

Recruiting **Engineers**

(From An Engineer's Perspective)





Hello!

I am **Lee Robinson**

- ◎ Software Engineer @ Hy-Vee
- ◎ Videographer
- ◎ Musician



You should **takeaway**

- ◎ Understand why engineers are frustrated
- ◎ Learn techniques to target more effectively
- ◎ Drive change in the industry

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Recruiting & Employment

What do the numbers say about future trends?

73.9%

Interesting in hearing about a new job opportunities.

[\(Stack Overflow Developer Survey\)](#)



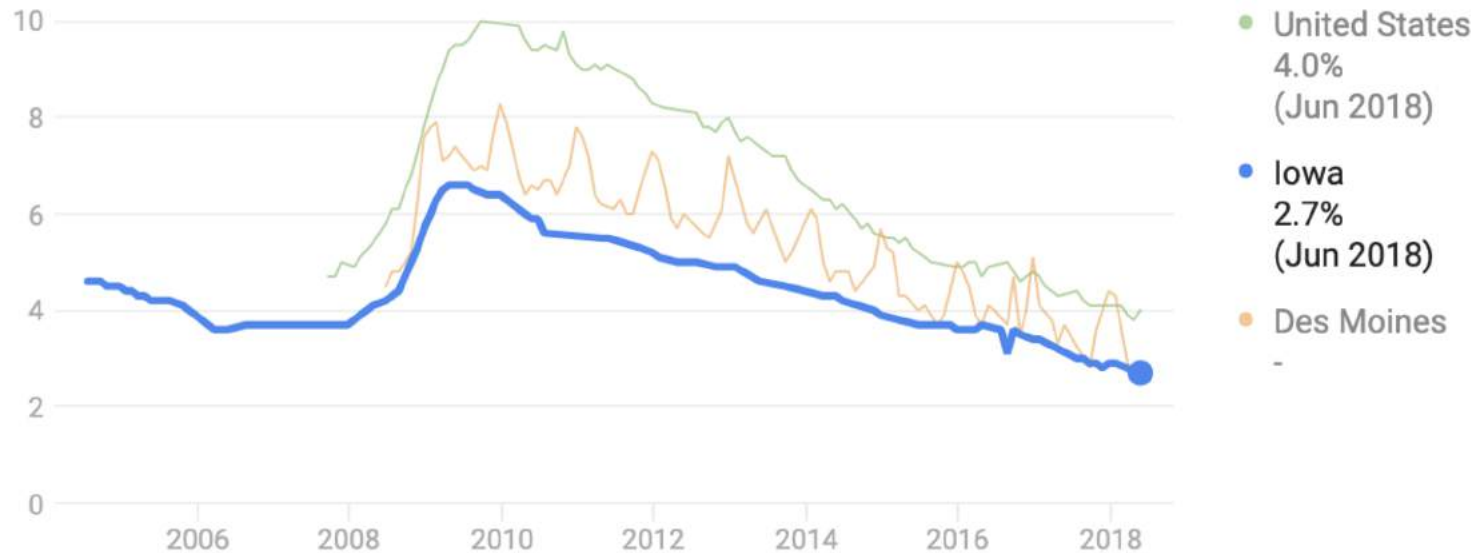
59.2%

Have switched jobs in the last 2 years.

[\(Stack Overflow Developer Survey\)](#)



2.7% (Jun 2018)



2

What is broken?

Why are we having trouble hiring engineers?



Engineers are frustrated

- LinkedIn message spam
- Copy/pasted templates
- Incorrect targeting



Would you be interested to join with Amazon (Alexa shopping team) at Palo Alto, CA? ➤



 <inmail-hit-reply@linkedin.com> [Unsubscribe](#)

Fri, Feb 8, 5:57 PM (7 days ago)



to me ▾

Dear Lee,

I'm  working as Senior Recruiter with Amazon.

We do have openings for Software Development Engineer II at Palo Alto, CA location. If you are interested, Please let me know the best time to reach you on phone to have a quick discussion.

If you are interested, Please help me out with your email id & best time to reach you?

What you will do:

As a part of this team you will have the opportunity to contribute or develop deep expertise in the areas of distributed systems, machine learning, conversational technologies, front-end app development, data storage and data pipelines. You'll have the freedom (and encouragement) to experiment, improve, invent, and innovate on behalf of our customers. You will have an impact on Amazon's new devices and the way shopping is done in the area of virtual assistants, chatbots and IoT. And finally you will have the satisfaction of being able to look back and say you were a key contributor to something special from its earliest stages. You will be working closely with multiple product managers and engineers from partner teams in Amazon Retail, Alexa, Speech Recognition and a Research Sciences team.

Experience in Java is MUST

BASIC QUALIFICATIONS

- * 3+ years professional experience in software development
- * Computer Science fundamentals in object-oriented design
- * Proficiency in, at least, one modern programming language such as **C, C++, Objective C, or Java.**
- * Experience building complex software systems that have been successfully delivered to customers
- * Experience in any one or more of the following areas: distributed systems, app development, machine learning, full-stack development.



>10,000

Page views

~200 comments

From other engineers

Hacker News

Front page!



3

Why is it broken?

Let's explore why technical recruiting is so difficult.



Search mail



Greetings from an Annoying IT Recruiter ▶ Inbox x



[Redacted] <inmail-hit-reply@linkedin.com> [Unsubscribe](#)

to me ▾

Hey Lee,

**The people you're
trying to recruit
already have a job.**



Technical talent is **in demand**

- More open position than candidates
- Outsourcing recruiting
- Competitive and fast-growing



The best engineers in the Des Moines area get traded around from company to company like baseball cards.



“

4

What can we do?

Let's fix this, together.



Build Relationships



Derek Balsley • 11:04 AM

Hi Lee, you don't know me. My name is Derek and I'm the Founder and CEO at The Art of Education University. I stumbled across some of your writings a few weeks back and knew I had to talk to you at some point. AOEU is growing fast, especially on the web development, videography, creative UX spaces. You're unique breadth of skill sets is fascinating to me. If you're open to it, I'd like to learn a bit more about you and possibly pick your brain a bit. Is there a time in the next week or so that would work well to get to know each other a bit more through a quick phone call?



Do your **research**

Google

lee robinson



Lee Robinson - Curious Mind, Developer, and Writer.

<https://leerob.io/> ▼

Curious mind, developer, and writer. **Lee Robinson**. Front-end engineer with experience in scalability, best practices and design. Currently inventing the future of ...

You've visited this page many times. Last visit: 3/4/19

Dsmtech.io launches for tech job seekers scouting Des Moines ...

<https://innovationia.com/.../dsmtech-io-launches-for-tech-job-seekers-scouting-des-mo...> ▼

Jan 3, 2019 - Before he joined Hy-Vee as a software engineer, **Lee Robinson's** search for his next career move in Iowa was a hassle. Robinson entered all ...

You've visited this page 2 times. Last visit: 2/8/19

Lee Robinson (@leerob) | Twitter

<https://twitter.com/leerob?lang=en> ▼

The latest Tweets from **Lee Robinson** (@leerob). Building @HyVee, previously @Workiva. Des Moines, IA.

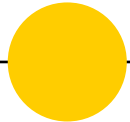


Correctly **target** them

- Lots of tech buzzwords
- Understanding different types of tech
- Try unconventional methods

Tech Terms / Buzzwords

Last Updated: June 2019 (*Expires in 1 month*)



Websites (e.g. landing pages)

Structure

HTML

Styling

CSS

Sass

LESS

Interactivity

JavaScript

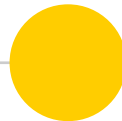
Other Stuff

Design

User Experience

Accessibility

Animations



Web Apps

All that other stuff.... Plus a ton of JavaScript.

Seriously, everything.

JS

Web Apps (e.g. Google Maps)

Front-End

React

Angular

Vue

Back-End

Node.js

Express

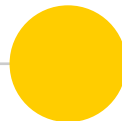
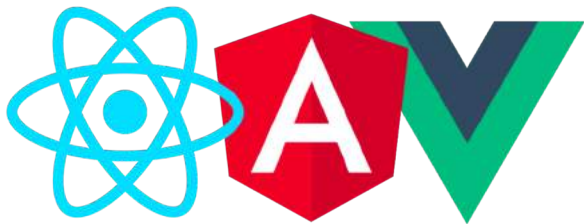
Next.js

Other Stuff

GraphQL

NoSQL

CSS-in-JS



Mobile “Native”

Android

Android

Android Studio

Java

Kotlin



iPhone

iOS

Xcode

Objective C

Swift



“Cross Platform”

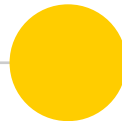
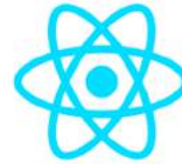
Android & iPhone

React Native

Cordova

Xamarin

Flutter



Mobile

Yep, mobile too.

Seriously, everything.

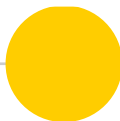
JS

Now Hiring: Front-End Developer

React / Next.js
Apollo GraphQL
styled-components
webpack
JS architecture and perf focused



Interaction Design & SVG
CSS/Sass Architecture
WordPress Themes
Light jQuery
UX and A11Y focused



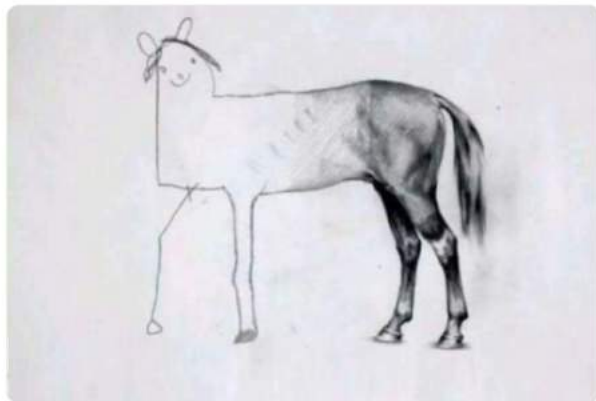
Full-Stack Developer



Brian Holt
@holtbt

Follow

“Fullstack” developer.

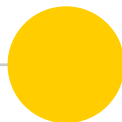
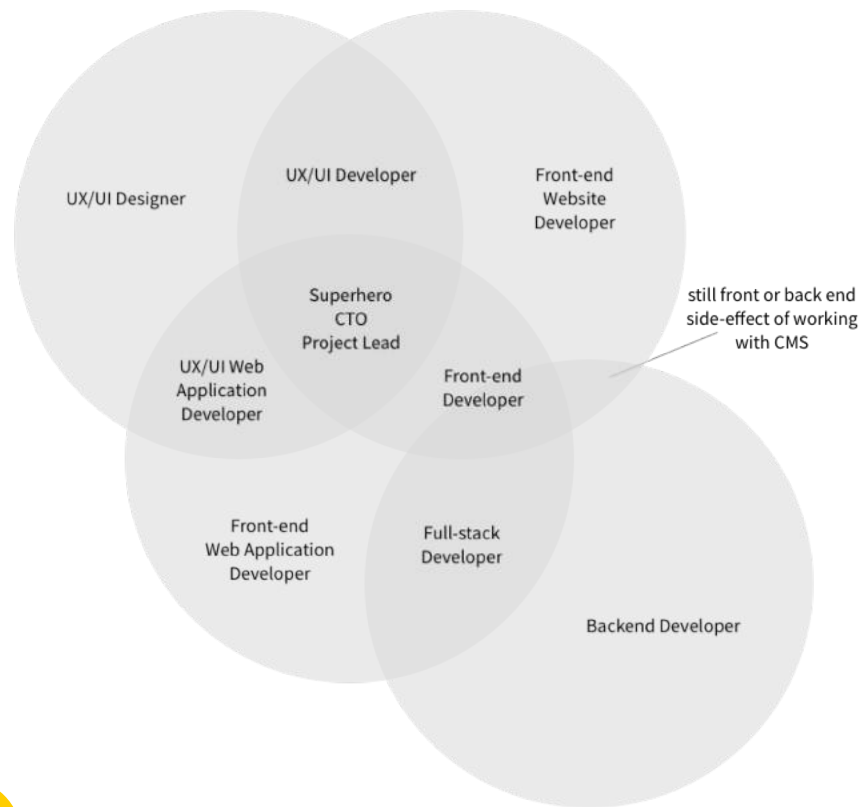


12:38 AM - 24 Mar 2018 from [Bucharest, Romania](#)

8,259 Retweets 19,952 Likes



244 8.3K 20K I





Understand the **benefits**

- Talented engineers first
- Healthy work-life balance
- Commute time







Offer a **referral** program

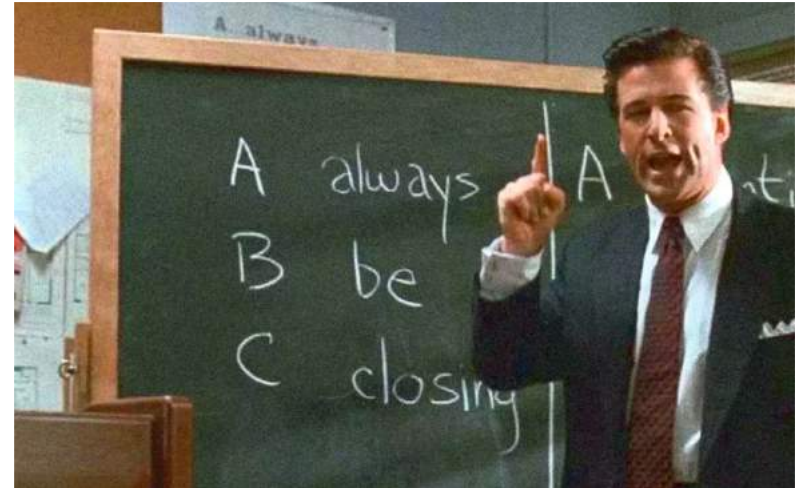
- 40-60% should come from referrals
- Offer incentives
- Get the whole company involved





Decrease time to **close**

- Try to close 60-75% of the time
- Cost of failure is high
- Speed wins





Remove **biases** from hiring

- Anonymize
- Implicit bias training
- Recruit from other markets

John Doe

1-234-567-8901 | jdoe@ucsc.edu | github

EDUCATION

University of California, Santa Cruz

Santa Cruz, CA

Bachelor of Science, Computer Science

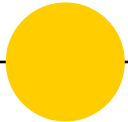
June 2019 (expected)

Relevant courses:

- Intro to Java, Integral Calculus, Linear Algebra, Data Structures (in progress), Vector Calculus (in progress)

Distributed Teams

Embracing remote work



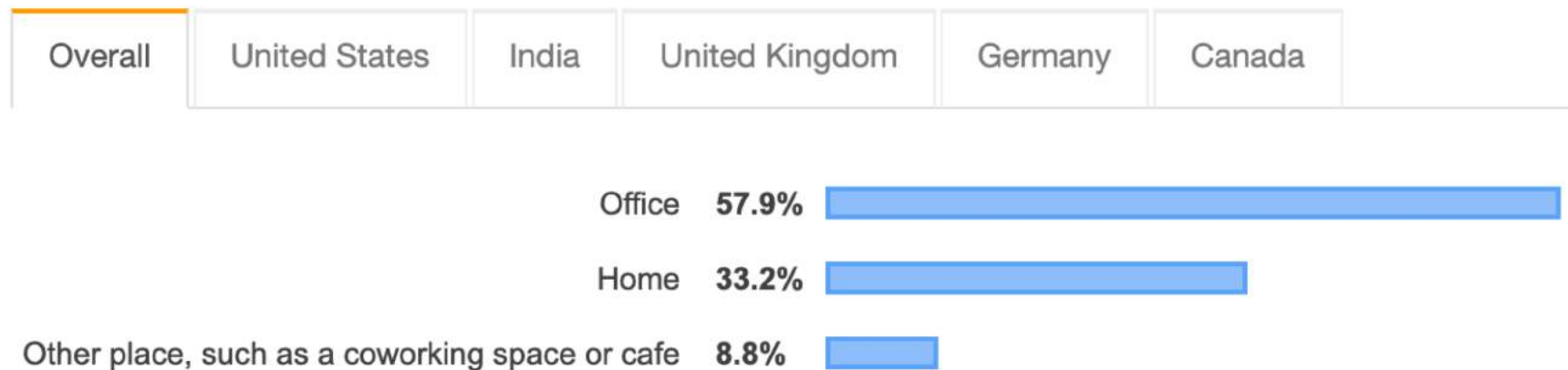
31.7%

Have remote work as a top 3 factor in taking a job.

[\(Stack Overflow Developer Survey\)](#)



Where Do Developers Want to Work?



70,055 responses

Almost 60% of developers say they prefer to work in an office, while over 30% (close to 40% in the United States) would prefer to work at their own homes. If that's you, check out [remote developer jobs](#) here on Stack Overflow.

Buffer's Transparent Salary Calculator

I'm a **Software Engineer** living in a city with an **average** cost of living.

At Buffer I'd earn ...

\$83,938 USD

SHARE ON:     



100% View only

Cost of Living (COL) Bands

	A	B	C	D	E	F	G	H	
1	Cost of Living (COL) Bands								
2	High	100							
3	Average	85							
4	Low	75							
5									
6	Name	New! Base Salary	Old Base Salary (Prior to re-benchmarking, Oct 2018)	Buffer Role	Location	Level	Step	San Francisco Mkt 50th Percentile	Cost of Living (COL)
7	Founder								
8	Joel	\$276,250	\$225,518	CEO	Boulder, CO, USA	8	1	\$325,000	
9									
10	People/Finance								
11	Nicole	\$91,928	\$85,500	People Engagement Manager	Portland, OR, USA	3	2	\$108,150	
12	Jenny	\$126,902	\$119,000	Senior Operations Manager	Louisville, KY, USA	4	2	\$153,776	
13	Stephanie	\$89,250	\$83,590	Operations Manager	Singapore	3	1	\$105,000	
14	Courtney	\$132,836	\$122,348	Director of People	Nashville, TN, USA	4	3	\$156,278	
15	Caryn	\$153,000	\$123,279	Senior Director of Finance	San Luis Obispo, CA, USA	5	1	\$180,000	
16	Kyle	\$83,864		Accountant	Jacksonville, FL, USA	3	2	\$98,664	
17	Mandy	\$85,850		Executive Assistant	Nashville, TN, USA	3	1	\$101,000	
18	Keisha	\$83,594		People Ops Manager	Farmington Hills, MI, USA	2	4	\$98,345	
19									
20	Marketing								
21	Alfred	\$83,279	\$76,753	Content Marketer	Singapore	2	2	\$97,975	





Embrace remote work

- Scalability
- Talent loss prevention
- Efficiency





You should **takeaway**

- ✓ Understand why engineers are frustrated
- ✓ Learn techniques to target more effectively
- 🤔 Drive change in the industry

**Let's work
together to change
technical
recruiting.**



Thanks!

Any **questions** ?

You can find me at

- leerob.io
- [@leerob](#)