



TECH RECRUITMENT TRENDS 2024

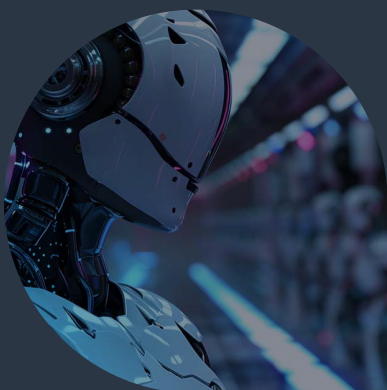
MOTE

HUMAN RESOURCES

The world in 2024 faces a confluence of challenges. The ongoing war in Ukraine and other parts of the world adds to global economic uncertainty, as do many elections around the world, impacting everything from supply chains to energy prices. This whitepaper explores how these events, along with the lingering effects of the pandemic, are shaping the IT talent market.

While economic forecasts for 2024 predict rather slow growth, the IT sector often demonstrates resilience during economic stagnation. Companies might become more cautious in hiring, but we estimate that the demand for skilled IT professionals is likely to remain strong.

This whitepaper will delve into three key trends that are influencing IT recruitment strategies in this dynamic environment:



The Rise of AI and Automation: How artificial intelligence is transforming recruitment processes, freeing up valuable time for human recruiters to focus on attracting top talent in a competitive market.



The New Normal: Remote and Hybrid Work: The growing adoption of remote and hybrid work models, including the opportunities and challenges it presents for securing the best IT professionals cost-effectively.



B2B Contracts: A Game Changer? The surge in B2B contracts as a flexible and cost-effective approach to securing top IT talent across borders is particularly relevant as companies navigate a globalized and potentially budget-conscious landscape.

AI AND AUTOMATION

Artificial intelligence (AI) is poised to revolutionize IT recruitment in 2024 and beyond. Right now **35% to 45% of companies** in the USA use AI recruitment.

Studies by LinkedIn reveal **that 67% of employers** already acknowledge AI's ability to save time in the hiring process. This efficiency stems from AI's capability to automate repetitive tasks like:

Resume screening:

AI algorithms can analyze resumes and job descriptions, identifying keywords and skills with remarkable accuracy. This allows recruiters to spend less time sifting through applications and more time focusing on qualified candidates.

Scheduling interviews:

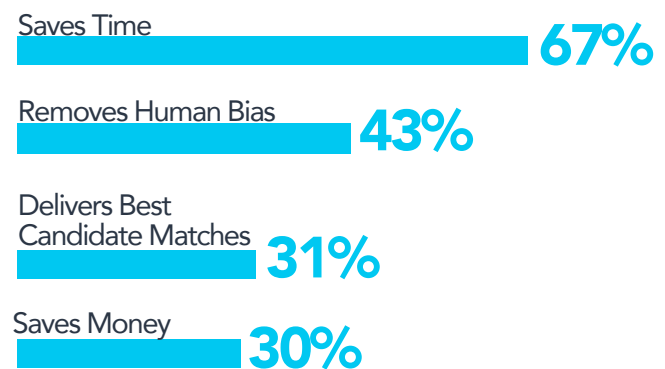
AI-powered scheduling tools can streamline the interview process by automatically finding mutually agreeable times for both candidates and interviewers. This eliminates the tedious back-and-forth communication often involved in scheduling.

Skill gap analysis:

AI can analyze a candidate's skills against the desired criteria for the role and identify any potential gaps. This information can be used to create personalized training plans or upskilling opportunities for the candidate, both before and after hire.

The main advantage of using AI in the recruitment process

(according to hiring decision-makers)



Source: [LinkedIn, 2023](#)

By leveraging AI for these tasks, IT recruiters are freed up to engage in more strategic activities like developing relationships with potential candidates, understanding their career aspirations, and fostering a positive employer brand. This human touch remains crucial in attracting and retaining top talent in the competitive IT landscape.

REMOTE AND HYBRID WORK

The COVID-19 pandemic acted as a catalyst for the widespread adoption of remote and hybrid work models. This trend is expected to solidify in 2024, driven by several factors:

Employee Preference:

According to a Microsoft study, 73% of all employees globally prefer a hybrid or remote work model. This flexibility allows for better work-life balance and increased productivity for many workers.

Cost Savings:

Remote and hybrid models can lead to cost reductions for companies. Reduced office space needs and potentially lower overhead translates to financial advantages for businesses.

However, this approach also presents certain challenges. Fostering a strong company culture, implementing robust cybersecurity protocols, and ensuring effective communication and collaboration all require careful consideration in a fully remote or hybrid work environment.

Wider Talent Pool:

By embracing remote work, companies can cast a wider net when searching for qualified candidates, looking outside home-country or home region. This is especially beneficial in the IT sector, where skilled professionals are often in high demand. A report by FlexJobs highlights that 95% of professionals want some form of remote work, significantly expanding the pool for companies.

5%

Want to work in-office full-time



41%

Want hybrid

54%

Want to work fully remote

Source: **Survey by Flexjobs, 2023**

Recent workforce restructuring within some larger organizations has resulted in a shift in the IT talent landscape. Competition between qualified candidates has intensified compared to previous years. However, it's important to acknowledge that the efficacy of remote work models in enhancing productivity remains a topic of ongoing research. Here is how Maris Tepers sums up the current situation:

"We could say, that, even more than last year, there is a mismatch between supply and demand. To be more precise, between the IT professionals, who want to work remotely, and the companies, who would like to see their talent on-site. And that's a recipe for recruitment headaches."



Seems like these days more and more companies are asking tech professionals back to the office at least 2 - 3 days a week. The hybrid model is definitely gaining momentum. Our observations suggest a recent rise in companies declining to renew contracts, particularly B2B agreements, with IT professionals seeking a strictly remote work model. While this trend applies to traditional employment contracts as well, it appears less pronounced.

Maris Tepers, CEO of MateHR

In any case, some form of remote work is here to stay in the IT industry for 2024 and beyond. And that requires companies to shift their HR strategies and adjust hiring practices. Some of the recommendations would be to highlight remote work options in job postings, assess skills for remote success, and leverage online collaboration platforms, as well as think about team-binding events in the real world.

THE RISE OF B2B CONTRACTS IN IT RECRUITMENT

The IT industry is witnessing a surge in the use of B2B contracts for engaging IT professionals. These contracts offer flexibility and cost-effectiveness for companies while allowing skilled individuals greater control over their careers and potentially higher earnings.

While B2B arrangements often involve similar work privileges and responsibilities to traditional employment, the key difference lies in social security and tax management. Contractors handle these aspects themselves, sometimes with the help of increasingly popular payroll companies, especially when navigating complex legal environments.

B2B contracts are particularly attractive to remote-first companies seeking top tech talent across borders. This approach expands their talent pool significantly and allows for greater flexibility in scaling their workforce.

Advantages and Domestic Use

"Interestingly, some countries, like Poland and Romania, offer huge tax benefits to freelance IT professionals. This makes B2B contracts appealing even for domestic hiring", Maris Tepers points out.

B2B contracts are rapidly becoming a game-changer in IT recruitment. These agreements offer companies a wider pool of global talent, potential cost-savings on taxes, and greater flexibility in scaling their tech workforce. This streamlined hiring process allows businesses to quickly fill critical positions with the best talent available, fostering a competitive edge in the race for top IT professionals.

Conclusion: Building Your Dream IT Team in 2024

This white paper has explored the key trends shaping the 2024 IT recruitment landscape, from the rise of AI and automation to the increasing adoption of remote and hybrid work models, as well as the growing popularity of B2B contracts.

Equipped with this knowledge, you're well-positioned to choose the optimal hiring tactics for your specific needs. Remember, regardless of your chosen approach, partnering with a skilled IT recruitment agency can significantly enhance your results. Contact MateHR today and unlock the full potential of your organization by using our network of local recruiters in 40+ countries and a tech talent pool of more than 400k.

HOW TO FIND THE BEST HIRING TACTIC FOR YOUR COMPANY?

We hope this white paper brought you closer to choosing the best recruitment tactic for your company, with foresight on what to expect from this year's job market. Whichever option you find suitable, the best IT recruitment results can be achieved with the help of professional tech recruiters.

MateHR is an IT recruitment agency with extensive experience in all hiring formats discussed in this white paper. Contact us for recruitment solutions tailored to your unique hiring needs:

● www.mate-hr.com ● info@mate-hr.com

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