WEBINAR: DECODING THE TECH CANDIDATE EXPERIENCE

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- How categorising candidates can help you as a tech recruiter?

- What is the current state of the UK tech job market?

- How do tech candidates search for jobs and what makes then apply to roles?

- What is the impact of Covid-19 on tech candidates' job search?

- Q&A

HOW TO CATEGORISE CANDIDATES AND WHY IS IT IMPORTANT?

- Hard skills

- Soft skills

- Years of experience

- Industry

GENERAL TYPOLOGY OF CANDIDATES

UNDECIDED

TRADITIONALIST

DEDICATED

ACHIEVER

CHANGER

SETTLED

INEXPERIENCED

UNEMPLOYED

EXPAT

EASY GOING

GENERAL TYPOLOGY OF CANDIDATES

ACHIEVER

- Relevant listings
- Compare potential offers
- Help with managing the flood of offers

CHANGER

- Ideas
- More open listings

SETTLED

- Provide insights
- Help naming their skills
- Provide psychometric tests
- Motivate
- Show the trends

MAPPING THE JOBSEEKER JOURNEY

Status quo - build a support network/find a mentor, look for training courses

Orientation - plan long term career options, browse jobs online, look for salary info

Search - create a CV, find jobs that fit my wants

**Apply** - understanding worth, apply for a job, understand failings

Interview - research and prepare for interview(s), wait to hear back, bounce back from rejections

Hiring - help respond to a job offer, understand terms of new job offer, resign from current job

MARKET INSIGHTS – TECH INDUSTRY

UK tech market seems to be close to turning a corner with hiring moving online

Volume of jobs and applications on CWJobs April to June 2020
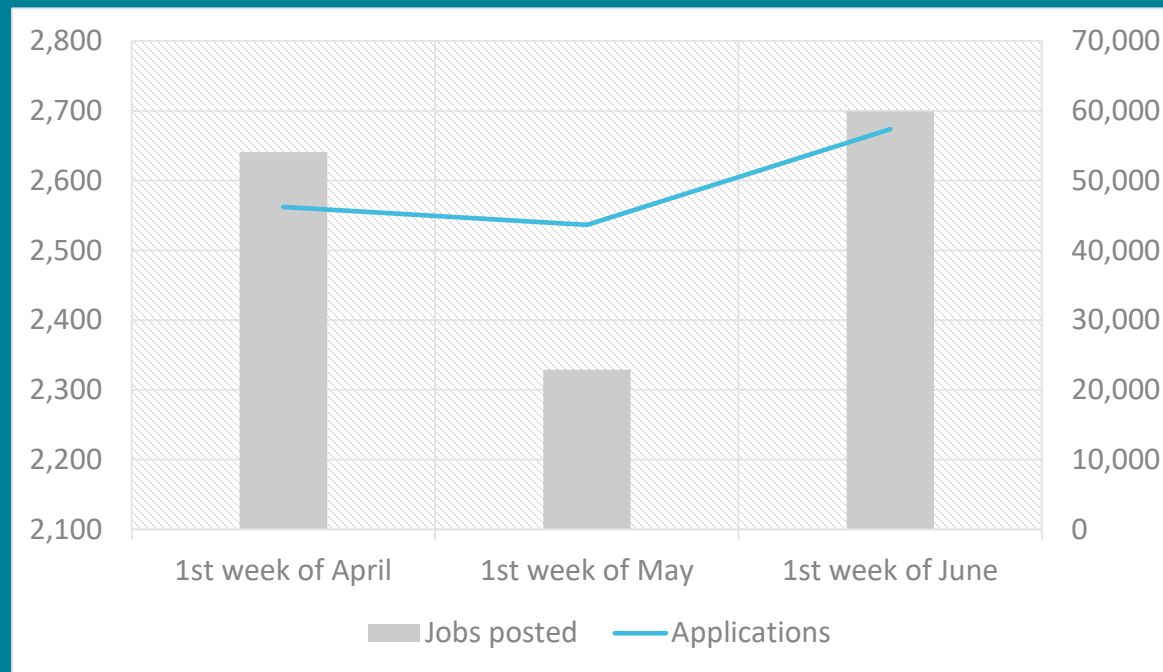
- UK unemployment surges to 1.3m in the first 3 months of the year

- But demand for specialist tech jobs high

- Candidate rich market with an average of 38 job seekers per vacancy*

- First week of June shows **highest number** of **applications, visits** and **jobs posted** since just after lockdown

- **14.5k** active candidates last week on CWJobs

ACTIVE TECH MARKET WITH STRONG VOLUME OF NEW JOBS

This year so far we had:

3.9M	1.4M	1.9M	109K
website visits	applications	unique users	new jobs posted

of which:

540k	188k	274k	10k
in May	in May	In May	in May

CWJobs May 2020 internal stats
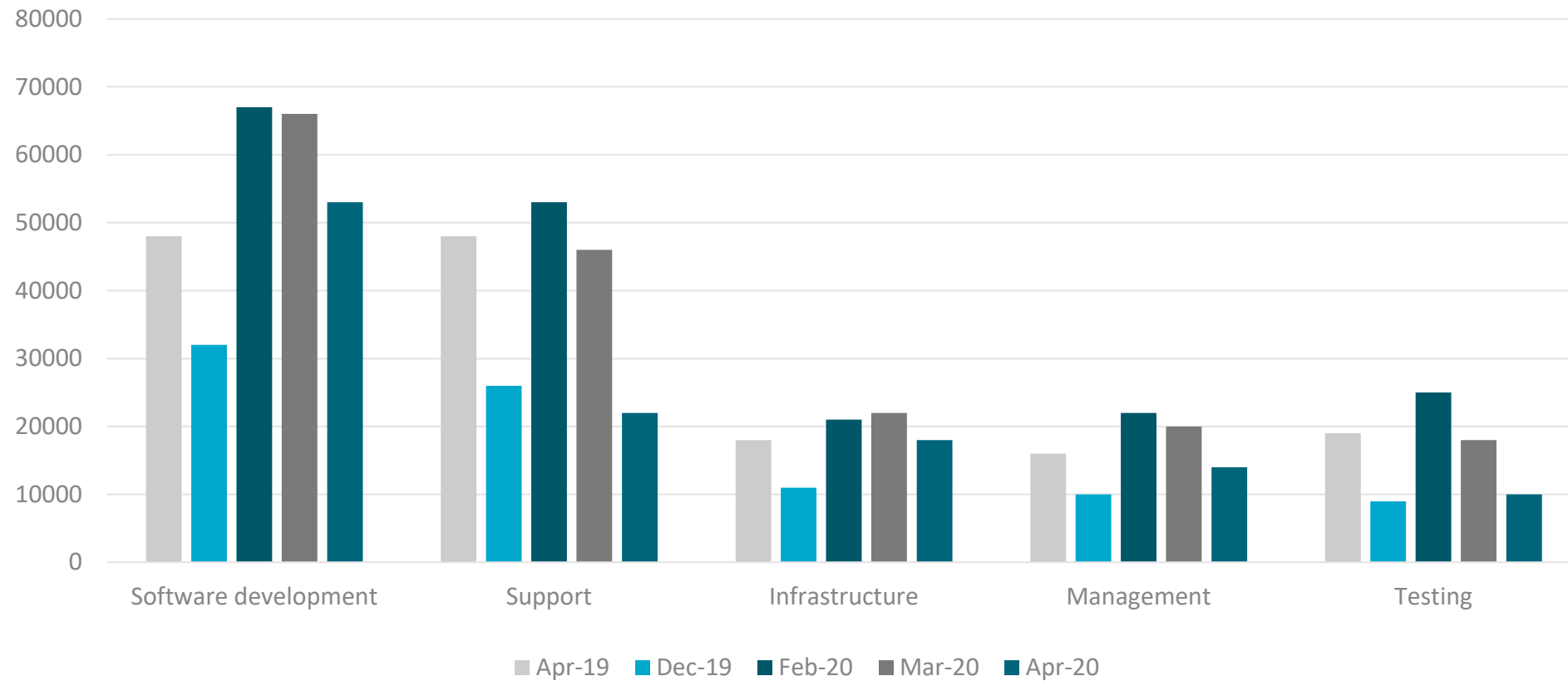
CANDIDATE SURVEY

- **Insights from over 1,000 CWJobs registered candidates**

- **Between 28th of April and 5th May**

CANDIDATES VALUE TECH SPECIALIST JOB BOARDS

What job boards are being used to find tech roles?	
CWJobs	**91%**
LinkedIn	81%
Totaljobs	71%
Indeed	61%
Reed	46%

How easy it is to find suitable roles?	
CWJobs	**52%**
LinkedIn	40%
Totaljobs	39%
Indeed	32%
Reed	25%

How simple is the application process?	
CWJobs	**85%**
LinkedIn	66%
Totaljobs	68%
Indeed	58%
Reed	47%

Salary information & location are the most important pieces of information that tech candidates want to see in a job ad (**82%**)

Followed by:

- requirements & objectives (**56%**)
- required skills (**42%**)

58% of respondents find missing salary information the most frustrating aspect of the job search

Followed by:

- too many unsuitable jobs (**49%**)
- missing or late feedback (**46%**)
- lack of transparency in the application process (**36%**)

46% of respondents experience lack or quality of feedback as a pain point in the journey

When asked to select the most frustrating aspects of their job search, **36%** chose lack of transparency in the application process.

WHAT MAKES IT DIFFICULT TO APPLY FOR ROLES?

- Unnecessary or redundant steps in the application process

- Registration in the company's online application portal required

- No clear contact person named

COVID-19 IMPACT

51%

have had their job search impacted by Covid-19 **but** are still searching

CANDIDATE ACTIVITY

- **37%** secured or had interviews but the job was put on hold/cancelled

- **48%** applied for a job but it was put on hold/cancelled

CW JOBS

QUICKLY ASSESS CANDIDATES WITHOUT THE NEED FOR FACE-TO-FACE INTERVIEWS

91% would likely use video interviewing

Key benefits:

- Set up candidate interviews in minutes

- Work across any device at a time which suits you and the candidate

- Have a live video call or save time with automated self-record video interviews
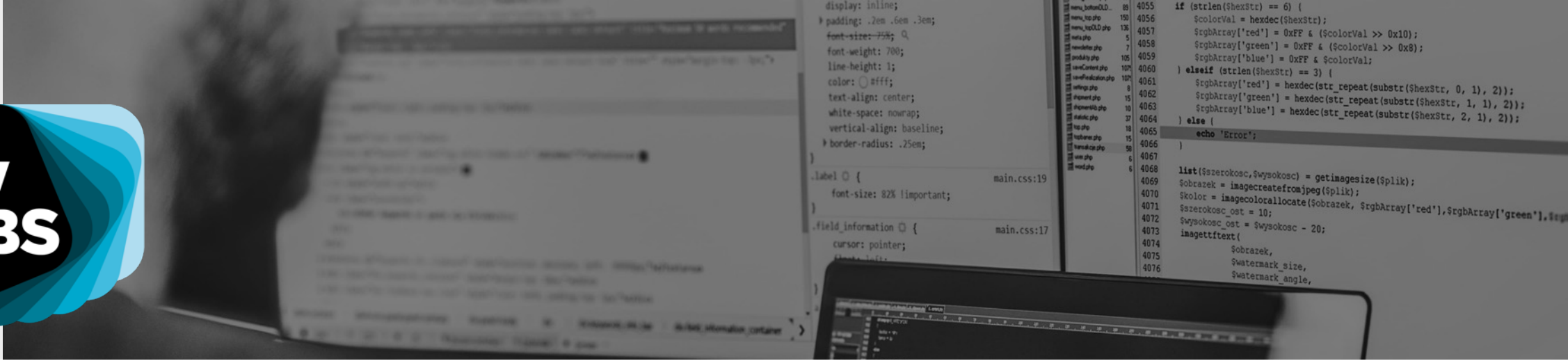
Q&A

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