Taking the lid off: Indeed introduces Specialist Media Networks

Leading global matching and hiring platform Indeed introduces Specialist Media Networks to help employers hire for competitive and hard-to-fill roles.

Tech companies are like terrariums. Micro worlds bustling with life and energy, but who also rely on a very specific organisations. As tech evolves, these terrariums continue to grow. But as they expand, they need more people in to fill the gaps create by the ever growing technological improvement.

Indeed is on a mission to open to take off the jar's lid. The matching and hiring platform introduces Specialist Media Networks to help employers hire for competitive and hard-to-fill roles.

Solving the Shortages

With talent shortages across several sectors in the UK, Indeed's industry-specific Specialist Media Networks enable employers to reach more candidates with specific, in-demand skills. _Tech Network_, the first of Indeed's Specialist Media Networks, focuses on the tech sector – an industry where many roles are notoriously hard to fill.

The tech skills shortage has often been hotly discussed in the hiring industry. While UK businesses struggle with recruiting tech talent broadly, there are certain roles which are the hardest to find the right candidates for. In the UK,

video game designers and firmware engineers are the most difficult positions for businesses to fill, with over half of roles being open for 60 or more days. SQL developer roles round out the top three hardest-to-fill tech roles.

The hardest to fill tech roles are:

Video game designer 52%

Firmware engineer 52%

SQL developer 51%

Senior architect 50%

FPGA engineer 48%

SAP consultant 41%

Cloud consultant 41%

Reliability engineer 40%

Senior design engineer 40%

Site reliability engineer 39%

The hard-to-fill roles point to the specific skills needed for many tech positions, contributing to businesses' difficulties in recruiting quickly in the sector.

Supporting Specialists

Indeed's Specialist Media Networks are designed to better support employers hiring for specialist roles, such as those in tech. By opting into Tech Network when sponsoring a job on Indeed, employers can attract millions of qualified technology professionals in a competitive hiring landscape – all within their usual Indeed Ads workflow.

"We know that hiring will remain challenging for years, particularly in the UK where there are talent shortages in sectors like tech. We remain committed to simplifying the hiring process by bringing employers more ways to fill critical roles faster and connecting them with more people who have the specific skills they need." says _Raj Mukherjee_, Executive Vice President and General Manager, Employer at global matching and hiring platform Indeed.

"Our new solutions give employers more options to target and reach qualified candidates, whether actively job searching or passively open to new opportunities."

The first of Indeed's Specialist Media Networks, _Tech Network_, distributes an employer's job ads across more than 50 technology-specific sites, such as WIRED, Amply, VentureBeat, Stack Overflow UK Tech News and Tech.EU. Combined, these sites see more than 500 million total monthly visitors, providing additional visibility to an employer's job ads. Employers using this network to hire are already receiving a significant increase in relevant applications for tech roles – on average, employers using the Tech Network experience a 2.7x rise in relevant applications from skilled candidates. Indeed is looking to expand Specialist Media Networks to other industries facing talent shortages, with plans to explore more sectors soon.

Article by PAUL FERRETTI