Organizational Strategies for Hiring, Advancing and Retaining Women in Technology

Global Technology Industry Association

GTIA

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**GTIA North America Advancing
Women in Technology (AWIT) Interest Group**

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Introduction

Welcome to the GTIA North America Advancing Women in Technology (AWIT) Guidebook. This comprehensive resource is dedicated to helping organizations hire, retain and advance women in technical roles within the IT industry. Women remain significantly underrepresented in technical positions, yet their contributions drive innovation, problem-solving and business success. This guidebook provides data-driven insights, real-world statistics and best practices to help companies build and sustain diverse, inclusive workplaces where women in IT can thrive.

Why focus on gender diversity in IT?

Because it's not just about equity—it's about competitive advantage. Research consistently shows that companies with diverse technical teams experience stronger innovation, improved decision-making and better financial performance. A 2023 McKinsey report found that organizations with diverse executive teams were 39% more likely to outperform financially, while companies fostering inclusive cultures saw a 39% increase in employee satisfaction and a 27% reduction in turnover.

What is the goal of this guidebook?

Despite many benefits, women—particularly those with technical expertise—continue to face hiring biases, career stagnation and workplace cultures that hinder retention. This guidebook delivers actionable strategies to help companies attract top female talent, create inclusive hiring processes, support career advancement and reduce attrition.
By implementing these proven practices, organizations can cultivate a workforce that not only reflects the diversity of the world we live in but also drives long-term success in an increasingly competitive IT landscape.
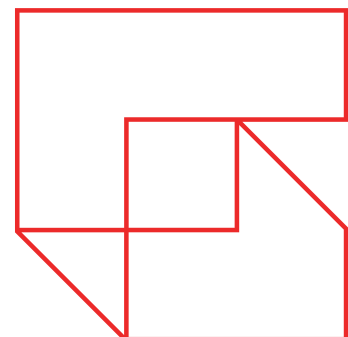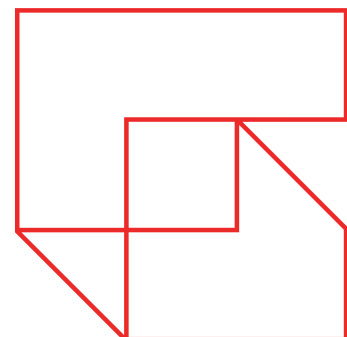
Understanding the Current IT Landscape

Women's Representation in Tech

Women's representation in North America's tech industry has shown gradual improvement, yet significant gaps remain. As of 2023, women hold approximately 28% of computing and mathematical roles in the United States, an increase from 26% in 2019 but still well below parity. In Canada, women represent just 24% of the tech workforce, despite making up nearly 50% of the overall labor force (*Brookfield Institute, 2023*).

Women of color face even greater challenges. Black and Hispanic women hold only 3% and 2% of tech jobs, respectively, compared to 20% for white women (*NCWIT, 2022*). Moreover, the COVID-19 pandemic disproportionately affected women in tech, with 53% reporting increased burnout compared to 41% of men (*McKinsey & LeanIn, 2021*). Addressing these disparities requires structural changes, including mentorship programs, inclusive hiring practices and workplace policies that prioritize equity.

Key Facts and Figures:

- Women represent 14% of software engineers and 25% of computer science professionals (*Bureau of Labor Statistics, 2023*).
- Only 8% of Fortune 500 tech CEOs are women (*Catalyst, 2023*).
- Companies with diverse executive teams are 39% more likely to outperform competitors financially (*McKinsey, 2023*).

Gender Pay Gaps

Gender disparity regarding representation in the technology industry is also evident when it comes to compensation. Women in the tech industry in the United States earn approximately 83 to 85 cents for every dollar earned by their male counterparts, according to Payscale (March 2025), CodersLink (January 2025) and Pew Research Center (March 2025).

Key Facts and Figures:

- This disparity can translate to an annual loss of around $15,000 in median earnings for women in tech (*Dice Hiring, March 2024*).

- The gender pay gap can be even wider for women in the early stages of their tech careers. Some data suggests women under 25 earn around 29% less than their male counterparts (*Diversity in Tech*).

Hiring Practices: Reviewing Your Hiring and Promotion Process for Bias

## Understanding Bias in Hiring and Promotions

Unconscious biases, also known as implicit biases, are automatic and often unintentional judgments that stem from our background, cultural environment and personal experiences, affecting our understanding, actions and decisions.

These can manifest as:

- **Affinity Bias:** Where we favor those similar to us
- **Confirmation Bias:** Where we seek information confirming our existing beliefs
- **Halo Effect**: Where one positive or negative trait improperly influences our overall perception

Furthermore, specific social biases like gender bias, racial bias and ageism involve preconceived notions and prejudices against particular groups impacting how we perceive and interact with individuals based on these characteristics. Understanding these diverse types of bias is the crucial first step in mitigating their negative effects on our hiring and promotion decisions.

These biases in hiring and promotion can limit opportunities for underrepresented groups.
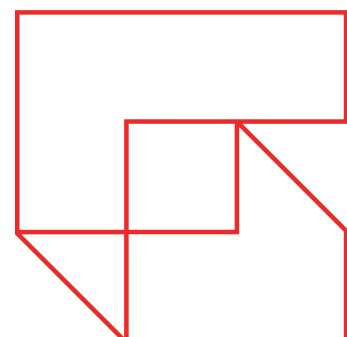
Building Fair and Equitable Hiring Practices

By proactively addressing bias, organizations can create a more equitable workplace where employees advance based on merit. Companies could consider implementing some, or all, of the following strategies:

Implement Bias Training: Studies show that unconscious bias training can reduce biased decision-making in hiring and promotions.

Use Structured Interviews: Research from the National Bureau of Economic Research found that structured interviews help mitigate bias and improve diversity in hiring.

Analyze Promotion Data: Regularly reviewing promotion trends ensures equal advancement opportunities for women and minority employees.

Adopt Blind Resume Screening: Removing names and gender identifiers from resumes can reduce bias during initial candidate evaluations.

Provide Mentorship and Sponsorship Programs: Provide career development resources and networking opportunities for women and non-binary individuals in tech.

Leverage Technology: AI-powered tools can automatically redact names, gender indicators, contact information, educational institution names and even phrasing that might hint at a candidate's background. This ensures that recruiters initially review candidates solely based on their professional experience and skills.
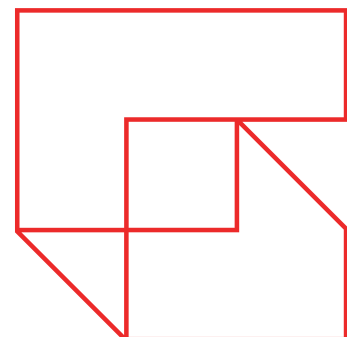
Reviewing Your Hiring and Promotion Processes for Bias

Addressing both conscious and unconscious biases in hiring processes is essential to ensure fair treatment and equal opportunities for women. Companies can achieve this by:

- Providing bias training for hiring managers
- Using structured interviews with standardized questions
- Implementing blind recruitment practices

## Strategies for Recruiting Women in Technology

To recruit more women in technology, companies should consider implementing some or all of the following strategies:

- Implement targeted outreach programs to attract female candidates
- Partner with organizations that support women in STEM
- Use gender-neutral language in job descriptions
- Ensure diverse interview panels

ⓘ **Pro Tip:** **Revamp Your Job Descriptions**

When writing job descriptions, avoid terms like *field tech* or *onsite* in the job title. When you are promoting open positions on career websites, we want the job descriptions to be as broad as possible to attract the most talent. A narrow job title like *onsite field technician* versus *in-person IT support technician* will appeal to more candidates.

If you are hiring for lower-level or entry-level roles, highlight personal characteristics that you have seen in successful employees that have thrived in that role. Instead of including a lengthy list of skills you would like to have, use words like *ambitious* and *curious*. These types of job descriptions are likely to draw great candidates that may not have applied if they did not feel they met the lengthy list of skills required for the job.
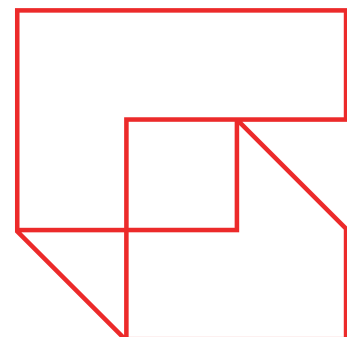
ⓘ Pro Tip: **Expand Your Outreach**

Get outside your comfort zone when searching for candidates. Only using Indeed, LinkedIn and ZipRecruiter will give you the same people over and over. If you are a larger ITSP/MSP/MSSP, you may consider using an Applicant Tracking System (ATS). This is NOT a recruiter. This will allow you post your job to dozens—if not hundreds—of job sites that you may have never heard of before.

Here are some other local places to advertise job roles:

- College job boards: Four-year, two-year and tech colleges
- Department of labor
- Military base: Frequent job fairs you can attend for free
- Local chamber of commerce: Use their networking events to promote your MSP/IT firm

Consider an internship with a local high school or technical college. There is not nearly as much legwork as you think, and all of those schools have some process already in place.
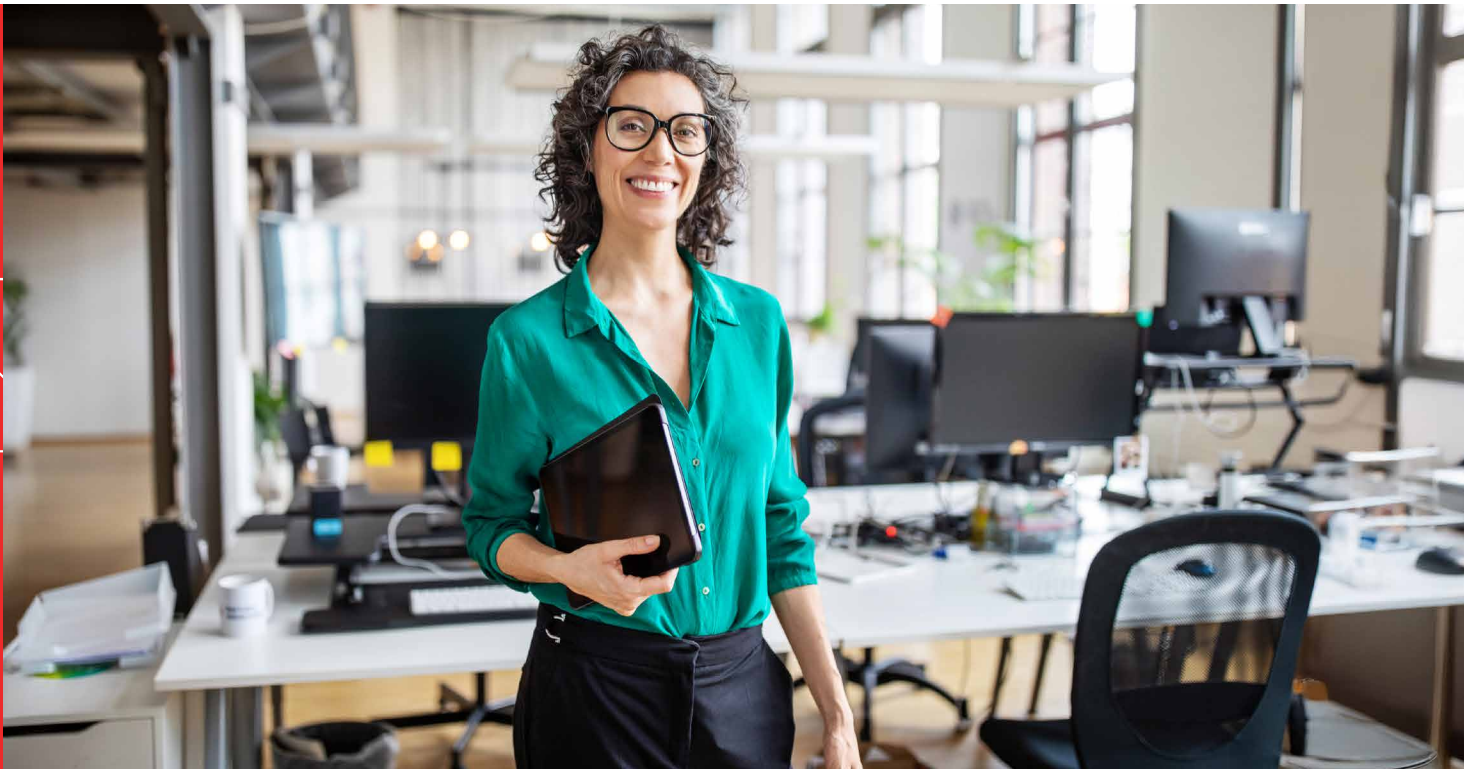
Interview Techniques

The interview process should be designed to assess skills and potential while ensuring fairness. Best practices include:

Using Skills-Based Assessments: Technical challenges and scenario-based problem-solving tasks help identify the best candidates regardless of background.

Incorporating Behavioral Questions: Asking candidates about past experiences fosters a deeper understanding of their competencies.

Ensuring Diverse Interview Panels: A 2021 study by McKinsey found that diverse hiring panels lead to more inclusive hiring decisions.

Standardizing Interview Questions: Consistency in questions reduces the influence of bias and improves fairness in candidate evaluations.

Adopting these techniques ensures that interviews focus on abilities rather than subjective impressions.

Navigating the Interview Process as a Woman in Tech
The journey of landing a job in tech as a woman in 2025 is still filled with systemic barriers, unconscious bias and outdated hiring practices. While companies continue to emphasize diversity, equity and inclusion (DEI), women—especially women of color and non-binary individuals—continue to experience hurdles at every stage of the hiring process. From biased job descriptions to interviews that fail to assess real technical ability, the hiring landscape in tech is still far from equitable. Here's what the process looks like and how both hiring managers and interviewees can navigate it effectively.
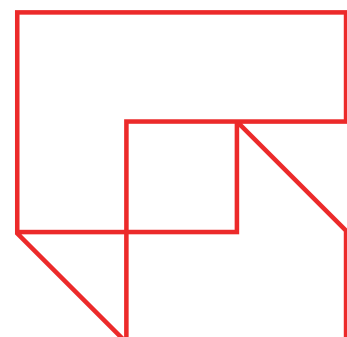
The Typical Tech Interview Journey

A standard interview process in tech consists of the following steps, but for women, each stage often comes with additional challenges.

1. Application Submission

Additional challenges: The confidence gap and biased job descriptions

Women are less likely to apply for jobs unless they meet nearly 100% of the qualifications, while men will apply if they meet only 60% (*Harvard Business Review*). Many job postings still use male-coded language, like *rockstar*, *ninja* and *aggressive,* that discourage women from applying. Companies must rethink their job descriptions to focus on core skills rather than an unrealistic wish list.

2. Screening Interview

Additional challenges: Unconscious bias and microaggressions begin here

Women in tech often report that initial screening interviews feel like a test of whether they fit into a male-dominated space rather than a fair assessment of skills. Recruiters sometimes ask culture-fit questions rather than focusing on technical competency. Unconscious bias can lead to women being perceived as less technical than their male counterparts.

3. First Interview

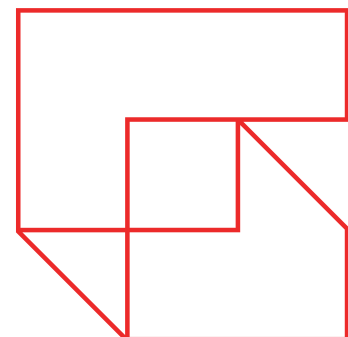*Additional challenge: Proving technical ability more than men do*

Even when women have the same qualifications as male candidates, studies show they must provide more evidence of their competence (*McKinsey & Company*). Technical interviews often come with higher scrutiny for women, who are frequently doubted or interrupted more often during problem-solving discussions.

4. Second Interview or Technical Panel

Additional challenge: The likeability trap

This phase often involves multiple team members and is when double standards emerge. Women are often expected to be more likable while demonstrating confidence in their technical abilities.

Assertiveness in technical discussions can be misinterpreted as being too aggressive—a label rarely applied to men. Interviewers may still ask inappropriate questions that disproportionately impact women, such as inquiries about family planning or work-life balance—which are illegal but persist.

5. Final Interview
Additional challenge: Leadership potential vs. stereotypes

At this stage, the conversation shifts to career trajectory. Women in tech often face skepticism about their ability to lead technical teams. Research shows that women are often over-mentored but under-sponsored, meaning they receive guidance but are rarely advocated for leadership roles (*LeanIn.org*).

6. Decision and Offer
Additional challenges: The pay gap and lowball offers

Women in tech still make about 83 to 85 cents for every dollar a man makes in the same role (*Payscale*). Even when they negotiate, they are often penalized or perceived as demanding. Salary transparency policies have helped, but disparities persist, particularly for women of color.
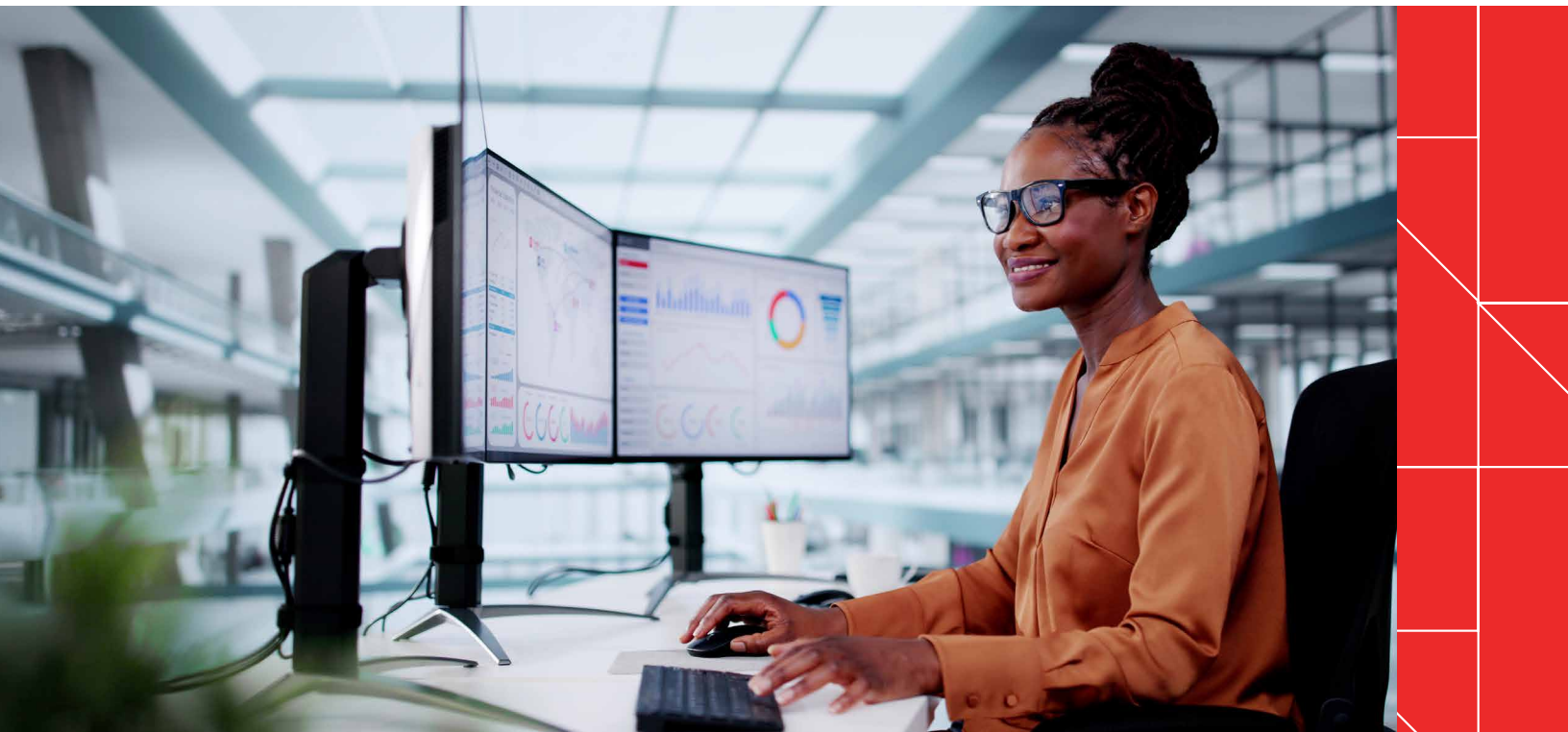
Interviewing Techniques and Practices for DEI

The interview process should be designed to assess skills and potential while ensuring fairness. To build a hiring process that supports diversity, equity and inclusion (DEI), organizations should incorporate structured techniques that minimize bias and create equal opportunities for all candidates.

Best Practices for an Inclusive and Fair Interview Process

Using Skills-Based Assessments
Skills-based hiring focuses on evaluating a candidate's ability rather than their background or pedigree.

Some methods include:

- **Technical Challenges**: Providing real-world problem-solving exercises relevant to the role ensures candidates are evaluated on their skills rather than resumes alone.

  For example: A software engineer candidate might complete a live coding exercise rather than simply discussing past projects.

- **Scenario-Based Problem-Solving**: Presenting candidates with job-related scenarios helps assess their critical thinking and decision-making skills.

  For example: A customer service manager might be given a difficult client interaction scenario to resolve.

- **Work Samples and Job Trials**: Candidates complete small tasks similar to what they would perform in the role.

  For example: A content writer drafts a short article based on a provided brief.
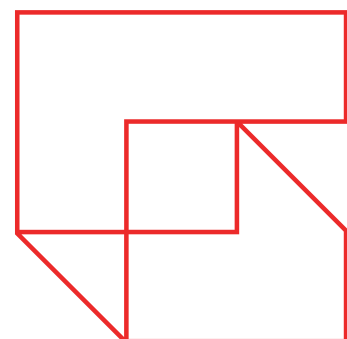
Incorporating Behavioral Interview Questions

Behavioral questions help interviewers understand how candidates have handled past situations. The STAR method (Situation, Task, Action, Result) is a widely used framework:

- Tell me about a time when you had to manage conflicting priorities. How did you handle it?
- Describe a situation where you had to adapt to a major change at work. What did you do?
- Give an example of how you contributed to a team's success in a challenging project.

Ensuring Diverse Interview Panels

Diverse panels help mitigate unconscious bias and provide a broader perspective on candidates. A 2021 McKinsey study found that companies with diverse hiring panels made more inclusive hiring decisions and improved overall candidate experience.

Consider these tips for implementing a diverse interview panel:

- Include individuals from different gender identities, ethnic backgrounds and professional experiences.
- Ensure at least one interviewer is trained in recognizing and mitigating bias.
- Rotate panel members to avoid homogeneity in hiring decisions.

Standardizing Interview Questions

Creating a structured interview format ensures consistency and fairness in evaluations.

Organizations can use:

- **Pre-Defined Question Sets:** All candidates answer the same set of questions tailored to the job role
- **Scoring Rubrics:** A clear evaluation scale helps interviewers rate responses objectively
- **Blind Evaluations:** Removing names and personal identifiers from assessments reduces bias

By implementing these best practices, organizations can create interview processes that prioritize ability over subjective impressions, fostering fairer hiring outcomes.

Advice for Hiring Managers: Breaking Down Bias and Building Inclusive Interviews

Breaking down bias takes awareness and work. Here are five tips organizations can use to ensure bias isn't a deciding factor.

1. Prioritize Equity Training for Interviewers

Implement unconscious bias training for all hiring managers and interview panelists.

2. Focus on Essential Skills, Not an Idealized "Unicorn"

Women are disproportionately discouraged from applying to jobs with long, unrealistic lists of qualifications. Instead, focus on must-have skills and explicitly state that all qualified candidates are encouraged to apply.

3. Structure Interviews to Reduce Bias

Use structured interviews with consistent evaluation criteria to minimize bias and implement blind resume screening to remove gender-based discrimination. If you have a panel interview, ensure gender diversity in the panel so women candidates aren't the only ones "proving" themselves to an all-male team. Ensure candidates receive detailed feedback based on objective criteria.

4. Avoid Illegal or Biased Questions

Hiring managers must not ask questions about marital status or family planning, age or appearance, childcare responsibilities, citizenship or immigration status (unless relevant to work eligibility).

5. Ask Better Questions to Evaluate a Woman's Technical Skills

Here are few prompts to get the conversation started:

- Can you walk us through a technical problem you solved and how you approached it?

- How do you stay up to date with industry trends?

- Tell me about a time you had to advocate for a technical solution others initially doubted.

- What technical news sources or communities do you follow?
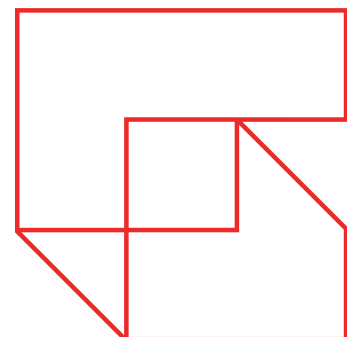
Advice for Women Interviewing in Tech

Navigating the Interview Process as a Woman in Tech

Despite increasing DEI initiatives, women—particularly women of color and non-binary individuals—still face systemic barriers in tech hiring. Biased job descriptions, interview processes that undervalue non-traditional career paths and lack of representation on hiring panels all contribute to an uneven playing field.

Strategies for Candidates

- **Seek Companies with DEI Commitments**: Look for organizations with transparent diversity metrics and inclusive hiring practices.

- **Prepare for Bias**: Recognize potential biases and practice responses that highlight competencies.

- **Leverage Community Support**: Engage with organizations like GTIA, Women Who Code and AnitaB.org for mentorship and networking.

- **Ask About DEI Policies**: Inquire about company policies on pay equity, parental leave and career advancement opportunities.
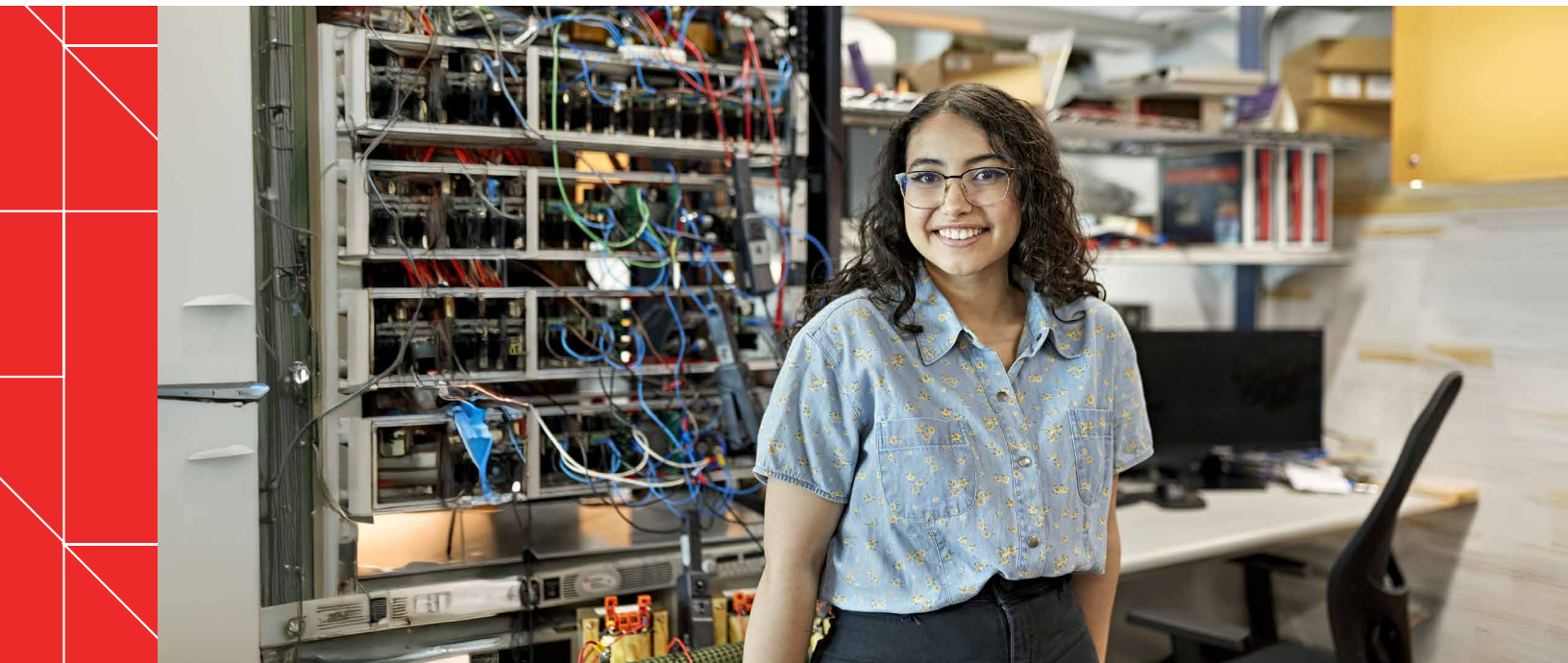
While the landscape is improving, proactive strategies from both employers and job seekers are essential to fostering a more equitable tech industry. By structuring fair hiring processes and addressing systemic biases, organizations can create opportunities that truly reflect the diverse talent available in today's workforce.

Interview Process Do's and Don'ts

Do:

- Research the company's DEI policies—look for transparency on gender pay gaps and leadership diversity.
- Speak confidently about your technical expertise without apologizing or downplaying achievements.
- Negotiate your salary—and use resources like Glassdoor and Payscale to know your worth.

Don't:

- Undersell yourself—men apply with less experience, and you should too.
- Apologize for not knowing everything—learning agility matters more than perfection.
- Accept vague answers if a company dodges questions about diversity or pay equity.

Showcasing Your Technical Skills in a Biased System

Take these tips into consideration during the technical portion of the interview process:

- When answering coding questions, narrate your thought process clearly to avoid interruptions or doubts about your competency.
- Bring up real-world projects that demonstrate not just technical ability but also problem-solving and leadership.
- Ask for clarification if a question is unclear—doing so shows confidence and analytical thinking.
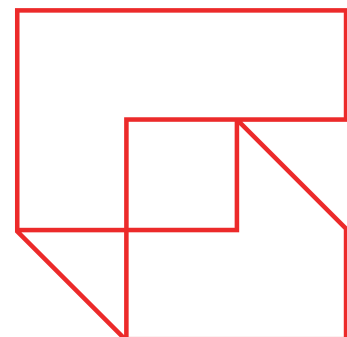
Addressing Bias Directly: Without Risking the Offer
It's likely you will, at times, encounter bias during the interview process.
The best thing you can do, is be prepared. If you find yourself faced with a
biased question, redirect politely:

- ☒ "Do you plan to have children soon?"
- ☑ "I'm fully committed to my career and excited about this
  opportunity. Could you tell me more about the company's
  leadership pathways?"

If salary negotiation leads to pushback:

- ☒ "That's the maximum we can offer."
- ☑ "Based on industry benchmarks and my experience, I believe a fair
  compensation is X amount."
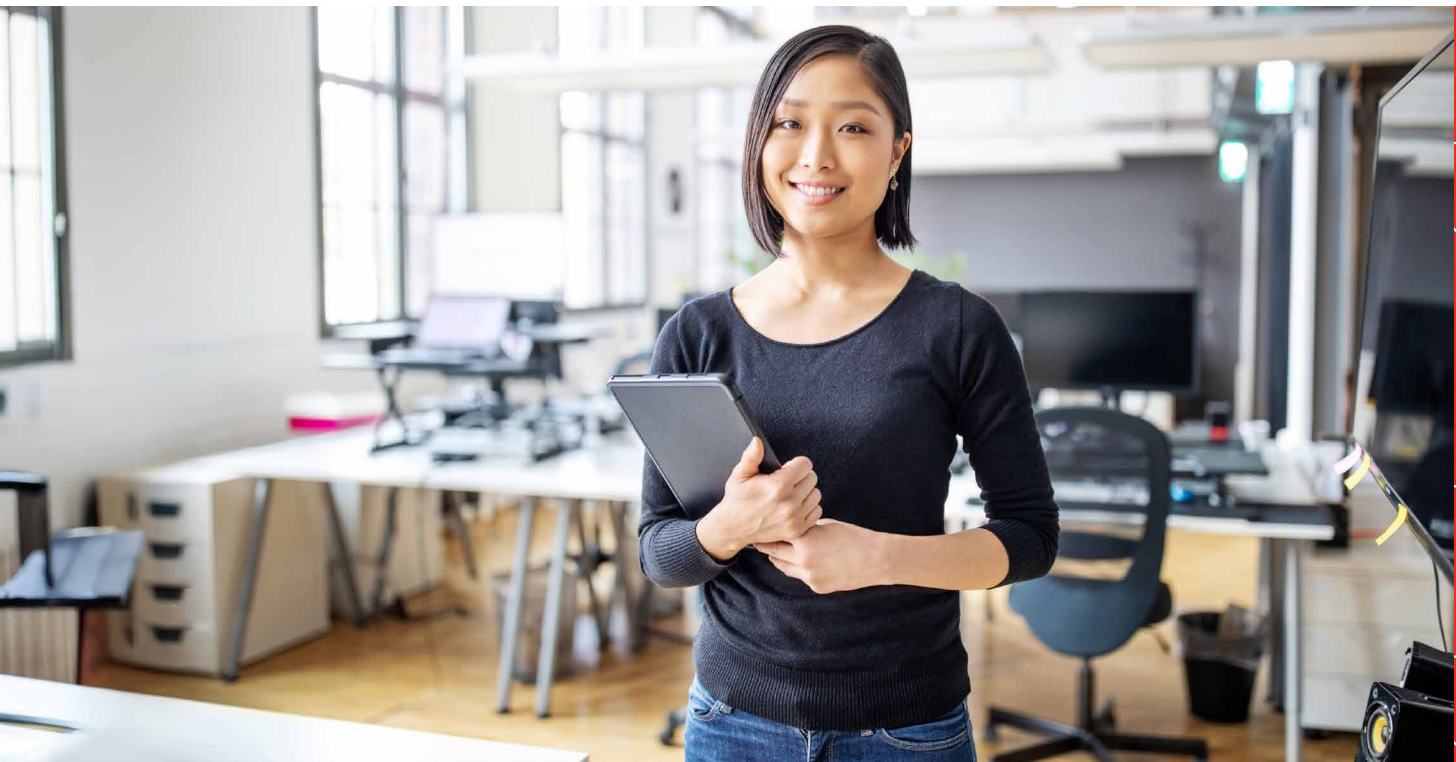
Career Development and Advancement

Mentorship and Sponsorship Programs

Providing mentorship and sponsorship opportunities for women in technology can help them navigate their careers and achieve their professional goals. The GTIA Mentorship Program connects women in IT with experienced professionals who provide guidance, career insights and support tailored to their unique challenges and aspirations. Through structured mentorship, participants gain access to personalized career advice, technical skill development and leadership training, helping them advance in their roles and break through barriers in the tech industry.

Additionally, sponsorship plays a critical role in career progression—while mentors provide advice and encouragement, sponsors actively advocate for women's career growth by recommending them for promotions, leadership opportunities and high-impact projects. By fostering both mentorship and sponsorship, GTIA helps create a more inclusive and supportive environment where women in IT can thrive.

Career Development Programs and Skill-Building

Implementing career development programs that focus on skill-building and leadership training can help women advance in their technology careers. These programs should include opportunities for continuous learning and professional growth.

Addressing the "Broken Rung" in Career Progression

The "broken rung" at the first step up to manager continues to hold women back. Companies should focus on promoting women to managerial positions and providing them with the necessary support to succeed.
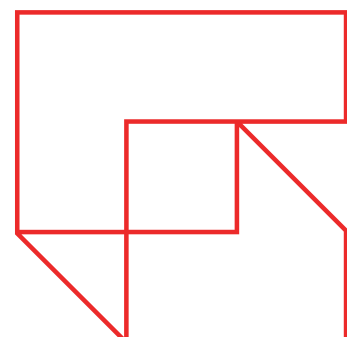
Retention Strategies: How to Retain Talent

Retention is just as important as recruitment. Organizations can keep top talent by:

Providing Clear Career Paths: Studies indicate that women are more likely to stay in roles where career progression is well-defined.

Offering Competitive Salaries and Benefits: Research from Pew Research Center shows that equitable pay practices contribute to higher retention rates.

Encouraging Work-Life Balance: Flexible work arrangements and remote work options help employees manage personal and professional responsibilities.

Investing in Professional Development: Companies with robust mentorship programs see increased engagement and retention among female employees.

Addressing Burnout and Well-Being: Women are increasingly burned out, and companies need to invest in addressing burnout and creating sustainable work cultures. This includes providing mental health resources and promoting a healthy work-life balance.

Creating Allyship and Support Networks: Creating allyship and support networks is crucial for fostering an inclusive workplace. Allies can play a significant role in advocating for and supporting women from diverse backgrounds. This involves actively listening to their experiences, challenging discriminatory behaviors and promoting inclusive practices. Support networks, such as employee resource groups (ERGs), can provide a safe space for women to share their experiences, seek advice and build connections. Companies should encourage the formation of these networks and provide resources to support their activities.
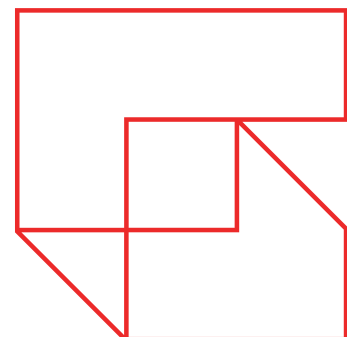
Recognizing and Rewarding Leadership Contributions: Women leaders often take on extra work to support their teams and advance DEI efforts. Companies should recognize and reward these contributions to ensure they are valued and appreciated.

Ensuring Representation at All Levels: Actively working to increase the number of women in leadership positions provides role models and demonstrates that career advancement is attainable.

Promoting a Respectful Work Culture: Always question the status quo and ensure your culture fosters a sense of belonging where everyone feels valued and respected.

Retention strategies should focus on continuous support and career growth opportunities.
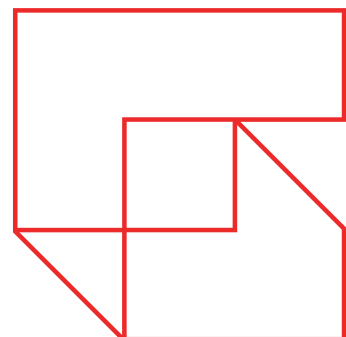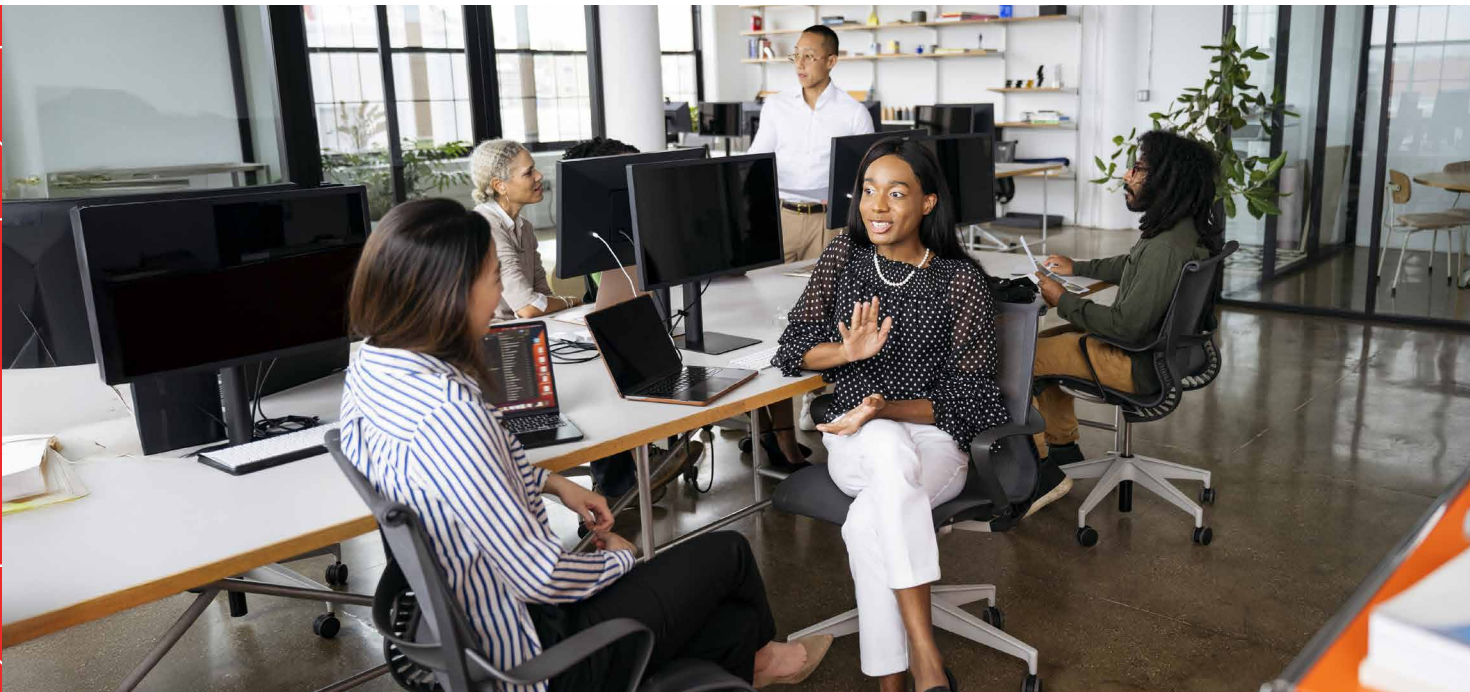
The Path Forward

The tech industry has a long way to go in achieving gender equity, but organizations that implement thoughtful hiring, promotion and retention strategies can drive real change. By expanding recruitment channels, mitigating bias in hiring, fostering inclusive company cultures and investing in employee development, businesses can create workplaces where women not only join but thrive.

This guidebook serves as both a resource and a call to action. The future of tech depends on a workforce that reflects the diverse world it serves. Companies that prioritize diversity today will be the industry leaders of tomorrow.

Call to Action for Tech Companies

Tech companies must take proactive steps to support gender diversity and inclusion. This includes setting clear goals, investing in DEI programs and holding leaders accountable for progress. By fostering an inclusive environment and providing opportunities for women to thrive, companies can drive innovation and achieve long-term success.

The journey toward gender equity in technology is ongoing. While progress has been made, significant work remains. By fostering inclusivity, supporting women in leadership and dismantling systemic barriers, we can create a tech industry that reflects the diverse world it serves.

Despite the progress made in hiring equity, women in tech still face systemic barriers at every stage of the interview process. Companies that want to attract and retain diverse talent must commit to:

- ✔ Fair and transparent hiring practices
- ✔ Pay equity and salary transparency
- ✔ Clear pathways to leadership for women in technical roles

For women navigating this journey, advocating for yourself—and holding companies accountable—remains essential. The tech industry still has a long way to go, but change is happening, and you belong here.

Get more resources at gtia.org.
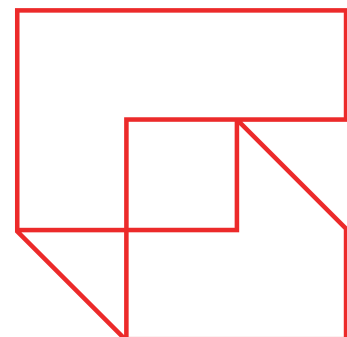
GTIA North America AWIT Guidebook: Job List, Experience and Knowledge

Bench Technician

- Entry Level
  - o 0–6 months of experience
    - Building an understanding of:
      - Computers, laptops
  - o Forecasted certification path
    - CCENT
    - CompTIA A+

- Mid-Level
  - o 6–9 months experience
    - Fundamental understanding of:
      - Computers, laptops
      - Single user environments
      - AV Utilities
      - Single user routing
      - Virtual desktop support
  - o Working on certification path
    - CCENT
    - CompTIA A+

- Expert Level
  - o 9–12 months experience
    - Instinctive understanding of:
      - Computers, laptops
      - Single user environments
      - AV Utilities
      - Single user routing
      - Virtual desktop support
  - o Completed certifications
    - CCENT
    - CompTIA A+
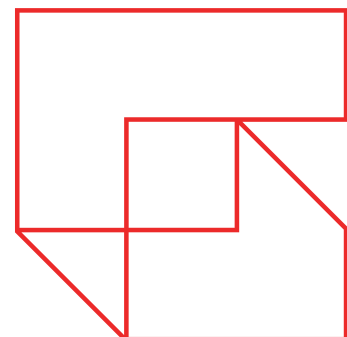
Help Desk Technician

- Associate Level
  - 9–12 months experience
    - Foundational understanding of:
      - Computers, laptops
      - Servers
      - Small network environments
      - Single user environments
      - AV Utilities
      - Single user routing
      - Virtual desktop support
      - BDR
    - Minimum of 1 certification
      - CCENT
      - CompTIA A+
      - VCP
      - CompTIA Server +

- Mid-Level
  - 12–18 months experience
    - Instinctive understanding of:
      - Computers, laptops
      - Servers
      - Small network environments
      - Single user environments
      - AV Utilities
      - Single user routing
      - Virtual desktop support
      - BDR
      - Basic telephony and VoIP support
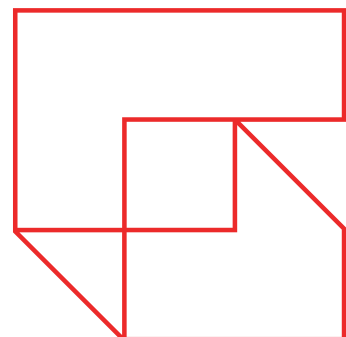
- Expert Level
  - 18–24 months experience
    - Instinctive understanding of:
      - Computers, laptops
      - Servers
      - Small network environments
      - Single user environments
      - AV Utilities
      - Single user routing
      - Virtual desktop support
      - BDR
      - Basic telephony and VoIP support
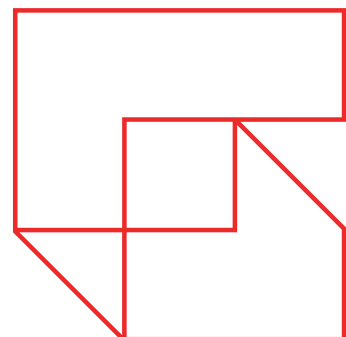
Help Desk Engineer

- Associate Level
  - Minimum of 2 years' experience
    - Foundational understanding of:
      - Enterprise email
      - Workstations
      - Servers
      - Small network environments
      - Data center technologies
      - Firewalls
      - Routers
      - BDR
      - Daily network maintenance
      - Network troubleshooting
      - Basic telephony and VoIP support
    - Minimum of 1 certification
      - MCP
      - MCITP
      - CCNA
      - CCDA
      - CCNP
      - CompTIA Project +
      - CompTIA Network +
      - CompTIA Security +
      - VCP
- Mid-Level
  - 2 to 4 years experience
    - Instinctive understanding of:
      - Enterprise email
      - Workstations
      - Servers
      - Small network environments
      - Data center technologies
      - Firewalls
      - Routers
      - BDR
      - Daily network maintenance
      - Network troubleshooting
      - Basic telephony and VoIP support

- Minimum of 1 certification with 2nd in training path
  - MCP
  - MCITP
  - CCNA
  - CCDA
  - CCNP
  - CompTIA Project +
  - CompTIA Network +
  - CompTIA Security +
  - VCP
  - Vmware

- Expert Level
  - 3 to 4 years' experience
    - Instinctive understanding of:
      - Enterprise email
      - Workstations
      - Servers
      - Small network environments
      - Data center technologies
      - Firewalls
      - Routers
      - BDR
      - Daily network maintenance
   - Network troubleshooting
      - Basic telephony and VoIP support

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      - MCP
      - MCITP
      - CCNA
      - CCDA
      - CCNP
      - CompTIA Project +
      - CompTIA Network +
      - CompTIA Security +
      - VCP
      - Vmware
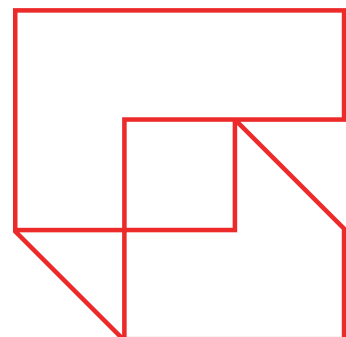
Systems and/or Network Engineer

- Associate Level
  - Minimum of 4 years' experience
    - Instinctive understanding of:
      - Server OS
      - Virtual server support
      - Cloud support
      - Enterprise email
      - Data center
      - Daily network maintenance
      - Daily network troubleshooting
      - User network support
      - Advanced telephony and VoIP support
      - BDR virtualizations and recovery

    - Minimum of 2 certifications with 3rd in training path
      - MCSE
      - CCDA
      - CCNP
      - CCVP
      - CCIE
      - CompTIA Project +
      - CompTIA Security +
      - Vmware
      - CompTIA Linux +
      - CompTIA Cloud +
      - VCP
      - CASP+

- Mid-Level
  - 4–6 years' experience
    - Instinctive understanding of:
      - Server OS
      - Virtual server support
      - Cloud support
      - Enterprise email
      - Data center
      - Daily network maintenance
      - Daily network troubleshooting
      - User network support
      - Advanced telephony and VoIP support
      - BDR virtualizations and recovery

- Minimum of 2 certifications with 3rd in training path
  - MCSE
  - CCDA
  - CCNP
  - CCVP
  - CCIE
  - CompTIA Project +
  - CompTIA Security +
  - Vmware
  - CompTIA Linux +
  - CompTIA Cloud +
  - VCP
  - CASP+

- Expert Level
  - 6 + years experience
    - Instinctive understanding of:
      - Server OS
      - Virtual server support
      - Cloud support
      - Enterprise email
      - Data center
      - Daily network maintenance
      - Daily network troubleshooting
      - User network support
      - Advanced telephony and VoIP support
      - BDR virtualizations and recovery

    - Minimum of 2 certifications with 3rd in training path
      - MCSE
      - CCDA
      - CCNP
      - CCVP
      - CCIE
      - CompTIA Project +
      - CompTIA Security +
      - Vmware
      - CompTIA Linux +
      - CompTIA Cloud +
      - VCP
      - CASP+
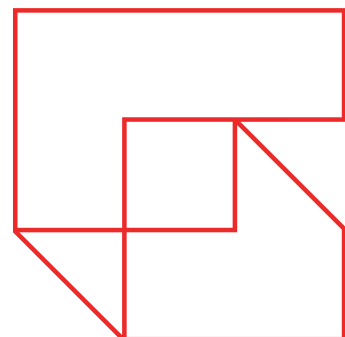
GTIA North America AWIT Guidebook: Job Description Template

Technical Support Specialist

What Makes Us Cool:

- Fun team that is focused on everyone's success
- Laid back atmosphere free of internal politics
- Constantly learning new tech on the job
- Performance-based compensation
- We offer a 401K, health benefits, competitive pay and vacation

The Position:

This position is for people who don't mind working hard and talking to people every day. We want you to develop relationships with our clients and staff. We are on the same team working towards the same common goals. Big egos need not apply. Teamwork makes the dream work!

Need to Have:

- Focus and ability to avoid distractions
- Persistence in problem solving
- Humility to be able to ask for necessary help and support
- Commitment to a high level of quality work
- Ownership of assigned tasks
- Being able to adapt quickly
- Punctuality and a clean business appearance
- Desire to help others
- Ability to learn quickly
- Time management skills
- Ability to develop relationships with clients and internal staff
- Follow process and identify possible improvements
- Exemplary written and verbal communication skills
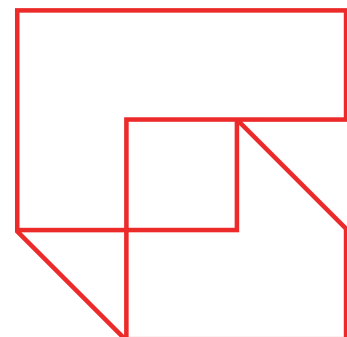
What We Will Do for You:

- Provide a work environment that is truly fun to be in
- Give you an opportunity to work on the latest cutting-edge tech
- Give you a path for promotion
- Teach you about:
  - DNS
  - MX Records
  - Active Directory
  - Exchange
  - O365
  - HyperV
  - Fortinet firewalls
  - Networking
  - Servers
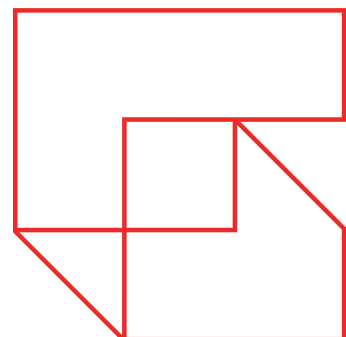
Remote IT Technician

MSP XXX needs IT tech that is looking to join a fast-growing company. We are looking for a fun, friendly and sharp IT person who is hungry and ready to grow. The number one thing we are looking for is a good person, jerks need not apply. Been tinkering with computers since you could walk? Driving people crazy by setting up networks in your garage? Then you might be what we are looking for! This will be a junior level, fast paced position, and you will be doing remote, level 1 support for incoming issues. The perfect candidate has a strong desire to learn new IT techniques, excellent communication and customer service skills to deal with non-technical users, and the drive to be accountable. We offer a fairly defined upward path in money and responsibility.

Reasons We Rock:

- Quarterly reviews to keep you pointed UP
- Fun, team-based approach
- Constantly learning new tech
- We offer a 401K, health benefits, competitive pay and vacation

The Position:
This position is for people who don't mind working hard and talking to people every day. This position is remote and you will be supporting multiple clients and working on a team. Teamwork makes the dream work!
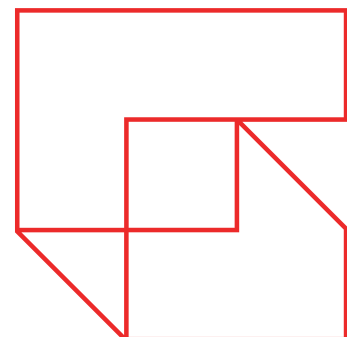
Next Steps:

If you are hungry to grow and willing to work, please send your resume with a note about why you are a fit.

Need to Have:

- Foundational level of understanding of computer networking
- Foundational level of understanding of servers
- Ability to learn new software applications quickly

Tech Responsibilities:

- Remote support
- IT Stuff

Service Coordinator

As a local/regional provider of technology services, we provide complete technology solutions and services to assist businesses, small and large, with their technology needs. Working as the Service Coordinator for **enter client name**, you'll be the glue that keeps our team together as you manage client requests, prioritize work orders and schedule appointments for support tickets and installation projects—all while providing an excellent client experience.

Patience, communication and customer service skills are all key as you will work closely with our internal team and external clients. You will communicate with clients via phone and email on scheduling, projects and deliverables, and you will keep clients informed on their work requests to ensure their satisfaction with the results of our work by maintaining expectations. We will count on you to stay on top of our ticketing system, work with your peers on prioritizing client requests and fit all of this cohesively into our busy schedules. If you are a quick-learner and have an easy-going personality that's looking for a fast-paced and fun work environment, then you'll enjoy this career opportunity.

Responsibilities:

- Answer phones and route calls in a professional manner.
- Handle incoming service calls by receiving and recording requests; identifying appropriate service technician; notify management of extraordinary problems.
- Work with and become proficient with our professional services application to manage our ticket, service delivery, scheduling and billing systems.
- Document actions by proper use of business systems including help desk ticketing system, client service records, etc.
- Update service ticket statuses as needed.
- Update ticketing system by verifying and entering data.
- Create / modify invoices and send to clients.
- Keep up to date on accounts receivables.
- May occasionally be required to contact customers for account collections.
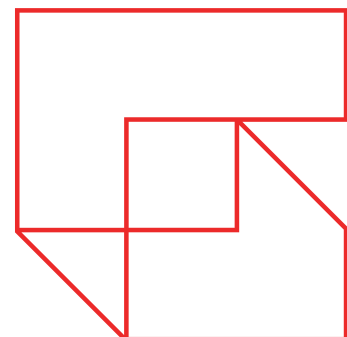
Essential Skills and Experience:

- Provide a consistently professional and upbeat client experience for all new and existing customers through professional phone and email interaction.
- Act as the primary contact for customers, vendors and internal staff.
- Work with customers, vendors and internal departments to confirm and schedule service requests.
- Enter basic service ticket data and distribute tasks as necessary.
- Promptly communicate service order progress with clients and other stakeholders.
- Identify potential service concerns, issues and delays to escalate quickly and appropriately.

Minimum Qualifications:

- Excellent customer service skills.
- Exceptional time management and organization skills.
- Outstanding professional communication skills, both written and verbal.
- Demonstrated proficiency with Microsoft Word, Microsoft Excel and QuickBooks.
- Previous data entry, order processing experience.
- Strong interpersonal skills.
- Ability to embrace and adjust to change.
- Ability to work in a fast-paced environment with a positive attitude.
- Must be proficient and fluent in English.

Additional Preferred Qualifications:

- Experience in IT Services firms.
- Experience with documentation tools (ITGlue, Wiki).
- Experience working with Autotask, ConnectWise, Tigerpaw or similar Professional Services
- Application (PSA) tools.
- Experience in an MSP environment a BIG PLUS!
- Experience working in any Helpdesk environment.
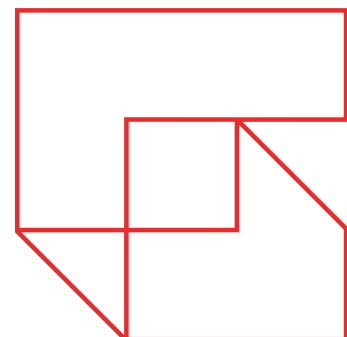
IT Service Desk Technician

Are you a rock star? Or better yet, do you have rock star IT and people skills? Want to join an elite, award winning team that brings their A-game every day? Then **MSP XXX** is looking for you to be our newest IT Service Desk Technician. We are searching for someone to become an integral part of our MSP team that provides technology support to ***insert vertical if applicable***. We passionately believe in the mission of our clients and strive to deliver best in class service on every call, every contact, every day.

What Makes Us Cool:

We do not punch clocks; we strive to provide a work life balance and work from home mentality. We are all stakeholders here and all work on the common goal of assuring our clients are well taken care of.

Why We Are Different:

Our core values define who we are as a company as well as the people who work here. These drive us and are what we get up for every day.

- Kindness
- Integrity
- Positive Perseverance
- Respect

The Position:

Our Service Desk techs are the main point of contact for our clients. They are responsible for the delivery of reactive technical support, as well as emergency and scheduled onsite requests. The Service Desk tech will also provide continual improvement of processes and standards to provide a consistent client experience. Qualified candidates MUST have the ability to communicate to clients and co-workers at both technical and non-technical levels. Ideal candidates are self-directed, innovative, organized, flexible and can consistently maintain our high-quality standards. The desire and drive to build and maintain customer relationships is a key function of this role. This candidate will also be able to exhibit a sense of urgency in providing exceptional quality service to clients and setting and managing expectations.

Qualifications:
- Associate's degree required, Bachelor's desired
- Certifications: A+ required; Network+, Security+ and/or CCNA preferred
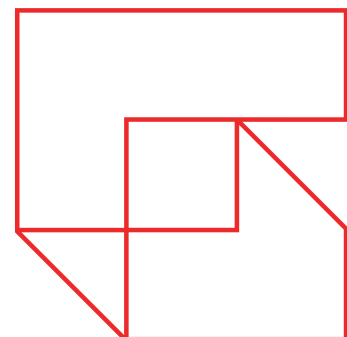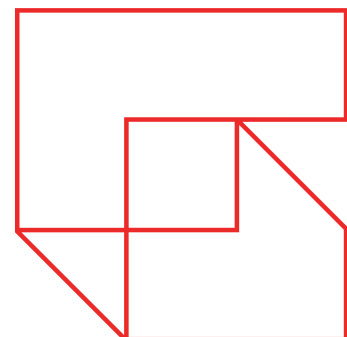
Work Experience:

- IT Experience: 3 years required; 5 years preferred
- MSP Experience: 3 years required; 5 years preferred
- Tier 2 IT experience in an escalation capacity
- Use of PSA/Ticketing system

Additional knowledge, skills, and responsibilities

- Ownership of assigned tasks
- Coordination of remote service via phone, email, web and chat
- Being able to adapt and learn quickly
- Ability to develop relationships with clients and internal staff
- Follow process and identify possible improvements
- Time management skills
- Exceptional written and verbal communication skills
- Experience with firewalls, routers, switches
- Knowledge of Microsoft PC/Server products at a high level
- Knowledge of networking fundamentals, ISP Services i.e. DNS/MAIL/HTTP
- Hardware, networking and PC operating system troubleshooting skills

Preferred knowledge, skills, and competencies:

- Microsoft Certified Professional Certification preferred. Small Business Specialist preferred.

IT Support and System Administrator

Hero isn't just in our name, it's the people we are. You bring the IT hero super skills, and we will provide the cape. At **MSP XXX** we are looking for a senior engineer who has the experience, knowledge and desire to help our clients grow and move forward. We passionately believe in the mission of our clients and strive to deliver best in class service on every call, every contact, every day.

XXX is a place where you can be a part of something amazing, where you get more than just another job. As a member of our team, you'll develop skills and knowledge by working with innovative technologies. No sidekicks here, everyone gets to be a hero. You will get to be part of a tight-knit group where your feedback is encouraged, and your voice is heard.

Our core values define who we are as a company as well as the people who work here. These drive us and are what we get up for every day:

- Dependability/Reliability
- Professionalism
- Continuous Improvement

The Position:

Our IT Support and System Administrator is a critical piece in our team and is responsible for the delivery of reactive technical support in a senior escalation role as well as work on proactive projects. This role will also provide continual improvement of processes and standards to provide a consistent client experience. Qualified candidates MUST have the ability to communicate to clients and co-workers at both technical and non-technical levels.

Ideal candidates are self-directed, innovative, organized, flexible and can consistently maintain our high-quality standards. The desire and drive to build and maintain customer relationships is a key function of this role. This candidate will also be able to exhibit a sense of urgency in providing exceptional quality service to clients as well as setting and managing expectations. This team member is responsible for the delivery of reactive technical support, as well as emergency and scheduled onsite requests. The IT Support and System Administrator will also provide continual improvement of processes and standards to provide a consistent client experience.

Qualifications:
- High school diploma required, higher level degree desired

Work Experience:

- IT Experience: 5 years required; 8 years preferred
- MSP Experience: 2 years required; 4 years preferred
- IT experience in an escalation role
- Use of PSA/Ticketing system

Additional knowledge, skills, and responsibilities:

- Ownership of assigned tasks
- Coordination of service via phone, email using our PSA system
- Being able to adapt and learn quickly
- Ability to develop relationships with clients and internal staff
- Follow process and identify possible improvements
- Time management skills
- Exceptional written and verbal communication skills
- Implementation and support for Microsoft-related technologies
  - Windows Server
  - MSSQL
  - Azure
- O365 experience at an escalation level
- Virtualization experience
  - VMware
  - HyperV
- Automation experience
- Remote Access Solutions
  - VPN
  - Remote Desktop
  - RemoteApp
  - SASE
- Knowledge and experience with advanced networking principles
- Advanced hardware and PC operating system troubleshooting skills

Preferred knowledge, skills, and competencies:

- Use of documentation platform
- Use of ConnectWise Manage
- Use of ConnectWise Automate
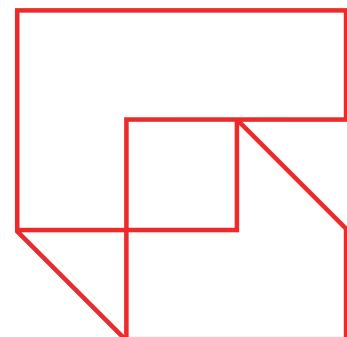
Senior Engineer, Tier II

Want to get in on a rapidly growing, maturing company where you can push your skills to the next level? Looking to make your mark and really show what you are capable of? We provide the tools, guidance and support to help you succeed. Our team is small, friendly and accessible and willing to teach. Join the team and watch your career opportunities expand as **MSP XXX** grows! The sky is the limit!

Qualifications:

- IT Experience: 4 years required; 6 years preferred
- MSP Experience: 2 years preferred
- Education: Bachelor's degree preferred, high school diploma required
- Bi-Lingual in Spanish

Need to Have:

- Windows workstation, servers and networks experience
- Experience with configuring and troubleshooting firewalls
- Knowledge of virtualization and networking
- Ability to think outside the box and challenge yourself
- Security-oriented mindset
- A love for excellence

Tech Characteristics:

- Ambitious: Being able to drive towards your goals and have the desire to see them completed efficiently and with pride.
- Communication: Having the ability to communicate within your team as well as communicate on a professional level with various clients.
- "Think Like a Geek": Our team is built on people who have been working with computers from a young age, setting up networks in our garages as well those who keep up with the latest products and new technology.
- Team Player: We are the A-Team and we all are working towards company goals. We provide feedback to each other regularly with the purpose of driving each other to make our entire team perform at their very best.
- Passion: Having a true love for what you do and showing that every day through your work.

Tech Responsibilities:

- Remote Support
- On-site support
- Software and hardware setup and configuration
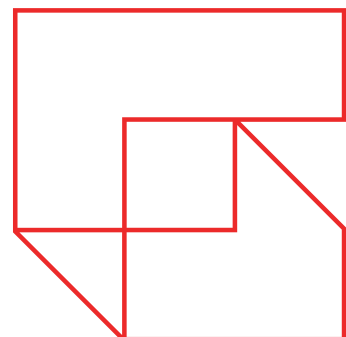
About the GTIA North America Advancing Women in Technology (AWIT) Interest Group

The GTIA North America Advancing Women in Technology (AWIT) Interest Group is committed to working on the issues challenges and opportunities for women in technology careers. The group includes and advocates for GTIA members in Canada and the United States.
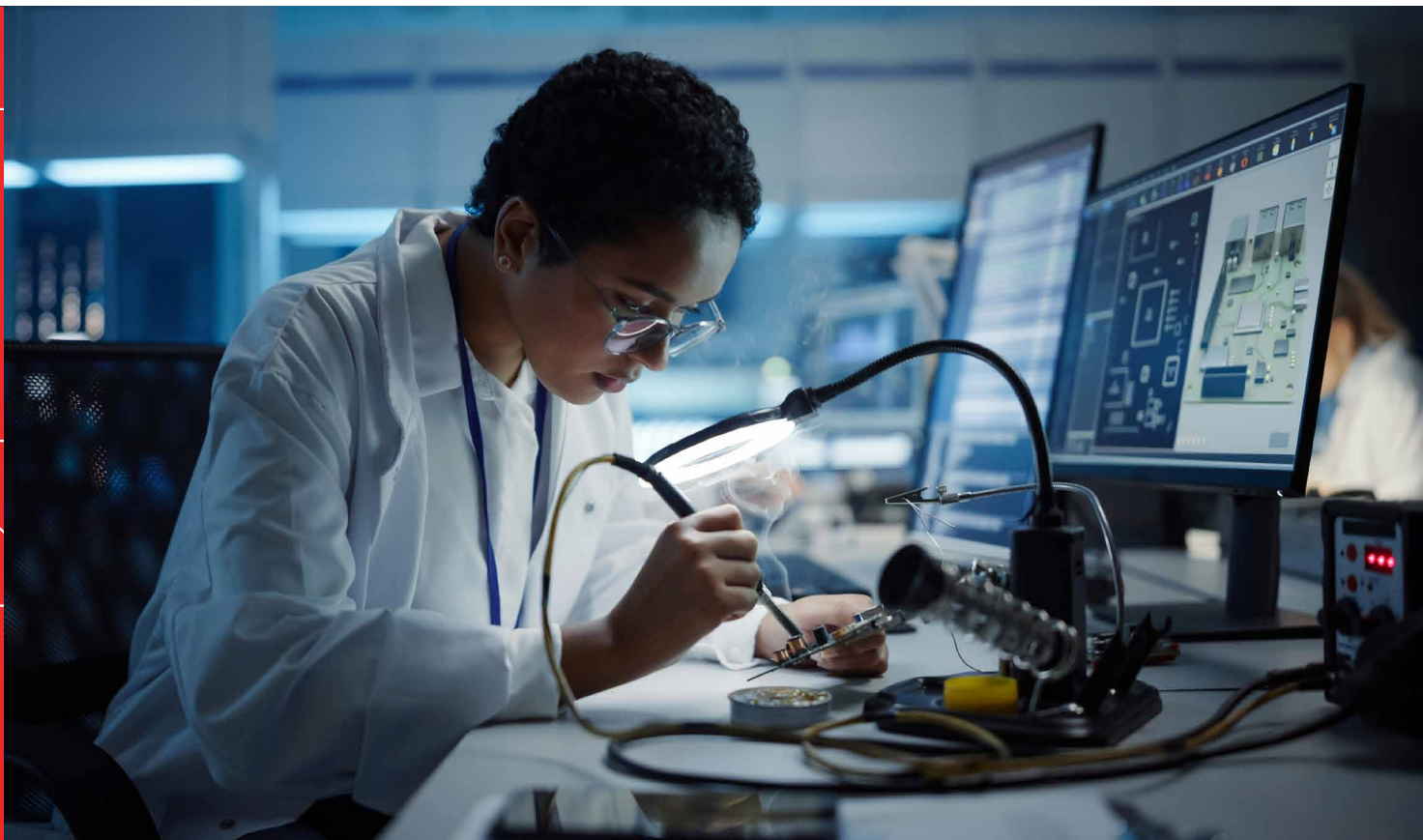
**GTIA North America Advancing
Women in Technology (AWIT)
Interest Group**

Global Technology Industry Association