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Dice is pleased to present the fourth in a series of articles on tech recruiting by John Vlastelica, consultant and prior technical recruiting leader with Amazon.com and AT&T Wireless. [Bio](#)

Top 10 Tools for Tech Recruiters – Part 1

By John Vlastelica, Recruitment Management Consultant, www.RivieraAdvisors.com

There's a lot of hype around tools that can take away all of your recruiting pain. The reality is, if it sounds too good to be true, it probably is. So, what tools do top technical recruiters actually use on a regular basis to help them source and assess tech candidates and credibly interact with hiring managers and candidates?

It probably goes without saying that — if you're looking for technology candidates — you need to check out Dice.com. Dice is the leading career site for technology professionals with more than 6 million visits per month and more than 2 million registered tech candidates. Top recruiters have used Dice for 16 years to source candidates. In fact, nearly 100,000 tech jobs are currently posted on Dice.com.

But, as a tech recruiter, you probably already use Dice. So, what other tools and resources should you have in your recruiting toolbox? I pulled together best practices from my time as a leader of tech recruiting teams and from my network of top tech recruiters and recruiting leaders. Here's the first five of ten key tools we recommend. We'll share the other five in the next article.

(Note: We at Riviera Advisors do not represent, resell or take any commissions from these vendors. We're a vendor-neutral consulting firm.)

1 User groups

Google and Yahoo both have active user groups, where technology people come together — online, mostly via email — to share information, pose questions to each other and discuss trends in their industry. Yahoo Groups, for example, has thousands of groups in its Programming Languages category, with 4,000+ members in its C# .Net group alone. How are top tech recruiters using groups?

First, they're using them to troll for names and experts that they could network with, or — possibly — contact directly about a job. You can email almost anyone who posts a message or sends an email out to the group. **Caution:** Be careful, as some groups specifically prohibit recruiters from using their group to find talent. Always send a note to the group's administrator (listed on the group's sign up page) to ask what kind of role you may play.

Yahoo Groups, for example, has thousands of groups in its Programming Languages category.

Second, depending on the technical depth of the tech recruiter, they're sometimes using these groups to learn more about a topic. To open a free account, or get more info, check out groups.yahoo.com and groups.google.com.

Note: There are many recruiter networks that exist, too. If you're new to tech recruiting, new to a geography, looking for great sourcing ideas, have a candidate or trailing spouse that you're trying to find a home for...be sure to search for recruiter groups, too. In Washington State, for example we have over 1,700 members on the Washington recruiter group on Yahoo. To find your local recruiter group, go to Yahoo Groups and enter "recruit".

2 Sponsored ads on search engines

Google, Microsoft and Yahoo all offer advertising programs that offer you the opportunity to put short ads in front of your target audience when they search. On Google, you see these "sponsored links" on the right hand side of your screen, alongside the search results. As a recruiter, you can establish a small budget and — what I like best — only pay for the ad if someone clicks on it. So, for example, you could set up a Google AdWords account and set a daily budget of \$10, and — depending on the keyword you "buy" — pay 10 to 50 cents (or more) when someone clicks on your ad, which would show up when a person searches for your keyword. Your ad may be something as simple as "Great Software Jobs in Phoenix @ Company X", with a link back to your Company X careers website. With this method, you're getting highly targeted advertising — presumably, the people who are searching for the keywords you buy are your target candidates — with controlled costs. To sign up or learn more, go to adwords.google.com, searchmarketing.yahoo.com and/or advertising.microsoft.com.

Mine candidates while you sleep.

3 Search agent tools

Savvy tech recruiters are finding opportunities to leverage technology that can automatically search job boards, free job sites, college sites and the web to find candidates via resume search agents and tools. These tools let you set up and save key word and category resume searches that can run when you're not even in the office, and then extract the resumes and put them into a file folder of resumes that you can sort by location, key word and source. It can be a major time saver. To learn more, check out tools like [Infogist's Platinum Recruiter](#), [AIRS SourcePoint](#) and [Talent Hook](#).

Additionally, when it comes to resume mining and sorting, technology can't always do the same quality of job as a set of experienced eyeballs. Some tech recruiters are looking to third party resume generation firms — like [Velocity Resource Group](#) — as an alternative to technology. Firms like Velocity have offshore sourcers who mine the job boards and route on-target resumes to a recruiter's inbox or ATS within a day or two.

4 Tools to help you post jobs

Writing [quality job postings](#) that get action takes skill. But the administrative process of posting jobs — and then taking them down when filled — on multiple job boards is, well, administrative; not something most tech recruiters look forward to each day. There are some great tools that can help you quickly post your jobs to multiple job boards and free sites — all at once — with just a few clicks. They automatically keep track of your posting usage (so you know when you're getting low on your Dice posting package), format each job appropriately for the job board, and can even give you some metrics that'll tell you what postings are performing best, e.g. how many candidates are applying, what your posting-view to posting-apply ratio is (once they read my posting, are they applying or going somewhere else?) and even how often your postings are viewed relative to other companies in your industry. All great info to help you make better decisions and improve your ROI.

Reduce your administrative burden.

You can learn more by looking at tools like [SmartPost](#) and [Data Frenzy](#). And be sure to check with your ATS vendor — they may have an integration relationship with one of these firms to make this whole process even easier.



Social networking tools

LinkedIn.com has become a well-known tool for recruiters looking for semi-active and passive candidates. IT candidates can put their detailed bios out there without sending off the 'I'm looking for a job' alarm with their current companies. Use it to search for leads and candidates by company, by geography and/or by key word.

Tip: Put the names of the job titles and technologies you regularly recruit for on your personal profile page, so that passive job seekers can easily find you when they search LinkedIn for job opportunities (using keywords that matter to them). To sign up or get more info, check out www.linkedin.com.

Note: I see very few recruiters using MySpace, Facebook, Spoke and other hugely popular social networking sites to recruit. The real creative, pioneering recruiters are out there experimenting with these, but they're just not getting used yet by the majority of tech recruiters.

Wrap Up

When people say "work smarter, not harder", I think they're talking about leverage. And, as tech recruiters, we must find ways to get more done in our 8-10 hour days. The tools above represent some of the best-practice tools and resources that top tech recruiters actually use.

In the next article, we'll discuss tools to help you leverage email campaigns, tools to help you build and manage your contacts, tools to help you assess candidates online and tools to help you learn technology.

We limited this list to 10, but there are many other great tools that top tech recruiters use. Do you have a tool that you think should be shared with others? If yes, email me info about it and we may include it in a future article like this.

Note: A special thanks to top contract tech recruiter Eric Jaquith for his insights into best practice tools mentioned in this article.



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Top 10 Tools for Tech Recruiters – Part 2

By John Vlastelica, Recruitment Management Consultant, www.RivieraAdvisors.com

In Part 1 of the [“Top 10 Tools for Recruiters”](#) we shared the first five tools we recommend for your tech recruiting toolbox. Here are the remaining five best tools for top technology recruiters.

It probably goes without saying that – if you’re looking for technology candidates – you need to check out Dice.com. Dice is the leading career site for technology professionals with more than 6 million visits per month and more than 2 million registered tech candidates. Top recruiters have used Dice for 16 years to source candidates. In fact, nearly 100,000 tech jobs are currently posted on Dice.com.

But, as a tech recruiter, you probably already use Dice. So, what other tools and resources should you have in your recruiting toolbox? Here are the remaining five key tools we recommend.

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6 Tools to help you leverage email campaigns

Let’s say you get access to a bunch of email addresses — from research you buy, a website listing conference attendees, or maybe from a bunch of business cards you’ve collected — and you want to generate a mass, personalized email to reach out to those people. Perhaps you want to invite them to apply for a job, refer someone for a job, or even just go to your website to learn more about your company. Sending more than 20 or so personalized emails from Outlook or Lotus Notes can take over an hour and sending quality HTML mail with images and links isn’t always easy from your email client. Luckily, recruiters can access some great email campaign tools to help them generate hundreds of quality HTML emails with personalized “Dear Jane” introductions as a way to follow up with people, or keep leads and candidates up to date on your openings or company news.

Check out tools like [ColoradoSoft’s WorldMerge](#), [Campaign Monitor](#) and [Constant Contact](#), which has easy-to-edit newsletter templates and easy “sign-up for our newsletter” buttons you can place on your career page or in ads.

7 Tools to help you build up your contacts

Your “rolodex” is one of your biggest assets. But the process of entering a bunch of new names from contacts, candidates and vendors is often burdensome, and therefore, not something a lot of tech recruiters make time to do. There are several great tools you can purchase to help you build up your personal contact lists in Outlook. Tools like eGrabber’s [Address Grabber](#) and Textual’s [Anagram](#)

allow you — with one easy click — to convert name, address, phone, and email addresses you find — on a resume, or a website, or as a signature at the bottom of an email, or from any document — into a contact in Outlook. It automatically maps the email to the email field, the company to the company field, etc. So you end up with a populated contact without typing or copy/pasting everything in manually. Remove the hassle, and watch your contacts grow. (Since I started using Anagram, my Outlook contacts have grown from 300 two years ago to over 1,800 now).

Want something higher tech than that? Check out [Plaxo](#), which integrates with Outlook to keep the contact information of people you know — who also use Plaxo, which has over 15 million users now — automatically up to date in your Outlook contacts. If a Plaxo member updates their phone number, you get an email saying something like “Lou updated his phone number and it’s been automatically updated in Outlook for you.”

What about business cards? If you still collect paper business cards, consider purchasing a business card scanner like [CardScan](#). It looks like a small scanner with a place to “feed in” business cards. It extracts all the contact information and can move it all right into an Excel doc or Outlook — great for creating an email follow up campaign for conference attendees.

If you still collect paper business cards, consider purchasing a business card scanner.

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Tools to help you manage your contacts and relationships

Great tech recruiters recognize that many people they talk to will not have a resume, will not share a resume or won’t be interested in a job. But, those leads are still quite valuable, and — frankly — kind of hard to keep track of. ATS’s just don’t do a good job of dealing with non-resume people.

Savvy recruiters are looking at Customer Relationship Management (CRM) tools as a way to track these non-candidates, often called leads or prospects. CRM tools help you keep track of conversations with leads, help you store research and lists you may generate or buy and — among other things — allow you to generate “tickler” calendar reminders to reach out to people who said “not now” when you tried to recruit them.

There are three ways recruiters generally work with a CRM. They buy a stand-alone tool, like [Goldmine](#) or [Act Contact Management Software](#). They buy a web-based CRM tool, like [Salesforce](#). Or, they use something that’s been developed just for recruiters, like [Virtual Edge’s Pilot](#) or [AIRS SourcePoint](#).

Savvy recruiters are looking at CRM tools as a way to track non-candidates.

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Tools to help you assess tech talent (and improve your submittal-to-offer rate)

I don’t believe there’s a good replacement for a real-time tech interview, where the candidate works through behavior based questions and situations, and demonstrates her skills at a whiteboard or in front of a computer. However, sometimes — particularly in higher volume situations — recruiters need some help to screen hundreds or thousands of applicants. The key to selecting a quality assessment tool is to know your job and environment really well — know what’s a must-have tech skill versus nice-to-have, know what’s trainable and what’s not, know what behaviors and diversity you need on the team, etc.

Improve your submittal-to-offer rate with quality assessment tools.

Recognizing that you should discuss any pre-employment test with your legal counsel before you implement a tool, consider checking out some of the general assessment tools from companies like [DDI](#), [Previsor](#), and [FitAbility](#). For tech quizzes, check out companies like [BrainBench](#) and [TechCheck](#).



Tools to learn more about technology (and more credibly interact with candidates and Hiring Managers)

It's a given that — to be a successful tech recruiter — you must know something about the jobs you recruit for to successfully source, screen and sell tech candidates. Where can you go to get smarter about the technologies your company recruits for and learn what all those keywords you enter into Dice really mean?

Dice has a short, easy-to-understand list of commonly used tech terms called, "[Technical Skills Glossary for Non-Technical Professionals](#)". Check out whatis.techtarget.com to search their massive IT encyclopedia, which has definitions, learning guides and links to other sites that can help you understand what .Net really is and what your hiring manager means when she talks about the “software development lifecycle”. Also, wikipedia.com, the giant collaborative encyclopedia with almost 2 million articles in English, is a phenomenal free resource site you can use to learn about everything from project management methodologies to PHP.

Wrap Up

When people say “work smarter, not harder”, I think they’re talking about leverage. And, as tech Recruiters, we must find ways to get more done in our 8-10 hour days. The tools above — [and from the first article](#) — represent some of the best-practice tools and resources that top tech Recruiters actually use.

We limited this list to ten, but there are many other great tools that top tech recruiters use. Do you have a tool that you think should be shared with others? If yes, email me info about it and we may include it in a future article like this.

Note: A special thanks to top contract tech Recruiter Eric Jaquith of Recruiting Choices and Dr. Charles Handler of Rocket Hire for their insights into best practice tools mentioned in this article.



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