



In partnership
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techUK

Webinar

**How to build an employer offer to
boost tech talent attraction & retention?**

- The current state of the UK tech market
- Key research findings
- Where employers are going wrong
- Getting it right
- Actionable advice to elevate your tech hiring strategy
- Q&A

YOUR EXPERT PANEL:



Dom Harvey
Director at CWjobs



Sarah Woherem
Technical Recruiter at
Vallum Associates

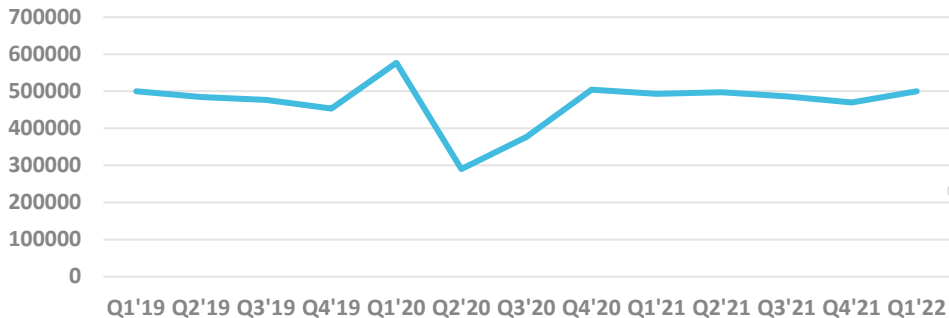


Reace Wade
Early Careers
Manager Graduates
& Apprentices at BT



Dilani Selvanathan
Research and Development
Engineer in Robotics
Recent Graduate

IT JOB POSTINGS ACROSS THE MARKET 2019 - 2022*



*OTT, 1st Jan '19 – 30th April '22 -

<https://builtin.com/recruiting/recruiting-trends-2022> <https://technation.io/insights/diversity-and-inclusion-in-uk-tech-companies/>
<https://www.prnewswire.com/news-releases/it-talent-trends-for-2022-released-by-info-tech-research-group-301501885.html>
<https://www.hays.com.au/it/blog/-/blogs/the-most-in-demand-tech-jobs-for-2022> <https://www.codingame.com/work/blog/tech-recruiting/tech-hiring-trends-2022/>
<https://builtin.com/diversity-inclusion/state-of-dei-in-tech-2022-results>
<https://www.uktech.news/sponsored/tech-gender-gap-2022-20220121>

SALARY AND DEMAND

- Salary and Compensation were identified by **57%** of respondents in a PR Newswire survey as the reason employees resigned.
- Top 3 most in-demand tech jobs for 2022: **Project Manager, Business Analyst and Java Developer.**

LOCATION

- **40%** of candidates are now open to recruiting globally, compared to **35%** in 2021.
- In 2020 only **35%** of developers said they would look for new job opportunities internationally but for **2022** the number has risen to **49%**.

DE&I

- **48%** of respondents said they would consider moving to another company if it had a well-developed Diversity, Equity and Inclusion (DEI) policy.
- **40%** of company leaders plan to report on DEI metrics in 2022.

WHAT TECH WORKERS REALLY WANT:

Understand the disconnect between what tech workers want from a role and what employers are currently delivering.

- Insights from 1,000 tech workers and 500 tech leaders

WHAT DO TECH WORKERS REALLY WANT?

Top 10 demands tech workers have for their current or future employers, aside from a salary increase



Flexible working is especially important for women and older workers

Gender comparison

53% vs 46%

Women

Men

Age comparison

65% vs 41%

55-65-year olds

18-34 year olds

Career development

78%

of tech workers surveyed agree that potential for career development is important when considering a new role.

CLEAR DISCONNECT BETWEEN WHAT BUSINESSES ARE OFFERING AND WHAT WORKERS WANT

- Only **19%** say their company provides clear career progression
- **45%** agree that quirky office perks show a lack of understanding around what employees really need from employers





Only **30%**

of tech leaders are gathering feedback and ideas to decide on what benefits to offer employees.

**Biggest
warning signs**

No salary listed in job ads (**43%**) and unclear job description (**30%**)

64%

of tech leaders agree losing out on talent in the past has had a detrimental effect on company performance.

LISTEN TAILOR AND TRAIN

- Top measures employers should focus on to attract and retain talent
 - Rewards and recognition **(52%)**
 - Listen more closely to what the workforce really wants **(42%)**
 - Provide flexible working options **(42%)**
 - Provide perks tailored to individual circumstances **(33%)**



55%

of tech workers consider a good work-life balance to be the most important factor when creating and maintaining a good company culture

40%

of respondents regard transparent communication and regular employee feedback (37%) as important

51%

of tech workers want additional training opportunities from their employer

ACTIONABLE ADVICE TO ELEVATE YOUR TECH HIRING STRATEGY

Offer personalised rewards and benefits

Rewards and benefits need to be as tailored and flexible as possible.

Prioritise learning and development

Investing in employees' development shows that they matter to the business.

Deliver clear communication

Create comms around things workers really care about: company values, mental health support & diversity and inclusion strategies.

Adopt a DE&I mindset when hiring talent

Be intentional about hiring diverse talent. Use inclusive language & market insights as well as technology to reduce bias.

Benchmark salaries

Stay up to date with tech workers' salary expectations to attract talent and manage hiring budget effectively.

Focus on flexibility

Deliver clear long-term policies on remote & flexible working so tech workers know where they stand.

Create a culture of certainty

Build an employee offer that provides certainty and helps people grow their careers.

7 KEY
TAKEAWAYS

Q&A



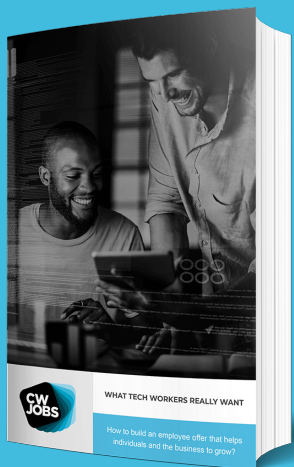
DOWNLOAD THE REPORT

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CW
JOBS

ACCESS MORE INSIGHTS AND ADVICE

STAND OUT FROM THE CROWD TO ATTRACT AND
RETAIN THE RIGHT TECH TALENT FOR YOUR BUSINESS



- Prioritise learning and development
- Benchmark salaries
- Adopt a DE&I mindset when
- Focus on flexibility
- Offer personalised rewards and benefits

Access more data-driven tips here:
<https://www.cwjobs.co.uk/what-tech-workers-want>





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GET IN TOUCH



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