Three Reasons Your Cloud Roles Are Passed By

Have you got vacancies for tech talent that you just can't seem to fill, no matter how many times you advertise? We know how frustrating it is, especially when it means turning down contracts or running existing staff thin to keep the workload flowing but there are things you can do to help.

WHY are my jobs being overlooked?

It is important to understand why your jobs aren't proving as popular as you would like. There is a huge degree of competition in the cloud developer field and candidates have more choice now than ever before. You therefore need to make your offering really stand out in order to attract the right interest and develop your appeal to candidates.

WHAT can I do to improve?

It's also important to know at what point of the recruitment process you are failing.

If you are suffering from a lack of applications, consider what you can do to improve your adverts and their reach. Are you providing enough detail about both the role AND the organisation to attract a candidate's attention? There is an increasing focus on what a company can do for the individual rather than purely what the company wants from the individual so make sure you really sell your culture, benefits and brand identity. If a candidate feels they would "fit in" they are more likely to apply for your jobs. Equally, make sure that you are advertising in the right place. Too mainstream and you will get lost in the noise. Too specific and you could miss out on quality talent who just haven't found your advert.

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If you are receiving plenty of applications but they aren't hitting the mark in terms of quality (perhaps the applicants are under-qualified or lack appropriate experience) then review your advert to ensure you are clear on the requirements of the position, including any mandatory skills, qualifications and experience that you need.

If you are interviewing candidates who then reject your offers, it's time to review your benefits package and consider why the candidates don't want to work for you. Are you not offering a competitive salary, are you requiring too many hours, are your flexible working policies not as diverse and all-encompassing as you think? Perhaps the applicants just don't see the benefit in what you are working to achieve. If you aren't excited about the role, they won't be either.

Only once you know where and why you are failing can you improve your offering and get people through the door.

HOW can I stand out from the crowd?

Happy employees working in a business with a "can-do" culture is a positive picture to paint in encouraging new starters into a business. Recognise and reward your existing staff for their efforts and accomplishments and they will soon tell others that you are a good place to work. This will stick in peoples' minds and they will think positively of you every time they see one of your job adverts. Make sure that your adverts are optimised to attract the right people and you will soon see results.

If you need help or support in getting the right people into your business, Regal Cloud can help. We have done the hard work for you and have a substantial pool of exceptional talent just looking for the right opportunity. We can work with you to secure this talent and give you the competitive edge.

Contact us today to find out how we can help.
Call 020 8004 9877 or email enquiries@regal-cloud.com

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