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WEBINAR: DECODING THE TECH CANDIDATE EXPERIENCE



Dominic Harvey – Commercial Director, CWJobs



Stephen Kalli – Sales Manager, CWJobs



Tina Akinmade – Senior UX Researcher, Stepstone





- 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
 Years of experience
- Soft skills
 Industry

GENERAL TYPOLOGY OF CANDIDATES







GENERAL TYPOLOGY OF CANDIDATES





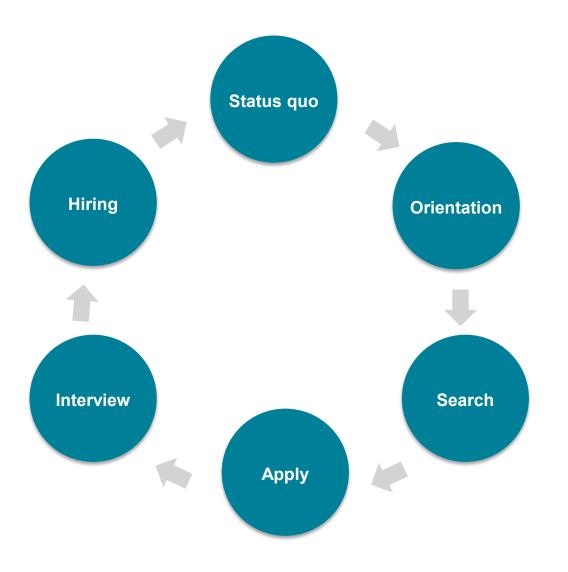


 More open listings



- 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

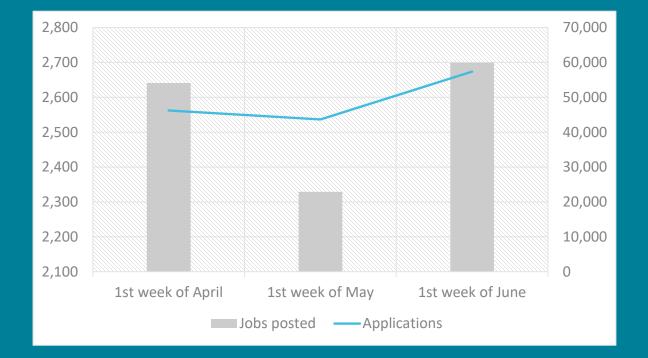
Hiring - help respond to a job offer, understand terms of new job offer, resign from current job



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 website visits

of which:

540k

1.4M

applications

188k

in May

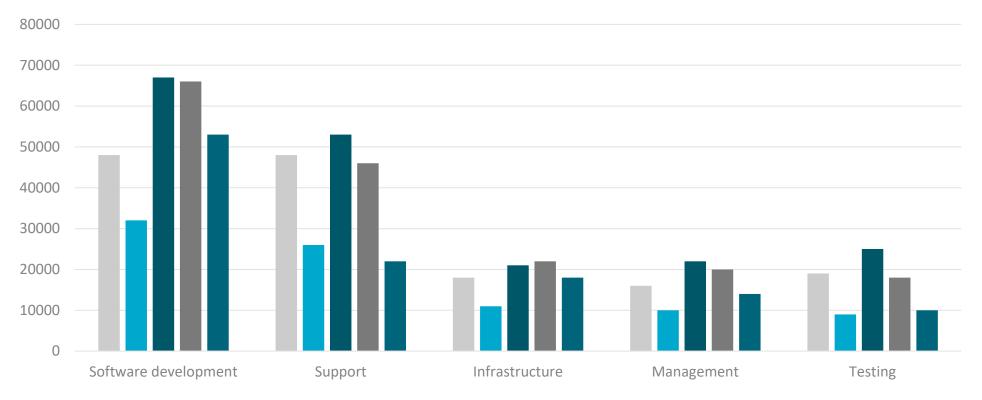
1.9M unique users 109K new jobs posted

274k In May 10k in May

CWJobs May 2020 internal stats

CWJOBS INSIGHTS





VOLUME OF APPLICATIONS PER SUB-DISCIPLINES

■ Apr-19 ■ Dec-19 ■ Feb-20 ■ Mar-20 ■ Apr-20

CANDIDATE SURVEY



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%			

JOB SEARCH





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%)







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%)

APPLICATION PROCESS





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



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

JOB SEARCH



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



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

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GET IN TOUCH



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