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THE BUSINESS IMPACT OF

Recruiting Tech Talent

IN NON-TECH INDUSTRIES

The State of Tech Hiring in 2020

Traditional "non-tech" industries face a new challenge as we enter the 2020s: learning how to recruit tech talent for roles in manufacturing, retail, and healthcare organizations.

Here's a recent example of the changing climate: Target, one of the world's largest retailers, failed to meet expectations for toy sales during the 2019 holiday season, yet the toy industry overall did very well. Industry experts point to the rise of Amazon and the ease with which buyers can shop on their site as the main reason for Target's flat toy sales.[1]

What does this have to do with tech hiring? Retailers like Target may decide to invest in web developers and other IT workers to combat Amazon's e-commerce stranglehold, however, doing so will inevitably take some focus away from traditional retail hires like cashiers and stockers.

Tech hiring statistics also provide some insight into how tech hiring is making inroads in non-tech industries. In 2012, tech accounted for 2.8% of all jobs, but by 2017 its share had risen to 3.3%.[2] Combining that with data from the Bureau of Labor Statistics implies an increase of over 1 million jobs.

According to iCIMS data, there was an 18% net increase in new technology hires in 2018 compared to 2017, outpacing overall U.S. hiring growth (14%).[3] At the same time, 43% of all open jobs at tech employers on Glassdoor were for non-technical roles, including sales account executives, project managers, operations managers, financial analysts, and marketing managers, among others.[4] **The data shows that while tech jobs have grown over the past few years, they're not necessarily in the tech industry.**

1. Fox Business, What the rise of Amazon means for Target and other toy sellers seeing flat sales, 2020
2. Indeed, Tech Jobs Aren't Just in Tech, 2019
3. iCIMS, 2019 Benchmark Report
4. Glassdoor, 50+ HR and Recruiting Stats for 2020, 2019

Recruiting Snapshot: What tech hiring looks like in different industries

Retail

There was a 55% increase in web developer roles posted by retail companies between January and October 2019, when compared to the prior year, which points to a desire to stay competitive in the e-commerce space.

3/5 of the fastest-growing roles in retail were related to technology, with demand for graphic designers growing 25%, and computer system analyst roles increasing 23%.[5]

Healthcare

Change Healthcare's 9th Annual Industry Pulse Survey found that one-third of respondents feel the entrance of big tech companies into the healthcare market will disrupt their current business model. Runners-up included innovations in healthcare delivery, advanced artificial intelligence capabilities, and mobile data collection via wearable tech.[6]

Manufacturing

7.2 million manufacturing employees in the United States face the possibility of losing their jobs to automation, which amounts to roughly 60% of all manufacturing work in the country. This is because there is a prevalence in predictable manufacturing work that can be automated, such as packaging products, loading materials, and maintaining equipment.[7]

5. CIO Dive, Helpers wanted: Retail thirsts after tech talent ahead of holiday season, 2019
6. Change Healthcare, 9th Annual Industry Pulse Survey, 2019
7. McKinsey Global Institute, Where machines could replace humans – and where they can't (yet), 2017

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The Business Impact of Hiring Tech Workers

Increasing compliance and regulatory complexity, rapid tech development, and a shortage of skilled talent are the top challenges facing businesses today.[8]

The future is clear: tech workers are going to be an integral part of any organization, no matter the industry. Forward-looking companies know that it's important to set up systems and processes now to hire tech workers in the future, and realize they need tech workers to set up their advanced talent acquisition processes.

According to Indeed, the share of workers with tech jobs in "employment services" rose 41% over a five-year period.[9] Other studies show that companies that use talent acquisition tech, such as artificial intelligence and predictive data analytics, bring in 18% more revenue and 30% more profit per employee.[10]

Talent acquisition and tech teams that work together with advanced recruiting technology can hire workers across diverse positions, from blue collar manufacturers to artificial intelligence programmers.

Allan Myers, the largest heavy civil construction company and materials provider in the Mid-Atlantic United States, used mobile recruiting technology to increase its completed applications by fifteen-fold and grow its talent pool by ten-fold.

"Talent acquisition is a major focus for our CEO. We have been given the ability to invest in technologies and strategies, such as iCIMS, that will help us hire the people that we need to help the company succeed."

— Samantha Herbein, human resources generalist, Allan Myers

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8. Ceridian, The 2020 Future of Work Report, 2019
9. Indeed, Tech Jobs Aren't Just in Tech, 2019
10. Deloitte, High Impact Talent Acquisition Study, 2018

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Talent acquisition and IT leaders at these companies form partnerships to ensure they benefit from new systems that integrate seamlessly with each other and that help them find the right talent for their business.

The insurance industry is a prime example of how forward-thinking hiring strategies can set companies up for success in the future. As self-driving cars move closer to reality, insurance companies have a responsibility to understand their safety and financial risk implications as they build insurance products around them. That's why they need tech workers who understand computer vision and engineering, and have expertise in other aspects of driverless cars.[11]

Esurance, the Silicon Valley company that reimagined insurance, decreased cost-per-hire by ~$1,500, achieved time to fill of 32 days, and increased its candidate satisfaction NPS rating from 32% to 65%.

"We need to stand out from our competitors by sharing our story and highlighting our unique culture. Most importantly, we want to have a tech-savvy hiring process to make our candidate experience painless."

— Kristi Robinson, former head of talent acquisition, Esurance

11. Fox Business, Tech companies aren't the only ones competing for tech workers, 2018
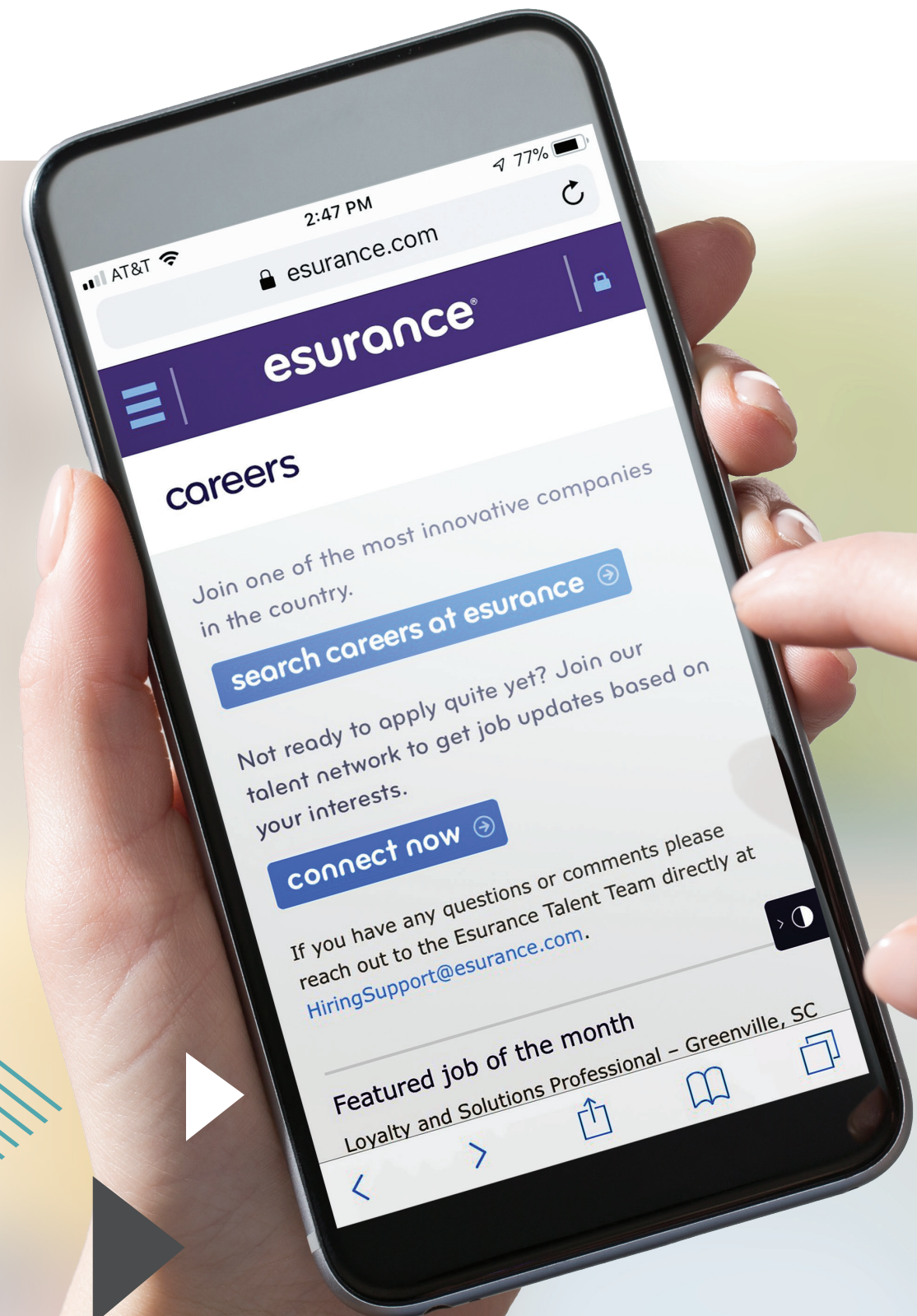
While higher profits and more revenue should be motivation enough, there are some negative impacts when organizations don't fold tech workers into traditionally non-tech roles, especially in talent acquisition.

On average, 70% of digital transformation projects fall short of their goals,[12] while only 29% of an organization's total tech stack integrates seamlessly.[13]

This leads to the IT department spending 22% of their total budget integrating various point solutions, and 89% of IT managers say that this slows or hinders digital transformation in their organization.[14]

Digital transformation in HR comes with huge payoffs that reverberate throughout your entire business, allowing you to hire for current challenges, like tech workers, and future needs – and you don't have to break your tech stack to do it.

Hackensack Meridian Health centralized its talent acquisition software with iCIMS UNIFi, without interrupting the hiring process for 4,000 candidates.

"This was the first time I'd ever seen anything this intricate pulled off without a glitch. The way the platform was able to be configured to allow those integrations to run smoothly and at the same time deliver a really consistent experience for our end users – that to me was a huge win and a special story."

– Peter Gioacchini, former vice president of talent selection, solutions and services, Hackensack Meridian Health

Hackensack Meridian *Health*

12. Deloitte, High Impact Talent Acquisition Study, 2018
13. Robert Half, Technology's State of U.S. Tech Hiring, 2019
14. Robert Half, Technology's State of U.S. Tech Hiring, 2019

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As talent markets increase in competition, organizations will seek many of the same advanced skillsets – in this case, web developers and other tech workers. Gartner research reveals that there is intense competition for tech candidates as a result of prevalent skill gaps and talent needs, with over 90% of the S&P 100 and two-thirds of FTSE 100 companies focusing most of their recruitment efforts on just over 20 in-demand roles.[15]

The use of advanced talent acquisition solutions throughout the recruitment process is now a requirement so recruiters can shift their attention from administrative tasks to hiring in-demand candidates.

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Recruit Like a Tech Giant

Software companies such as Google, Amazon, and Facebook understand how to hire the best tech talent. This knowledge, when paired with best-in-class hiring software, allows recruiters to find and manage applicants throughout the entire hiring lifecycle and help companies across any industry hire in-demand tech talent.

Plan for a time to hire of up to four months for developers, including onboarding. According to iCIMS system data, the time to fill for tech positions in 2019 was 66 days, compared to 43 days for non-tech positions.[16]

Use a nurture program to identify and engage top targets and invite candidates to stay in touch by joining your IT-specific talent pools. Keep in touch with these candidates by sending your latest news, insights, and job recommendations based on their specific skills and interests.

Go beyond generic IT job descriptions and focus only on the candidate's core responsibilities. Include the top three deliverables you expect from the role so candidates can highlight their relevant experiences and skillsets and you can better determine the quality of your candidates.

Share salary ranges to attract the right level of talent and to enhance your position with Google for Jobs, which moves your job listings up to the top in the search results.

Apply analytics to track the source of your tech hires and improve your targeting and recruitment. You'll fill roles cost efficiently when you focus on high-performing channels and activities that convert the highest-quality candidates.

Seek out candidates who have tech skills and certifications, even if they don't have a four-year degree. Recruiters at tech companies often feel a coding boot camp is as meaningful as a college degree in the technology field.

Link your applicant tracking system directly with Google to ensure the search engine will detect and display your jobs as soon as they're posted to your company's career site. In addition, provide more information about your company and the job, including salary, commute time, and working hours, for a better ranking within Google's search results.

16. iCIMS, 2019 Benchmark Report
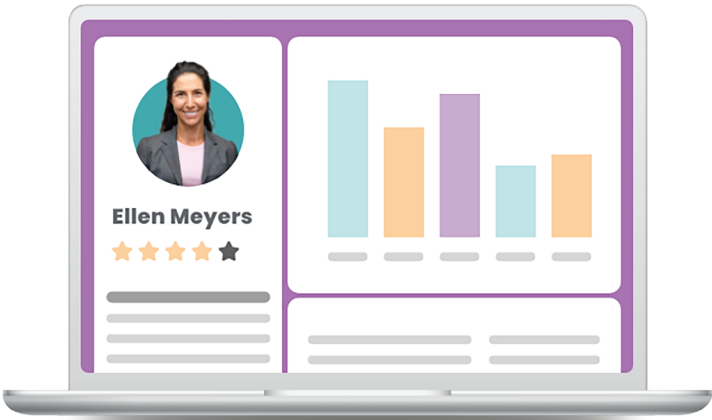
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Talent Powers Transformation

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Ellen Meyers