Inspire People

How to attract private sector IT talent

Deliver more innovation and better services to the UK

Attracting private IT talent into research, academia and public sector

- **Today's IT Job Market**
- **Your Secret Weapon**
- **Practical Steps**

Inspire People

How to Attract Private Sector IT Talent

- Merger /Start-Up
- TUPE some IT staff
- Reliance on contractor staff
- Attract and hire approx. 40 staff

- **No site**
- **No identity or brand**
- **12 month Fixed Term Contracts**
- **Salaries below market average**

Results:

- Attracted private sector talent across all IT functions
  o Infrastructure Engineers
  o Software Developers
  o IT Support

- **Some took pay cuts to join**

Vision: A better society, enabled by technology

- **CIOs**
- **Heads of Scientific Computing**
- **Technical Architects**
- **DevOps Engineers**
- **Software Developers**
- **IT Support**

Working with organisations who make a difference

Vision: A better society, enabled by technology

Working with organisations who make a difference

Demand:

o   Advertised job numbers close to pre-pandemic levels

o   Employer competition increasing salaries and counter offers

o   More advertised jobs than active job seekers

Impact of COVID-19:

o   Increased employee loyalty; less churn

o   Impact of remote / hybrid working (job choices; disposable income)

o   Reduced application numbers

Inspire
People

Perception:

- Outdated technology
- Bureaucratic
- Inflexible
- Non-inclusive
- Limited personal development
- No value to CV
- Stuffy, boring

More Like:

- Technology transformations
- Innovative
- Agile
- Diversity & Inclusive focused
- Plenty scope for personal development
- Make a difference
- Challenging, meaningful

Your Secret Weapon: Social impact

Social Impact:
o What's your **social impact?**
o How do promote **the difference** you make?
o How important is it that new hires **share** that passion?

Promotion:
o Inform and sell your **social value/impact**
o **Change** perceptions
o Go **social -** employee stories, articles, blogs, videos

Differentiate:
• **Culture** and **meaning** matter
• Emphasis **diversity & inclusion, learning** and **growth**
• Build your **employer brand** and **reputation**

Practical Steps:

Mindset

o Use your **secret weapon!**
o Be **proactive**
o **Sell** job opportunities (technology, growth, meaning)

Flexibility

o Make the candidate journey **simple and engaging**
o Be **flexible** where you can
o Hire on **values and cultural fit** as well as skills

Actions

o Review your **recruitment process**
o Define your **Employer Value Proposition**
o Develop **wider talent pools** and **relationships**

Advice:

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