

How To Find Talented Tech Employees

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Finding and recruiting top tech talent is a top priority for all companies and organizations from Fortune 100 to the smallest start-ups. We are all aware of the shift to outsourcing overseas, but many companies can't afford to do so or they need their talent here in a corporate office to add to strategy and implement tactics.

With the development of the Internet, newspapers are now basically an obsolete form of advertising quality job positions. However, even the great online behemoths like **Monster** and **Careerbuilder** have quickly become rather ineffective and very expensive. The normal online job boards are not targeted or proactively helping organizations find the much needed talent to take their business to next level.

This trend can actually be a good trend, especially for small and mid-size enterprises. The playing field is becoming even in finding talent. Today Fortune 1000 companies as well as small businesses have the ability to recruit talent with equal ease because of the second generation of web applications, known as Web 2.0.

According to Wikipedia, Web 2.0 is a phrase coined by O'Reilly Media in 2004 refers to a supposed second generation of Internet-based service - such as social networking, wikis, communication tools, and folksonomies that emphasize online collaboration and sharing among users.

The Web 2.0 world allows businesses to share information and communicate directly to potential employees. Web 2.0 allows much easier communications. The real exchange of information allows talent to learn and establish expertise as well as gain credibility publicly. Everyone loves to give their opinion. Heck that's the basis of AM talk radio.

Everyone also loves to talk about their favorite subject: themselves. Blogging allows them to do both. Tech experts visit tech blogs to keep up with their field and interact with other experts in blogs. Eventually, many of these experts may set up their very own blog.

Unlike job boards, Web 2.0 is fun! The best talent already have a job so they are not actively looking for a job. But most know that job security is rare and they may be downsized without much notice. They need to be aware of the job market and they may not be working in their ideal job or for the ideal company.

They enjoy participating in the web 2.0 world. Blogs, forums, newsgroups, rss feeds, and other new methods of communications give professionals something to look forward to when they come online.

Finally, there are key methods to leverage recruiting efforts and web 2.0 applications. One company specializing in helping hiring managers and recruiters find top talent in technology is Staff It Now. Staff It Now gathers resumes and job descriptions from around the net and active markets job opportunities to specific targeted groups.

For example, if you need to hire someone that knows Oracle like the back of their hand, Staff It Now will market and advertise the job opportunity in several blogs dealing with Oracle programming. The site also give you a unique technology service to accurately match and prioritize resumes to job descriptions. Staff It Now brings together everything you need to find great tech professionals.

In conclusion, the static job boards and job posting sites are not getting the quantity nor the quality they use to just five or six years ago. The rapid growth of Web 2.0 and the changing global economy will force HR recruiters, headhunters, hiring managers, and small business owners to change the way they recruit talented employees. In fact, it may force them to recruit faster, more effective, and more efficiently.

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