How to Recruit Me: Software Engineer

Glassdoor Team | October 4, 2016

Hi. You've probably seen me around the office. I'm one of the talented, hardworking software engineers at our company.

I'm feeling pretty good about my career options these days. The hiring market for people with my skill set is hot right now, with around 5,000 companies in the U.S. looking for software engineers. This number will only increase as software becomes an even more integral part of every business.

I enjoy working here but, honestly, I could be persuaded to move. In fact, 25% of my colleagues say they plan on looking for a new job within the next three months. So there is definitely a lot of competition to locate and attract the best talent.

If you're looking to hire a software engineer, here are a few things you can do as a recruiter to get my attention and convince me to choose you over your competitors:

1. Be transparent.

No company is perfect, I get it. Every workplace has its challenges and I understand that coming to work isn't one long vacation. What I really want is for you to be honest about your work culture and company values—the good the bad.

I'm happy to hear about the casual dress code, the supportive management and the Friday happy hours, but please be up front about the areas that need improvement. If you arm me with all the information, then I know what to expect on a daily basis.

Remember, you can't hide the bad stuff forever. Eventually I'll see it and, if I've been deceived, all you'll have is an unhappy, unmotivated employee—with one foot out the door.

2. Highlight your company's great culture

OK, I know I said I don't expect a perfect workplace, but a great culture is kind of a "must have" for me. I work hard to develop products that will reflect well on your company. If I'm going to spend 40 hours of my week in the office, I'd like to enjoy my time. Convince me that I'll be working for a company that values its employees and their contributions—and it—and I'll overlook a few small negatives.

If that doesn't persuade you, listen to this: **Over half of my colleagues say they'd be willing to accept a lower salary to work at a company with a great culture.**

3. Have a great product or service

I'm a human being, not a machine. At the end of the day, I want to be able to look at the work I've produced and be proud of it. I understand that not every piece of software is going to change the world, but I'm much more likely to be interested in a company if I know that I will have the opportunity to work on something that will either (a) make me proud, (b) help me learn a new skill, or (c) both.

Oh, remember what I said about salary? It applies here as well. **Over half of my peers say they'd be willing to accept a lower salary to work at a company with an attractive product.**

That being said—and I know this isn't your fault, but I have to be honest—as one of my colleagues put it:

4. Show me how I can grow with your company

I'm just like you: I want a satisfying career that challenges me and helps me grow professionally—not only today but well into the future. Approach me about a position that's above where I currently am, or show me where my career might progress to if I'm successful at your company.

Share your own experiences with me. Tell me how you've grown and developed in your role with the company. Hearing real world examples of people who've done well and had a measurable impact on the company will go a long way toward convincing me that there is long-term career potential for me there as well.

5. Talk to me about the salary

OK, let's address the elephant in the room. Salary may not be the only factor I'm considering but it's a big one. I've worked hard to build a marketable skillset and I deserve to be adequately compensated.

Yes, as I've said, factors such as a great culture and an attractive product might convince me to say "yes" to a lower salary, but I've done my research. I've looked at the market and what my peers are earning at other companies and I know what the going rate is. Please respect my skills enough to offer me fair compensation for the work you expect me to produce. **Don't simply pretend the subject isn't important—be honest about your expectations.** If you really don't have the budget to offer a competitive base salary, make up for it in other ways; for example, by offering better benefits or more flexible vacation time.

The Takeaway

71% of software engineers today find out about new job opportunities from online sources such as Glassdoor. The good news is that you can speak directly to these candidates. Companies that take an active role in building their online brand, including maintaining a solid Glassdoor employer profile, enjoy greater exposure and generate greater interest in their open positions.

As you look to hire these individuals, consider posting a job on Glassdoor. You can try the new Job Slots offering free of charge for seven days. Check it out today!

Hopefully, this has given you a glimpse into the brain of a software engineer. Now that you're armed with the intel, go out and get those top engineers working for your company! You can get started with this free software engineer job description.

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