



PEOPLE DON'T SEARCH FOR JOBS

THEY GET **RECRUITED.**

AMG.
DEFENSE TECH



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AMG
DEFENSE TECH



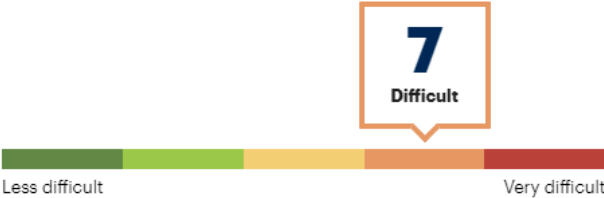
AGENDA

- ATL Tech Hiring Market – an Employee's Market
- ATL Tech Employee Hiring Survey – August 2024 Results
- Applicant is in the Driver's Seat
- Personal Branding – You are Your Brand

ATL METRO INFORMATION TECHNOLOGY DASHBOARD


Hiring difficulty


How hard will it be to fill this position?



Hiring difficulty breakdown

Why is this difficult?

 Relative supply
Very low
13 candidate per opening

 Typical posting duration
Average
50 Days

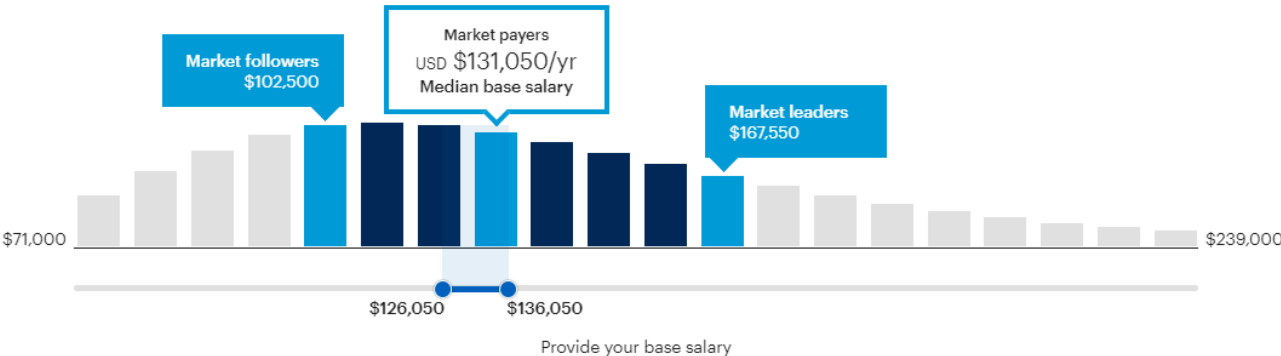
 Your competition
Decreasing
8.52% lower

 Competitive concentration
Dispersed
More minor employers

Estimated salary

What salaries are candidates seeing for positions like this?

☐ Compare to national



US UN-Rate: 4.1%
Sept 2024

ATL UN-Rate: 3.4%
Sept 2024

GA Tech UN-Rate:
2.8% May 2024

ATL METRO INFORMATION TECHNOLOGY DASHBOARD

Top titles

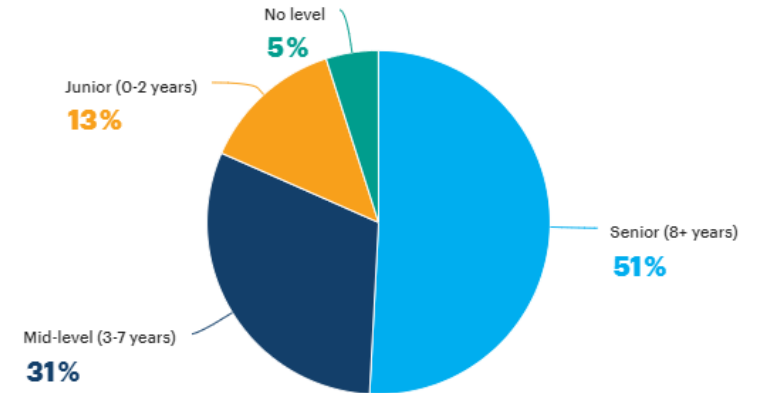
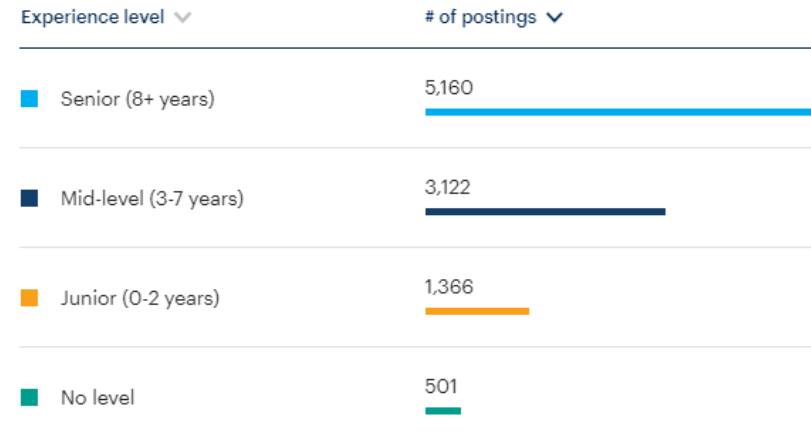
What are the most in-demand titles?

Title ▾	# of postings ▾
Senior Software Engineer	3,218 (5.59%)
Project Manager	2,852 (4.95%)
Software Engineer	2,720 (4.72%)
Java Developer	1,958 (3.40%)
Data Engineer	1,567 (2.72%)
Devops Engineer	1,416 (2.46%)
Network Engineer	1,255 (2.18%)
Senior Project Manager	1,217 (2.11%)
.net Developer	1,134 (1.97%)
Senior Java Developer	1,118 (1.94%)

ATL METRO INFORMATION TECHNOLOGY DASHBOARD

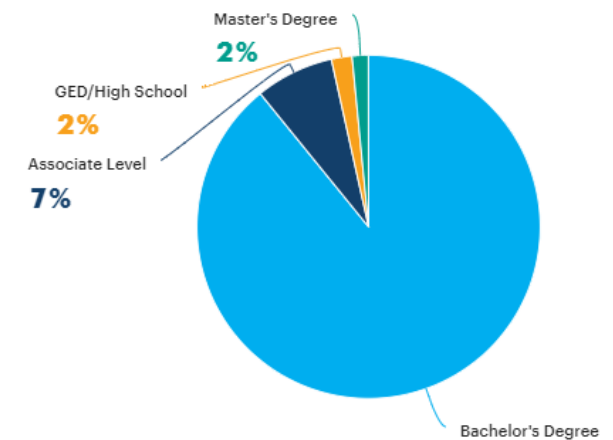
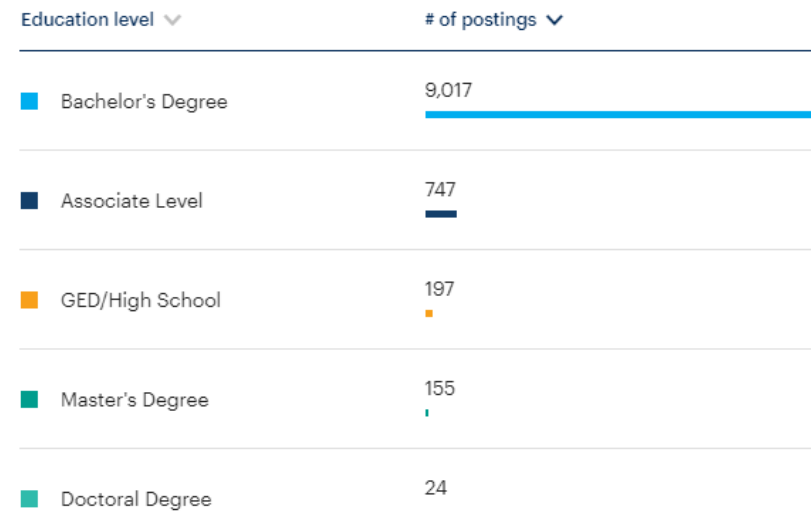
Top experience levels

What are the most in-demand experience levels?

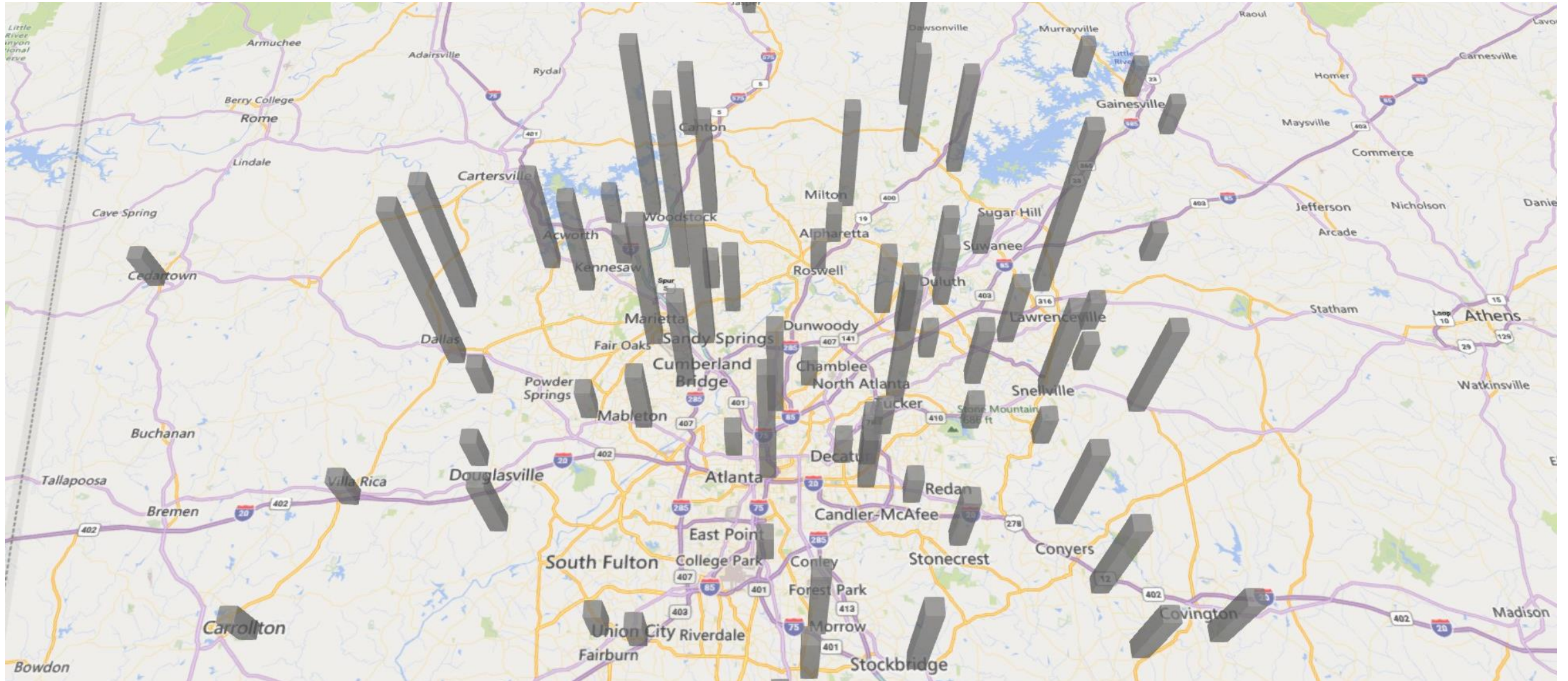


Top education levels

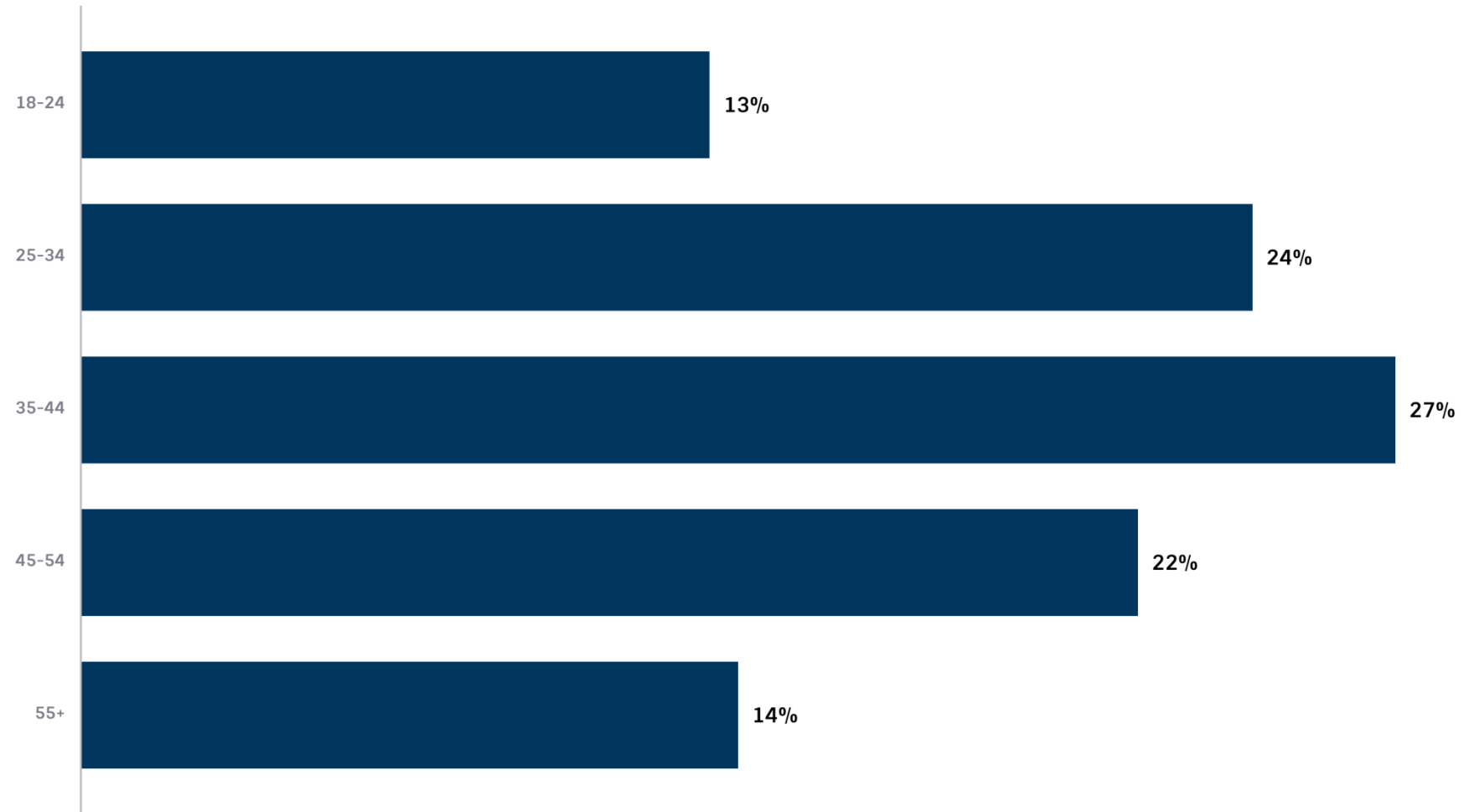
What are the most in-demand education levels?



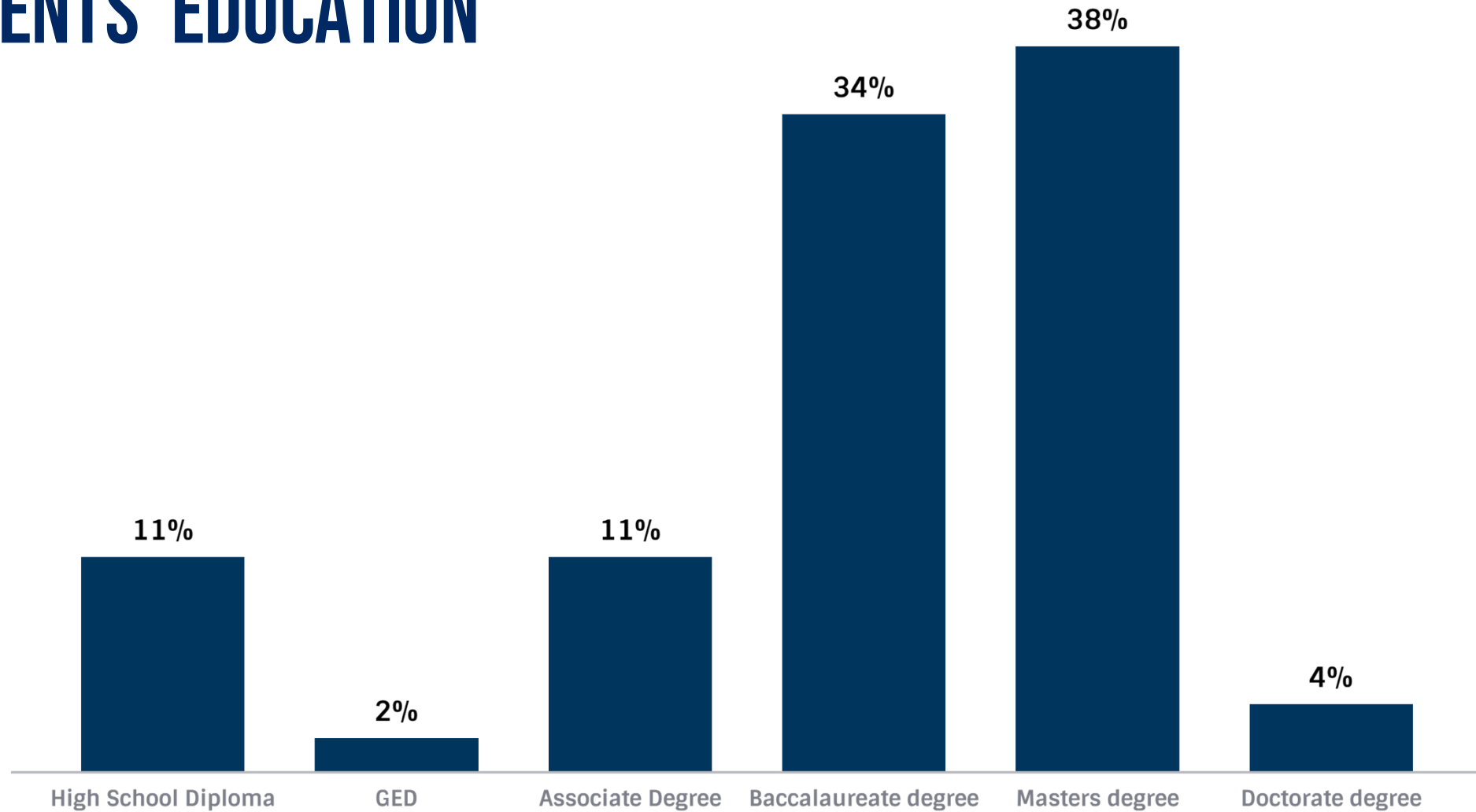
RESPONDENTS LOCATION



RESPONDENTS' AGE

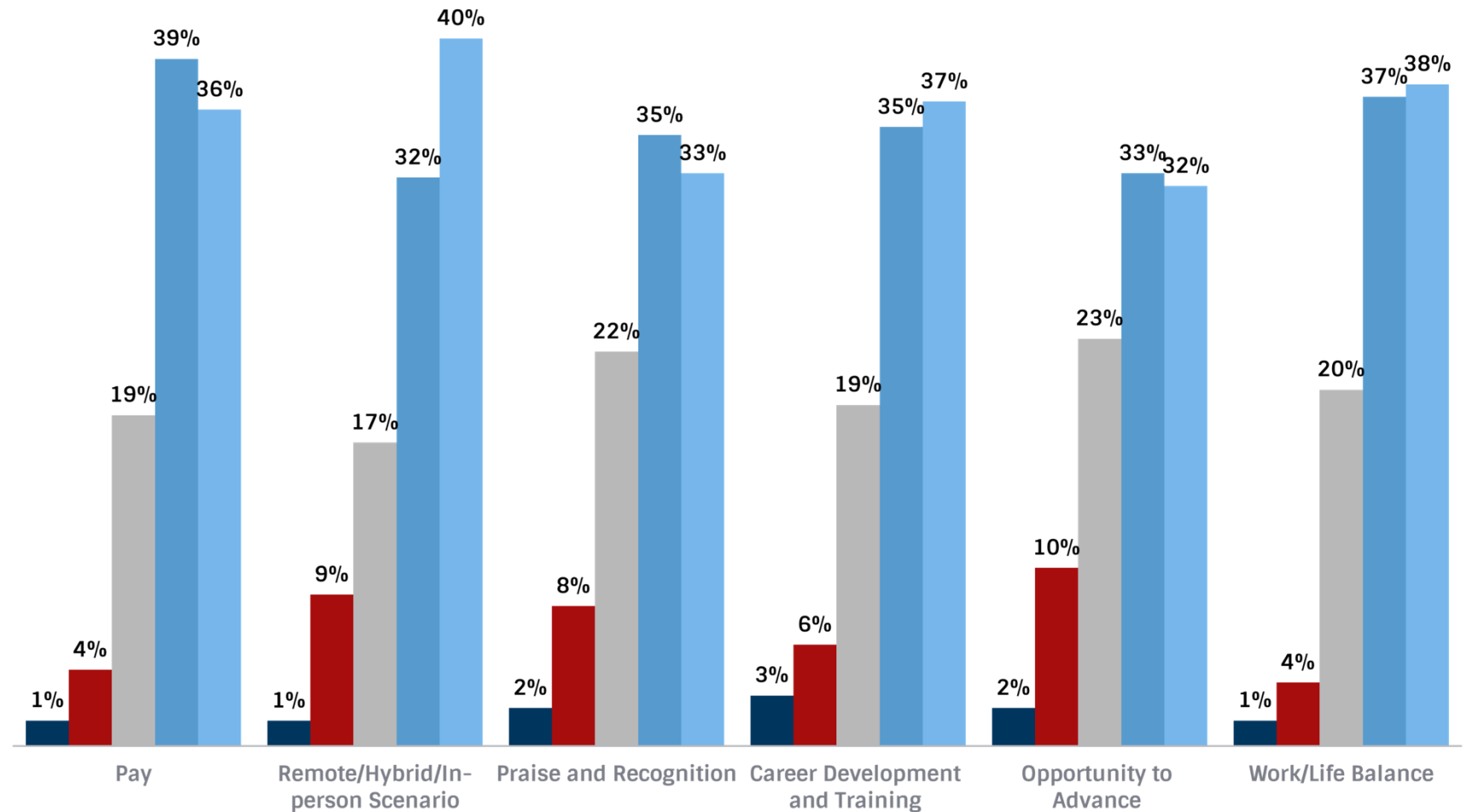


RESPONDENTS' EDUCATION



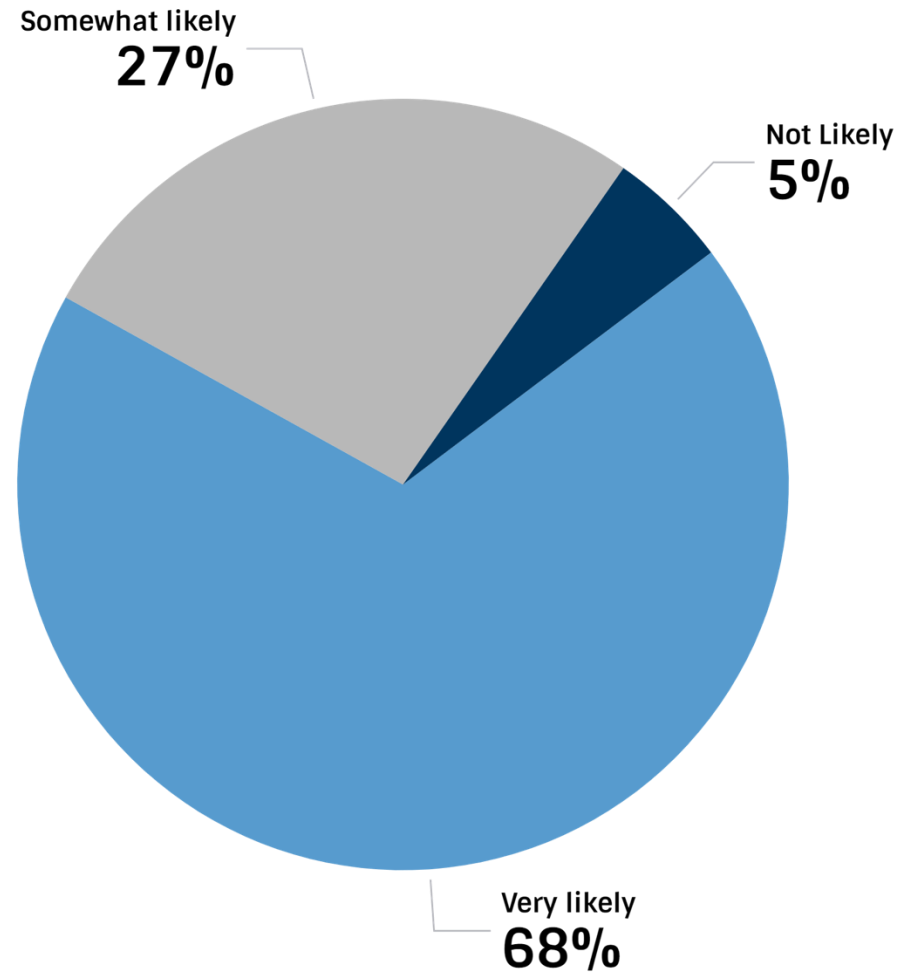
RESPONDENTS' SATISFACTION WITH CURRENT JOB

ARE YOU SATISFIED?

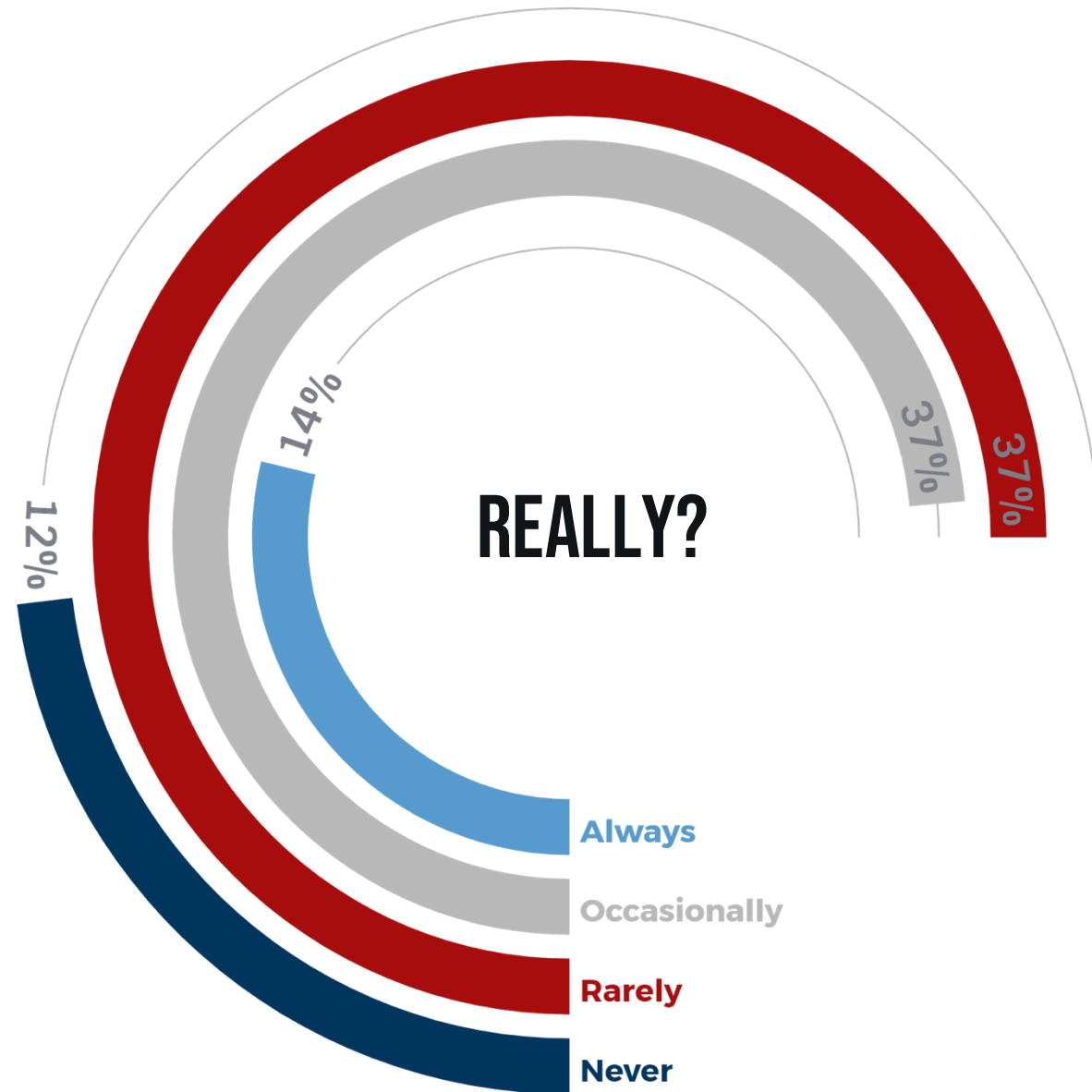


**HOW LIKELY IS IT
YOU WILL STILL
BE HERE IN 12
MONTHS?**

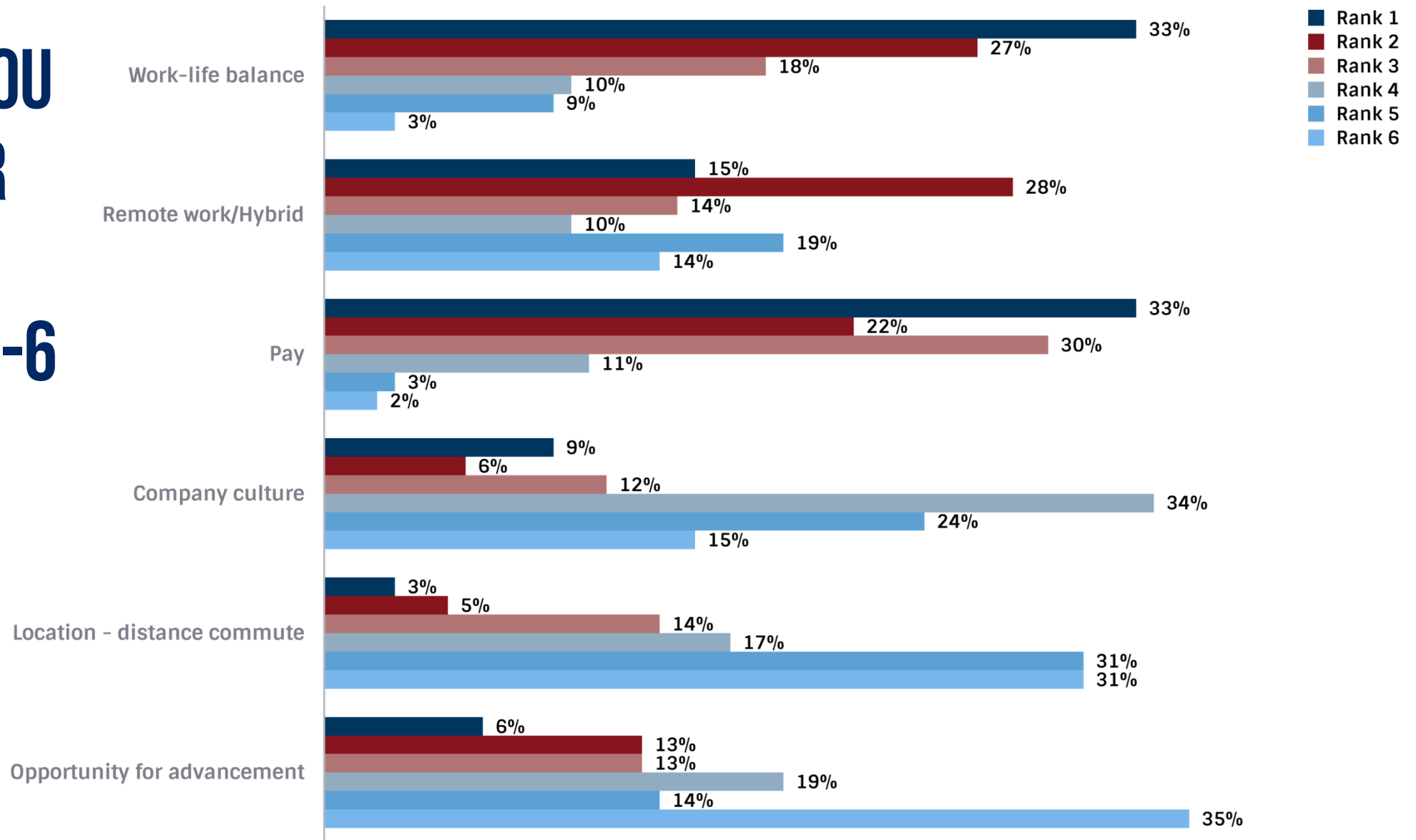
WILL YOU HANG AROUND FOR LONG?



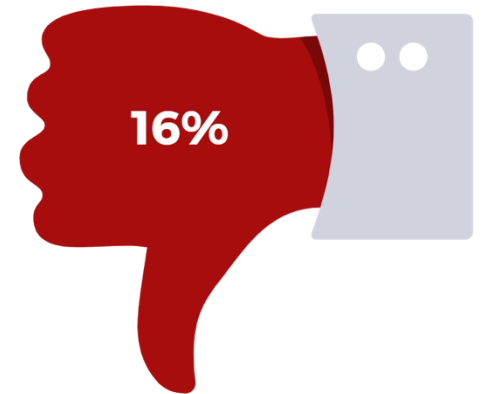
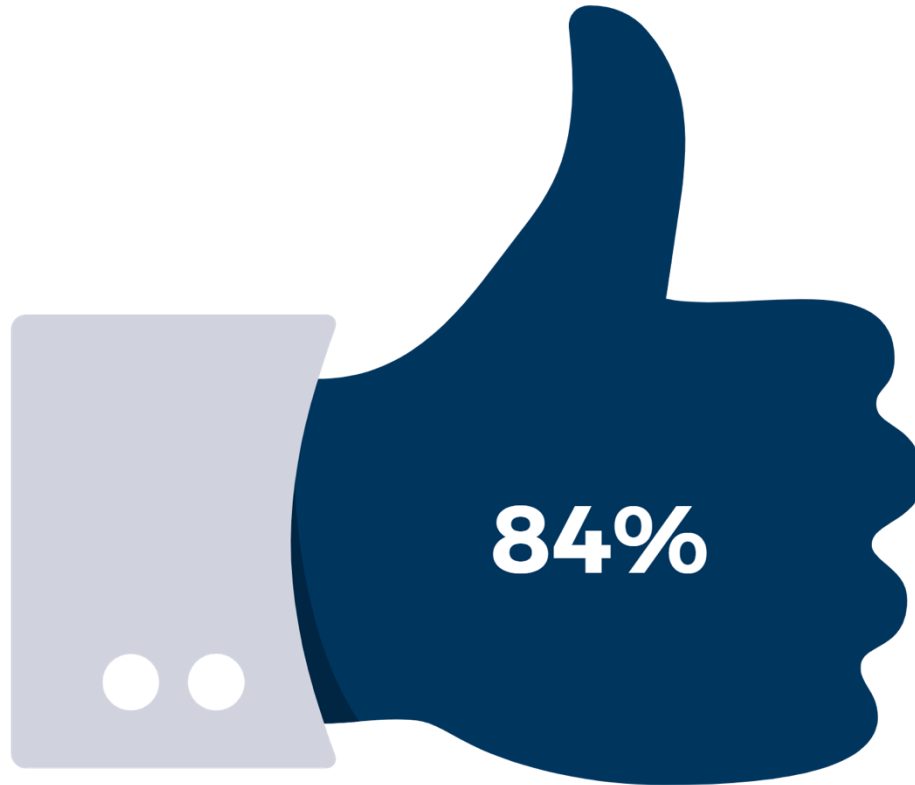
HOW OFTEN DO YOU SEARCH FOR ANOTHER JOB?



WHAT ARE YOU LOOKING FOR IN ANOTHER JOB? RANK 1-6



**WOULD YOU
RELOCATE FOR
THE RIGHT
OPPORTUNITY?**



CAPABILITIES:

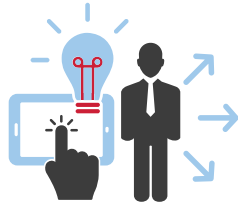
MOVING CANDIDATES FROM PASSIVE TO ACTIVE

1. NOT LOOKING



Aware but Not Interested

2. CURIOSITY



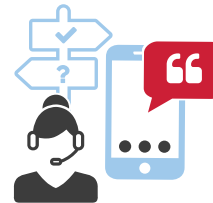
Exploring the Possibilities

3. CONSIDERING



Digging Deeper

4. TELL ME MORE



Reaching Out for Advice

5. OK, I'M IN



Formally Applying
for the Job

6. HIRED!



I'm a Brand Evangelist!

PASSIVE

ACTIVE

PEOPLE DON'T SEARCH FOR JOBS—THEY GET RECRUITED.

Defense and technology workers are not looking for a job. They're looking for growth opportunities.

To get their attention you need more than a job listing and attractive benefits!

More than money, they're looking for the right culture, lifestyle and work-life balance—**Are you getting their attention?**

76%

of full time employed workers are either actively looking for or open to new job opportunities*

**16
SOURCES**

Job seekers research 16 sources to judge a company before submitting an application**

*Source CareerBuilder "How to Rethink the Candidate Experience and Make Better Hires"

** Source Zippia.com 2021 "How Many Applications Does It Take To Get A Job?"

THE POWER OF PERSONAL BRANDING

IN TODAY'S JOB MARKET



YOUR PERSONAL BRAND = YOUR
PROFESSIONAL REPUTATION.



HELPS RECRUITERS AND EMPLOYERS
FIND YOU ONLINE.



CREATES OPPORTUNITIES BY SETTING
YOU APART FROM THE COMPETITION.

HOW TO EFFECTIVELY BRAND YOURSELF



Self-Reflection: What do you want to be known for?



Consistency: Align your online and offline presence.



Value-Driven Content:
Share insights and expertise.



Networking: Building meaningful connections.

TOOLS TO BUILD & COMMUNICATE YOUR PERSONAL BRAND



- **LinkedIn:** Optimize your profile, post content, and engage with industry professionals.
- **Personal Website/Portfolio:** Showcase your work, achievements, and thought leadership.
- **Blog/Medium:** Share in-depth insights and articles about your expertise.
- **Twitter/X:** Engage in industry discussions, share quick insights, and network with professionals.
- **YouTube/Podcasts:** Share video content or participate in discussions relevant to your field.
- **Networking Groups** (ISSA, Meetups, Conferences): Connect with peers, industry leaders, and recruiters at events and industry organizations.
- **Speaking Opportunities:** Share your expertise by giving talks or joining panels at industry events (e.g., ISSA meetings, webinars).
- **Volunteering:** Engage in your industry or community through volunteer opportunities, which helps build credibility and connections..

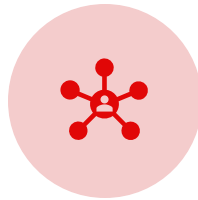
8 POWERFUL METHODS FOR LINKED IN BRANDING



1.OPTIMIZE YOUR
LINKEDIN PROFILE



2.HIGHLIGHT YOUR
SKILLS



3.CONNECT WITH
OTHERS AND INTERACT
WITH YOUR CONTACTS



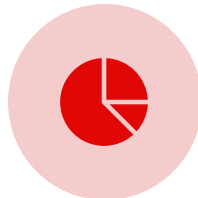
4.JOIN RELEVANT
GROUPS AND
PARTICIPATE



5.CREATE QUALITY
CONTENT AND POST
CONSISTENTLY



6. POST INDUSTRY
STATISTICS AND
REPORTS



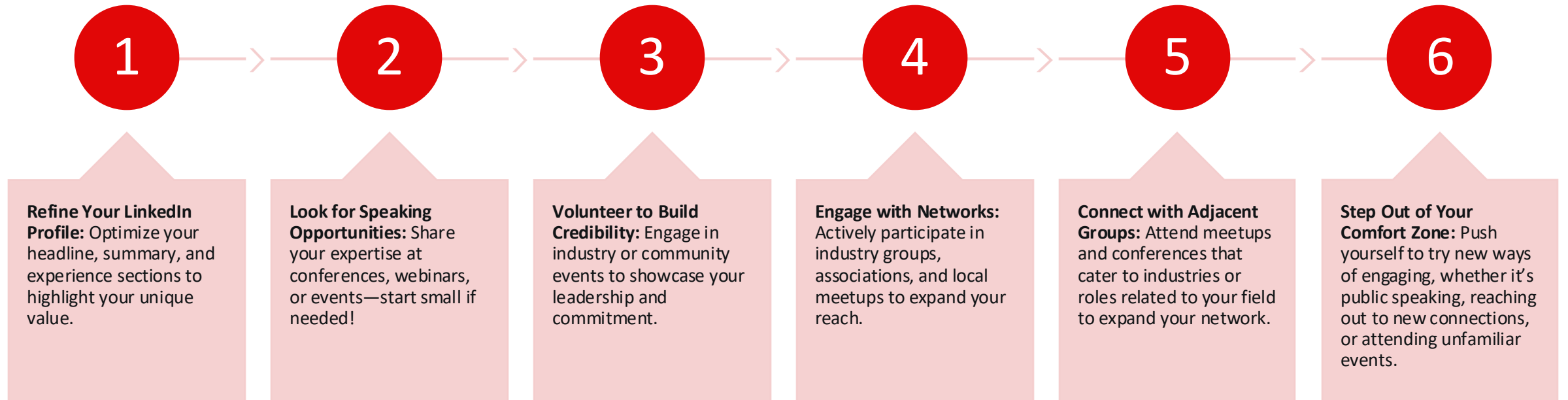
7.OPTIMIZE YOUR
POSTS AND USE
HASHTAGS



8.RESPOND TO
COMMENTS

TAKE THE NEXT STEPS

WAYS TO START BUILDING YOUR PERSONAL BRAND NOW





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THANK YOU