

2020 Recruitment Whitepaper:

Hiring Tech & Trade Jobs in Uncertain Times



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More Opportunity Than Talent: Hiring When Candidates Aren't Looking

As the nature of work evolves, two sectors are experiencing ever-increasing difficulty finding skilled talent to fill their job openings: *Tech and Trades*. Digital advancements have created an extraordinary amount of high tech opportunities - in fact, more opportunities than there are workers. Decades spent pushing students away from vocational schools and towards four-year universities have dried up the skilled trades pipeline, even though there is still much work to be done.

It may seem like the economy has ground to a halt. But several sectors are still going and short on qualified workers. With more of us working remotely than ever before, tech projects are increasing and tech companies are hiring. Skilled trade workers have been in short supply for years, and their work is always essential. And, because it takes years to train, skilled labor isn't a field that expand workers overnight.

Nearly one-third of employers can't fill roles due to a lack of applicants. Qualified prospects are in high demand, they're not staying on the market long, and companies are competing globally to reach them. So, how do you hire best-fit employees when they aren't looking for you?

Tech & Trades Labor Shortages

The tech and trades labor markets may seem to have little in common - one sector is steering us towards an innovative future, while many believe the other is reminiscent of America's past. However, recruiters in both industries struggle to fill job openings.

Over the next four years, an estimated 75 million jobs will be lost as companies shift to automation. However, in the same period, **133 million new jobs** will emerge – with many of those in tech. Due to an emphasis on cloud computing, big data, and information security, tech is expanding fast. **The tech job market is projected to grow by 12% in the next decade.** While the industry grows at this rapid pace, hiring challenges aren't going anywhere.

On the other hand, America's skilled trades labor shortage has also made headlines for years. Our workforce is aging, and trades employers are feeling the effects. *53% of skilled trades workers are over 45, 18.6% are aged 55-64,* and only one new worker enters the trades for every five who retire.



For the past decade, skilled manufacturing trades workers have topped the list of most in demand employees. In the next 5 years, 68% of open trades jobs won't have trained workers to fill them. Skilled trades hiring is only going to become more difficult.

Though the work for tech and trades employees differs, the hiring challenges are similar, as is the solution. In today's market, successful recruiting teams are implementing a passive candidate strategy.

Reach Passive Candidates

To secure quality hires, recruiters must reach candidates before they are actively looking for new opportunities. Utilizing multiple outbound marketing channels, a passive candidate strategy is focused on reaching people who aren't searching for a new job. You can successfully attract passive prospects who'd enjoy working for you by implementing a passive candidate strategy that does two things:

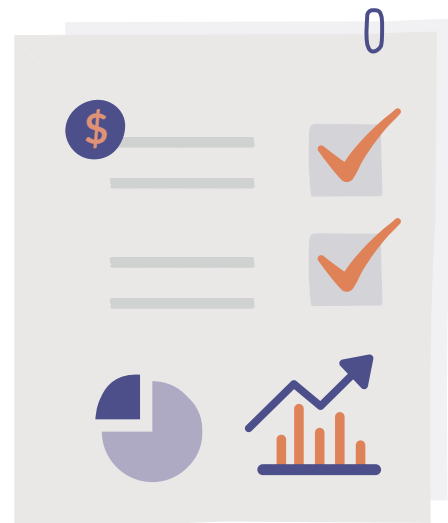
1. Tells your brand's story
2. Utilizes multiple marketing channels in addition to job boards

With **82% of workers open to new opportunities** even if they aren't on the job hunt, building a passive candidate strategy is well worth your time. Explore the following methods to begin forming the strategy that makes the most sense for your company.

First, Get Clear on Your Employer Brand

Your messaging is just as important as your choice in marketing channels. Today's candidates have options, so the features that make you a unique and attractive employer need to be crystal clear. **This is your employer brand.**

To define your brand, think about your **company's benefits, culture, values, and work environment.** Do you offer student loan repayment assistance or retirement savings matching? Is your employee base vast, or do they consider themselves a tight-knit family? Do you offer management acceleration programs or focus more on team-building? There are no right or wrong answers- candidates who value exactly what you can offer are out there.

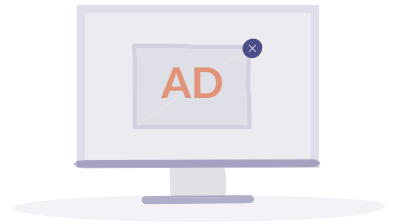


Hire and retain employees in a very tight market by being transparent in your branding. If you're unsure of where to start with your employer brand, survey your current employees to learn two important things:

1. Why they chose to work for you.
2. What makes them stay.

Display Advertising

Display ads are found on websites, apps, and social media platforms and communicate using rich, eye-catching media. They boost brand awareness, and when strategically placed, will help you stay top-of- mind with your target candidates.



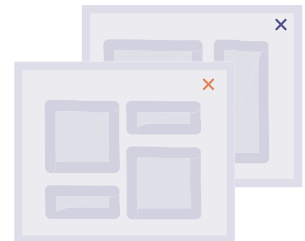
Job Boards

Most recruiters utilize job boards, but they can still be an effective part of your passive candidate strategy if you are thoughtful about the boards you use . When a passive candidate is browsing job openings, they are likely to visit a niche job board, specialized for their role and industry. Use the job boards that speak directly to the top candidates in the field you're hiring for.



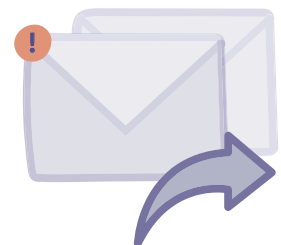
Landing Pages

Build landing pages just for tech or trades opportunities on your careers website. Lead these professionals to your pages built with them in mind with targeted advertising. Landing pages are a great way to showcase your current employees and why they value working for you.



Outbound Email

Email marketing allows you to welcome new candidates and keep up with your existing candidate pool. In a competitive market, today's runner-up could be the number one choice for another position down the road, but they may not be interested if you disappear after their initial interview. Communicate with these target groups and keep them in the loop by sending engaging outbound emails.



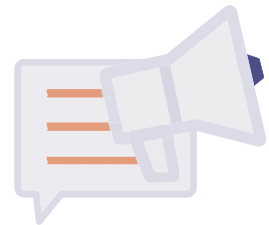
Print Advertising

Although we now have many digital advertising options, people still trust print ads more than any other type of advertisement. Employer branding ads printed in targeted publications will stand out to your ideal passive candidates.



Social Media Marketing

The marketing landscape is now dominated by social media. Figure out which platforms your target candidates are spending time on and create content that speaks to them. When your passive candidates begin thinking about what it would be like to work for you, one of the first things they will do is check your company's social media profiles. This is a great opportunity to share your unique employer brand and how it is reflected in the day-to-day life at your organization.



Sponsored Content

Sharing your story through videos, podcasts, social media posts, and blogs that your target passive candidates enjoy will add legitimacy to your employer brand and begin to build trust. Sponsored content is effective because brands are incorporated naturally into the content, rather than as an invasive advertisement.



Video Marketing

Video consumption is growing rapidly - it's estimated that people will spend 100 minutes daily watching online videos in 2021. Videos allow you to get as creative and personal as you'd like. Incorporate candid videos with your employees throughout your passive candidate strategy to stand out.



Get Personal

Being in high demand, skilled tech and trades workers have choices - *they need to know what makes you stand out.*



If you're recruiting high tech professionals, keep in mind:

- 60.6% of tech candidates prioritize salary above all else. 52.2% value work-life balance. 70.1% want the opportunity to learn new technologies. Understand what your ideal employees are looking for. If you've got it, build your branding around those offerings.
- You may want to revisit the basic requirements for your tech positions. 69% of developers are self-taught. Less than half hold a bachelor's degree. In some roles, keeping up with certifications is more important than holding a traditional diploma.
- Tech professionals especially will expect an optimized, quick, and painless hiring process. **It takes an average of 52 days to fill a position**, but the best candidates are off the market within 10. Don't lose your dream employee by taking too long to present an offer.



If you're recruiting manufacturing trades professionals, keep in mind:

- Trades work is physical, so these workers often retire early and with different health conditions than an office employee. Great healthcare and retirement packages are key.
- Paid relocation, tuition reimbursement, and guaranteed scheduled raises will set you apart.

- You may benefit from a military-focused passive candidate strategy. Many Veterans already have the trades skills you need, no training required.
- Sharing ideas and feeling like your voice is heard greatly increases job satisfaction. Do you treat trades employees as knowledge workers, including their input in decision making?

If this sounds like your philosophy, spread the word.

The personalization of your passive candidate strategy will correlate with its effectiveness. To get the most out of your efforts, get clear on who your target candidates are and what they're looking for. As you build your passive candidate strategy, discover the channels where your ideal candidates are spending the most time. 34% of professionals report their biggest concern when changing jobs is not knowing what it's really like to work at a company. Use these channels to share transparent content that paints the picture of a day in the life at your company.

There are candidates out there who want what you can offer – to reach them, build a passive candidate strategy and maintain a clear, consistent employer brand. The combination will ensure you're connected with top talent by telling your story in the right place, at the right time, to the right candidates

Alabama Media Group is a digitally-focused news, information and entertainment company and a digital marketing agency. We are expert digital strategists using the latest technology to drive qualified applicants to the companies that need them.

Let's talk about how we can work together to make a difference for your business and make finding the right workers faster and easier.

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