Glassdoor Survey:
How to Recruit Engineers

A Strategic Guide for Talent Acquisition Professionals
Survey Overview

Recruiting software engineers in today’s highly competitive tech environment can be one of the toughest assignments.

To help employers and recruiters get a better handle on how and when to best recruit software engineers, Glassdoor turned to more than 1,400 software engineers to find out.
Survey Overview

Recruiting software engineers in today’s highly competitive tech environment can be one of the toughest assignments.

To help employers and recruiters get a better handle on how and when to best recruit software engineers, Glassdoor turned to more than 1,400 software engineers to find out.

Summary of Findings

- **25%** of software engineers plan to look for a new job in the next quarter.
- **81%** of software engineers value recruiters that are transparent about the pros & cons of company culture.
- **52%** of software engineers are likely to accept less money to work at a company with a great culture.
- **97%** of software engineers read online reviews about a company before accepting a job offer.
- **48%** of female software engineers are likely to apply to a company a friend recommended.
Section 1

Supply and Demand

How to Recruit Software Engineers
25% of those surveyed plan to look for work this quarter.

4,999 companies in the US are currently hiring software engineers.*

Only one in four software engineers are looking to leave their current job in the next quarter.

Due to the high demand and limited supply for software engineers, it’s important to know which software engineers are likely to look for work first.

Section 1 | Supply and Demand

* Based on Glassdoor’s jobs database, Q1 2014
Nearly two in five (38%) software engineers looking for a job this quarter have been at their current employer for 8-10 years.

One in three (30%) software engineers start to get restless around the 3- or 5-year mark.

<table>
<thead>
<tr>
<th>Time with current employer</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>less than 1 year</td>
<td>15%</td>
</tr>
<tr>
<td>1-2 years</td>
<td>26%</td>
</tr>
<tr>
<td>3-4 years</td>
<td>30%</td>
</tr>
<tr>
<td>5-7 years</td>
<td>30%</td>
</tr>
<tr>
<td>8-10 years</td>
<td>38%</td>
</tr>
<tr>
<td>10+ years</td>
<td>24%</td>
</tr>
</tbody>
</table>
Section 2

Recruitment Tactics that Work
The Most Effective Recruitment Tactics

Online job sites like Glassdoor are the most common way (71%) software engineers hear about new job opportunities. But human touch and social media also play important roles. Engineers told us what they like and what they don’t.

Most common sources software engineers learn about job opportunities…

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>71%</td>
<td>Online job sites</td>
</tr>
<tr>
<td>70%</td>
<td>Recruiters</td>
</tr>
<tr>
<td>40%</td>
<td>Friends</td>
</tr>
<tr>
<td>37%</td>
<td>Former co-workers</td>
</tr>
<tr>
<td>34%</td>
<td>Social media</td>
</tr>
<tr>
<td>20%</td>
<td>Current co-workers</td>
</tr>
<tr>
<td>16%</td>
<td>Networking events</td>
</tr>
<tr>
<td>5%</td>
<td>Conferences</td>
</tr>
<tr>
<td>4%</td>
<td>Family</td>
</tr>
</tbody>
</table>
Social Recruiting, Meetups & Blog Posts Top the Charts

Nearly two-thirds say social media outreach from other engineers at the hiring company is an effective way to learn about new job opportunities.

41% say they appreciate meetups at the company hiring where they have a chance to connect with other engineers.

33% say blog posts from engineers at the hiring company help entice them.

How to Recruit Software Engineers
Section 2 | Recruitment Tactics that Work
How to Recruit Software Engineers

Recruiter attributes software engineers value...

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transparent about the pros &amp; cons of different companies</td>
<td>81%</td>
</tr>
<tr>
<td>Knowledgeable about my experience</td>
<td>63%</td>
</tr>
<tr>
<td>Not pushy</td>
<td>53%</td>
</tr>
<tr>
<td>Works as hard for me as they do employers</td>
<td>50%</td>
</tr>
<tr>
<td>Solid communication skills</td>
<td>44%</td>
</tr>
<tr>
<td>Someone with a strong technical background</td>
<td>42%</td>
</tr>
<tr>
<td>Large network</td>
<td>19%</td>
</tr>
<tr>
<td>Aggressive</td>
<td>5%</td>
</tr>
</tbody>
</table>
Top Tips to Recruiters

**DOs**

“Understand my skills and background and fit the job to me, rather than the other way around.”

“Tell me about the good and bad of your company. Why do I want to work there over some other company?”

“Be transparent about work culture and company values.”

**DON'Ts**

“Ask for me to contact my friends if I’m not personally interested in a position… it feels like you are asking me to do your job for you.”

“Send a generic mass-email. It goes right to the trash.”

“Omit the salary package. How am I supposed to know whether the job is worth considering?”

Section 2 | Recruitment Tactics that Work
Retention Insights
Money Isn’t Everything

52%

are likely to accept less money to work at a company with a great culture

Only one in four (25%) software engineers reported that they will stay at the same employer for 2-3 years. Only 24% say they will stay 5 years or more.

We uncovered traits that make these software engineers loyal to their current employer.

51%

of software engineers are likely to accept less money to work at a company with an attractive product or service.
12 Reasons Software Engineers Would Leave

- Salary & Comp: 78%
- Career Growth Opportunities: 76%
- Type of Work: 58%
- Company Culture: 53%
- Location & Commute: 41%
- Relationships with Managers: 37%
- Senior Leadership: 32%
- Relationship with Peers: 27%
- Company Mission & Values: 25%
- Company Reputation: 23%
- Amount of Work: 20%
- Frequency of Required Travel: 12%
Section 4

Influence Over Job Decisions
Software Engineers value reviews

When software engineers are making job decisions they trust the following sources for more information:

- **76%** Friends
- **68%** Former work colleagues
- **64%** Online forums
- **50%** Current work colleagues
- **50%** Online news sources and blogs

97% of software engineers read online reviews about a company before accepting a job offer.
Recruiting Female Software Engineers
More females than males are likely to apply to a company that a friend recommends.

An even smaller number of female engineers plan to look for new jobs this quarter.

Female engineers are more heavily sought after by recruiters.

More female engineers hear about new jobs via social media.

48% of female software engineers are very likely to apply to a company that a friend recommends compared to 38% of males.

Only 17% of female software engineers plan to look for a job in the next 3 months compared to 26% of males.

75% of female software engineers say they hear about new job opportunities via recruiters compared to 70% of males.

Nearly 40% of female software engineers say they hear about new job opportunities via social media compared to 34% of males.
They don’t want to be contacted through LinkedIn

“I canceled my LinkedIn account because I was getting bombarded by recruiters. Now they have to find me through my blog, GitHub or StackOverflow accounts. Those recruiters that reach me now are more worth my time.”

Highlight career growth opportunities

“If you want my attention, show how I’m going to grow my career at your company. Approach me about a position a level higher than my current one or present your vision on how I will move up if I’m successful at your company.”

Be known for your products & services

“If your company isn’t attractive on its own because of its technology and engineering culture, I probably won’t be interested in working there. Hearing about your company from a recruiter – rather than because of something amazing you’ve built – simply cements that disinterest.”
They want transparency

81% value recruiters that are transparent about the pros & cons of company culture

They want a great culture

52% are likely to accept less money to work at a company with a great culture

They read reviews

97% read online reviews about a company before accepting a job offer

They are likely to apply through a referral

48% of female software engineers are likely to apply to a company a friend recommended

How to Recruit Software Engineers
Delivering Measurable Results

Find Your Next Software Engineer on Glassdoor

2X the quality
3X the influence
30% lower cost-per-hire

It’s easy to get started!

Sign up for a FREE Employer Account