



North America Talent Pool Reports

Where you can find top talent and more

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Subsea Engineering / Offshore Operations (Oil & Gas)

Overview & Methodology

A world of insights can be gathered from LinkedIn's 259 million members - the world's largest professional network. Talent pools are defined by member skillsets, based on the skills and keywords listed in a member's profile. Skillsets group similar and related skills that are critical to a certain profession or industry. Within each skillset, LinkedIn Recruiter activity and member characteristics are used to determine supply and demand for talent. A higher demand index means that the average professional in a region is interacting with recruiters more frequently than peers in other regions. Job consideration data comes from the LinkedIn talent drivers survey of over 100,000 members.

Why Skill Sets Matter

Over 70% of LinkedIn members say that the skillsets they possess are an important part of their professional identity. Skillsets - more than job titles and functions - tell the story of the value professionals bring and the breadth of their experience. LinkedIn members have tens of thousands of skills on their profiles, covering a range of professional expertise from Microsoft Office to Rocket Science. Analyzing skillsets helps to learn: what specific groups of professionals look for in a job, what universities they attended, and what industries they work in, to effectively find and attract top talent within those groups.

About LinkedIn Talent Solutions






LinkedIn is the world's largest professional network with more than 259 million members in over 200 countries and territories. More than 20,000 companies - including 90 of the Fortune 100 - and thousands of recruiters, HR professionals and hiring managers use LinkedIn Talent Solutions' products and services to find, engage and hire top talent across the globe.

For more Talent Pool Reports: [lnkd.in/TalentDemand](https://www.linkedin.com/company/linkedin-talent-solutions/)

Talent Pool Report Architectural Design

North America
2013

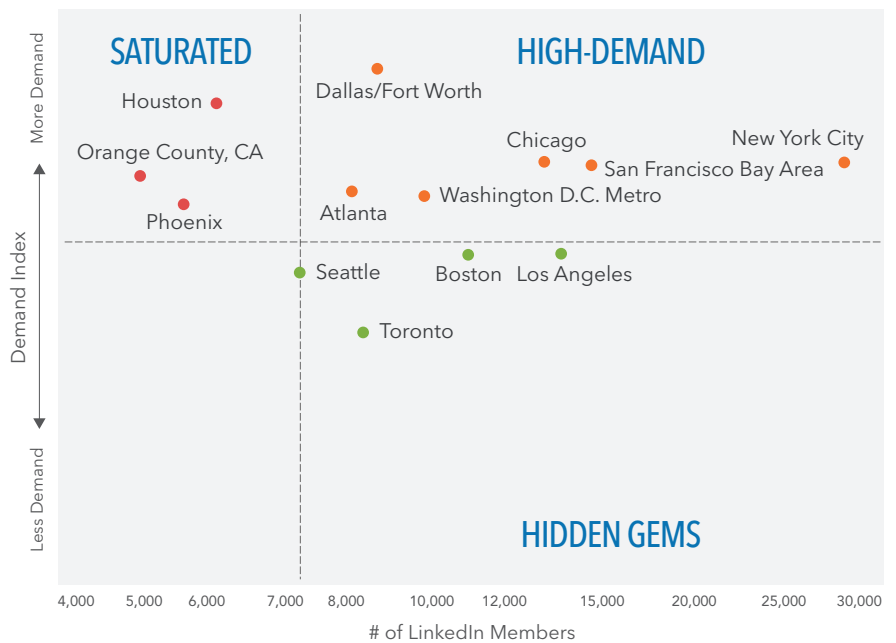
By The Numbers

-  **314,950** LinkedIn members
-  **40,390** recent grads have joined the workforce
-  **39%** of architectural design professionals are manager or above
-  **1 in 13** changed jobs in the past 12 months
-  Architectural design professionals in New York City are **60% more likely** to be contacted by a recruiter than those in LA

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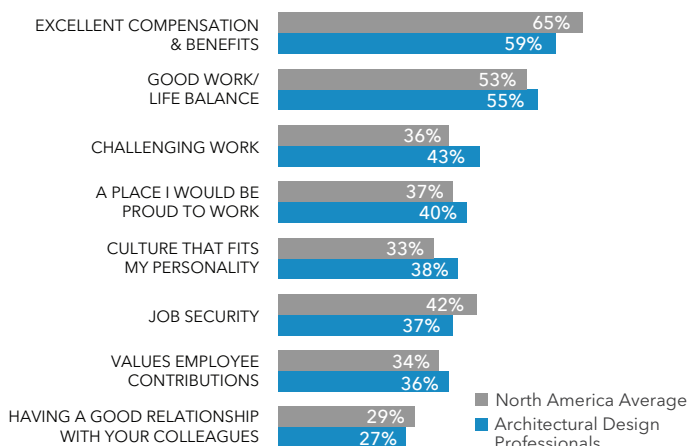
Where should you look for talent?



What skills and keywords should you look for?



What do architectural design professionals look for in a job?



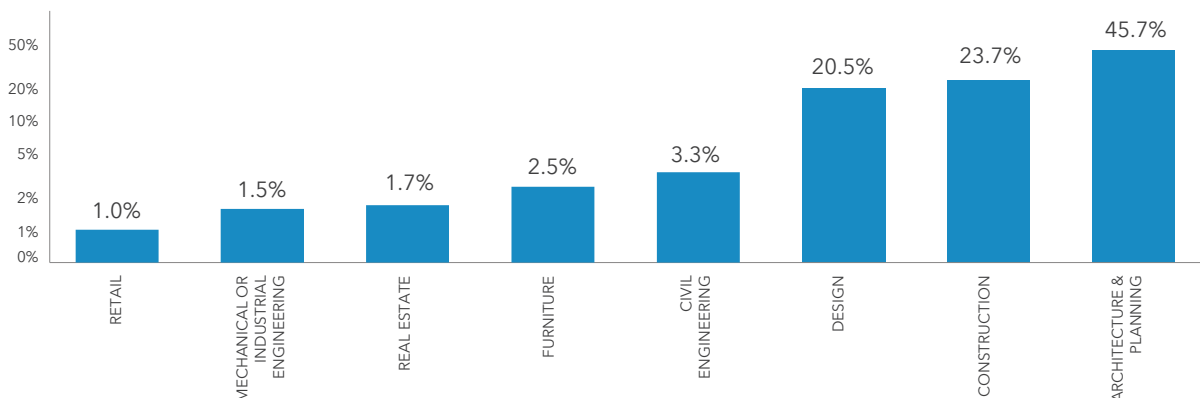
What schools do recent graduates come from?

- Savannah College of Art and Design
- Wentworth Institute of Technology
- Boston Architectural College
- Pratt Institute
- University of Cincinnati
- Ryerson University
- University of Illinois At Urbana-Champaign
- Arizona State University
- Illinois Institute of Technology
- University of Minnesota-Twin Cities

Most popular LinkedIn groups

- U.S. Green Building Counsel (USGBC)
- LEED Accredited Professional
- LIDA
- Design and Construction Network
- Architect

Which industries employ architectural design professionals?



How can you connect with architectural design professionals?

1. Leverage your Employees' Networks

The #1 activity on LinkedIn is viewing other members profiles. You can connect with priority talent whenever they visit an employee's profile page using Work With Us ads.

2. Engage in Conversation through Status Updates

Updates to your followers can be targeted (i.e. by function, by geography) to send relevant, timely updates to your priority talent pools. You can reach beyond your follower base using Sponsored Updates.

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Talent Pool Report


Brand Strategy & Management


North America
2013


By The Numbers

 **247,600** LinkedIn members

 **24,780** recent grads have joined the workforce

 **61%** of branding professionals are managers or above

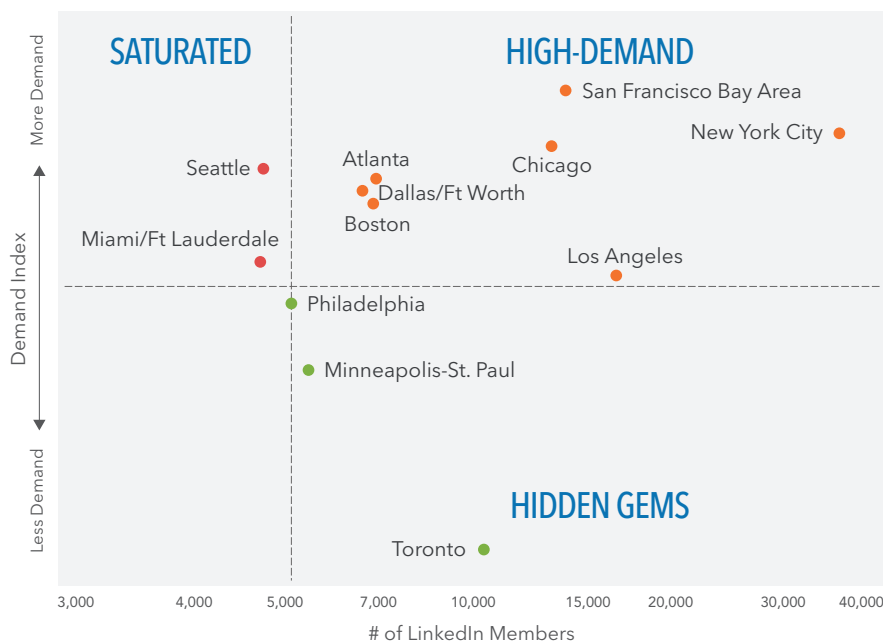
 **1 in 8** changed jobs in the past 12 months

 Branding professionals in SF are **2x more likely** to be contacted by a recruiter than those in Minneapolis

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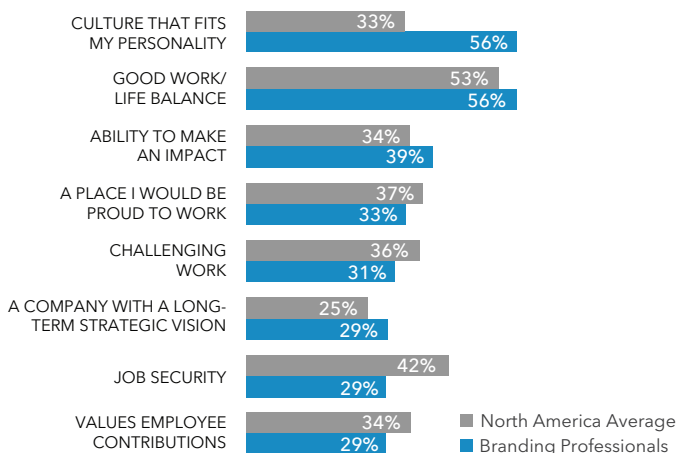
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What skills and keywords should you look for?

Brand Management Advertising
 Brand Development Marketing Strategy
Marketing
 Email Marketing Graphic Design
 Integrated Marketing
 Social Media Creative Direction
 Marketing Communications
 Social Media Marketing

What do branding professionals look for in a job?



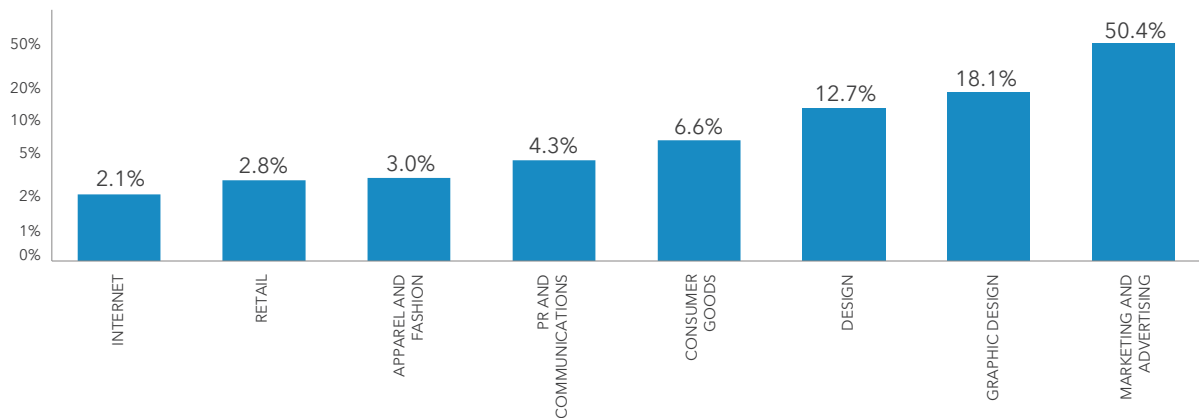
What schools do recent graduates come from?

- New York University
- Academy of Art University
- School of Visual Arts
- Savannah College of Art and Design
- Fashion Institute of Technology
- George Brown College
- Humber College
- Ryerson University
- Parsons School of Design

Most popular LinkedIn groups

- Social Media Marketing
- Communication Arts
- E-marketing Association Network
- AIGA / The Professional Association for Design
- Creative Design Pros

Which industries employ branding professionals?



How can you connect with branding professionals?

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Talent Pool Report


Corporate Finance


North America
2013


By The Numbers

 **525,960** LinkedIn members

 **68,220** recent grads have joined the workforce

 **57%** of corporate finance professionals are manager or above

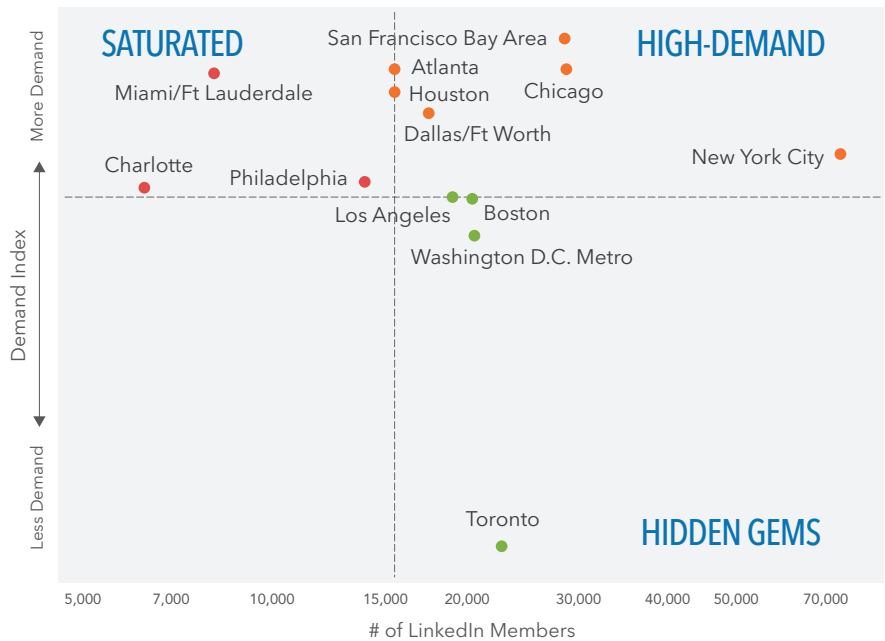
 **1 in 8** changed jobs in the past 12 months

 Corporate finance professionals in Chicago are **50% more likely** to be contacted by a recruiter than those in Washington, D.C.

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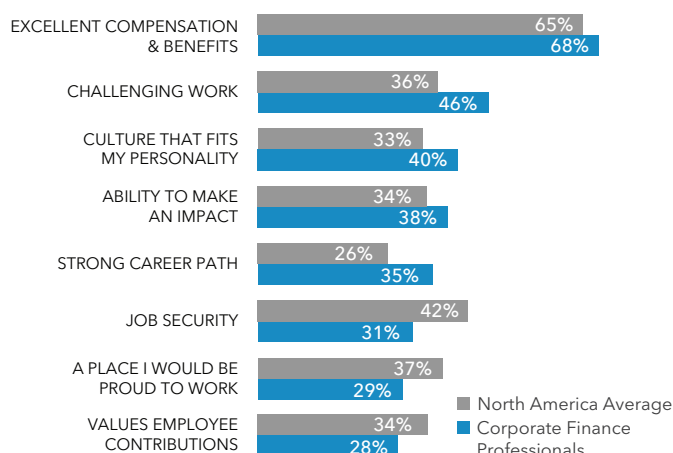
Where should you look for talent?



What skills and keywords should you look for?



What do corporate finance professionals look for in a job?



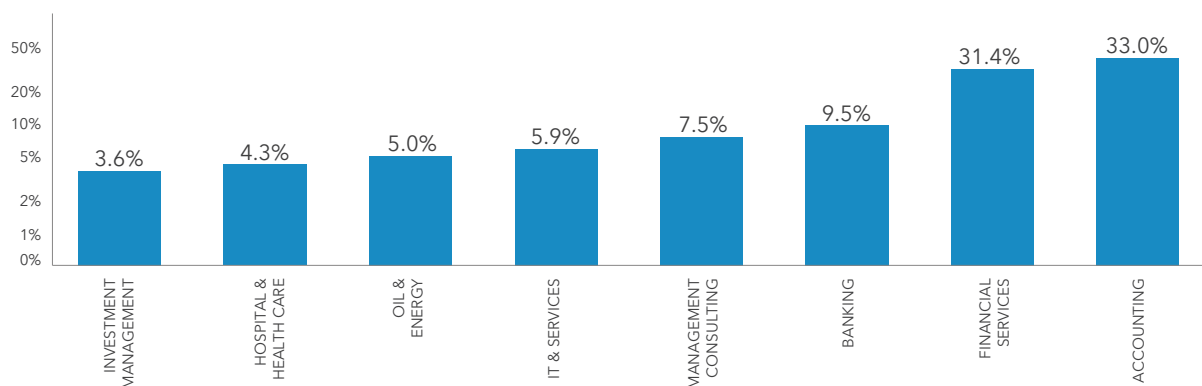
What schools do recent graduates come from?

- Harvard Business School
- The University of Chicago – Booth School of Business
- University of Pennsylvania – The Wharton School
- New York University – Leonard N. Stern School of Business
- Indiana University – Kelley School of Business
- Northwestern University – Kellogg School of Management
- University of Maryland University College
- New York University
- Villanova University
- Northeastern University

Most popular LinkedIn groups

- Finance Plus: Private Equity, Venture Capital and M&A News
- Chief Financial Officer (CFO) Network - The #1 Group for CFOs
- Finance Club
- Private Equity and Venture Capital Group
- The American Institute Of CPAs

Which industries employ corporate finance professionals?



How can you connect with corporate finance professionals?

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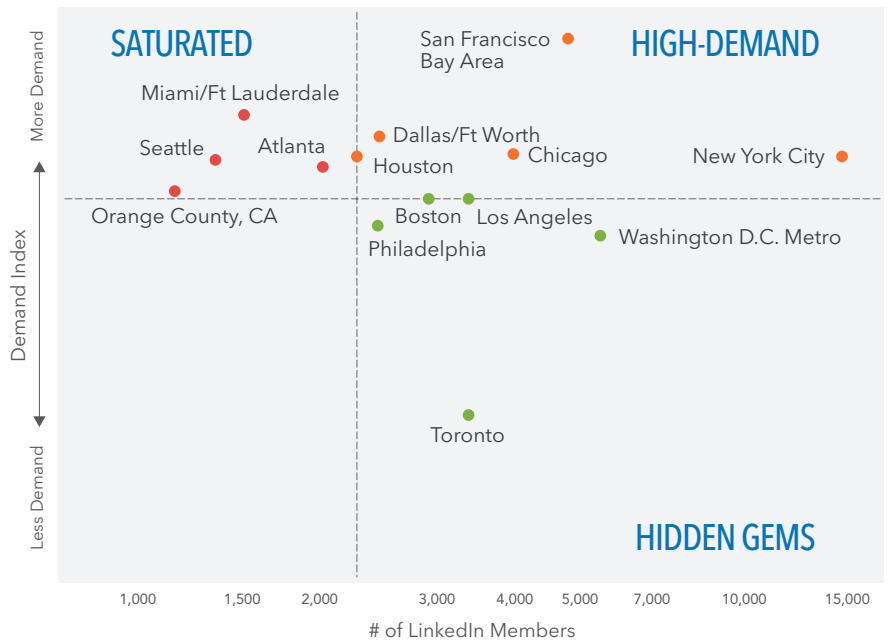
Corporate Law

North America
2013

By The Numbers

-  **83,910** LinkedIn members
-  **6,830** recent grads have joined this talent pool
-  **56%** of corporate law professionals are manager or above
-  **1 in 10** changed jobs in the past 12 months
-  Corporate law professionals in SF are **2x more likely** to be contacted by a recruiter than those in Washington D.C.

Where should you look for talent?



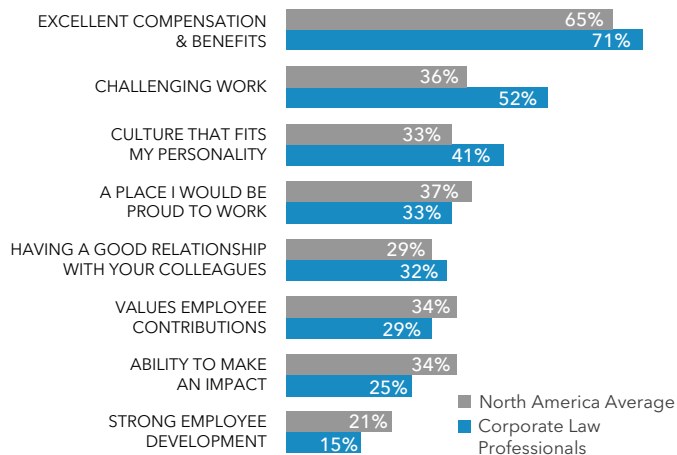
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What skills and keywords should you look for?



What do corporate law professionals look for in a job?



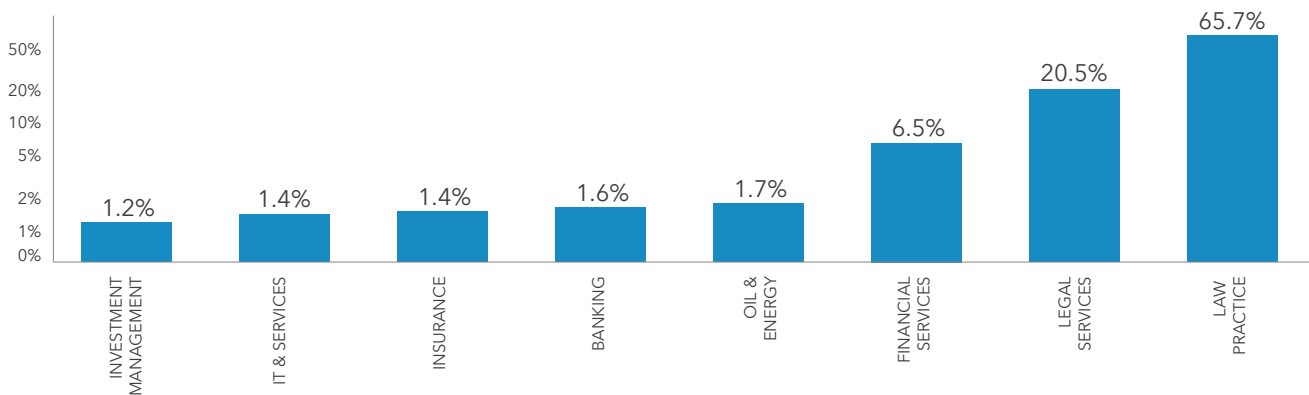
What schools do recent graduates come from?

- Georgetown University Law Center
- York University - Osgoode Hall Law School
- New York University School of Law
- Harvard Law School
- New York Law School
- Fordham University
- The George Washington University Law School
- University of Toronto
- Boston University School of Law
- Yeshiva University School of Law

Most popular LinkedIn groups

- Corporate Lawyer Network
- Law Jobs Network - #1 Legal Careers Group
- In The House: The Professional Networking Community for In-House Counsel
- InHouse Legal
- E-Legal

Which industries employ corporate law professionals?



How can you connect with corporate law professionals?

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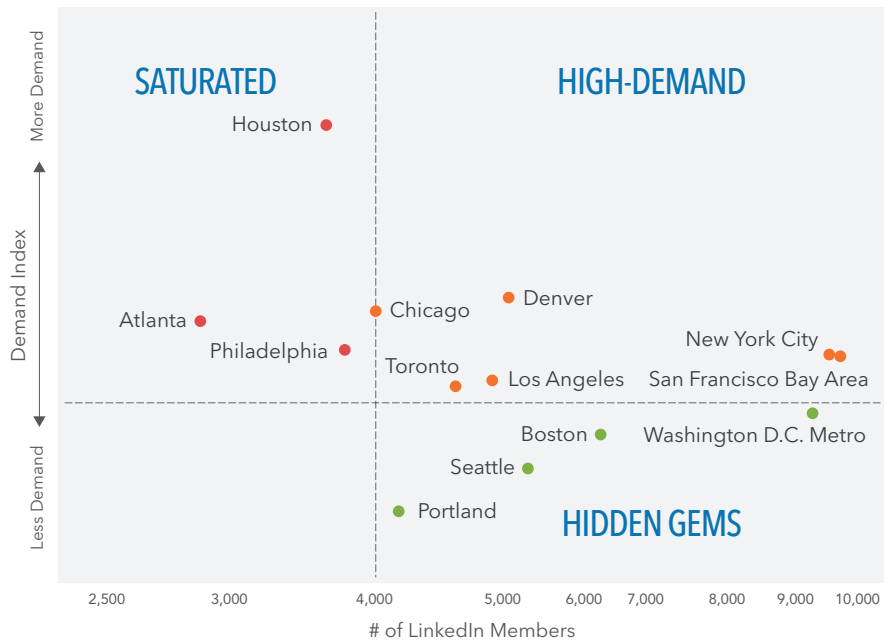
Ecology and Environmental Science

North America
2013

By The Numbers

-  **199,840** LinkedIn members
-  **39,350** recent grads have joined the workforce
-  **33%** of environmental professionals are manager or above
-  **1 in 10** changed jobs in the past 12 months
-  Environmental professionals in Houston are **9x more likely** to be contacted by a recruiter than those in Portland

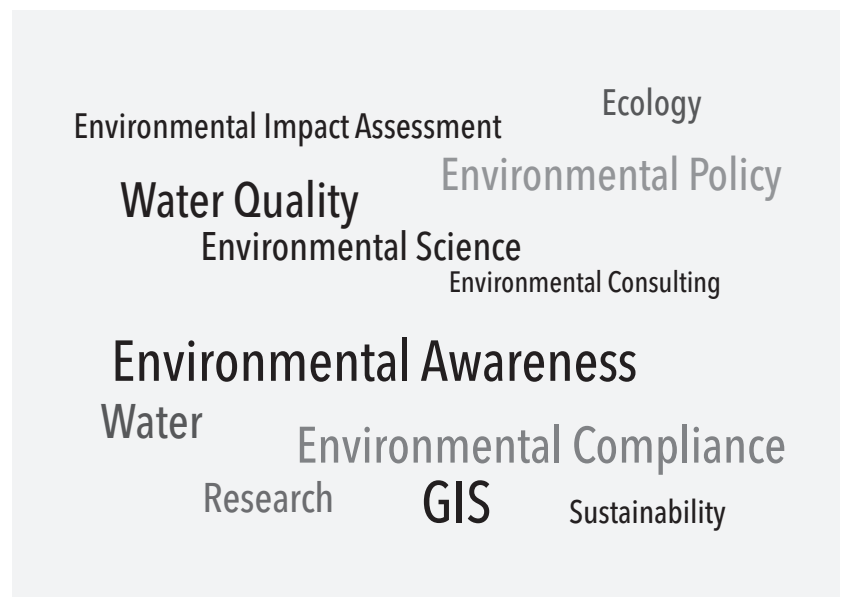
Where should you look for talent?



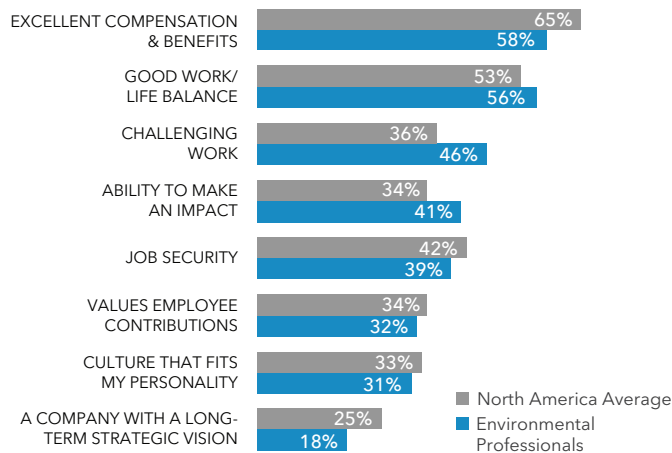
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What skills and keywords should you look for?



What do environmental professionals look for in a job?



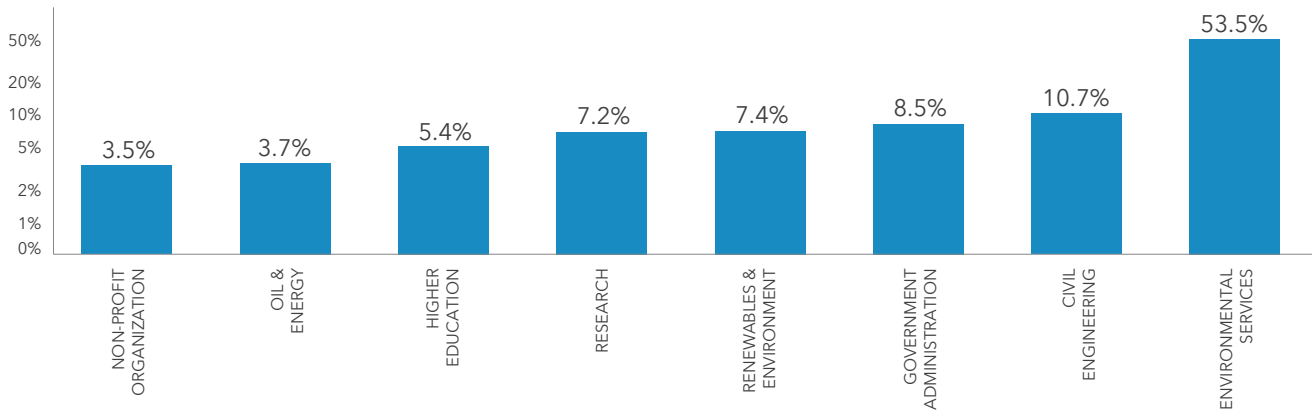
What schools do recent graduates come from?

- University of Waterloo
- Colorado State University
- University of Washington
- Oregon State University
- University of Florida
- North Carolina State University
- University of Toronto
- University of Guelph
- The University of British Columbia
- Duke University

Most popular LinkedIn groups

- Environmental Consulting Professionals
- Sustainability Professionals
- American Society of Civil Engineers (ASCE)
- Green Jobs & Career Network
- Green

Which industries employ environmental professionals?



How can you connect with environmental professionals?

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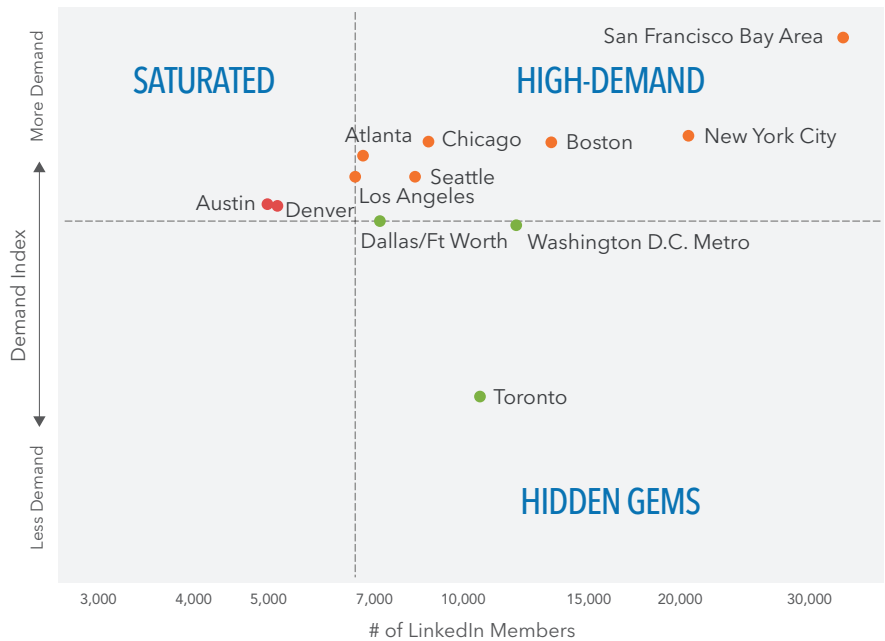
Java Development

North America
2013

By The Numbers

-  **242,280** LinkedIn members
-  **46,630** recent grads have joined the workforce
-  **15%** of developers are manager or above
-  **1 in 5** changed jobs in the past 12 months
-  Developers in SF are **2x more likely** to be contacted by a recruiter than developers in Washington D.C.

Where should you look for talent?



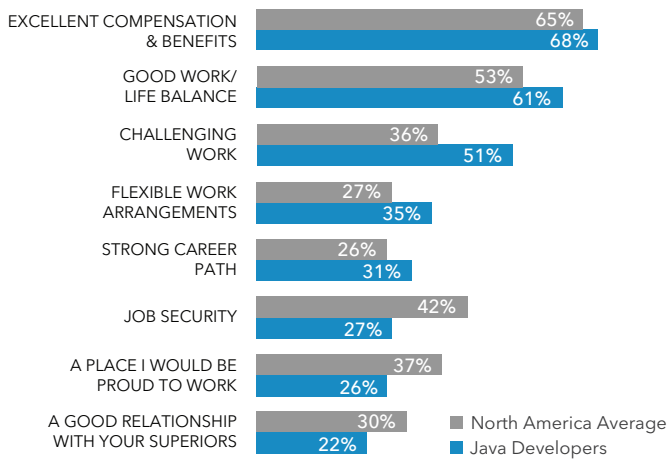
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What skills and keywords should you look for?



What do java developers look for in a job?



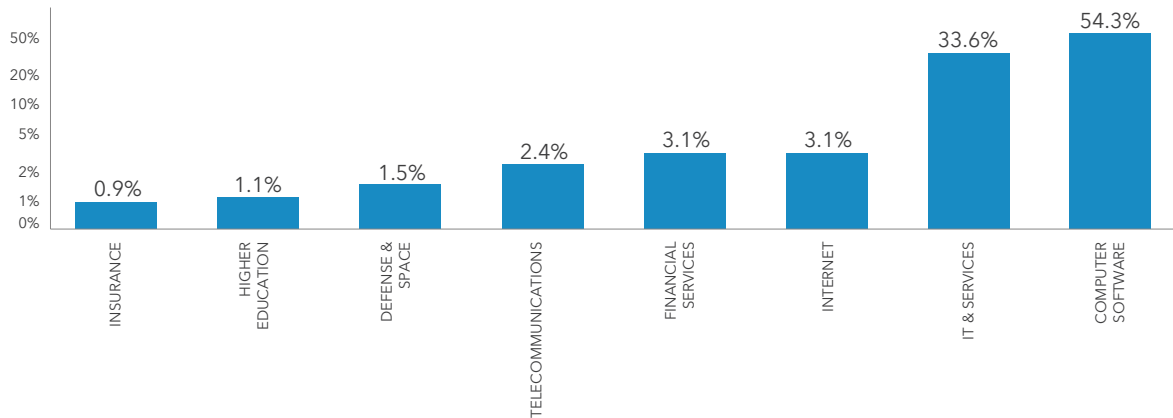
What schools do recent graduates come from?

- Carnegie Mellon University
- San Jose State University
- University of Waterloo
- University of Southern California
- Northeastern University
- The University of Texas at Dallas
- Rochester Institute of Technology
- University of Washington
- North Carolina State University
- University of Florida

Most popular LinkedIn groups

- Java Developers
- Cloud Computing
- Java EE Professionals
- Job Openings, Job Leads and Job Connections!
- The Enterprise Architecture Network

Which industries employ java developers?



How can you connect with java developers?

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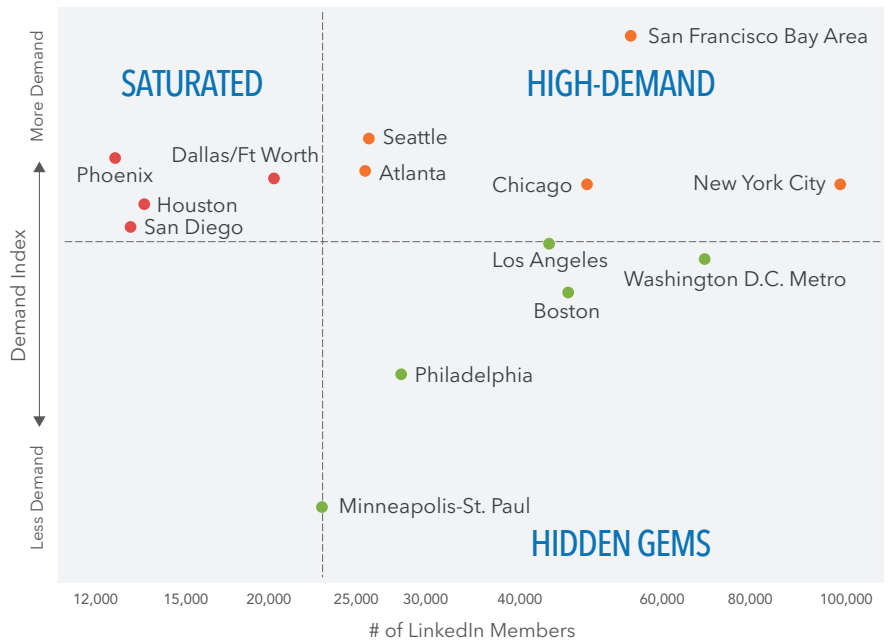
Non-Profit, Fundraising, and Grant Making

North America
2013

By The Numbers

-  **1.2 MM** LinkedIn members
-  **215,530** recent grads have joined the workforce
-  **46%** of non-profit professionals are managers or above
-  **1 in 10** changed jobs in the past 12 months
-  Non-profit professionals in SF are **3x more likely** to be contacted by a recruiter than those in Portland

Where should you look for talent?



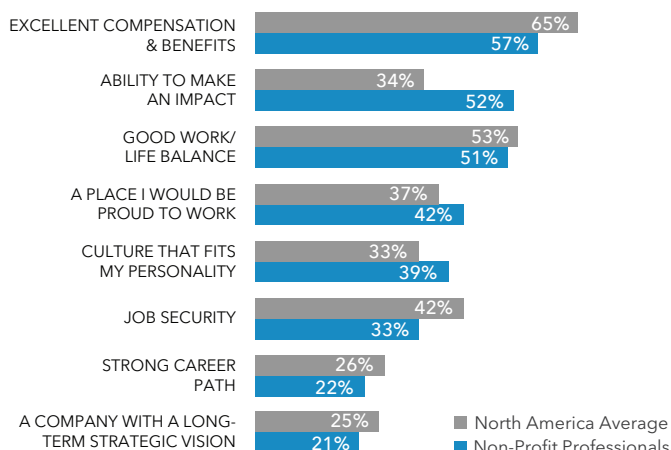
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What skills and keywords should you look for?



What do non-profit professionals look for in a job?



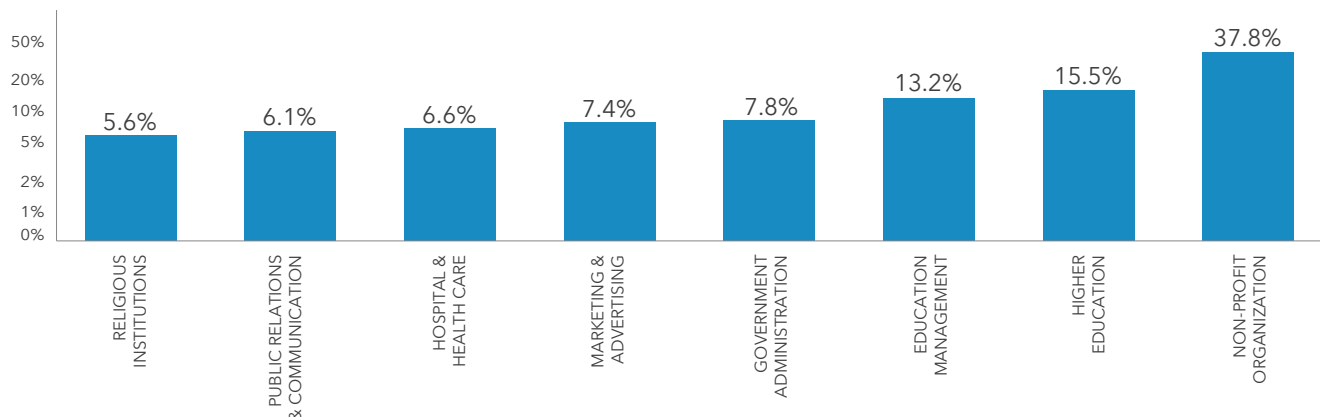
What schools do recent graduates come from?

- The George Washington University
- University of Washington
- USC
- UC Berkeley
- American University
- University of Michigan
- University of Minnesota-Twin Cities
- Boston University
- DePaul University
- Columbia University

Most popular LinkedIn groups

- The Chronicle of Philanthropy
- Social Media Marketing
- Mojalink - Non Profit Network
- Mojalink - Non Profit & Philanthropy Jobs
- Social Media for Non Profit Organizations

Which industries employ non-profit professionals?



How can you connect with non-profit professionals?

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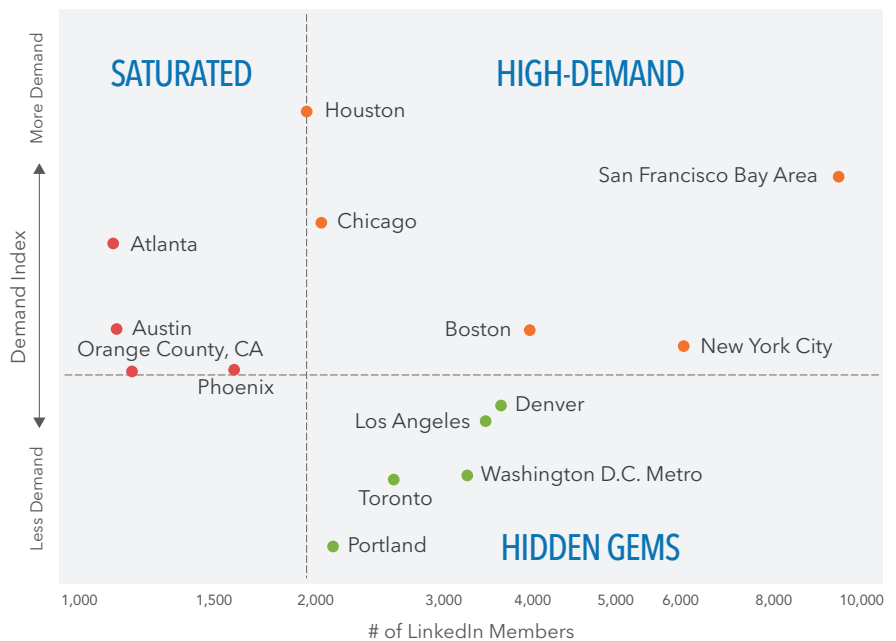
Renewable and Sustainable Energy

North America
2013

By The Numbers

-  **86,600** LinkedIn members
-  **11,780** recent grads have joined the workforce
-  **52%** of energy professionals are managers or above
-  **1 in 9** changed jobs in the past 12 months
-  Energy professionals in Houston are **3x more likely** to be contacted by a recruiter than those in Portland

Where should you look for talent?



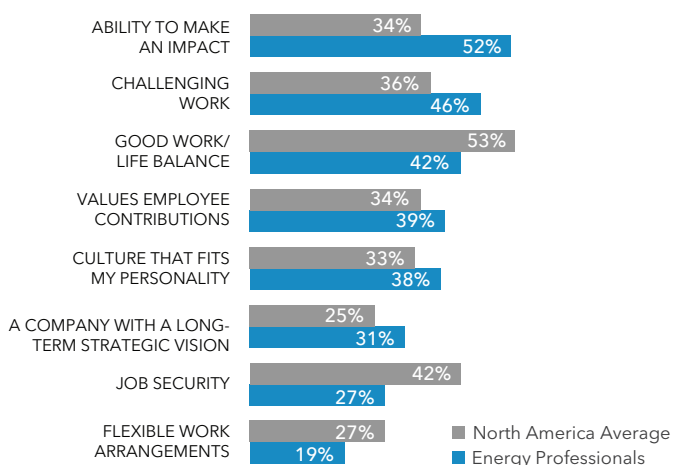
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What skills and keywords should you look for?



What do energy professionals look for in a job?



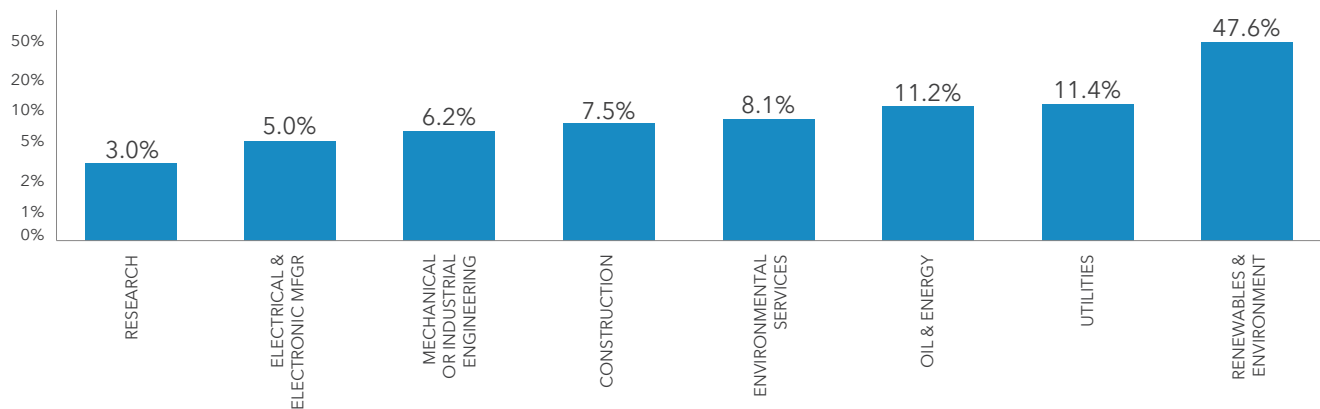
What schools do recent graduates come from?

- Stanford University
- Arizona State University
- UC Berkeley
- University of Toronto
- North Carolina State University
- University of Colorado at Boulder
- Penn State University
- Massachusetts Institute of Technology
- University of Michigan
- University of Waterloo

Most popular LinkedIn groups

- Linked: Energy (Energy Industry Expertise)
- Solar Energy Professionals – Pv & Thermal
- Energy & Utilities Network
- Advanced Energy Economy: The Business Voice of Advance Energy
- Solar Energy Network

Which industries employ energy professionals?



How can you connect with energy professionals?

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Talent Pool Report


Software QA/Testing


North America
2013


By The Numbers

 **46,590** LinkedIn members

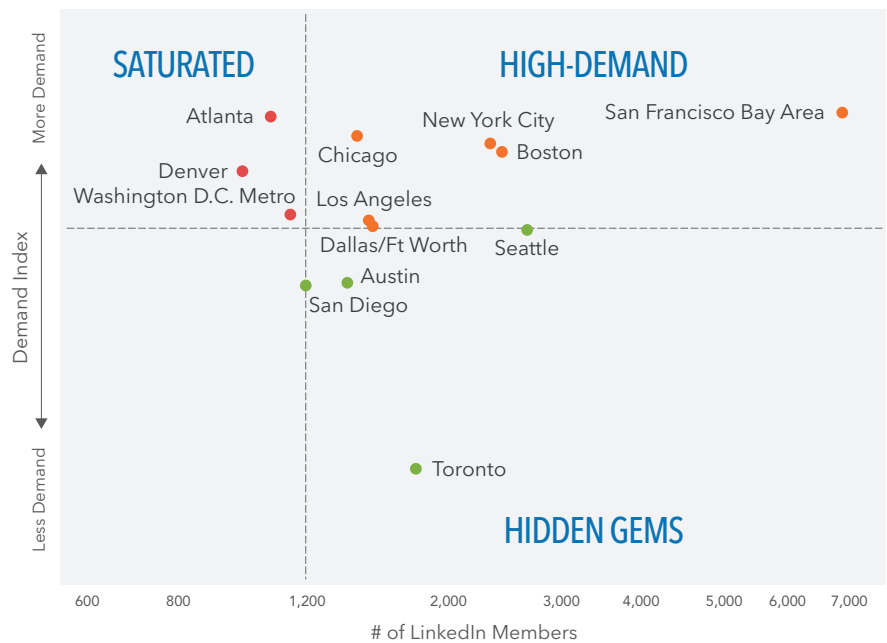
 **5,650** recent grads have joined the workforce

 **13%** of software QA professionals are manager or above

 **1 in 5** changed jobs in the past 12 months

 Software QA professionals in SF are **4x more likely** to be contacted by a recruiter than those in Toronto

Where should you look for talent?



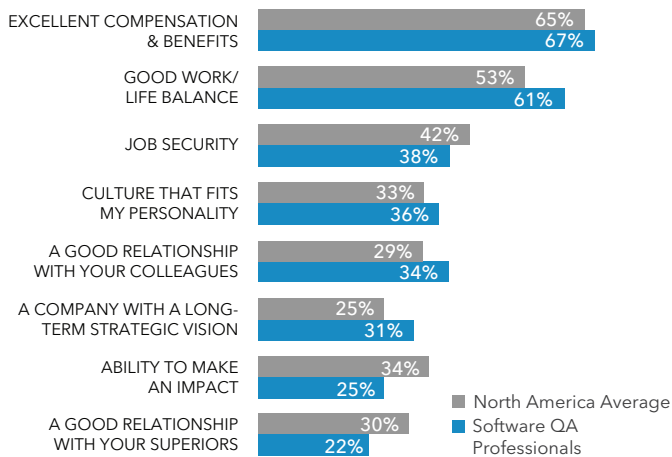
Overview & Methodology

A world of insights can be gathered from LinkedIn's 259 million members - the world's largest professional network. Talent pools are defined by member skillset, based on the skills and keywords on a member profile. Skillsets group similar and related skills that are critical to a certain profession or industry. Within each skillset LinkedIn Recruiter activity and member characteristics are used to determine supply and demand for talent. A higher demand index means that the average professional in a region is interacting with recruiters more frequently than peers in other regions. Data about job consideration comes from our semiannual talent drivers survey of over 100,000 members.

What skills and keywords should you look for?



What do software QA professionals look for in a job?



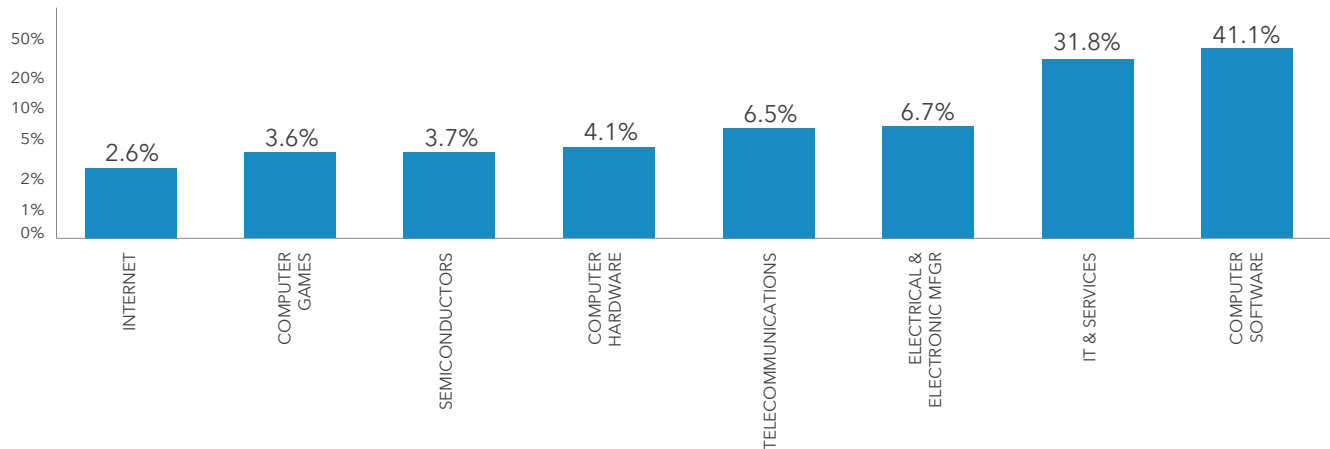
What schools do recent graduates come from?

- San Jose State University
- University of Washington
- University of Waterloo
- Concordia University
- Northeastern University
- Stanford University
- The University of Texas at Dallas
- Illinois Institute of Technology
- University of Southern California

Most popular LinkedIn groups

- Software Testing & Quality Assurance
- Test Automation
- Bug Free: Discussions in Software Testing
- .Net Developers
- QA & Testing Group

Which industries employ software QA professionals?



How can you connect with software QA professionals?

1. Leverage your Employees' Networks

The #1 activity on LinkedIn is viewing other members profiles. You can connect with priority talent whenever they visit an employee's profile page using Work With Us ads.

2. Engage in Conversation through Status Updates

Updates to your followers can be targeted (i.e. by function, by geography) to send relevant, timely updates to your priority talent pools. You can reach beyond your follower base using Sponsored Updates.

3. Tell a Relevant Talent Brand Story

Share why your company is unique and use LinkedIn's talent driver data to better understand what this talent pool cares most about. Premium career pages allow for segment-specific targeting to ensure priority talent sees the content most relevant to them.

4. Measure and Track your Progress

Talk to your LinkedIn rep to measure the strength of your Talent Brand with this talent pool and to learn how you stack up against your competition.

Additional Talent Pool Reports: lnkd.in/TalentDemand






Learn more about LinkedIn Talent Solutions: talent.linkedin.com

Talent Pool Report

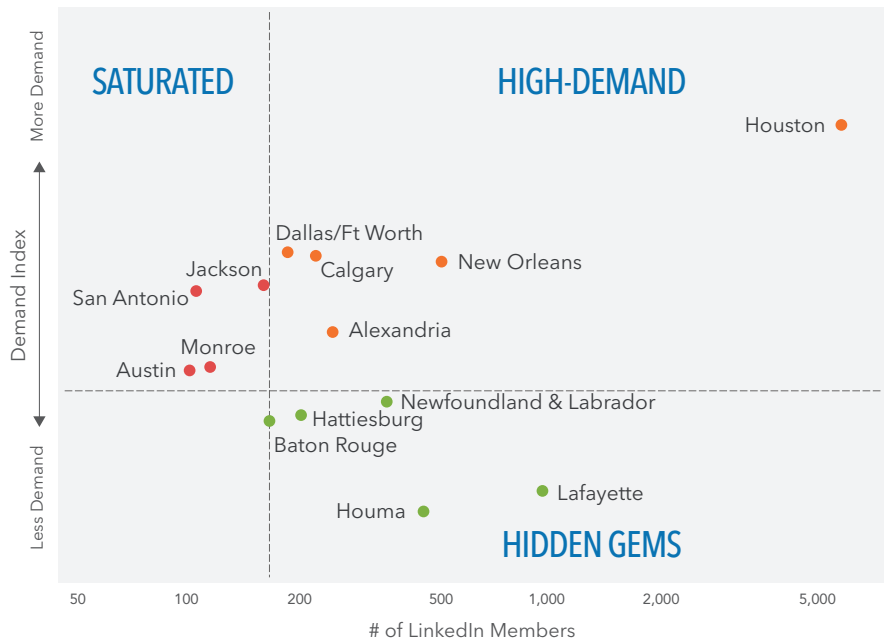
Subsea Engineering / Offshore Operations (Oil & Gas)

North America
2013

By The Numbers

-  **13,390** LinkedIn members
-  **620** recent grads have joined the workforce
-  **35%** of energy professionals are manager or above
-  **1 in 8** changed jobs in the past 12 months
-  Energy professionals in Houston are **2x more likely** to be contacted by a recruiter than those in New Orleans

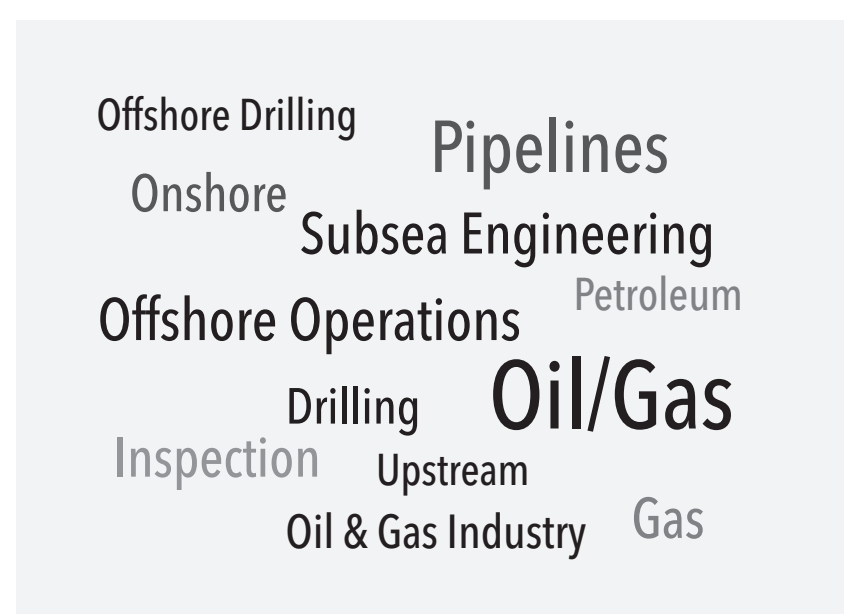
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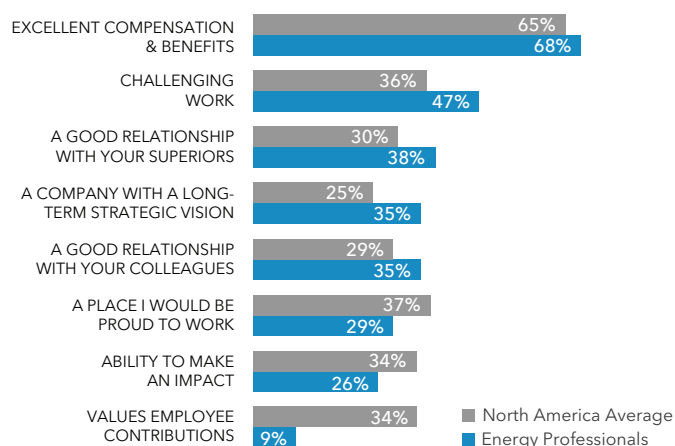
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What skills and keywords should you look for?



What do energy professionals look for in a job?



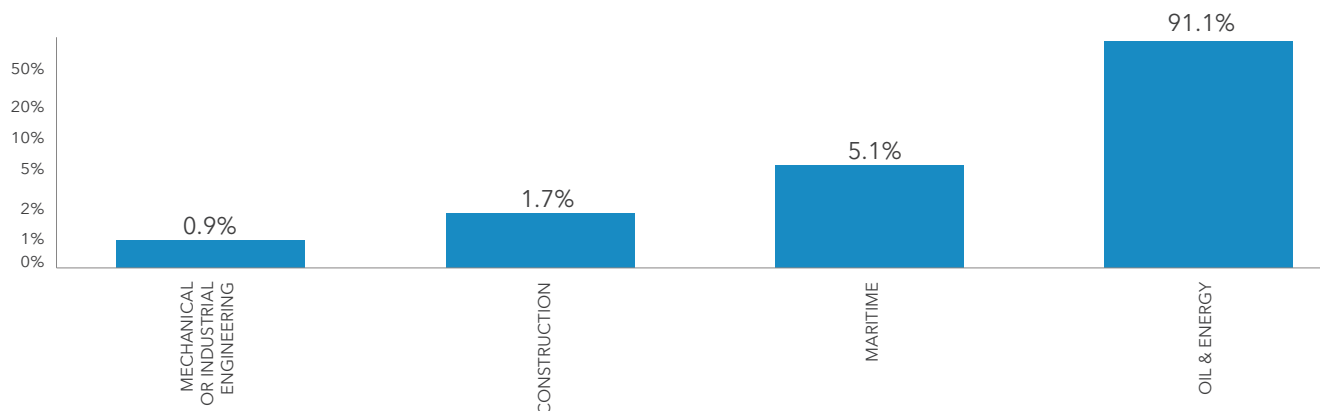
What schools do recent graduates come from?

- Texas A&M University
- Memorial University of Newfoundland
- University of Houston
- Rice University School of Management
- University of Texas at Austin

Most popular LinkedIn groups

- Oil and Gas People
- Offshore Construction
- International Association of Drilling Contractors
- Deep Water Subsea Network
- Oil and Gas Jobs and Recruitment Network

Which industries employ energy professionals?



How can you connect with energy professionals?

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