

## INDUSTRY INSIGHTS

# Where to find IT technicians



### SUMMARY

Finding qualified IT technicians in this competitive labor market can be a challenge. It's even harder when you need to fill skill gaps and satisfy complex job requirements under intense deadline pressure.

This guide will explore ways to reach more job seekers and engage the right candidates for your team.

### Job posting sites

Online career sites attract millions of searches every month from job seekers all over the world. There are hundreds of job sites to choose from, covering every conceivable role, industry, and niche. Picking the right ones to focus on can feel a bit overwhelming.

Here are some of the most popular job posting sites to consider.

#### Homebase

Post to the top online job boards for free. Manage all your candidates and scheduling from one location.

#### CareerBuilder

Access over 140 million resumes, as well as partner sites like Google for Jobs and Facebook Jobs.

#### Indeed

The number one external source of hire, with 250 million monthly visitors.

#### FlexJobs

Remote full-time, part-time, and freelance jobs.

#### Glassdoor

Provides insight into your company's culture and opportunities. This makes it easier to attract candidates that are the right fit.

#### SimplyHired

Post to a network of over 100 job boards with one submission.





### Virtual Vocations

Unlimited free job postings on all approved telecommute jobs. Posted jobs are featured in email alerts to more than 800,000 job seekers.

### Upwork (remote work only)

Connect with top freelancers through Upwork's global network.

### Hired

A curated marketplace of active tech candidates.

### ITJobPro

Ranked as one of the most popular technology job sites globally for five consecutive years. Also named the second-largest IT job board in America.

## Social media

The most in-demand technicians may not even be actively looking for a new job. Luckily, you can engage many of these high-value experts through social media sites like Facebook or LinkedIn.

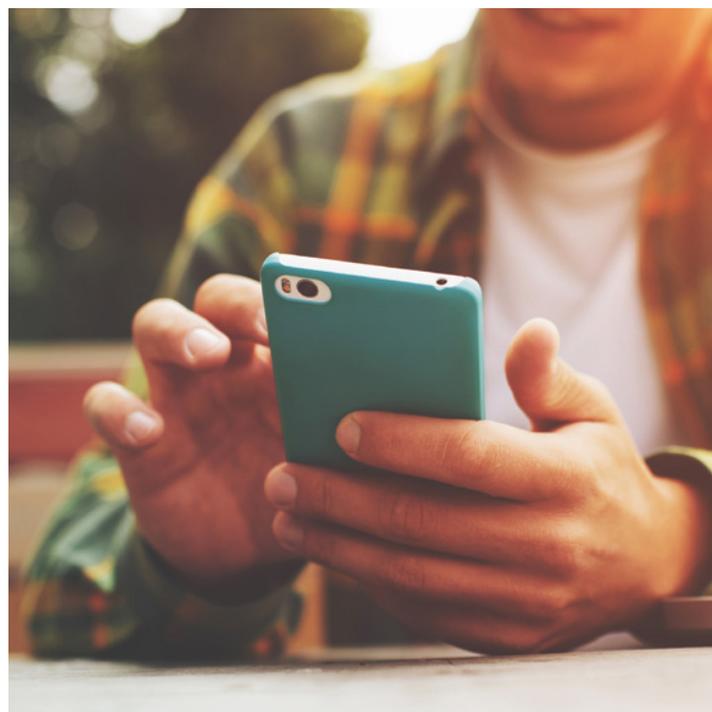
### Facebook

Share job posts with your current followers, or use a paid campaign to reach a larger audience.

### LinkedIn

LinkedIn's 300 million members gives you access to a massive pool of potential candidates.

These and other social media channels help spread your open positions far beyond the limitations of your company's career page. Keep in mind that the most effective social media campaigns are often the result of long-term, sustained effort. Building an audience takes time, and optimizing paid campaigns requires constant testing and iteration.





## Staffing firms

Staffing agencies can be invaluable when you need to find talent quickly. These firms prescreen and qualify candidates to help ensure the right fit. As the employer of record they also assume many of the legal responsibilities like taxes and insurance.

All this does come at a price. Typical [staffing firm fees](#) can run around twenty to thirty percent of each employee's annual salary.

## Online marketplaces

To scale your services, it's critical to have ongoing access to technicians with specific skills and qualifications.

Rather than slowing you down with endless searches, online marketplaces like [Field Nation](#) provide instant access to high-quality contract workers. Locate technicians across North America, filtering by rating, expertise, location, ratings, certifications, background checks, and more. You can post work orders at the price of your choosing, and independent technicians bid on the work.

Field Nation focuses specifically on managed services and on-site work, with more than 100,000 IT technicians across North America.

## Your company website and blog

While it may only engage the most active job seekers, posting open positions on your website and blog is a must. Be sure to also use relevant keywords in each job description to boost search rankings on Google.

## Craigslist

[Craigslist](#) may be better known for apartment listings and classified ads. But its robust inbound traffic and low ad rates also make it a great place to promote job openings or find contract workers.

Keep in mind that many job seekers using Craigslist are on high alert for fraudulent posts. Make your ad clear, descriptive, and transparent.

## Industry organizations and forums

[IT industry blogs](#) and online forums like [Reddit's community of IT managed services providers](#) offer great opportunities to connect with targeted potential candidates.

Remember that access doesn't always add up to engagement. Truly connecting with others in your industry requires time and effort. While you can pay for ads to reach members, taking the time to develop real relationships is key.



## Internal referrals

Many of your best future candidates may be referred from within your own company. Create a structured employee referral rewards program, and encourage your team to share opportunities with their own professional networks.

You might be tempted to rely on internal referrals to fill open roles, but doing so may severely limit your exposure to the labor market. Referrals are a wonderful supplement to other recruiting activities. But it's unlikely that they can replace them altogether.

## Conclusion

Building a high-quality workforce takes ongoing effort and focus. Using one approach may not cut it. A comprehensive recruiting strategy is a much better way to attract qualified technicians.

Start with your company's career page, internal referrals, and social media channels. Then explore online job sites, marketplaces, and staffing firms. Track your success rate for each approach, and fine-tune them over time to boost results.