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## UNCONVENTIONAL WAYS TO SOURCE TOP TECH TALENT

### CHALLENGES WITH TECH TALENT HIRING



**33%**  
IT Employers



**69%**  
IT SME Execs

Technical recruiting is more competitive than ever. Recruiters along the entire recruiting funnel feel the pressure and top tech talent is harder to come by. A recent survey by TalentPuzzle states that amongst IT employers, a third has positions that they cannot fill, and 69% of SME execs feel there's a shortage of tech talent.

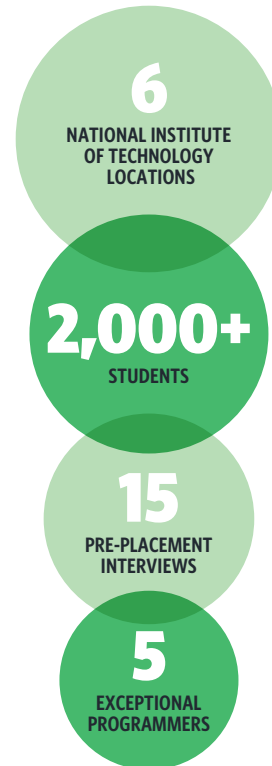
In this environment, traditional recruiting methods are not enough, and poaching passive candidates becomes a necessity. To help you go beyond career fairs and resumes, here are five unconventional ways to attract top tech candidates:

## Host hackathons, not University Career Fairs

**1** Hackathons are the new IT career fairs for tech employers. Unlike traditional career fairs that are crowded and not well targeted, hackathons get technical talent engaged while producing innovative solutions to real world challenges. While, traditional recruiting processes are focused on testing fundamentals, hackathons present an opportunity to test advanced or niche skills. Lastly, career fairs draw active job seekers, while hackathons allow companies to engage passive candidates.

Major companies like Amazon, Facebook, ESPN, and Yelp have hosted hiring hackathons with great success. Last year, Amazon hosted hackathon across six National Institute of Technology locations in India. They attracted 2000 students, conducted 15 pre-placement interviews and hired five exceptional programmers that they wouldn't have reached otherwise.

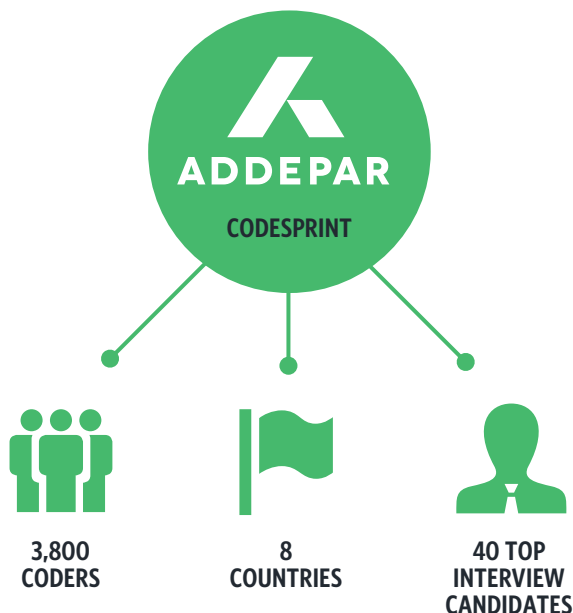
## AMAZON.COM HACKATHONS



## Run Online CodeSprints

**2** Taking a slightly different approach to hackathons, CodeSprints are online-only challenges that are taken by individual developers to win prizes or get recognition. CodeSprints are specifically designed as recruiting events where programmers solve both pure technical and real world coding problems within a short period of time, showing their talent and style to potential employers.

In a recent CodeSprint powered by HackerRank, Addepar, a financial technology company, attracted an overwhelming 3,800 coders from eight different countries and identified 40 top interview candidates. Twitter, Intel and Citrix all host similar CodeSprints using HackerRank platform to attract top tech talent globally.



## Sponsor a CodeSprint

**3** Even if full-blown facilitation of a CodeSprint isn't right for your company, sponsorship is always a great available option. By sponsoring a CodeSprint that is well-organized and appropriately targeted for your company's tech talent needs, you **gain brand recognition** among tech professionals, **engage with top developers**, and get the opportunity to **interview the winners**. In short, you receive many of the benefits of facilitating your own CodeSprint for less time and monetary investment. Companies such as RocketFuel, Evernote and Quora routinely sponsor HackerRank CodeSprints to find top talent.



## Add Code Challenges on Your Career Page

**4** In the current tech recruiting environment, the company's career page plays an important role in piquing the candidates' interest and showcasing the company's culture. Many companies choose to highlight employee benefits and perks, but to get the most out of this page and really engage developers, add code challenges to it. Job descriptions and resumes are both dry and easily manipulated but performance on a code challenge gives valuable insights on a candidate's skillset and starts a two-way conversation that is meaningful and engaging.

Progressive companies such as Evernote, Quora and CapitalOne already embed code challenges on their career sites.



## CONCLUSION

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As reported by Mashable, more than 50% of tech recruiters expect the recruiting process to get more cutthroat in 2014. Clearly, then, with even the biggest tech companies taking unusual measures to reach and recruit tech talent, traditional recruitment methods won't be enough for you to win over these talents.

HackerRank revolutionizes technical hiring by providing an easy to use platform to engage with active and passive candidates and meet them on their own turf. By powering your recruiting process with HackerRank tools like hackathons, CodeSprints and other forms of coding contests, you will attract more candidates, active or passive, and position your company much more favorably. Savvy recruiters are using these unconventional tools and HackerRank to discover talent from all over the world. Xiaocong Liang, a Chinese developer recently hired by Facebook, is a great example of how top talent is discovered via HackerRank. Liang commented, "Growing up in China, where Google, Youtube and Facebook are blocked, I would never have thought of getting a job at Facebook. However, after successfully competing in online challenges on HackerRank and Facebook discovering me, I eventually landed my job at Facebook in London. "

