

# WINTER NEHMER TUM

## 1x1 Recruiting Guide

Tips & Tricks for early stage StartUps  
& ScaleUps for recruiting their first  
team members



# Agenda

<b>1. How to attract Talents</b>	<b>3</b>
1.1 Importance of Employer Branding	4
1.2 Employer Branding Step by Step	5
1.3 Employer Branding - Summary & ideas	6
<b>2. How to search for (Tech) Talents</b>	<b>7</b>
2.1 Active Sourcing	8
2.2 Boolean Search Strings	9
<b>3. How to write a Job Advert</b>	<b>10</b>
3.1 The Job Ad	11
3.2 General Job Ad tips	12
<b>4. How to do an Interview</b>	<b>13</b>

# 1. How to **attract Talents**

## 1.1 Importance of Employer Branding

## 1.2 Employer Branding Step by Step

## 1.3 Employer Branding - Summary & ideas



# Importance of Employer Branding

## Def.: Employer branding

An **HR marketing strategy** you can use to **create an attractive employer brand**. Just as companies develop marketing and communication initiatives to help them win and retain high-quality customers, they also develop employer branding **communication tools** and **marketing strategies** in order to **attract and retain employees**.

Source: <https://www.personio.com/blog/employer-branding-2/#1>

# Employer Branding **Step by Step**

## **Step 1: Build [Relationships](#) with Talents**

- Host & go to events: Meetup, Hackathon, Hack & Talk, etc.
- Organize Workshops / Presentations & Networking events
- Blog about (technical) challenges & help others
- Build & share knowledge: Stackoverflow, Github, etc.

## **Step 2: Use your Employees as [Brand Ambassadors](#)**

- Put your employees at the forefront: Interview a handful of your employees and highlight them in a quick employee profiles
- Encourage your colleagues to speak about their work & company culture online or at events / conferences / interviews
- Build a library of company photos at work and team events
- Start blogging & vlogging to make your company and your team more visual

## **Step 3: [Storytelling](#)**

- Develop a clear Company Story: Have a clear message and understanding of your company`s vision and values



# Employer Branding - Summary & ideas

- **Build a library of company photos**

Picture of a cool workspace if you have Companywide events you've hosted  
Capture moments of your teams while working & team events

- **Put your employees at the forefront**

Developers are interested in the types of teams they'll be working on.  
Interview a handful of your developers - Highlight them in quick employee profiles  
If looking for a first developer, show how large of an impact they'll have on your entire business

- **Start blogging & vlogging**

What is it like to work at your company?  
Have employees write about their experiences to add personality and humanize your brand

- **Develop a Clear Company Story**

Have a clear message and understanding of your company's mission and values.

- **Promote your brand**

Meetups, hackathons and through social media accounts

## 2. How to **search** for (Tech) Talents

### 2.1 Active Sourcing

### 2.2 Boolean Search Strings

# Active Sourcing

## Def.: Active Sourcing

Talent acquisition discipline focused on the identification and engagement of skilled candidates through proactive search and networking on LinkedIn/ Xing - often before the need to fill a position has arisen

**You'll find a decent restaurant with a simple keyword search - finding great developers online takes more!**

**Boolean Search** is a set of commands used to tell a search engine exactly what you're looking for.

Two of the most common mistakes tech recruiters make using Boolean Search:

- **Missing Quotation Marks**

Type **iOS mobile developer objective-C** into a candidate search, then try **"iOS" "mobile developer" "Objective-C"**  
→ shorter candidate list, but ones that are a much more precise fit for your role

- **Ignoring Parentheses**

Searching a developer who knows Objective-C, but would love to see candidates who also know C++ or C#. Use parentheses to separate must-haves from nice-to-haves; example: **"mobile developer" AND "Objective-C" AND ("C++" OR "C#)** → only shows candidates who fill the must-haves

Simple formula to help you build customized Boolean Search strings for any role you're hiring:  
**("Must-Have" AND "Must-Have"... ) AND ("Helpful-to-Have" OR "Helpful-to-Have"...)**



# Boolean Search Strings

## Three pre-built Boolean Search strings for finding more sought-after types of developers

### ▪ Front-End Developer

Looking for someone that MUST know React, HTML5, CSS, and jQuery. And it would be helpful if they also knew git, subversion, mercurial. Enter the following string into your search:

**BSS:** ("React" AND "HTML5" AND "CSS" AND "jQuery") AND ("git" OR "subversion" OR "mercurial")

### ▪ Full-Stack Engineer

In this case, pretend you need someone who needs to know Javascript, PHP, SQL, and HTML. Bonus points go to candidates who also know Tomcat or Apache. Use the below search string in any database to find candidates who fit the role:

**BSS:** ("Javascript" AND "PHP" AND "SQL" AND "HTML") AND ("Tomcat" OR "Apache")

### ▪ Mobile Developer

When you need a mobile developer who knows Kotlin, iOS, and Android, with bonus points for candidates who also know JSON, HTML5, Javascript:

**BSS:** ("Kotlin" AND "iOS" AND "Android") AND ("JSON" OR "HTML5" OR "Javascript")

## 3. How to **write a Job Advert**

### 3.1 The Job Ad

### 3.2 General Job Ad tips

# The Job Ad



## JOB TITLE: Be specific!

Think about what developers are searching for. Example: if you're looking for a mobile developer, consider using "iOS Developer" or "Android Developer," depending on which platform you work on.



## BODY:

- The bodies of most job descriptions are really boring. So, rather than simply listing of what you're hoping to find from a technical standpoint, **tell a story**. Give specific examples of the challenges your team is tackling and the tech stack you're using to get your work done.
- Developers love looking at the bigger picture of things, so make sure you show them how their work will make an impact here.
- Let your company culture shine – mention your unique perks



## Required Skills & Competences

- This section should include your non-negotiable skills/ competences.
- Make sure the most important skills/ competences come first.
- Developers hate looking at job descriptions that are bogged down by too many bullet points.
- So when in doubt... Don't use more than 5 bullet points at a time.



## Preferred Skills & Competences

- These are skills/ competences that would be nice for a developer to have.
- But are also things you'd be comfortable letting a candidate learn on the job.
- And again... Don't use more than 5 bullet points at a time



# General Job Ad tips



## **Don't be repetitive – Keep it short and sweet**

People/ developers often only spend seconds reading job postings.



## **Don't tell developers about what developers do**

They already know what they do. But they don't know about the specific challenges your company faces, so tell candidates more about those instead



## **Don't use buzzwords**

Developers don't want to be called “ninjas” or “rockstars,” so don't include marketing buzzwords unless you want candidates to move on to the next job listing



## **Don't focus on a single niche technology**

Understand your role, and know how the languages you're looking for relate to other skills.

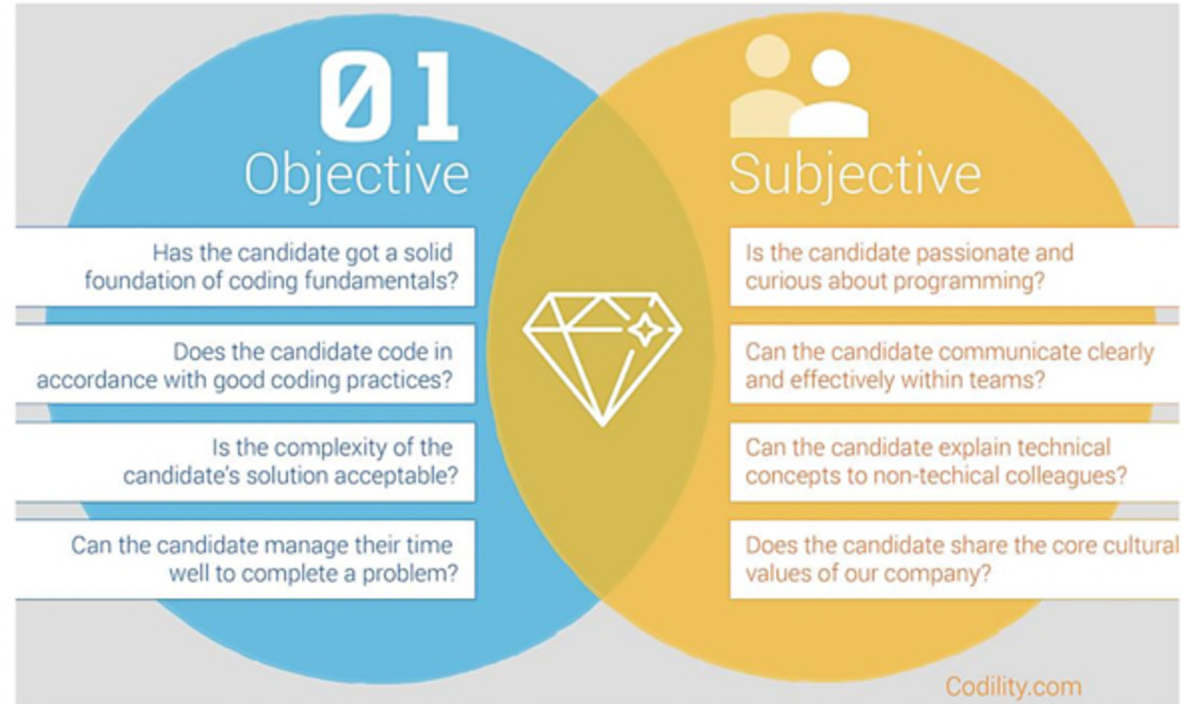


## 4. How to **do an Interview**



# General Interview tips

- Be **transparent** about the **process**
- **Tell** them who **they'll be speaking with ahead of time**
- Be **flexible** with **interview scheduling**
- Offer **remote interviews**
- **Give a clear agenda** for the interview
- **Show** them **live code**
- **Fewer brainteasers**
- **Introduce** them to the **team**
- **Show** them their **work space**
- Give **clear time estimations** and **decision dates**



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