



# MAERSK OIL

Solid LinkedIn strategy  
helps Maersk Oil 'punch  
above its weight'

## Profile

Maersk Oil is an international oil and gas company with operated production of 557,000 barrels of oil equivalent per day.

## The Challenge

'The Oil and gas industry has fallen victim to a lot of unfavourable demographic trends,' says Christer Hansen, head of global recruitment at Maersk Oil.



With an aging work force and new petro-technical professionals (PTPs) in short supply, many studies suggest that by 2016 the shortage of PTPs will account for 20 percent of the global talent pool.

As a medium-sized, independent oil and gas company, headquartered away from the traditional oil and gas hubs, Maersk Oil has to plan ahead to meet its demand for suitably-skilled, technical professionals.

'We have built an in-house recruitment organisation focused on proactive candidate attraction and recruitment,' says Christer. 'And LinkedIn is our key branding and sourcing channel.'

'LinkedIn has been a complete game changer for us. It's the biggest shift we've had to the way we work in our industry.'

Christer Hansen  
Head of Global Recruitment at Maersk Oil

## Highlights

- Maersk Oil's Company Page following has grown from 20,000 to 141,000 in less than two years.
- The company's Talent Brand Index grew from 19 to 36 percent in just 18 months, putting it in first place amongst its top ten competitors.
- **In the period from March to August this year, 41% of the company's new hires started their journey on LinkedIn.**



## The LinkedIn Solution

Maersk Oil started using LinkedIn professionally in January 2013. Christer worked with the corporate communications team and his LinkedIn account manager to develop a clear strategy to support both recruitment and employer branding.

The first step was to start publishing 'dynamic, interesting and relevant content' on its Career Page. After 22 months of active management, Maersk Oil's follower numbers grew from 20,000 to more than 141,000.



Maersk Oil then invested in Work With Us adverts and Job Slots to promote the company brand. Work With Us adverts use the ad space on employees' profiles to promote the company, while Job Slots advertise vacant roles through personalised adverts across the LinkedIn site.

On the recruitment side, Maersk Oil has 13 Recruiter Licences and the aim is for all of its recruiter license holders to go through the LinkedIn Certification process. 'We're looking to change the behaviour and mind set of our recruiters, so that they really understand how to use LinkedIn in a more proactive way,' says Christer.



## Real-world recruiting benefits

The big success story for Maersk Oil is its Talent Brand Index score, which has risen by 17 percent in the last 18 months and now places Maersk Oil first in its peer group.

'We're now punching above our weight and in competition for talent in this industry, it has been a fantastic journey,' says Christer.

And this isn't Maersk Oil's only success story with LinkedIn:



### Real recruitment benefits.

Between March and August this year, 41 percent of Maersk Oil's new hires came through one of its paid LinkedIn products. Two in five of them (39 percent) already followed the company before they were hired and almost all of them had a LinkedIn profile.



### Cost effective.

Maersk Oil tracks and monitors its LinkedIn success, to be able to justify the investment. 'LinkedIn is a cost-effective way of reaching relevant talent,' says Christer.



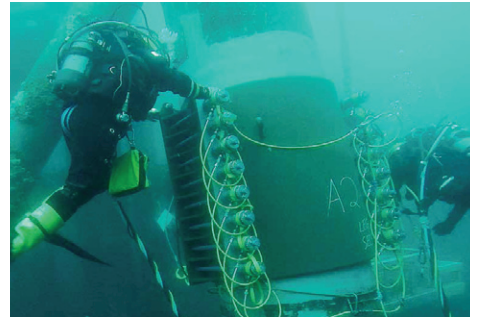
### Qualified candidates.

High-powered Recruiter searches make it easier to find candidates with specific skills and qualifications. 'In an intense competition for talent LinkedIn has been fantastic. It really helps us to find the right people,' says Christer.



### A business partner.

'LinkedIn is a genuine business partner,' says Christer. 'They took the time to understand our industry and what we're trying to achieve and they've bought into us as a company. They're an extension of our recruitment team.'



The next steps for Maersk Oil are for business leaders, employees and hiring managers to become talent ambassadors by engaging more actively on LinkedIn.'

'We're running social media lunch and learn sessions,' says Christer, 'and we work closely with LinkedIn to ensure that every one in Maersk Oil understands our strategy and the importance of this channel in meeting our recruitment and employer branding goals.'

## LinkedIn user tips



60 percent of professionals are open to new job opportunities but not actively looking for work, so proactively searching for potential candidates through LinkedIn can help you to find the right person.



For vacant roles, Job Slots will advertise your career opportunities through personalised ads placed where potential candidates are most likely to see them across the LinkedIn site.



To get the most from your Career Page use it to share interesting content that shows your followers who you are, what you do and why they should want to work with you.