

# Strategies to Exceed Job Seekers' and Employees' Expectations

Employers need to exceed expectations to attract and retain highly skilled talent. From remote work to competitive compensation, these are some top strategies to boost hiring and retention.

## Increase Compensation and Benefits

Many employees want higher pay and better benefits due to inflation. Giving raises and additional benefits can reduce turnover and help companies stay competitive.

### Average salary per year in the US for:

**Computer Support Specialists** **\$64,410**<sup>1</sup>

**Computer and Information Systems Managers** **\$173,670**

### The top three highest paying US cities for IT specialists:

**Washington, DC**  
(based on 55 reported salaries as of April 27, 2023) **\$104,002** per year

**New York, NY**  
(based on 38 reported salaries as of April 30, 2023) **\$79,861** per year

**Denver, CO**  
(based on 19 reported salaries as of April 20, 2023) **\$73,990** per year

<sup>1</sup>U.S. Bureau of Labor Statistics, May 2022 National Occupational Employment and Wage Estimates United States.

## Offer Work-From-Home Full or Part-Time

Letting employees work remotely can boost retention. It also lets employers expand their talent search beyond their local area and reduce in-office-related expenses.

**57%**  
of employers surveyed plan to hire for all remote positions. (Sparks LinkedIn Poll)

**98%**  
of those surveyed want to work remotely at least some of the time indefinitely.<sup>2</sup>

<sup>2</sup>Buffer, State Of Remote Work 2023. Surveyed 3,000 global remote workers.

## Give Professional Growth Opportunities

Offering growth opportunities like tuition reimbursement and access to online courses builds trust. Employers can dedicate a few hours each week for employees to learn and implement new skills into their roles.

**47%**  
of employees surveyed want employers to offer tuition reimbursement for ongoing education. (Sparks LinkedIn Poll)

### Check out these online courses, certifications, and more for the IT industry:

**LinkedIn Learning** **3,300+** technology courses

**Udemy** **2,700+** free IT & software courses

**Coursera** **100+** free IT courses

## Prioritize Work/Life Balance

Employees working themselves to the point of burnout negatively impacts their mental health and ability to do their best work. Providing flexible work hours and encouraging them to take time off to vacation, spend time with family, complete errands, etc. lets them return to work feeling refreshed and less stressed.

**27%**  
of employees surveyed want flexible work hours. (Sparks LinkedIn Poll)

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Take a strategic approach to your hiring and retention process with Sparks Group. Request a consultation to work with a staffing and recruiting expert for your talent management needs.

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