Winning the Race for
AUTONOMOUS VEHICLE TALENT
THE RISE OF SELF-DRIVING CARS

The autonomous car revolution is speeding toward mainstream reality – a movement within the transportation industry that will change our everyday lives. Self-driving cars represent one of the most exciting and promising transformative technologies of the century.

Arrival predictions speculate that fully autonomous vehicles will be here as early as 2020. Consumer interest for this product has created a technology race among many automotive and tech companies.

More than ever, organizations need highly-skilled professionals to make driverless cars a reality.
THE STEM TALENT GAP

As the excitement for vehicular autonomy grows, a widening STEM talent gap threatens the pace of innovation.

The push for driverless cars is not only driving a digital transformation within the auto industry but also a high-stakes competition for in-demand tech skills.

Proficiencies in artificial intelligence, automotive engineering, statistics, machine learning, and computer science are some of the many STEM disciplines in hot pursuit. STEM jobs are predicted to increase by 12.5 percent from 2014 to 2024, according to the Bureau of Labor and Statistics.[4]

Amid a pervading STEM talent shortage, organizations battle innovation delays, product development, and employee morale. Innovative talent acquisition strategies are required for companies who desire to win the race for autonomous vehicle talent.
HOW TO WIN THE RACE
CREATIVE STRATEGIES

1 RECRUITMENT MARKETING
2 INTERNATIONAL TALENT
3 MILLENNIAL WORKFORCE
Talent acquisition teams must implement innovative digital strategies to win the race for talent in the autonomous vehicle industry. This includes strategies within email marketing, SEO, pay-per-click advertising, social media and employee advocacy.

"WITH THE QUICKLY CHANGING TALENT ACQUISITION LANDSCAPE, IT'S VITAL TO DIVERSIFY YOUR RECRUITING TECHNIQUES. THE OLD STANDARDS OF POSTING YOUR JOB ON A COUPLE OF BOARDS DOESN'T CUT IT ANYMORE."

- REBECCA BROWN, MANAGER, DIGITAL STRATEGY
Ad Words
Pay-per-click advertising is a great way to make sure your ad is being served up to a relevant audience. Based off keywords that you choose, search engines like Google, Bing or Yahoo will show your ad to job seekers using those same keywords in their search query. Say you are looking for a Java Developer in Detroit, you can sponsor keywords like “Java jobs Detroit” so your ads show up higher in relevant search results and ensure you are in front of an active job seeker audience.

Consider also sponsoring other keywords like the names of your competitors, characteristics of the ideal candidate, or certifications that a Java Developer may be searching for to reach a more passive audience.

Social Media Advertising
The world’s largest social network has changed its news feed algorithm to prioritize content from friends, family and Facebook groups. This change has caused a company’s organic reach to be limited to less than 2% of their audience.

Facebook has become a “pay to play” space. Companies are increasing their advertising budget to reach audiences not only on Facebook, but other channels such as Twitter and LinkedIn.
ON AVERAGE, IT TAKES 6-8 INTERACTIONS TO GENERATE A VIABLE LEAD.

EMAIL
Email is a highly-targeted and personal approach to connecting with your audience, and a great tool for attracting qualified candidates for talent acquisition campaigns. It’s important to have many touch-points with your target audience. On average, it takes 6 to 8 interactions to generate a viable lead.

Leverage email to promote original content pieces, events or awards, etc., which is more effective than only advertising your open jobs. Whether you are nurturing existing candidates or driving new leads, email enables you to share relevant, helpful information in a strategic way.
SEARCH ENGINE OPTIMIZATION (SEO)

Whether it’s job postings, website content, blog articles, photos or social media – anything you post online should be search engine optimized.

Expect to see improved results in your search queries by implementing essential strategies, such as quality content, rich keywords, local SEO, internal linking, meta descriptions, title tags, responsive design and more.

For your job descriptions keep in mind the job titles and keywords your candidates use when searching for a job. Use normalized job titles, avoid internal jargon, repeat relevant keywords and similar job titles throughout your description, and include the location and compensation to help boost your ranking.

The better rankings you have in search results, the more job seekers will notice your brand and jobs online.
SOCIAL MEDIA

Digitally savvy recruiters use social media to attract, search for and engage with talent.

Recruiters attract candidates by sharing meaningful content on social media and investing time in ensuring their digital footprint appeals to their target candidate persona. For example, a tech recruiter hiring software developers may share interesting articles related to application development or career advice.

Recruiters are also investing in their professional brand, as they often compete with numerous other recruiters for the same talent pool. Sourcing on social media identifies potential candidates on sites like Twitter, Facebook and GitHub – who may not have their resumes posted on traditional job boards. To engage with talent, recruiters are using information they find on social media to customize their approach, weaving in details to personalize their messaging to candidates.
EMPLOYER BRANDING

How candidates view you as an employer is critical to driving clicks to apply pages. Candidates today increasingly treat a job search like an online shopping experience, using an average of 18 sources before applying.

70%
Approximate percentage of job seekers who look at reviews when making a career decision[^9]

People trust what their peers say over brands which is why candidates are reading employee reviews on sites like Glassdoor and Google. They want to know what it is like to work at your company – a significant factor in their decision to apply and/or to accept your offer.

18 SOURCES
The average number candidates use when performing a job search[^10]

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PEOPLE ARE BOMBARDED WITH INFORMATION ONLINE, AND IT IS INCREASINGLY CHALLENGING FOR AN EMPLOYER TO CUT THROUGH THE NOISE AND INITIATE A MEANINGFUL CONNECTION WITH A POTENTIAL JOB CANDIDATE.

IT’S IMPORTANT FOR YOUR BRAND TO MEET CANDIDATES WHERE THEY ARE, AND TO BE AUTHENTIC, TRANSPARENT AND HUMAN.

ALLISON KRUSE, DIRECTOR OF SOCIAL MEDIA
EMPLOYEE ADVOCACY

Gone are the days when companies can solely rely on their marketing and PR teams to build brand awareness, generate leads and attract and engage with candidates. To expand your social footprint and get your employer brand in front of autonomous vehicle talent, you need to mobilize your employees into an army of brand ambassadors.

Through an employee advocacy program, companies can reach its employees immediately through mobile push notifications to get high-priority content in their hands. Employees can then share that content with their own social networks, giving each person a voice and empowering them to become a “recruiter” as they share their stories about working at your company.

Employee advocacy is an “always on” marketing channel that results in 5X more web traffic + 25% more leads[12]

Companies can expand their talent pool 10X by recruiting through their employees’ networks[11]

100,000 + 1,000 x 500 = 600,000

COMPANY FOLLOWERS EMPLOYEES SOCIAL CONNECTIONS (EA) POTENTIAL REACH
INTERNATIONAL TALENT

Amid the growing competition for talent in the autonomous vehicle industry and a pervading STEM talent shortage, more and more organizations leverage domestic international talent to help solve their workforce challenges.

57% of Silicon Valley’s STEM workers with a bachelor’s degree or higher were born outside of the U.S.\textsuperscript{[13]}

VISA COMPLIANCE
Employers looking to hire international talent should be knowledgeable about visas and sponsorships. Risk mitigation and compliance expertise is critical to navigate rigorous immigration processes.

DID YOU KNOW?
Kforce has a 97% visa approval rating vs. the industry average of 70%.
THE AUTOMOBILE INDUSTRY IS COMPETING WITH FANG COMPANIES AND THE SILICON VALLEY STARTUPS FOR THE SAME HI-TECH WORKERS THAT SPECIALIZE IN MACHINE LEARNING AND DATA ANALYTICS.

THE AUTO INDUSTRY CAN SUPPLEMENT THIS GAP BY ATTRACTING INTERNATIONAL TALENT. THEY CAN LEVERAGE THE AUTO INDUSTRY’S TYPICAL LONG-TERM ASSIGNMENTS AND SILICON VALLEY’S FAVORABLE VISA POLICIES TO BECOME THE EMPLOYER OF CHOICE FOR THIS POPULATION.

MANISH MOHAN, CHIEF GLOBAL TALENT OFFICER
MILLENNIAL WORKFORCE

Comprising nearly 35 percent of the current workforce, millennials are redefining the workplace. Born primarily between 1980 and 1997, this generation has surpassed baby boomers and generation X.

To remain competitive in the automotive industry, it’s critical that employers understand

87% of millennials say professional and career growth opportunities are very important to them in a job.¹⁴

MILLENNIALS WANT

- to understand how they fit in with their jobs, teams and companies
- a job that fuels their sense of purpose
- a manager who shows them how their efforts advance the company’s mission

71% of millennials who understand their organization’s mission say they plan to stay with their company for at least another year.¹⁵
WE’RE A FEW YEARS AWAY FROM NEARLY HALF OF OUR WORKFORCE FALLING INTO THE MILLENNIAL DEMOGRAPHIC. THIS YOUNGER GENERATION HAS GROWN UP WITH TECHNOLOGY AND HAS THE KNOW-HOW AND EXPERIENCE THAT TECHNOLOGY COMPANIES NEED TO MOVE FORWARD.

- BRANDON PRIDEAUX, VICE PRESIDENT, CLIENT DEVELOPMENT

### MILLENNIAL MOTIVATORS[16]

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<thead>
<tr>
<th>Motivator</th>
<th>Percentage</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>Collaboration</td>
<td>88%</td>
<td>Prefer collaborative work-environments</td>
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<tr>
<td>Flexibility</td>
<td>74%</td>
<td>Prefer flexible work options</td>
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<tr>
<td>Mentorship</td>
<td>79%</td>
<td>Prefer a mentor, not a boss</td>
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KFORCE, YOUR STRATEGIC PARTNER IN THE RACE FOR TALENT.

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