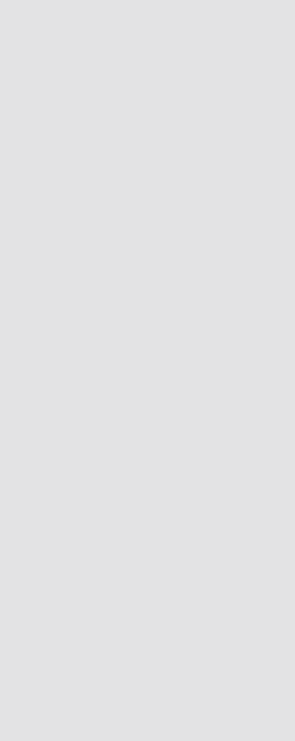


YOUR GUIDE TO HIRING DIGITAL SKILLS IN SPAIN

[WEB LINK](#)



Julien Mar
Senior Manager
Hays is a Senior Manager in Information Technology, Digital and Commerce Divisions with 11 years of experience leading the IT Recruiters teams of Madrid & Barcelona.

Is the tech talent of today switching off to your employer brand?

In a candidate driven market, the biggest challenge an organisation is faced with is building an employer brand and a benefits package that is appealing to candidates and stands out from the competition. In the digital skills market, this might look different, and be more difficult to achieve than you might be used to.

The Covid-19 crisis has had a minimal impact on the tech market in Spain. While we have seen the closure of some start-ups and the cancellation of a few big technological projects coming from large multinationals, the most visible impact is actually the increase in digital tech candidates available on the market. However, this does not mean that the gap between the supply and demand of digital skills has decreased compared to the period before the crisis emerged.

The changes we expected and anticipated in the tech sector have only been accelerated by the global pandemic. Close collaboration between different markets and geographies has increased rapidly and flexible/remote working became the new normal in a matter of weeks.

Investment in Spain over the last three years has grown exponentially. We see a growing number of large new tech hubs and start-ups choosing to locate in the region.

Spain is attractive to investors for many reasons but we believe it's mainly due to the lifestyle, transportation links between cities, proximity to all European capitals, and a strong balance between cost and quality of the labour market.

The consequence of this growth however, is the high demand for tech candidates all over Spain, especially in cities like Madrid and Barcelona. We are seeing more and more that in order to attract the talent they need, organisations are being forced to adapt their hiring strategy and consider how they can appeal to talent from other regions or countries and consider the option of hiring remotely.

With such a high demand for tech talent, we often see that candidates have several offers available to them at once and make decisions based on a multitude of factors including: career growth opportunities, a competitive salary, the added benefits package plus the overall attractiveness of the project. This is a huge challenge for organisations who need to hire these skills. Building an attractive employer brand, knowing what tech talent is looking for and developing a successful hiring strategy to complement this, is no easy task.

The top companies recruiting tech profiles currently in Spain include: Nestlé, Adevinia, Lidl Digital, Sanofi, Novartis and Vonage are also facing the challenge of retaining their current employees. All companies are finding themselves under pressure to continuously innovate and create attractive careers for both present and future employees.

The five most in demand tech roles today in Spain are: Business Analyst, PHP Developer, FrontEnd Developer, Cloud Engineer, DevOps. In the section below, you can learn more about the number of available candidates, average salaries, where they are located plus, gender and experience level breakdown.

Tech and digital skills in demand in Spain

Finding, engaging and retaining the best tech and digital talent is one of the biggest challenges for talent acquisition and recruiters in all geographies. But recruiters need to constantly evolve and drive new strategies in their organisations to avoid being left behind. The uncertainty caused by recent events has had an impact on the Spain's business landscape as it had on the entire world. Looking at the labour market from this perspective, companies like Nestlé, Adevinia, Lidl Digital, Sanofi, Novartis, Vonage and many others need to adapt their hiring strategy to

hire new skills and adapt their current strategy for managing existing talent. The most in demand five tech roles today in Spain are: Business Analyst, PHP Developer, Frontend Developer, Cloud Engineer, and DevOps which cover skills such as: AWS, Python, SQL Server, Java (from version 8), PHP (Symfony). In the section below, you can learn more about the number of available candidates, average salaries, where most of them are located plus gender and experience level breakdown.

Business Analyst

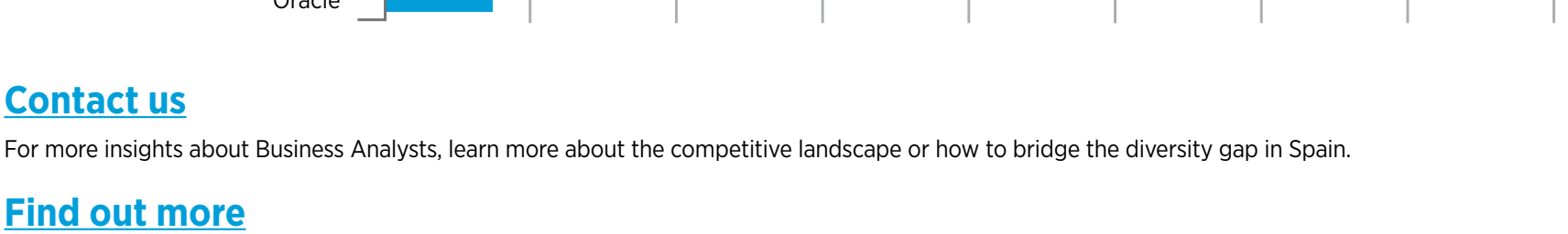
57,630
Total of candidates available

€39k
Average salary – gross/year

Top 5 cities:
Madrid, Barcelona, Valencia, Seville, Bilbao

63% male 37% female

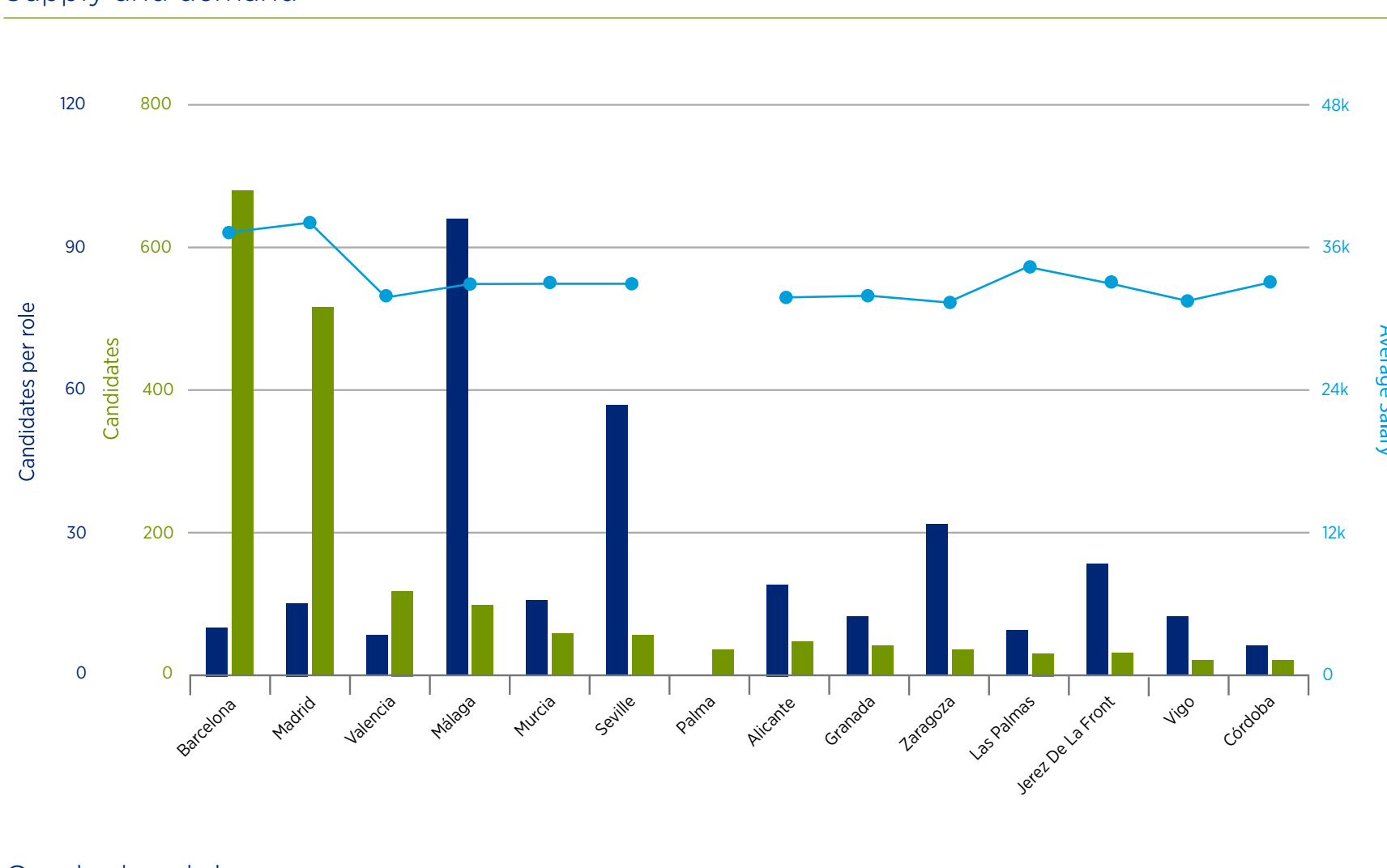
17% have up to three years' experience
23% between four and seven years
60% more than eight years



Top 5 companies hiring:



Top companies who hire this profile:



Contact us

For more insights about Business Analysts, learn more about the competitive landscape or how to bridge the diversity gap in Spain.

Find out more

About our sourcing services and solutions for tech talent.

PHP Developer

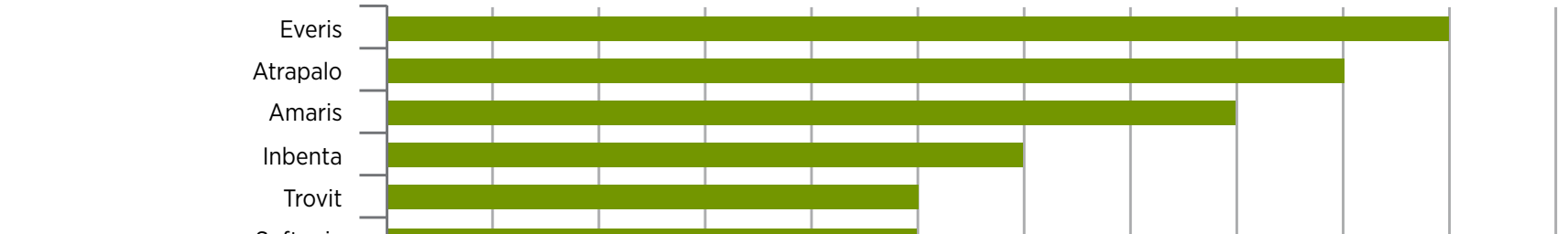
1,858
Total of candidates available

€34k
Average salary – gross/year

Top 5 cities:
Barcelona, Madrid, Valencia, Málaga, Murcia

89% male 11% female

24% have up to three years' experience
31% between four and seven years
44% more than eight years



Top 5 companies hiring:



Top companies who hire this profile:



Contact us

For more insights about PHP Developers, learn more about the competitive landscape or how to bridge the diversity gap in Spain.

Find out more

About our sourcing services and solutions for tech talent.

Frontend Developer

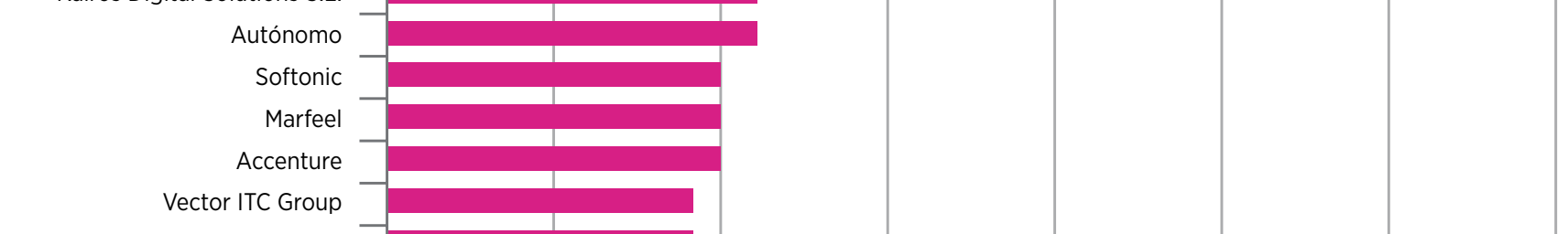
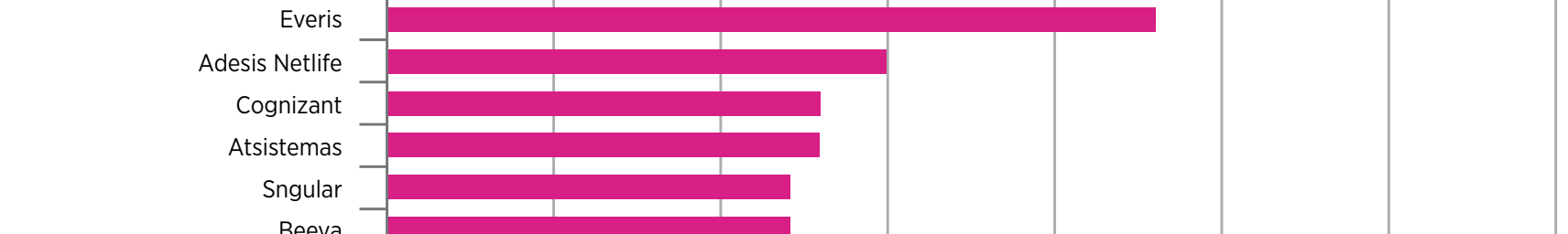
2,373
Total of candidates available

€38k
Average salary – gross/year

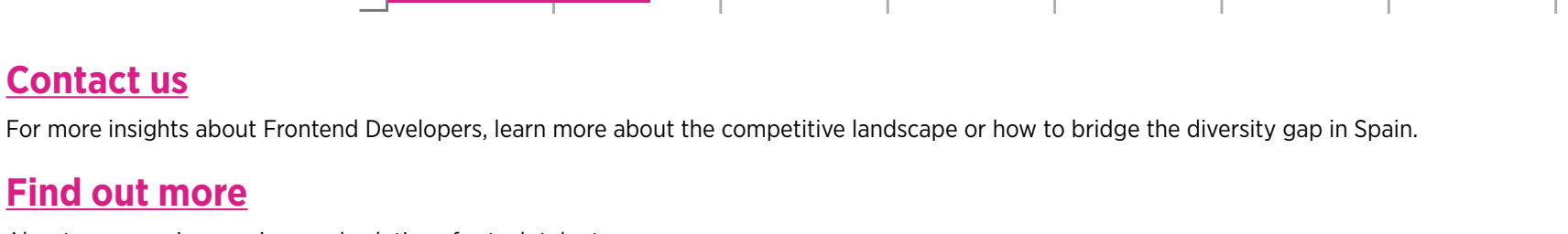
Top 5 cities:
Madrid, Barcelona, Valencia, Málaga, Seville

73% male 27% female

28% have up to three years' experience
32% between four and seven years
40% more than eight years



Top 5 companies hiring:



Top companies who hire this profile:



Contact us

For more insights about Frontend Developers, learn more about the competitive landscape or how to bridge the diversity gap in Spain.

Find out more

About our sourcing services and solutions for tech talent.

Cloud Engineer

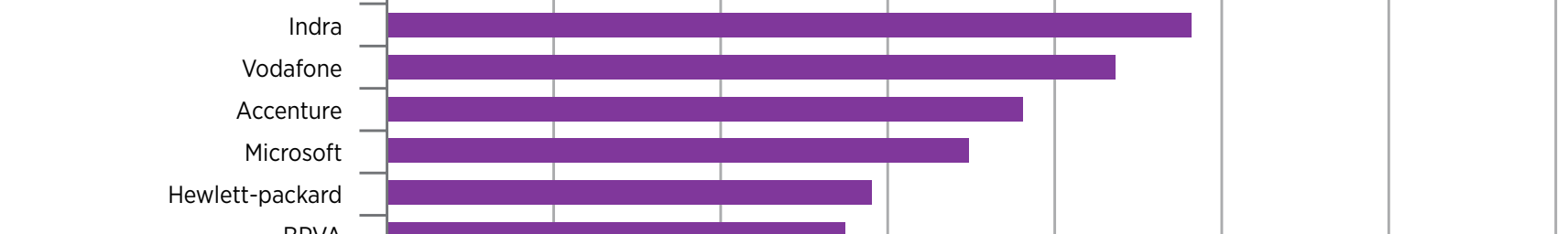
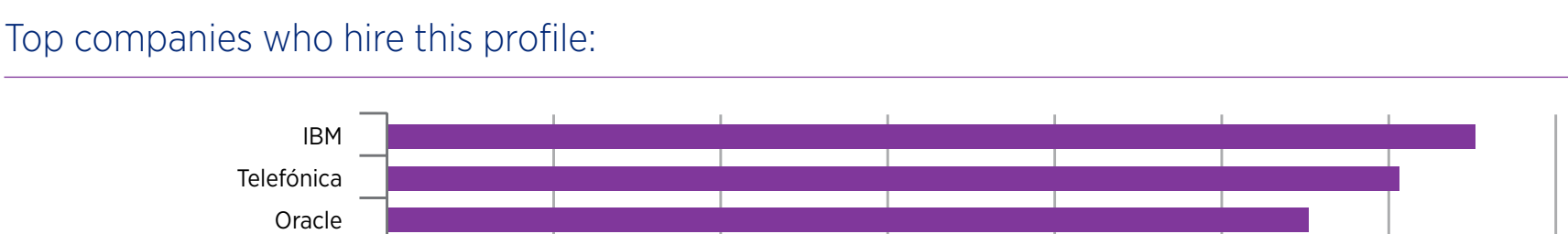
26,651
Total of candidates available

€45k
Average salary – gross/year

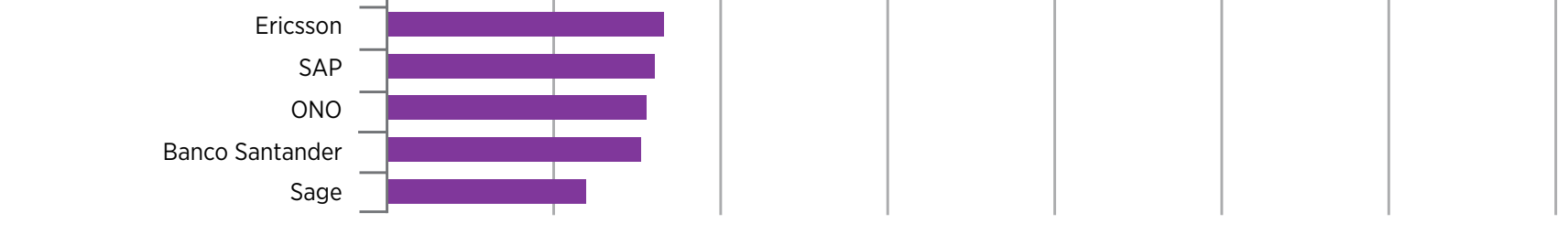
Top 5 cities:
Madrid, Barcelona, Valencia, Seville, Bilbao

66% male 34% female

14% have up to three years' experience
24% between four and seven years
62% more than eight years



Top 5 companies hiring:



Top companies who hire this profile:



Contact us

For more insights about Cloud Engineers, learn more about the competitive landscape or how to bridge the diversity gap in Spain.

Find out more

About our sourcing services and solutions for tech talent.

DevOps

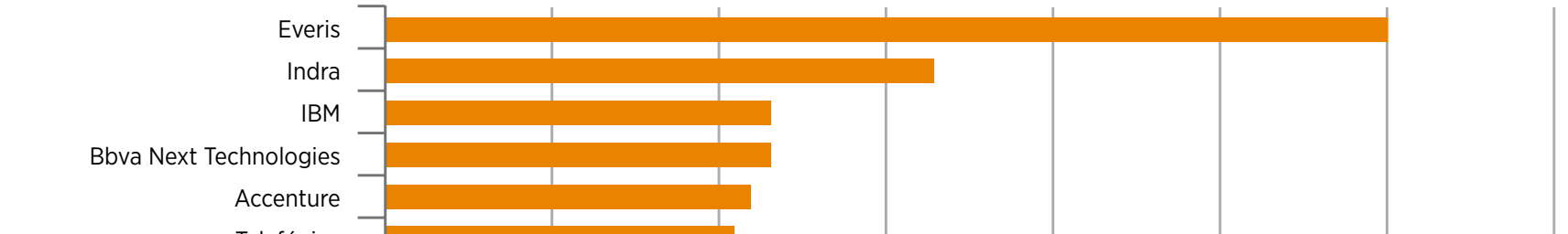
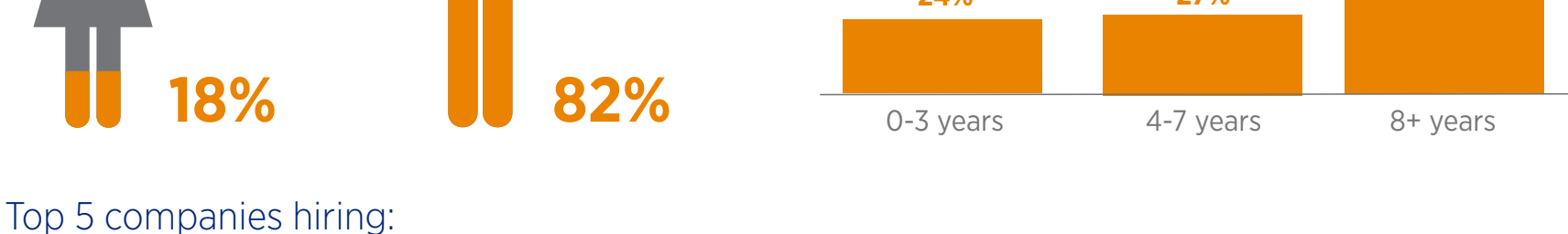
1,886
Total of candidates available

€47k
Average salary – gross/year

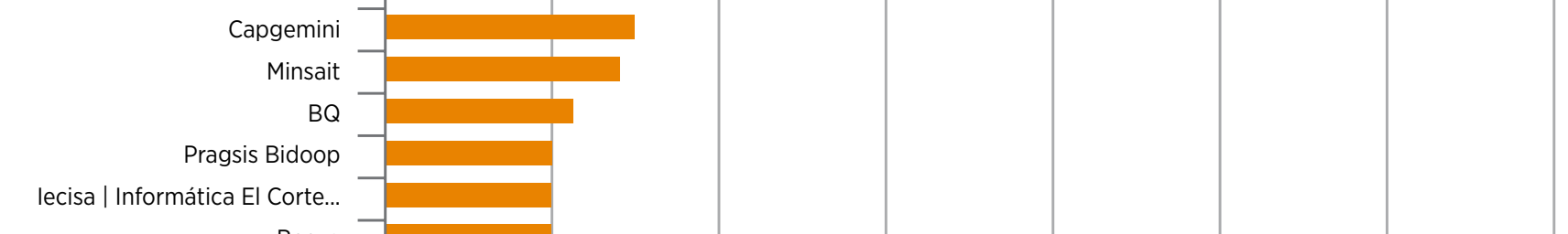
Top 5 cities:
Madrid, Barcelona, Valencia, Seville, Málaga

82% male 18% female

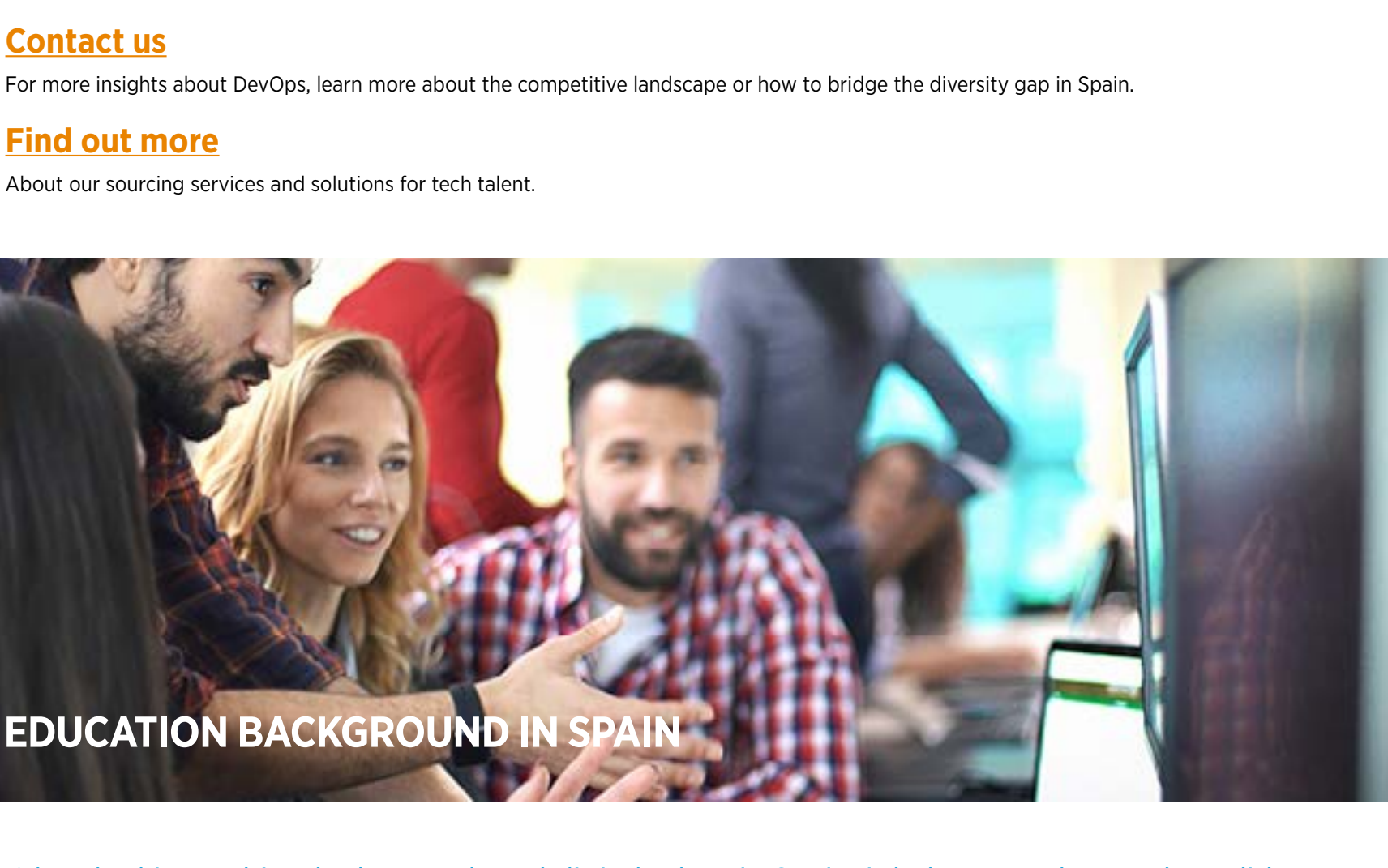
24% have up to three years' experience
27% between four and seven years
49% more than eight years



Top 5 companies hiring:



Top companies who hire this profile:



Contact us

For more insights about DevOps, learn more about the competitive landscape or how to bridge the diversity gap in Spain.

Find out more

About our sourcing services and solutions for tech talent.



EDUCATION BACKGROUND IN SPAIN

When looking to hire the best tech and digital talent in Spain, it helps to understand candidates' education background

The best rated university that make candidates stand out is University grade in Computer science or Telecommunications. From a quality perspective, type of higher education background can be a differentiator when choosing the best talent for entry and mid level candidates. Companies seeking to hire mid-level talent are increasingly paying more attention to certifications and other evidence of upskilling. Continuous learning is therefore highly valued by candidates, and some companies

will offer internal learning and development programmes for the benefit of their retention strategies, serving both the employees and the organisation. In Spain the most significant national upskilling organisations are Scrum certified, PMP certified, Prince2 certified. The pace of change in the industry means that ability to frequently re/upskill is essential for talent to stay relevant and progress.

Contact us

If you want to find out more about learning and development strategies.

Find out more

EVP is essential to futureproof your talent acquisition. Read more about ways you can leverage your organisation's potential.

HOW LEGISLATION AND GOVERNMENT INFLUENCES THE LABOUR TRENDS

Spain national legislation does not specifically encourage mobility of talent

The employment legislation doesn't really encourage mobility of talent in Spain. Local tech labour legislation mainly encourage permanent contract positions than freelance.

There are no upcoming changes in legislation and the support to attract companies to invest is low.

Dominant industries: IT, eCommerce, iGaming.

Aside from the Government initiatives, there are several clusters and associations taking initiatives to drive better results and generate growth. The most important such organisations are: Bcn techcity, Barcelona digital talent and Mobile World Capital.

For more specific legislation advice and in-depth analysis, [click here to request a call back form one of our consultants.](#)

Learn here more about [RPO for Tech here.](#)

With Hays Talent Solutions, you can design and deliver workforce strategy and solutions to drive true strategic advantage.

We believe people fuel all business progress. CMO or total talent, MSP or RPO. Whichever of our comprehensive suite of services you engage we get work done better. Helping organisations thrive. For the latest workforce strategy insight follow us on [LinkedIn here.](#)