



In-house recruiting produces results at Powell.

SUCCESS STORY

A global engineering business that manufactures and delivers products across a wide range of sectors, **Powell** needed to recruit people with very specific skill sets for positions across the globe. To do so, the small internal recruiting team leaned heavily on outside staffing agencies, which was costly. LinkedIn helped the team bring recruiting fully in house, so they could engage directly with the right candidates and reduce costs.



Higher engagement with increased traffic job postings

Click-through rates on job postings rose 233%.



Sponsored Content drove more traffic and more qualified candidates to Powell's Career Page.



Messaging delivered at scale

LinkedIn Career Pages are shared across all locations, delivering one central, consistent message, cutting down on duplication of effort.



THE CHALLENGE

A costly recruitment process

Powell regularly partnered with staffing agencies to help its stretched-thin recruiting team identify and recruit the diverse talent they needed. The process was efficient but not cost effective, and Powell needed to make a change. Data indicated that candidates sourced directly by the recruiting team were staying longer, confirming their need for a different approach.

THE SOLUTION

Moving recruitment fully in house

Powell's recruitment team knew that to attract and retain the best talent, candidates needed to better understand the company culture. After previously experiencing success with **Sponsored Content**, the company launched its **LinkedIn Career Page** to help build Powell's employer brand, access talent with a wider skill set, and help reduce churn of new hires.

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Having the ability to put special stories on our LinkedIn Career Pages is really exciting. We can better share who we are, what we do.



Angie Booth

Talent Acquisition Recruiter
Powell

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