

# How to effectively hire in IT in 2022?

## 8 practical tips

Find out how to attract more valuable candidates. Learn about the latest trends in the job market and explore a profile of IT specialists.



# 72% of IT specialists look for new employers on industry websites

It proves that job boards are the best place to find valuable candidates. Hiring processes on specialised job boards should be optimised to attract a greater number of valuable applications.

The information gathered in this guide is based on internal data compiled by No Fluff Jobs as well as the results of surveys conducted among representative groups of IT specialists.

That's why No Fluff Jobs remains the most reliable source of practical tips on how to reach the largest possible number of candidates best suited for your organisation.



**No Fluff Jobs – attracting mid- and senior-level specialists like a magnet! Simple as that.**

**By recruiting with No Fluff Jobs you will get 91% of valuable applications from experienced developers.\***

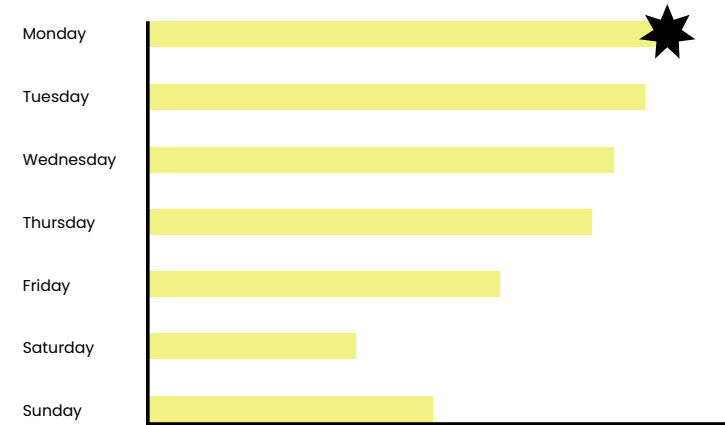
# 1

## Post job offers at the beginning of the week

Our observations indicate that IT candidates prefer **applying for new jobs on Mondays**. The number of job applications remains high until Thursday.

Interestingly, many candidates submit their applications on weekends, mostly on Sundays. According to the available data, the best time to send in your CV is in the morning, at lunchtime and late in the evening.

Number of applications on each day of the week



Source: Internal data of No Fluff Jobs.

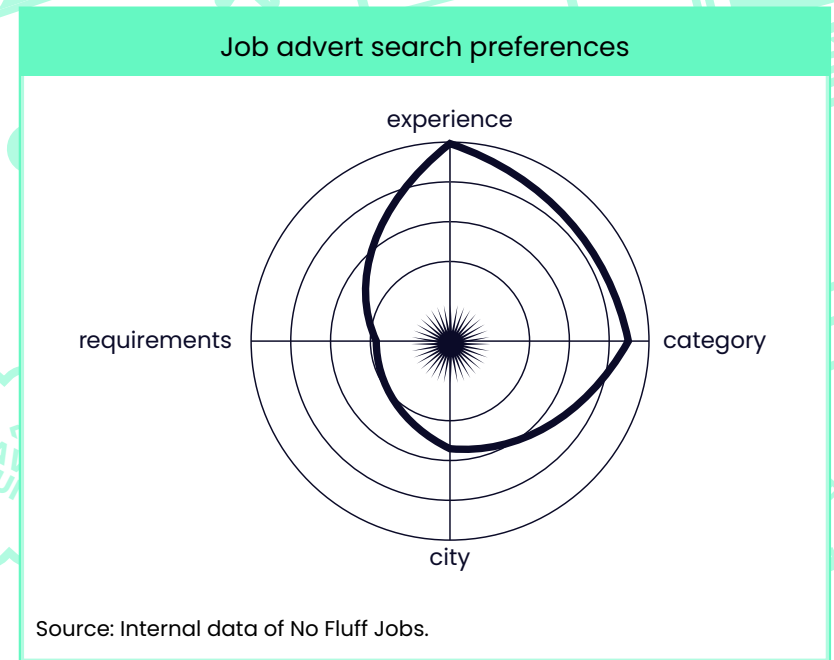
**150% more applications are submitted on Mondays than on Saturdays.**

Post job offers at the start of the week, if you're planning on posting offers on Friday, better wait until Monday. This will increase the visibility of your posting and help you reach a greater number of candidates.

# 2 Choose a good job title and master your content

Job adverts posted on No Fluff Jobs are usually filtered by seniority (34%) and specialisation (31%).

Less than 20% of users filter by their preferred location. Of note is that less than three years ago, the job location was the main criterion used to search for jobs and constituted 50% of all queries. Then, the remote working era came.



**When looking for a developer team\* via No Fluff Jobs, your job offer will get 38% more hits than our closest competitor.**

The job ad creator at No Fluff Jobs enables you to include all essential details sought by candidates. Remember to include crucial information in the job title to enhance its visibility in search engines and on social media.

# 3

## Make sure to meet the expectations of potential hires


According to our data, potential hires look primarily for salary information, project description, list of their tasks and duties, as well as offered location.

Therefore, you should make your ad content stand out. The key components of your job offer should meet the market standards and satisfy the expectations of potential candidates.

What information do IT specialists look for in a job offer?



Source: Candidate Experience in IT. Guide to effective recruitment.  
Report by No Fluff Jobs

 Only 5% of mid- and senior-level specialists look for information on benefits.

# 4 Offer salary ranges which meet the market standard

„Show me the money“ is an iconic quote from the 1996 „Jerry Maguire“ movie.

Our data shows that IT candidates share the same opinion and salary information is the first thing they look for in a job ad.

As in life, first impressions are important during the recruitment process. Make sure that your job offers leave an impeccable impression!

35%

of candidates will not respond to a job offer with no salary range listed.

Source: Survey by rp.pl

When determining your salary range, use our **calculator** to check the market median salary of IT specialists for the positions you're trying to fill.

Try it out!

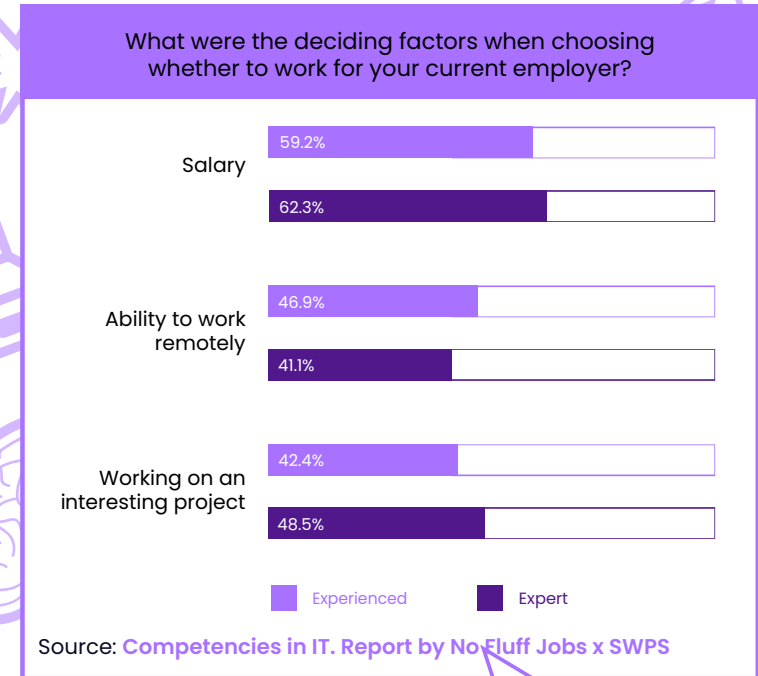
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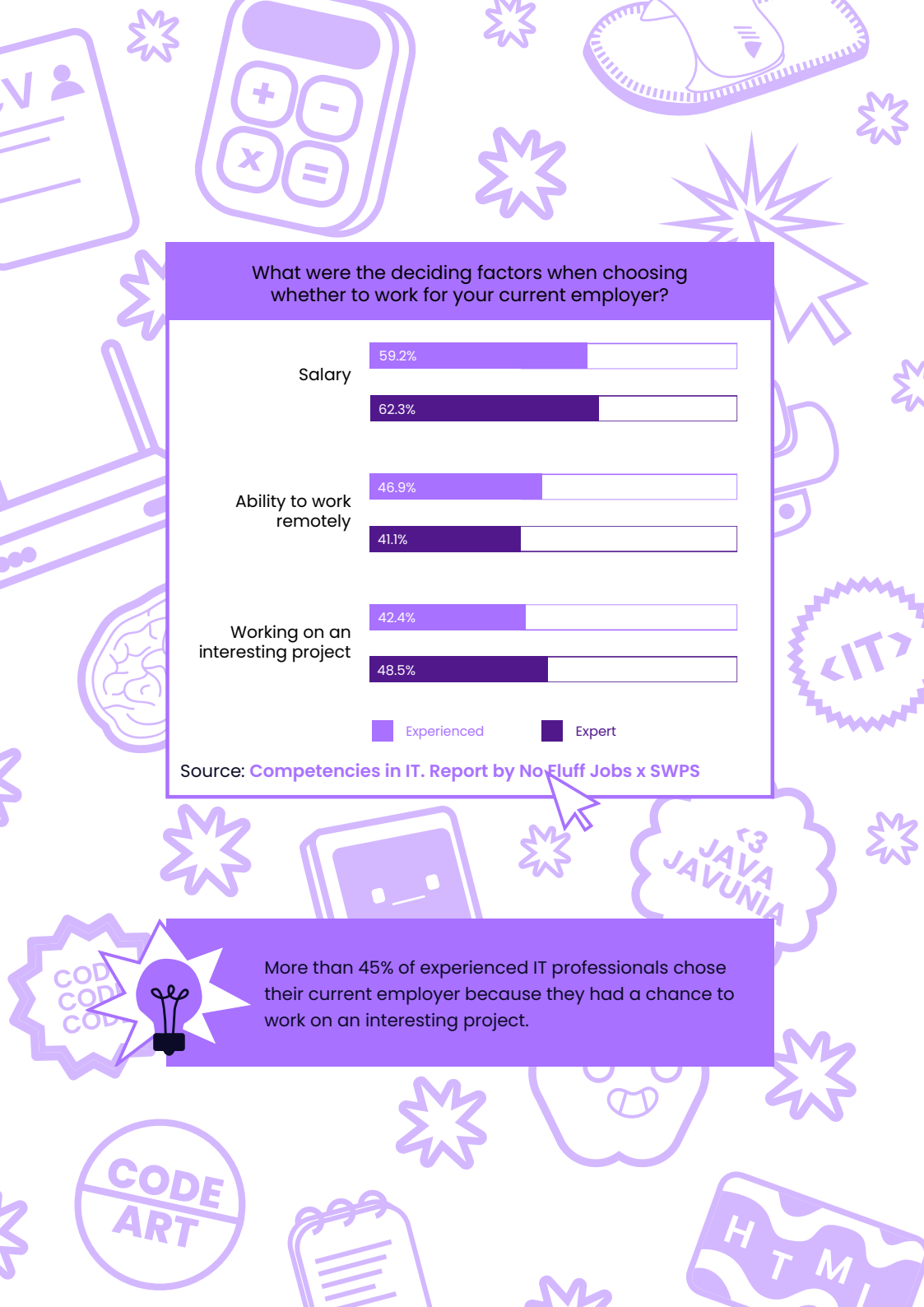
## Show candidates your best side

Salaries in IT keep rising. Due to that fact, experienced IT specialists who are thinking of switching jobs pay more and more attention to salary details. Additionally, they care about the type of project, its values and impact on the world. Remember to emphasise all the advantages of the project itself, as well as corresponding duties and other relevant responsibilities – being pragmatic is key.

Remember to adequately accentuate all the advantages of working on the project you're hiring for and describe the duties of prospective hires as specific and in as much detail as possible – being practical is what's important.



More than 45% of experienced IT professionals chose their current employer because they had a chance to work on an interesting project.



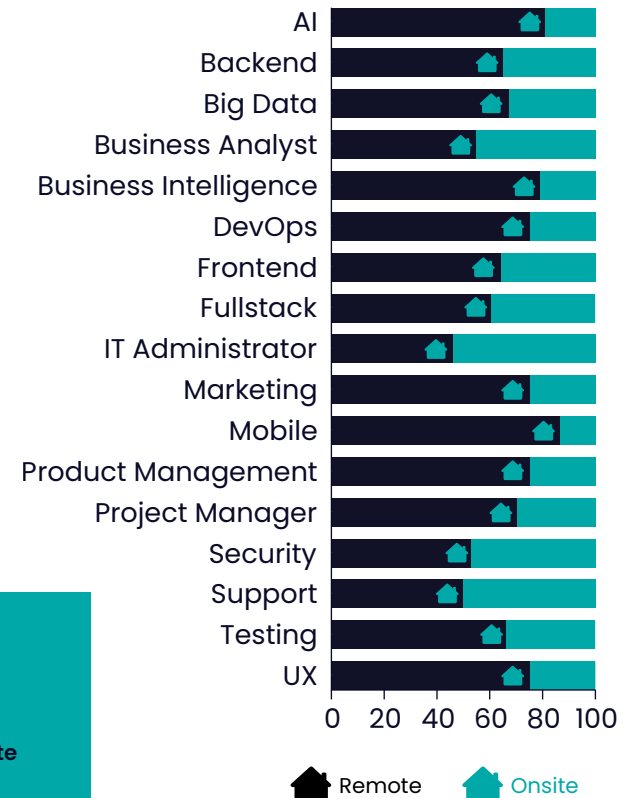
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## Offer remote work

2021 belonged to remote work. For the first time in the seven years since No Fluff Jobs started analysing the market, remote work offers outnumbered Warsaw when it came to job locations in adverts.

Offering remote work is a good idea when looking for new talents for your organisation. Two-thirds of all adverts posted in 2021 included a remote work option. What's more, as many as 47.6% of specialists claim that the ability to work remotely was the key factor in their decision to work for their current employer.\*

Number of answers to adverts offering remote work and office work in selected categories



Source: Internal data of No Fluff Jobs.

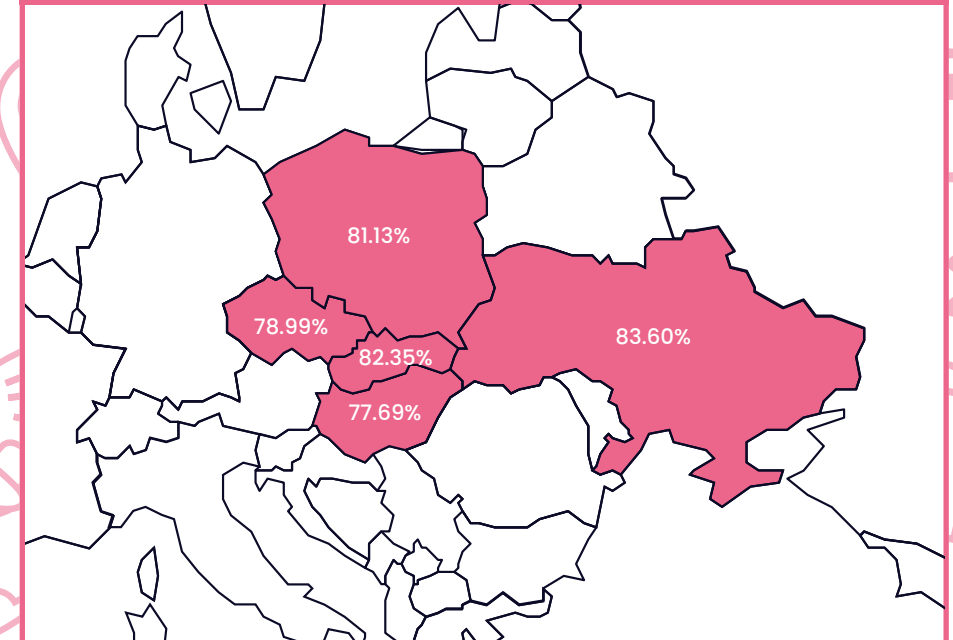


# 7 Open up to specialists from Central and Eastern Europe

The trend for remote work is also a reaction to the steadily growing labour shortage. Polish companies are increasingly willing to employ specialists from Central and Eastern European countries, a region where several hundred thousand highly qualified and culturally similar IT specialists can be found.

No Fluff Jobs is available in five countries and in seven language versions, making it the perfect platform to look for new talents – especially as it takes a single click to post an advert to all of these markets.

Willingness to consider a new job offer among IT specialists in selected countries



Source: *IT Specialists in Central and Eastern Europe. Report by No Fluff Jobs*

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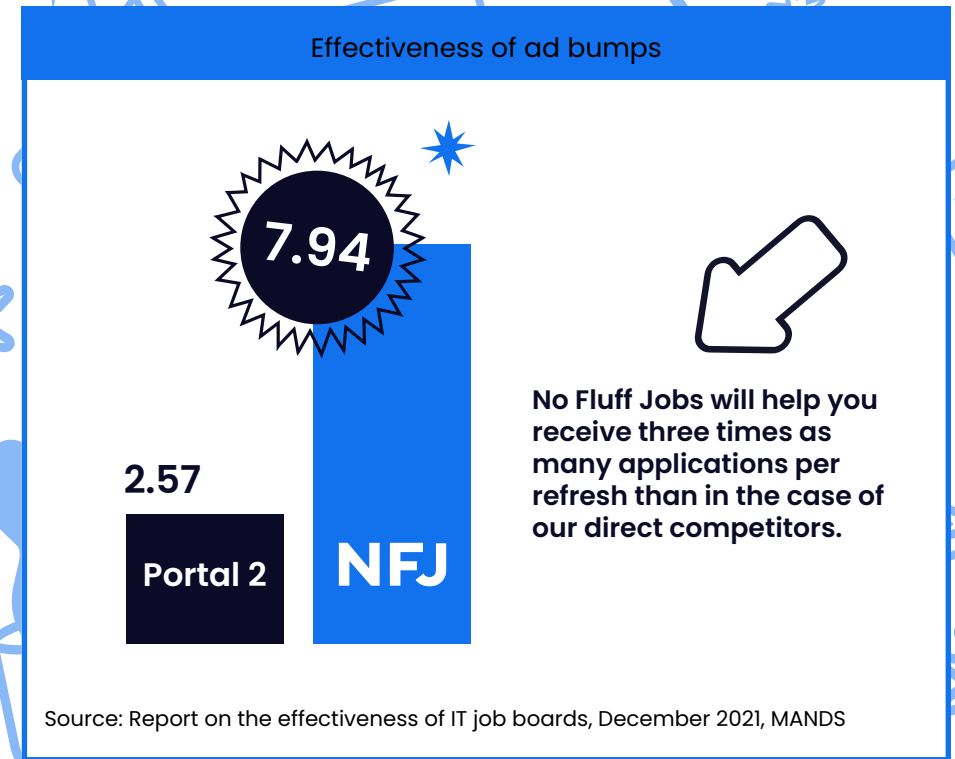


Nearly 80% of IT specialists from Central and Eastern Europe are actively looking for jobs or are willing to accept a job offer if an opportunity presents itself.

# 8 Don't underestimate the power of ad bumps

Ad bumps push your job offer back up to the top of the list of new postings, helping to increase the number of valuable applications received.

According to the survey conducted by MANDS Survey Institute on the effectiveness of IT job boards, a single ad refresh on No Fluff Jobs results in nearly eight CVs sent in by valuable candidates. It's more than three times the rate of our direct competitors.



The data used to create this guide was compiled based on **90,944** job adverts posted in 2021. The same adverts were used to create our flagship publication – **IT Job Market in Poland**. The report will help you learn about the most important trends in the IT job market and it addresses various areas of the market.

We keep collecting data which helps us find out more about Polish IT specialists, allowing us to constantly increase both the number of active users of the No Fluff Jobs job board and the effectiveness of your hiring campaigns.

To select the best solutions for your needs, contact us at [sales@nofluffjobs.com](mailto:sales@nofluffjobs.com) or ask your Account Manager for assistance.



## No Fluff Jobs – the cheapest way to find candidates who meet your expectations. Full stop.

The average cost of obtaining one valuable application is PLN 44.18, which is PLN 12 less than in the case of our closest competitor.\*

\*Valuable applications are those that meet the requirements posted in the job offer.  
Source: Report on the effectiveness of IT job boards, December 2021, MANDS