

# Aurecon Case Study

Engaging Candidates Globally



*“We had a Rail Engineer role that we hadn’t been able to fill through ads or agencies for 12 months. Using LinkedIn, it was filled within four weeks.”*

*Liam Hayes – Human Capital Leader, Aurecon*

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Aurecon provides engineering, management, and specialist technical services for public and private sector clients globally. With an office network that spans 24 countries, Aurecon has been involved in projects in over 80 countries across Africa, Australia, New Zealand, Asia and the Middle East. Since a rebranding in 2009, Aurecon has been consistently striving to ingrain its new brand in the wider market and within its internal workforce. Aurecon’s Human Capital department (which includes a Recruitment & Sourcing function) also faces the challenge of recruiting and managing over 7,500 people internationally across 11 markets.

## Renewing Brand Awareness

As a company, Aurecon is the culmination of almost 80 years of acquisitions and mergers. In 2009, Connell Wagner merged with Africon and Ninham Shand to become Aurecon. Human Capital Leader Liam Hayes says, “Our name changed overnight and it has been a challenge to re-establish the new brand as some candidates didn’t know our new name. LinkedIn has supported us in very quickly building our brand using InMail and LinkedIn Ads.”

## Objectives:

- Support the company’s employer brand strategy by building awareness of, and favourability towards, the new Aurecon brand after a global merger
- Generate business growth and support Aurecon’s Recruitment & Sourcing team by accessing a global pool of active and passive candidates
- Communicate employees’ personal brands to clients and other industry professionals
- Enhance Aurecon’s profile as a leader within the industry and as an employer of choice

## Solution:

- Equip team members with LinkedIn Recruiter
- Establish a LinkedIn Career Page
- Connect directly with potential candidates using InMail
- Incorporate Job Slots for more engaging recruitment campaigns
- Promote the brand using LinkedIn Recruitment Ads
- Start a ‘Follow Us’ campaign to encourage LinkedIn members to follow Aurecon
- Engage followers by posting company news and other updates on Aurecon’s Company Page
- Integrate LinkedIn with other online internal and external communications programmes

*“LinkedIn has been an important part of our social media strategy to engage our people, our clients and prospective employees, and demonstrate through our engagement strategies how Aurecon is a leading, vibrant and global professional services company.”*

Danielle Bond – Head of Marketing & Communications, Aurecon

### International Recruiting, Locally

LinkedIn Recruiter has been integral in two of Aurecon’s international recruitment drives and has recently been used to hire seven people from the UK. Liam Hayes explains, “It is much more effective than our traditional methods of international recruitment in which we would attend career fairs where we weren’t sure about the quantity or the quality of potential candidates. LinkedIn gives our internal teams the power to do international recruitment themselves.”

### Making Difficult Tasks Easy

Aurecon saw results within four weeks of using LinkedIn Recruiter, filling two specialised positions that had been vacant for 12 months. Since then, LinkedIn Recruiter has saved the business into the millions in recruitment agency fees. With LinkedIn Recruiter, the Aurecon team has also been able to instill a much more personal approach, developing a successful and prominent employer brand. LinkedIn was initially the place where Aurecon’s Recruitment & Sourcing team searched for candidates, but it is now becoming a key avenue for posting jobs, particularly by using Job Slots. Liam Hayes says, “The results have been outstanding and FY13 planning has a major focus on where we can take LinkedIn.”

### Why Use LinkedIn?

- Improve the choice of potential candidates with a highly targeted approach
- Connect and communicate with specific industry members en masse to build brand awareness
- Enable both local and global recruitment drives at any time with ease

### Results:

- 15 senior roles filled in the last six months, saving the business \$750,000 in recruitment agency fees
- Within four weeks, filled two specialised roles that had been vacant for 12 months
- Significant improvement in brand awareness by generating over 8,000 new followers on the Aurecon Career Page in less than 12 months
- LinkedIn Recruiter is a key sourcing channel for Aurecon

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