



OppenheimerFunds®

Preparing for growth at OppenheimerFunds.

SUCCESS STORY

Expansion of business services at **OppenheimerFunds** meant the talent acquisition team needed to quickly ramp its recruiting efforts across multiple geographies. Already stretched thin, the team enlisted others in the organization and, with the help of their LinkedIn Career Page and recruitment marketing solutions, launched an employer branding campaign while posting all of their jobs on LinkedIn.

54%

Job views from passive
candidates reached with
targeted ads

49%

New hires
reached via LinkedIn

26%

New hires who
started as Company
Page followers



THE CHALLENGE

Hiring across new functions and geographies

At OppenheimerFunds, hiring volume was expected to grow more than 50% year over year, mostly into new departments and geographies. Acquisition team members were stretched juggling 13–15 open reqs at once, and challenged to find qualified people in areas of low unemployment and high competition.

THE SOLUTION

Targeted campaigns and brand building

Together with the social media group, the acquisition team built OppenheimerFunds' employer brand via its [LinkedIn Career Page](#), with the firm's CIO and CEO as regular publishers. The team posted 100% of the firm's jobs using [LinkedIn Jobs](#). Each post targets the right potential candidates through Jobs You May Be Interested In, ads on LinkedIn profiles, and other job recommendations. They reached hard-to-recruit technical candidates through LinkedIn's employment branding and recruitment marketing solutions like [Sponsored Content](#) and [Recruitment Ads](#).

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While we look for many different skill sets based on each role, there are a few core competencies we look for in all our candidates: a focus on clients and results, a propensity to be forward thinking, and the ability to collaborate.



Diana Ferguson

VP Talent Acquisition
Technology Solutions and Services
OppenheimerFunds

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