

## A new outlook on recruitment

Using social media to attract high-quality talent in a competitive environment.

A digital-driven recruitment strategy has made Port Stephens Council a leader among its peers by using social recruiting to attract high-quality talent.

The neighbouring Hunter Valley region is home to a thriving mining industry with which Port Stephens Council competes

for talent to fill senior and specialist roles, such as engineers, as well as younger employees to offset an ageing workforce.

A major restructure gave the council an opportunity to revamp its recruitment strategy. As a forward-thinking organisation, it knew it needed a strong social platform.

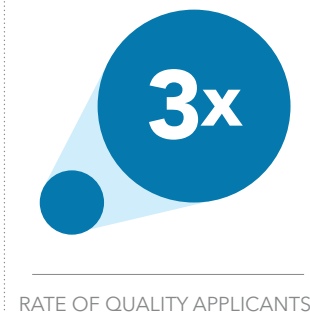
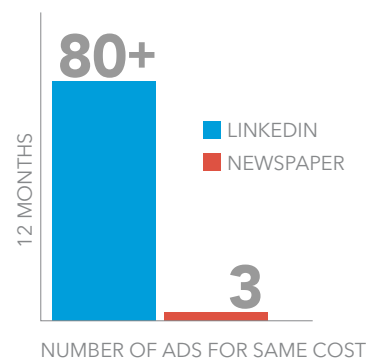
“Using traditional recruitment methods such as newspapers and face-to-face networking were no longer effective in a fast-changing, technology-driven job market,” says Michelle Gilliver-Smith, organisation development manager.



*“LinkedIn understands our business and is always striving to deliver value. We want to create partnerships with organisations that think like us and LinkedIn Talent Solutions does exactly that.”*



**Michelle Gilliver-Smith**, organisation development manager, Port Stephens Council



### Highlights



Port Stephens Council adopted a digital-driven strategy to recruitment, with LinkedIn Talent Solutions at the centre of its approach.



The council has to compete with local mining companies and other councils for talent and found it particularly difficult to attract younger staff and fill senior and specialist roles.



LinkedIn Talent Solutions enabled the council to triple its applicant rates, fill critical roles with qualified, motivated staff and build a reputation as a great place to work.

## Lessons learned

- 1 "Being a modern recruiter means you never say no to where you might source employees. You have to be brave and resist relying on traditional approaches."
- 2 "Work on your brand continuously to make sure it compels people to come and work for your organisation."
- 3 "Drill into LinkedIn's wealth of data to discover potential candidates who are most suited to your roles, then use LinkedIn InMail to target them directly."



## Results



Tripled rates of quality applicants.



Recruited high-quality, engaged staff to fill critical roles.



Built a strong employment and talent management brand.



Ran 80 job ads for the same cost as three newspaper ads.

## A new approach to recruitment

LinkedIn Talent Solutions was part of the council's talent management strategy from the start, enabling it to build a strong employment brand and stand out from other councils.

"LinkedIn Talent Solutions offers the best aspects of social media and puts it into a business frame - there's nothing else like it," says Gilliver-Smith. "It is also fantastic value for money. The cost of using LinkedIn for 12 months is roughly the same as three display newspaper ads. We've run around 80 job ads since January 2014 so it's a real money-saver."

To emphasise the diverse range of careers and lifestyle benefits at Port Stephens, the council used its LinkedIn Career Page as the primary platform for its 'Change your Outlook' employment program. The platform allows the council to advertise jobs, post videos and bring its brand story to life for potential employees.

## Triple the rates of quality applicants

LinkedIn Talent Solutions allows Port Stephens Council to categorise its talent pools and tap passive candidates with in-demand skills. When a position becomes vacant, the council can go through the relevant résumés and proactively approach people.

"Our applicant rates have tripled and we've filled critical roles with people who are well qualified and who are engaged with the organisation," says Gilliver-Smith.

"When we advertised the general manager's role, we received 62 applications from well-qualified people around Australia. A neighbouring council advertised a similar role not long before us and got six applicants."

## A partner for the future

Reflecting the depth and breadth of its LinkedIn recruitment strategy, Port Stephens Council won the Employer of Choice (Public Sector and NFP) award in the 2013 Australian HR Awards. And with social recruiting and developing a talent brand key parts of a successful recruitment and talent management strategy, Gilliver-Smith says LinkedIn Talent Solutions will continue to play a leading role.

"LinkedIn Talent Solutions is very easy to work with. They understand our business and are always striving to deliver value. We want to create partnerships with organisations that think like us and LinkedIn Talent Solutions does exactly that."

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