

How to Market Yourself as The Ultimate IT Employee

UP ON THE BLOG



How to Market Yourself as The Ultimate IT Employee



Though skill shortages remain high in the IT landscape, the market for candidates is still extremely competitive. In 2024, it can take an average of **3-6 months to get a job offer**, and there's no guarantee you'll want to dive into the first opportunity that appears.

To improve your chances of getting job offers for valuable roles faster, you need to know how to market yourself to prospective employers and recruiters who are involved in the process.

Here is the thing to remember.

As effective marketing can convince consumers to invest in a product or service, the right strategy can help employers see you as the ideal candidate.

From working with a recruitment company to developing a strong personal brand, this guide will show you how to create the ultimate 'marketing strategy and achieve your IT career goals.



Partnering with Recruiters: The Value of Specialist Support



The right IT recruiter is an extremely valuable tool in your goal of getting the ideal next role. Reputable companies with experience placing candidates in your field will help you access a wider range of relevant job opportunities.

What's more, they can help position you effectively in front of potential employers, allowing you to write the ideal CV and master the interview process.

When working with recruiters, make sure you:

★ **Set clear objectives:**

Define your priorities for a new role. Are you more interested in positions with excellent work/life balance and flexibility, or are you looking for opportunities to develop new skills or join a company with a diverse culture?

★ **Build relationships:**

Connect with your recruiter and help them understand everything there is to know about you. Highlight your strengths and weaknesses, skills, experiences, and career goals so they can offer a tailored level of service.

★ **Collaborate strategically:**

Pay attention to the suggestions and guidance your recruiters give. Ask them for advice on preparing for interviews or creating a stronger online presence.

Developing Your Personal Brand

Your brand helps differentiate you from the other IT candidates in your field. It's how you highlight your strengths and value as an employee and capture the attention of employers. 70% of hiring managers say a strong personal brand is as important as an excellent CV

Creating a personal brand starts with a **self-assessment**.

Conduct a "SWOT" analysis, identifying your strengths and where you need to improve. Look at the threats posed by other candidates in your industry (such as having more experience) and the opportunities you can explore to improve your appeal (such as investing in additional learning).



- Strengths
- Weaknesses
- Opportunities
- Threats

Developing Your Personal Brand

Identify your unique value proposition:

Determine what makes you the ideal candidate for the roles you're applying for. Have you had unique experiences in the industry? Do you have skills other candidates don't have, or do you have an excellent work ethic?

Preserve consistency:

Ensure your brand identity is consistent across all platforms, from your CV, to your LinkedIn profile, other social media accounts, and professional website or portfolio. Use consistent messaging, imagery, and language.

Craft your story:

Develop a compelling narrative or "personal branding statement" that communicates your professional journey. Highlight accomplishments, aspirations, and key experiences that you've had to demonstrate your value.



Conducting Research: Know the Skills Employers Want Right Now



A big part of effective marketing is knowing your target audience. You need to understand what IT employers are looking for so you know what to highlight in your CV and online profiles. Start by examining job postings listed by the types of companies you want to work for, paying close attention to the skills and attributes they value.

Next, consider the current trends in the IT hiring market and the transferrable skills countless employers are searching for. In 2024, for instance, there's a growing demand for:

- ★ Digital literacy and technological proficiency
- ★ Adaptability and flexibility
- ★ Emotional intelligence

A row of seven light-colored wooden blocks, each with a black letter, spelling out the word "SKILLS" in all caps. The blocks are arranged horizontally on a light gray surface.

SKILLS



Conducting Research: Know the Skills Employers Want Right Now



Digital literacy and technological proficiency:

The world is becoming more technologically advanced with new software, AI solutions and hardware.

However, only 1 in 10 workers possess the digital skills they need to thrive in new roles. Demonstrating a high level of digital literacy can give you an excellent advantage.

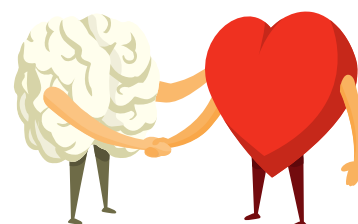
Adaptability and flexibility:

In a complex economic landscape, employers want professionals who are resilient, adaptable, and able to pivot to rapid changes in market dynamics.

Show employers how you've overcome and adapted to previous challenges, and demonstrate a commitment to continuous learning and improvement.

Emotional intelligence:

Though technical skills are crucial in many IT roles, soft skills, like emotional intelligence and resilience, are becoming more important. Demonstrating a high self-awareness, empathy, and the ability to communicate and collaborate with others will boost your chances of success in the current market.



Optimising Your CV

Once you've conducted the right research, it's time to optimise your CV and the cover letter you send to potential employers. Crucially, every CV and cover letter you send should be tailored to the specific employer and role you're applying for.

According to data from Glassdoor, 63% of recruiters say they prioritise CVs personalised for the role. Before applying for anything, research the company you want to work for. Look carefully at the job description and the employer's highlighted skills and attributes.

Try to match their language and focus on demonstrating the key skills that showcase your capacity to excel in the role. Additionally, make sure you:

Quantify your achievements:

Provide concrete examples of your success in similar roles. Use numbers, metrics, percentages, and statistics to validate your impact.

Format carefully:

Keep your CV clear, visually appealing, and concise. Make sure it will be accepted by any company using ATS software.

Add a personal touch:

Implement a personal touch to your cover letter. Consider referencing shared values based on your knowledge about the company and their ambitions or goals.



Enhancing Your Online Presence

While your CV and cover letter are still crucial in 2024, many recruiters and hiring managers are turning to the web for deeper insights into candidates.

With this in mind, complete and optimise your LinkedIn profile. Ensure a clear summary of your achievements, insights into your experience, education, and skills, and numerous endorsements from previous employers and colleagues.

Use keywords relevant to your industry to improve visibility online.

You should also:

- Share engaging content
- Network consistently
- Align other online assets

APPROXIMATELY

72%
OF RECRUITERS

look at LinkedIn, the professional social media platform when hiring new talent.



Enhancing Your Online Presence



Share engaging content:

Sharing insightful articles, industry news, professional updates, and thought leadership content could demonstrate your expertise and help you engage in your network. Remember to participate in professional networks and groups to expand your reach and connect with potential employers.

Network consistently:

Actively connect with professionals and peers in your industry, such as recruiters, and alumni. Personalise your connection requests with a message tailored to each person. Consider attending virtual events through LinkedIn to expand your network further.

Align other online assets:

Ensure you're making the most of your other online assets, such as your portfolio, professional website, and additional social media channels, to present a consistently strong view of your value as an employee.

Demonstrating continuous learning by adding new skills to your LinkedIn profile regularly and completing LinkedIn courses for certifications can also make you more appealing to employers.



Market Yourself as the Ultimate IT Candidate



For the best chance of getting the right role in today's competitive IT landscape, you must do more than respond to job postings. Learning how to market yourself as the ultimate candidate with the right CV, personal brand, and online presence is crucial to success.

Working with an IT recruiter and ensuring you focus on developing your skills in the key areas crucial to today's employers will give you a significant edge in the job market.

Give yourself the best chance of career success, and hone your marketing skills.



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