

Tech Talent Charter (TTC) Signatory Spotlight: Fidelity International

Overcoming our technical skills gap via partnership with

Code First Girls to attract diverse tech talent.

Open Playbook Chapter: [Recruitment](#)

The Problem

Fidelity identified a hiring gap between the technical skills required for roles in its technology team and how attractive the role was to a diverse audience.

This case study outlines the strategic partnership established between Fidelity and the leading technology education supplier Code First Girls (CFG), and how we worked together to successfully narrow that gap.

Background

CFG offers free education and training in the technology sector via company sponsorships. It provides opportunities for individuals to change careers; boosts employability, diversity, and social mobility; and in turn transforms organisations.

Overview

Fidelity's focus was on areas within its business that were facing prolonged hiring droughts due to technical skill gaps, an issue exacerbated by roles lacking diverse applications through conventional recruitment channels.

As CFG's mission revolves around gender diversity and global tech transformation via free education and employment for underrepresented groups, its approach aligned well to the challenge that Fidelity was facing.

Attracting diverse candidates to technical roles is essential, so partnerships with organisations such as CFG significantly contribute to achieving this objective. This is so important because the inclusion of diverse backgrounds and experiences offers distinct viewpoints that inform, challenge and improve our technology strategy and delivery, prompting both managers and new team members to embrace new perspectives and ideas.

Method

In 2022-2023, Fidelity partnered with CFG to develop and implement a targeted recruitment strategy for open technology roles with a deeper emphasis on inclusivity, covering gender, career switchers, and social mobility.

- We conducted specific strength-based interviews designed to assess values, capability and motivations compared to our traditional technical experience-based interviews.

- Once successful candidates had accepted our job offer, we incorporated a broader strategy throughout the background vetting process, that focused on mentorship and peer support, creating an environment that nurtured both technical competence and a sense of belonging.
- Once candidates joined, the onboarding, training, upskilling efforts were multi-faceted, encompassing various learning formats. We launched a series of in-person and virtual workshops facilitated by experienced team members. These focused on both foundational and more advanced technical skills - tailored to the individual - in addition to providing access to online resources, enabling candidates to learn at their own pace. The curriculums suggested were not only technical proficiencies but also essential soft skills that contribute to professional development.

Results

Our final candidate selection included 92% underrepresented ethnicities, 83% non-computer science as a field of study and 67% as career switchers.

The partnership was particularly successful across Enterprise Technology Services, resulting in the successful hiring of 10 female individuals across a variety of roles including:

- 2 Cloud Engineers
- 4 Data Analysts
- 2 Network Engineers
- 2 App Developers

We were delighted to have these successful candidates join the industry, particularly in the fields of Cloud and DevOps, where female representation historically lags at just 14%. One hire accepted a DevOps role that had remained unfilled for almost a year, which attests to the success of this programme.

Overall, we were presented with a shortlist of candidates which we may not have encountered if we only use typical recruitment channels (also cost effective per hire) where we were able to hire 10 technologists through one strength based assessment process that proves efficient compare to 10 individual processes.

Conclusion

Through working with CFG we have secured emerging technologists who are able to settle into their roles by applying the technical education they've gained through CFG.

The results of our partnership highlight CFG's successful creation of a diverse pipeline of candidates into traditionally male-dominated teams.

Our success stories highlight not only the value of targeted strategies but also spotlight CFG as a vital channel for bringing transformative diversity to the forefront of our organisation.

A final note from one of our applicants:

"Fidelity International is passionate about improving access for those who have traditionally been excluded through education and advocacy."