract need determined, ask HR, finance, IT, production, or any other relevant team for feedback. Understand what elements are needed from each department to facilitate the selection and onboarding process.
2. They create a contractor checklist: When a contractor shows up on their first day, they'll likely have little to no knowledge of how your company conducts business, what systems you use, or typical hours people work.
3. They designate a point of contact: Contractors will inevitably have questions, so preempt that by appointing a point of contact (POC). The POC should serve as a liaison between the contractor and whoever else they may need to speak to within your organization.

UTILIZE A STAFFING PROVIDER



Being in the recruiting business, our team talks to a lot of clients about what they're looking for in a staffing provider. Most want things like industry expertise and geographic coverage. Some want their staffing provider to be involved in the community and to promote diversity, equity and inclusion initiatives. But, in our experience, all of them want a robust and efficient delivery model. After all, little else matters if your recruiting partner can't deliver on talent.

It's All in the Delivery

Delivery—AKA recruitment—is a critical way a staffing partner can add value to your recruiting process. Without an effective model, a firm won't be able to fill your requisitions. So, if you're in the market for a staffing provider, make sure they're an organization that can put more than one set of eyes on an open position to ensure you find the right candidate for the job. But be on the lookout. Some staffing firms are only focused on their time-to-fill rate, and will throw any ole consultant at you in hopes of securing a placement. This isn't a good approach for anybody: That recruiter and that firm earn themselves a bad rep. The candidate is unhappy. And worst of all, you – the client – are out money, and have to reinitiate the process all over again.

The Differentiators

An experienced staffing provider, however, can deliver quality talent in a timely fashion, already having several recruitment funnels and pipelines in place before setting out to fill a req. At Planet Technology, for instance, we have networks of recruiters dedicated to forging national relationships with passive and active technical candidates. Proficient recruiting teams will not only spend the day responding to job orders and client requests, but are also actively building out their pipelines in multiple geographies with candidates of varying expertise and backgrounds: From java developers at large corporations to UX designers working at startups.

The best staffing organizations will have a depth of recruiting resources coupled with a nuanced understanding of the market. When we at Planet Technology are engaged for staffing services, we can seamlessly divert resources to find qualified candidates on your behalf. This process only becomes more efficient over time, as we deepen our understanding of your particular technology needs. We've done the work to build relationships within Software, ERP, and Creative and Digital communities of talent, helping us find referrals and fill positions even faster.

READY TO HIRE TOP TALENT?



Planet Technology is a global staffing and recruitment firm that specializes in sourcing top talent for roles within the Core Technology, Enterprise Systems, Cybersecurity, and Creative & Digital sectors. Our goal is to connect professionals with opportunities that will allow them to achieve their potential and develop a clear career path. We strive to connect talent to the right position based on one's skills and the culture they are looking for.



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