



# The Savvy Recruiter's Career Guide

You transform candidate careers—  
Now transform your own

**LinkedIn** Talent Solutions

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# Recruiting is evolving – Are you?

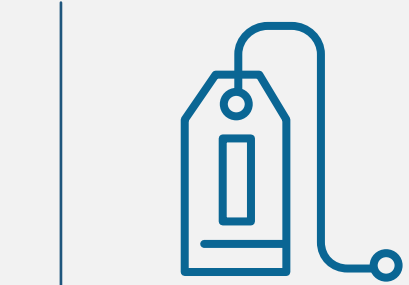
Think about why you became a recruiter. Maybe it was the opportunity to transform careers and lives, your belief in the power of talent to help organizations win & grow, the thrill of meeting and closing candidates.

Now you can take your recruiting career the next level with insights from LinkedIn data.

# The Savvy Recruiter's Career Guide

## Executive Summary

7 surprising insights about recruiter careers from LinkedIn data



1

Recruiters bring past sales & operations experience



2

Modern recruiters are social media & Internet savvy



3

Top 5 skills recruiters need to ascend to recruiting & HR leader



4

Masters' degrees – Nice, but not necessary for recruiting & HR leaders



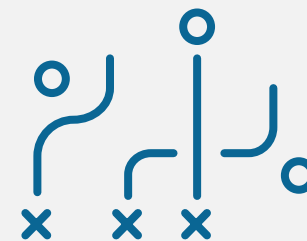
5

Women outnumber men in recruiting & talent leadership roles



6

Top recruiters specialize in executive recruiting & master recruiting operations



7

Leadership and strategy skills are the marks of a top recruiter



A close-up photograph of a person's arm wearing a dark brown leather watch with a gold-toned case and a light-colored dial. The person is wearing a light blue, long-sleeved button-down shirt. The background is blurred, showing some greenery and a bright light source. A teal-colored horizontal band is overlaid on the bottom half of the image, containing white text.

# Introduction

Evolution of the modern recruiter

# Evolution of the modern recruiter



## Head Hunter Habilis

1940s-1970s

### Tools

Rolodexes, typewriters, name generators, newspapers & trade journals

### Activities

Post print job ads, collect paper resumes, hoard business cards, cold call for name generation



## Recruiter Erectus

1980s-1990s

### Tools

In-person career fairs, desktop computers, online job boards, resume databases, applicant tracking systems (ATSs)

### Activities

Pursue active candidates, fill job requisitions



## Social Recruiting Sapien

2000s-Present

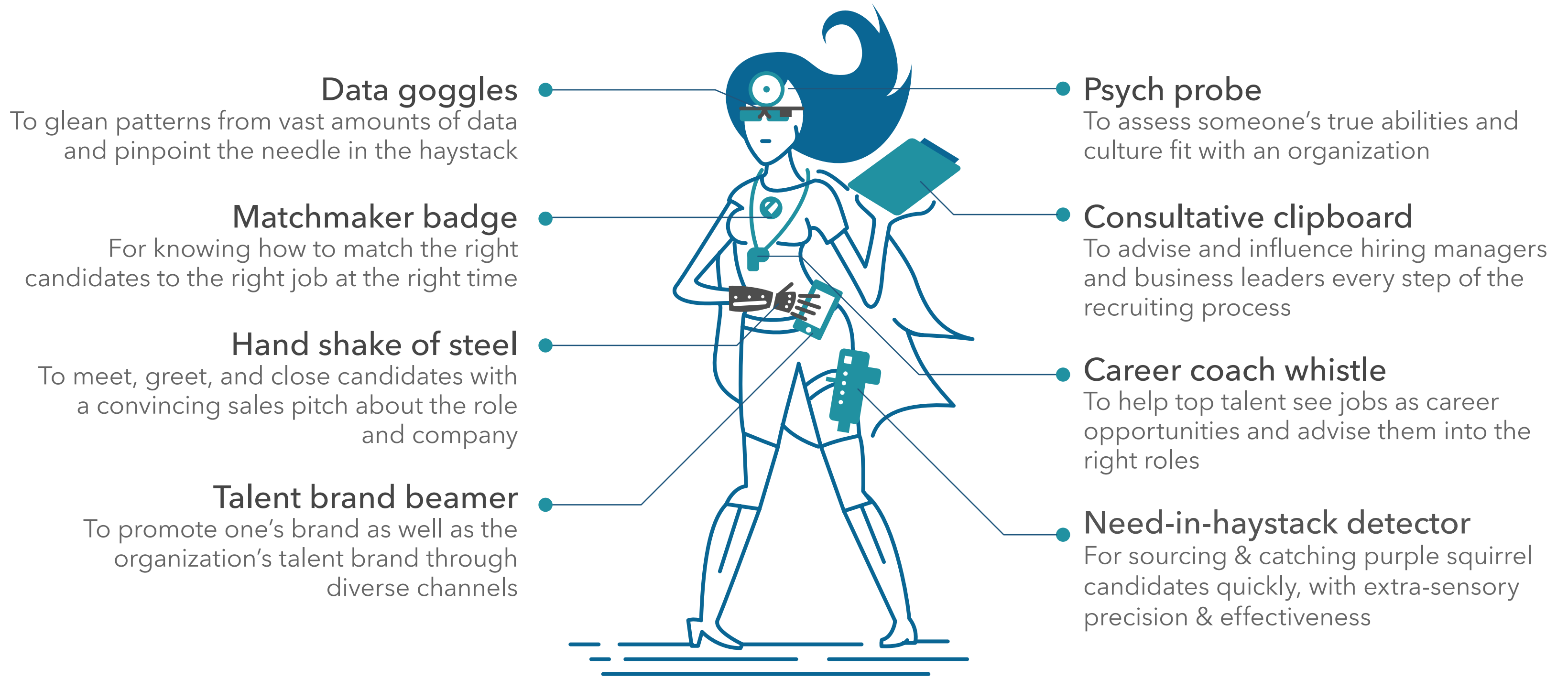
### Tools

Mobile devices, social professional networks, online job boards, referrals, company career websites, internal hires

### Activities

Source passive candidates, build employer brand strategy, network for referrals, uncover candidate pools, build talent pipelines, advise hiring managers by sharing data

# The savvy super recruiter (and her gadgets)





# What makes a savvy, modern recruiter – a word from the experts

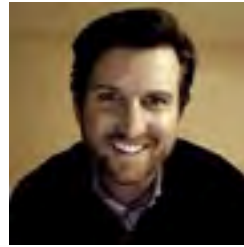


*"Today's recruiter must be a marketer, sales person, career coach, and psychologist all in one. But, at the core of it all, recruiters have to know their own company, work with hiring managers, and really know how to assess people. If they can bring this all together, they can be superstars in their organization."*

## Josh Bersin

Founder & Principle  
Bersin by Deloitte

<https://www.linkedin.com/in/bersin>



*"The modern recruiter in this new world needs to be a business person first, complete with the ability, gravitas, and intellect to influence and advise hiring managers and leaders at all levels with data in hand at every step."*

## Brendan Browne

VP of Global Talent Acquisition  
LinkedIn

<https://www.linkedin.com/in/brendanbrowne>



*"A modern recruiter is one who is targeted, builds relationships and knows how to not only find candidates but also get them to respond!"*

## Stacy Donovan Zapar

Founder, Tenfold  
Global employer branding, social recruiting, & sourcing strategist, TripAdvisor

<https://www.linkedin.com/in/stacyzapar>




*"Some of the best recruiters are internet hackers and researchers pushing the boundaries of search and the future of recruiting."*

## Jessica Miller-Merrell

Chief Bacon Maker, Xceptional HR  
Founder & Chief Blogger, Blogging4Jobs

<https://www.linkedin.com/in/jmillermerrell>

A close-up, shallow depth-of-field photograph of a person's hands typing on a laptop keyboard. The person is wearing two gold bangles on their left wrist. A white ceramic mug is in the foreground on the right, partially obscuring the laptop. The background is a warm, out-of-focus indoor setting with a lamp and some greenery.

# Part 1

Career anatomy of a modern recruiter



# Most popular job titles & skills of modern recruiters

## Top 10 job titles



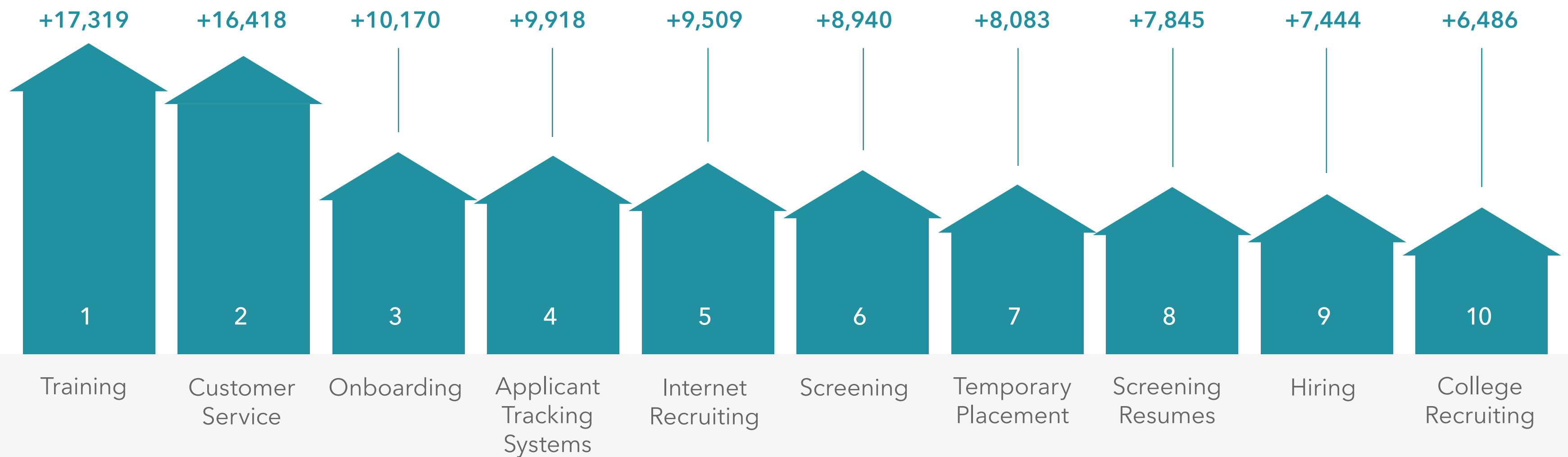
## Top 10 skills



Source: LinkedIn data, (Feb 2015).

# 10 fastest growing skills every recruiter needs to stay ahead

# recruiters who added skill in 2014



Source: LinkedIn data, (Feb 2015).  
Methodology: Most popular skills added since Jan 2014 that are not in the list of top skills.

# Modern recruiters bring past sales & operations experience

Top 5 past job functions of recruiters



1

Sales



2

Operations



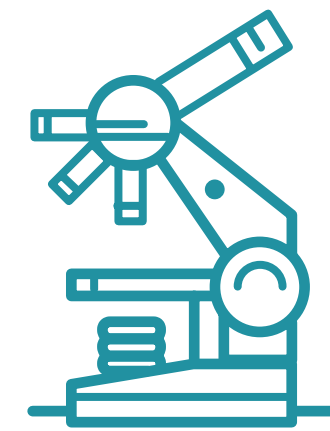
3

Administrative



4

Support



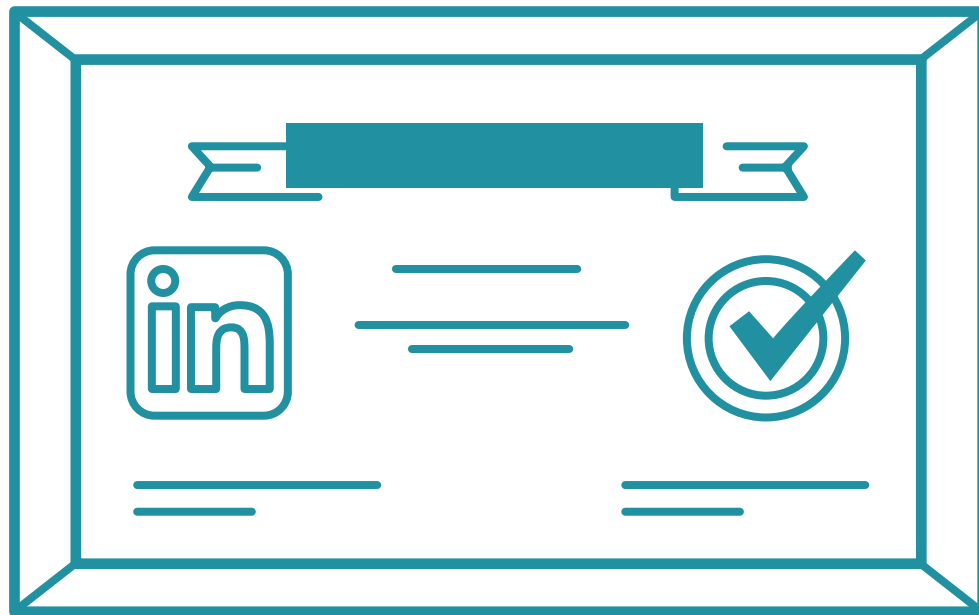
5

Research



# Modern recruiters get certified to be competitive

## Top 3 recruiter certifications



1

LinkedIn Certified Professional  
Recruiter



2

Professional in Human Resources  
(PHR)

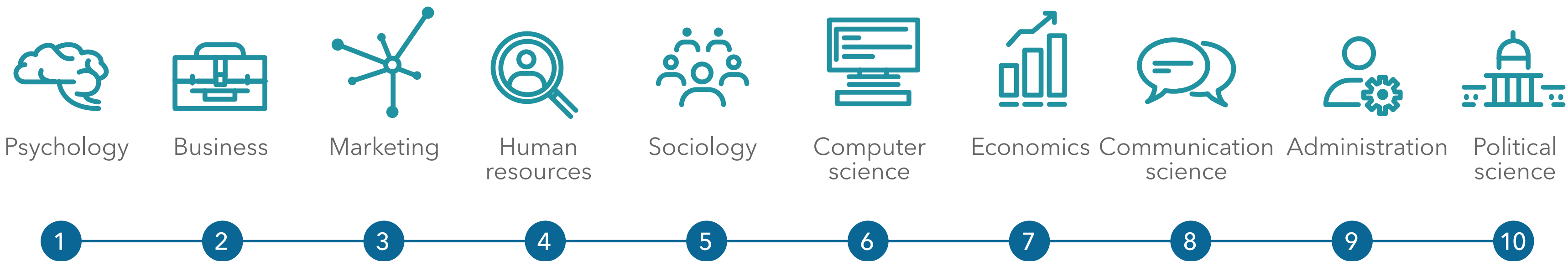


3

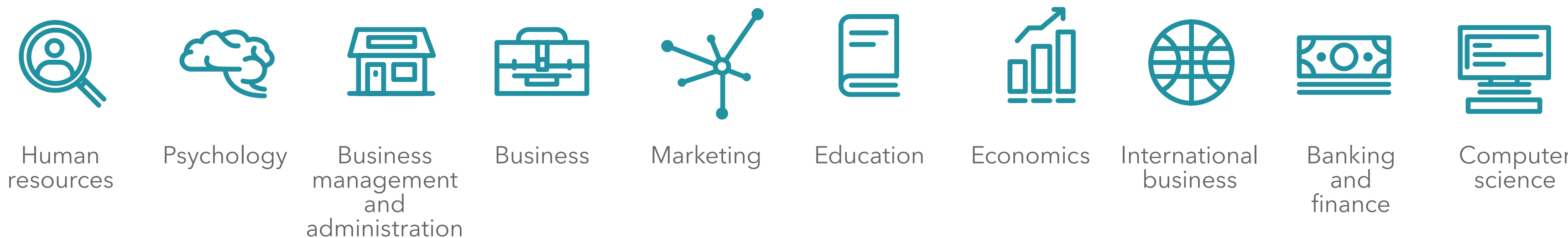
Certified Internet Recruiter

# Fields recruiters study to be relevant

## Top 10 university majors

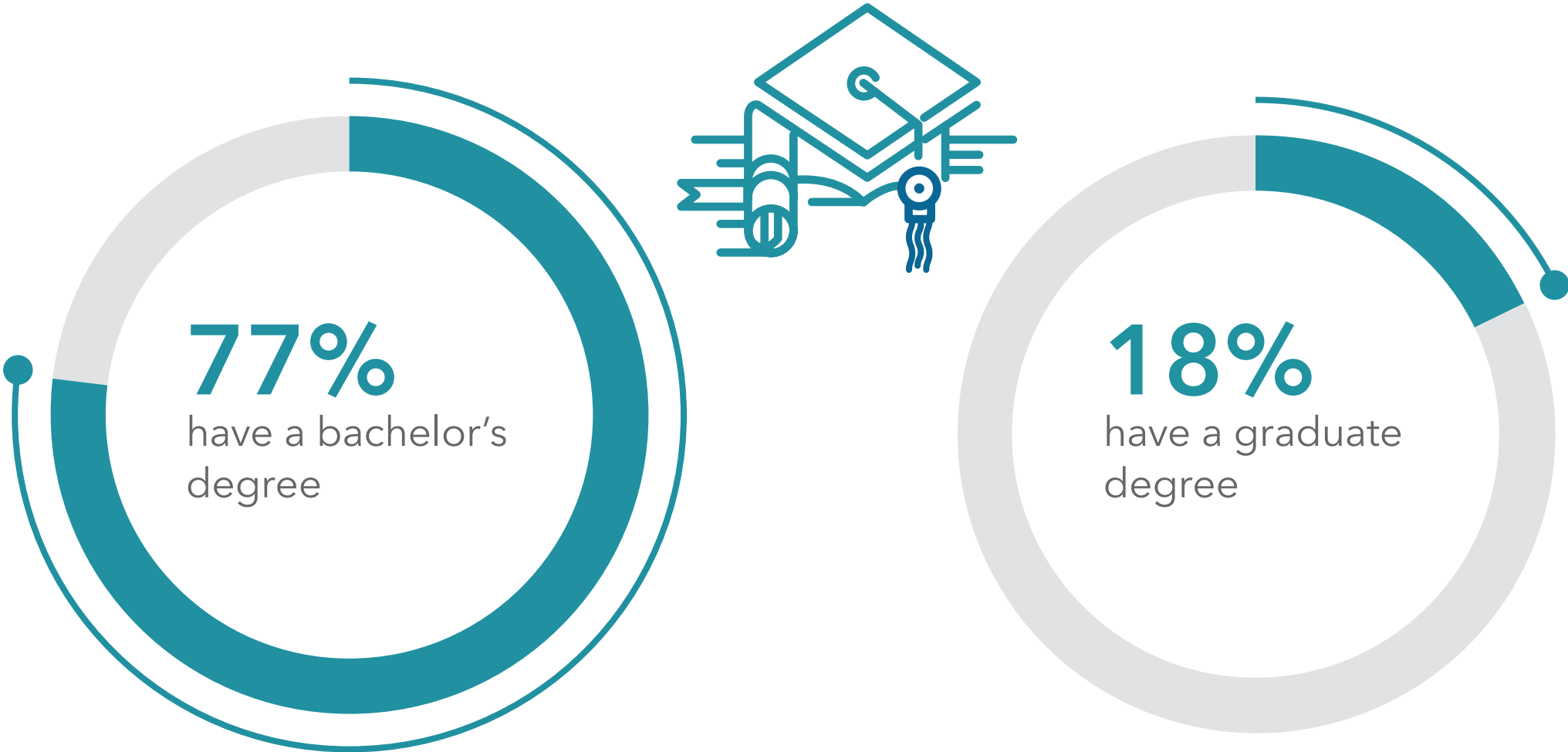


## Top 10 masters' degrees

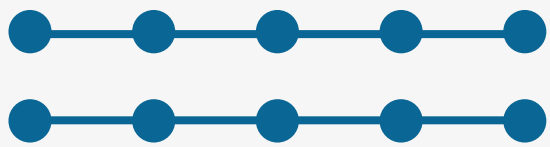


Source: LinkedIn data, (Feb 2015).

# Modern recruiters are experienced, educated & connected



Source: LinkedIn data, (Feb 2015).



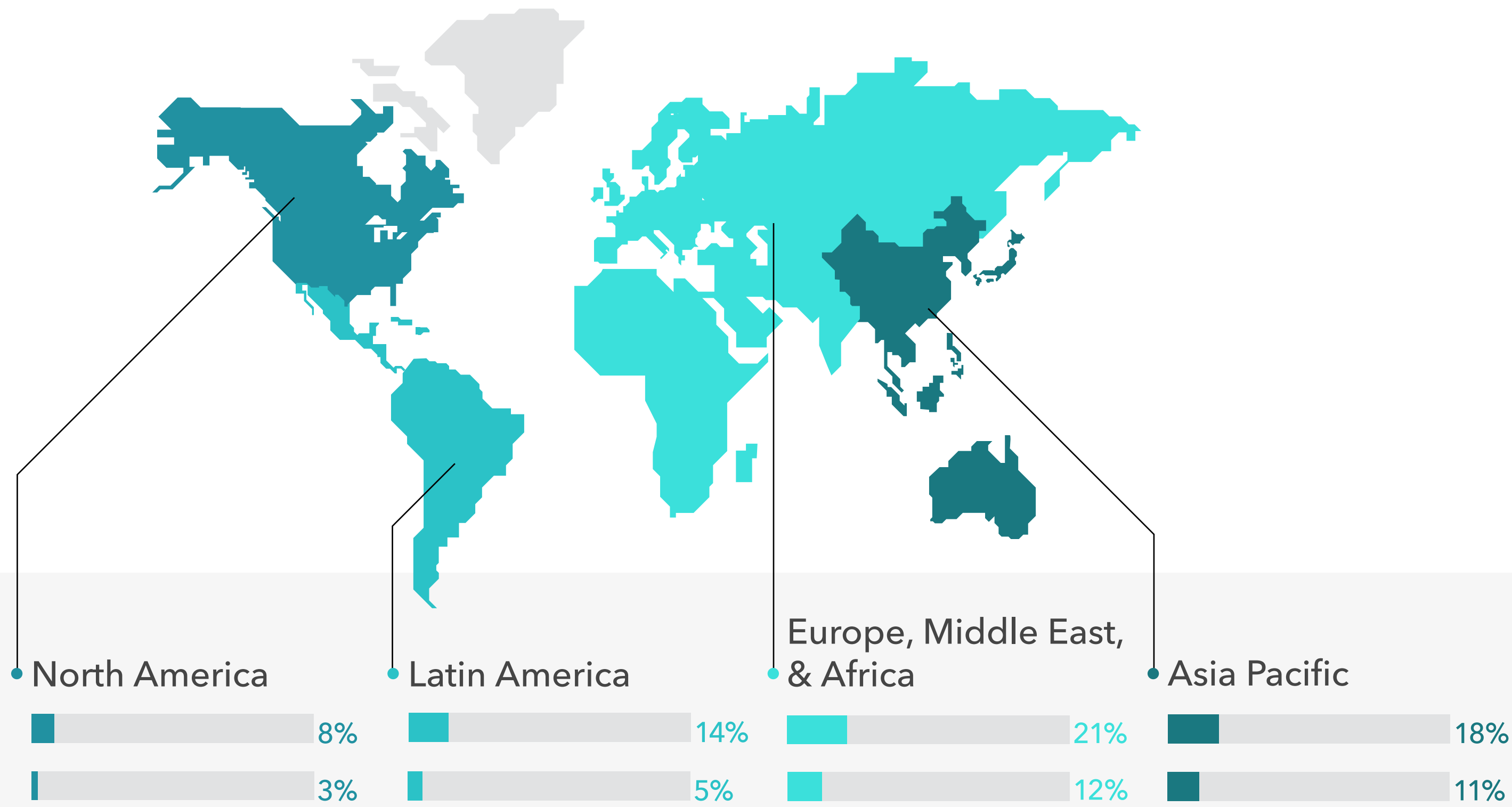
**10 years**  
of experience, on average



**500+**  
**connections,**  
on average

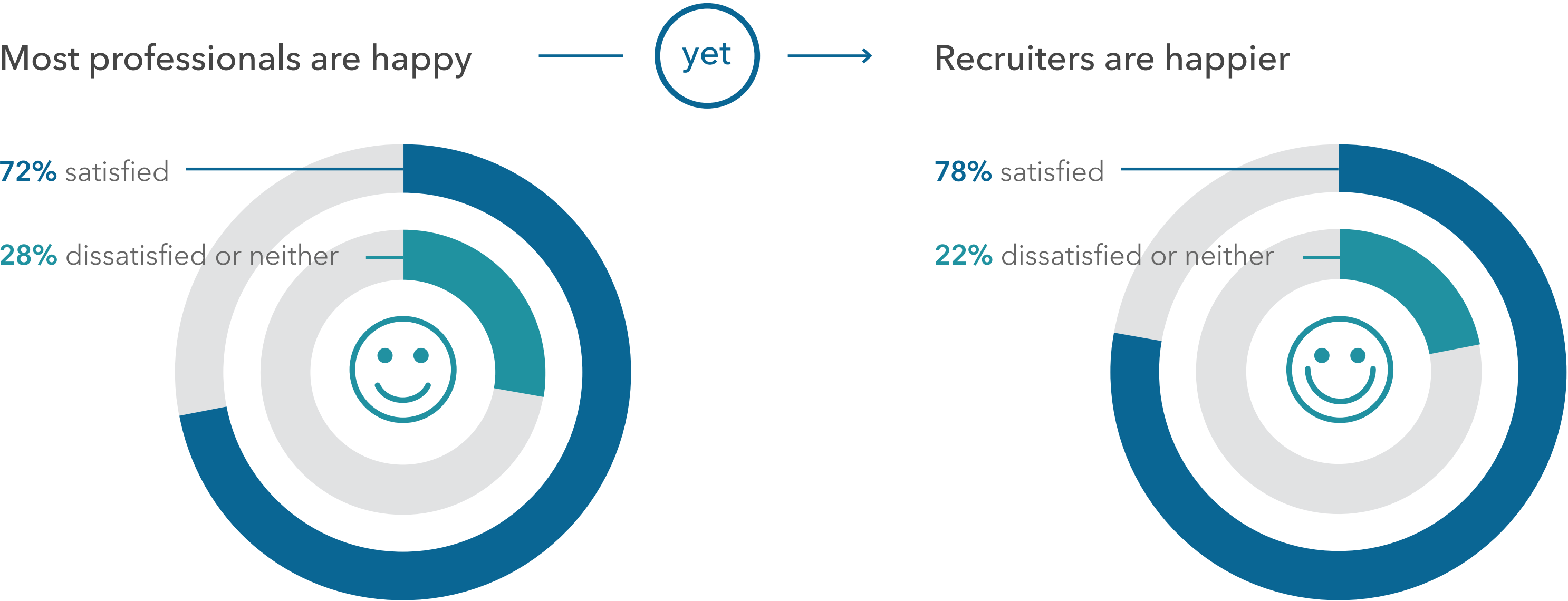


# Speaking 2+ languages gives a competitive edge



Source: LinkedIn data, (Feb 2015).

# Recruiting is a fulfilling profession



Source: LinkedIn data, (Feb 2015).

# Yet recruiters are more active as job seekers than most





# Elevate your recruiter brand on LinkedIn with these 4 starter tips

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For more tips, check out [6 Steps to Building Your Recruiter Brand on LinkedIn](#)



## Step 1 Stand out by crafting a killer headline

Think of your headline as your first impression, your personal storefront. Make sure it encapsulates who you are as a professional, and differentiates you from others in a snappy yet catchy way. To get found easily, use the right keywords.



## Step 2 Gets more views and connections by uploading a quality headshot

Having a picture makes your profile 14X more likely to be viewed by others. Make sure your headshot is professional and approachable so others want to view and connect with you.



## Step 3 Show who you are through your summary

Use your summary to share information others can't glean from your resume: what makes you tick and what differentiates you from others. Get found easily by peppering keywords into your summary.



## Step 4 Elevate your accomplishments through results-oriented and keyword rich bullet points

Share what you accomplished, why it mattered to the business, quantify the results, and explain how you did it in a way no one else could. Differentiate yourself with strong verbs. Get noticed by using the right keywords.





# Part 2

Ascent to recruiting & HR leader



# 5 skills you need to ascend from recruiter to talent leader

Skills talent leaders have that recruiters don't



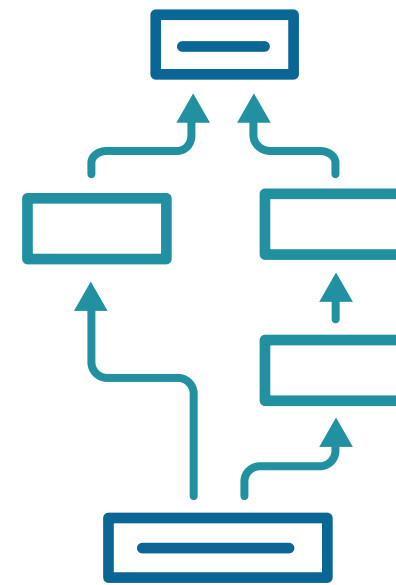
1

Performance  
management



2

Employee  
engagement



3

Organizational  
development



4

Succession  
planning



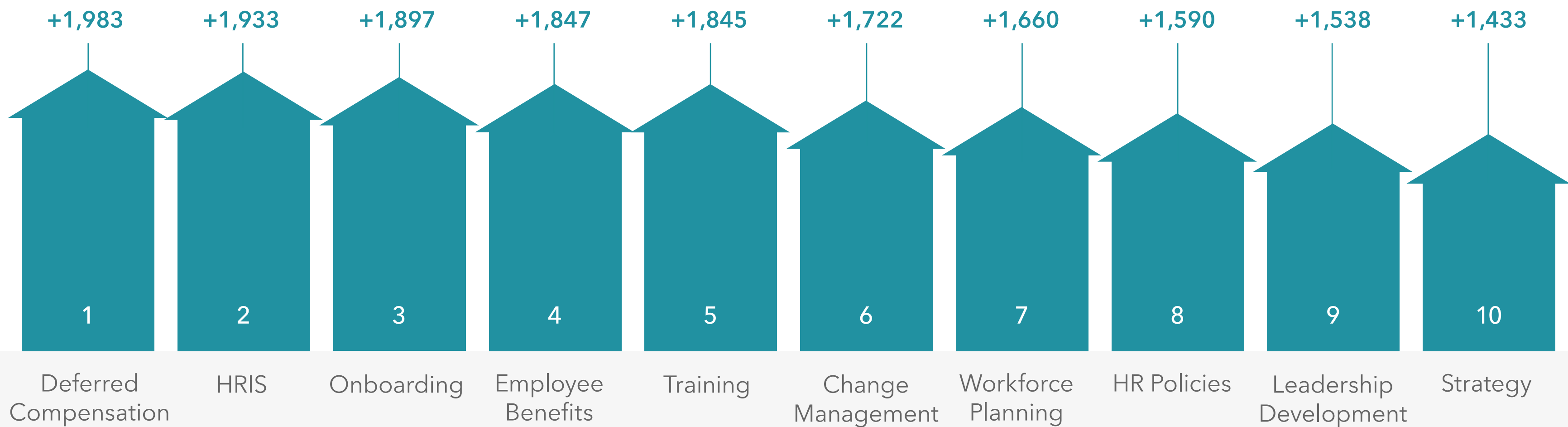
5

Personnel  
management



# 10 growing skills talent leaders need to stay ahead

# recruiting leaders who added the skill in 2014



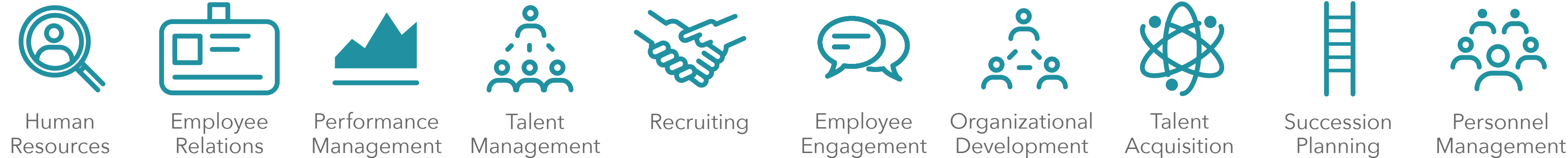
Source: LinkedIn data, (Feb 2015).  
Methodology: Most popular skills added since Jan 2014 that are not in the list of top skills.

# Most popular job titles & skills of recruiting & HR leaders

## Top 10 job titles



## Top 10 skills



Source: LinkedIn data, (Feb 2015).

# Masters' degree – Nice, but not necessary

## Top 10 university majors of recruiting & HR leaders

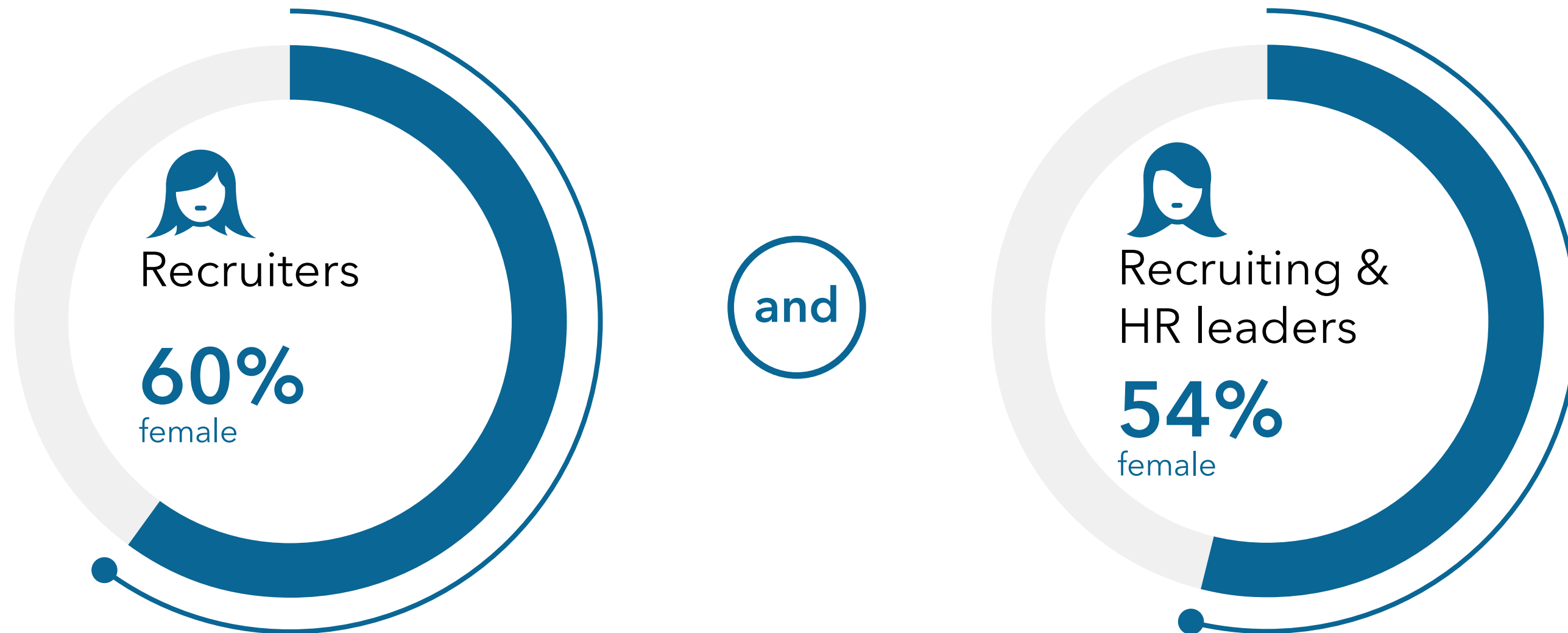


## Only 18% of recruiting & HR leaders have a masters' degree



Source: LinkedIn data, (Feb 2015).

# Women outnumber men in recruiting & HR leadership roles

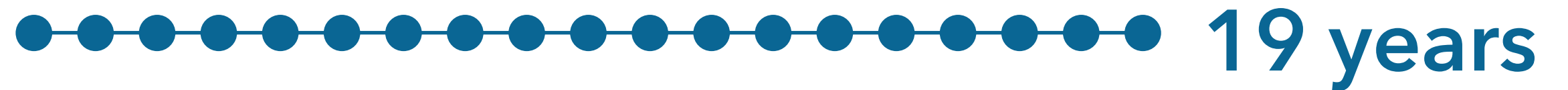


# Want to become a talent leader? Get more experience

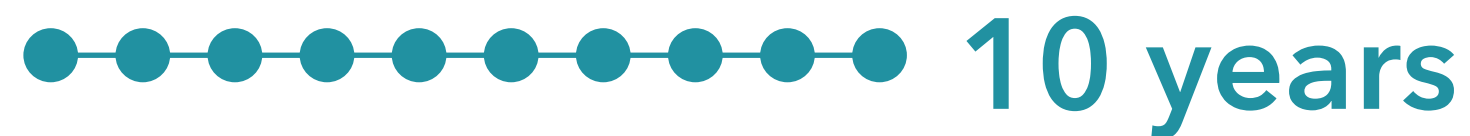
Talent leaders have 2X more years of experience than recruiters have



# Recruiting & HR Leaders

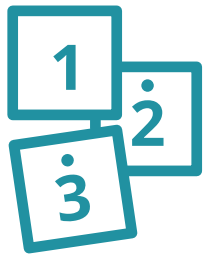


## Recruiters





# 7 ways to invest in your career today



1

## Plan

Write down 2-3 different career goals, and how you might achieve them.



2

## Follow

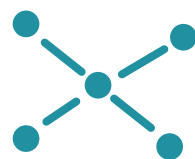
Subscribe to magazines, publications, blogs, and influencers that will show you a glimpse of what's next.



3

## Research

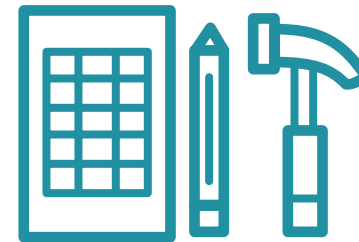
Identify 3 people whose job you'd like to have in the short or long term. Bookmark their LinkedIn profiles, subscribe to their blogs and Tweets. Bonus: set up an informational call or in-person meeting.



4

## Network

Form a group of like-minded professionals to meet and discuss career issues.



5

## Try

Start an experimental side project that you work on some nights and weekends. Orient it around a skill related to your goals.



6

## Learn

Find an industry event or conference in your area of interest. Book your ticket and transportation to this event.



7

## Engage

Post one career-related article each week to your blog, Twitter, LinkedIn, or Facebook account. Pushing interesting information to your network increases the chances others will send you valuable information.

For more career advice, read

**[The Start-up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career](#)**

by Reid Hoffman, co-founder and chairman of LinkedIn, and Ben Casnocha





# Part 3

What makes a top recruiter



# Top recruiters know executive recruiting & ATSs

1

## Applicant Tracking Systems



2

## Executive Search



We identified the best recruiters on LinkedIn:

The top 10% of recruiters who engaged with or hired the most new recruits through our products

...and we discovered some skills listed for top recruiters that weren't listed for average recruiters

Source: LinkedIn data, (Jan 2015).

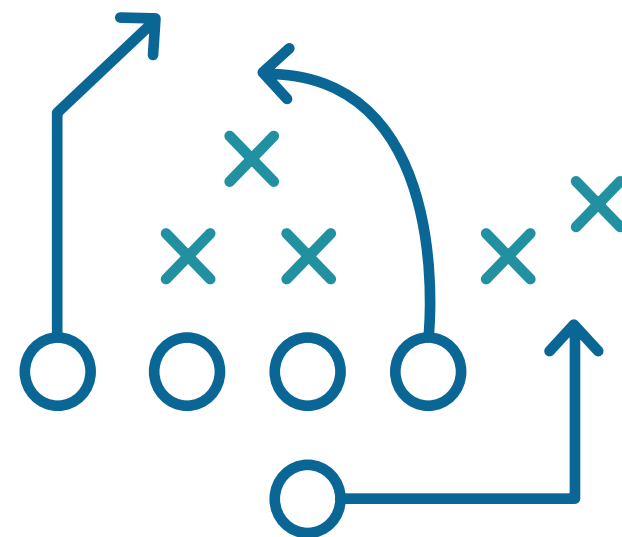
Methodology: We defined top recruiter as top 10% in number of hires influenced through LinkedIn product usage (InMail, profiles viewed, profiles saved) among recruiters who impacted at least 1 hire, (Feb 2015).

# Leadership and strategy skills are the marks of a top recruiter

Fastest growing skills of top recruiters that aren't listed for average recruiters

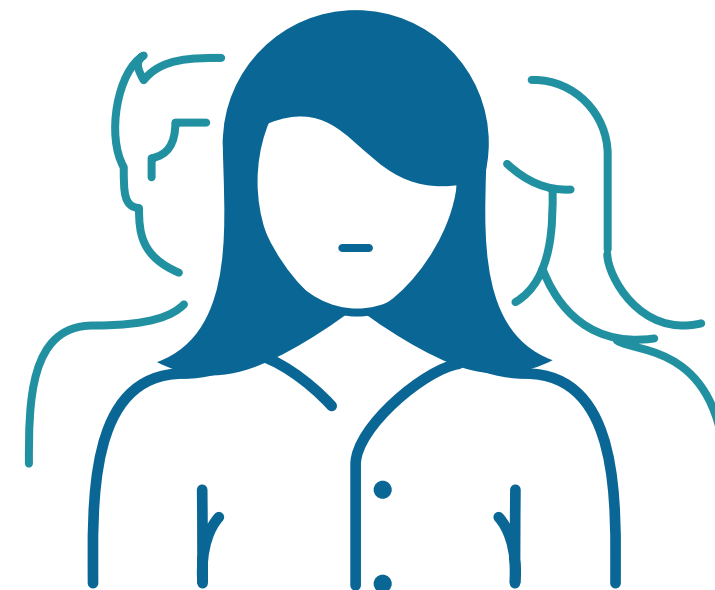
1

Strategy



2

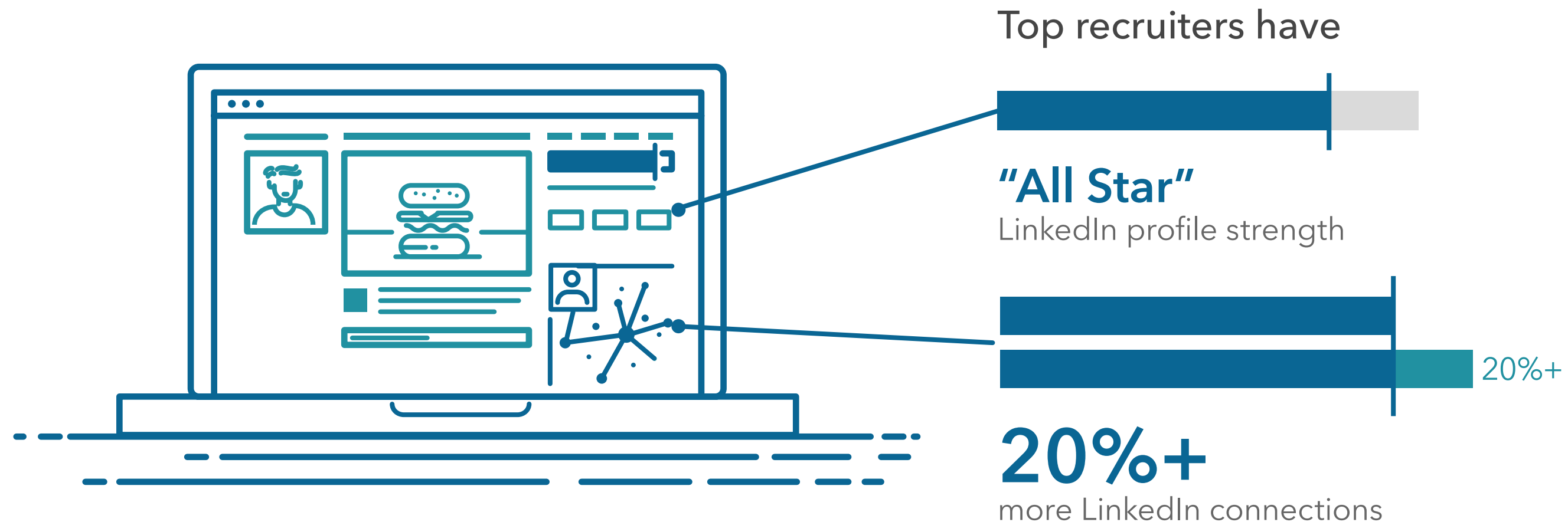
Leadership



Source: LinkedIn data, (Jan 2015).

Methodology: We defined top recruiter as top 10% in number of hires influenced through LinkedIn product usage (InMail, profiles viewed, profiles saved) among recruiters who impacted at least 1 hire, (Feb 2015).

# Top recruiters are superbly branded and connected

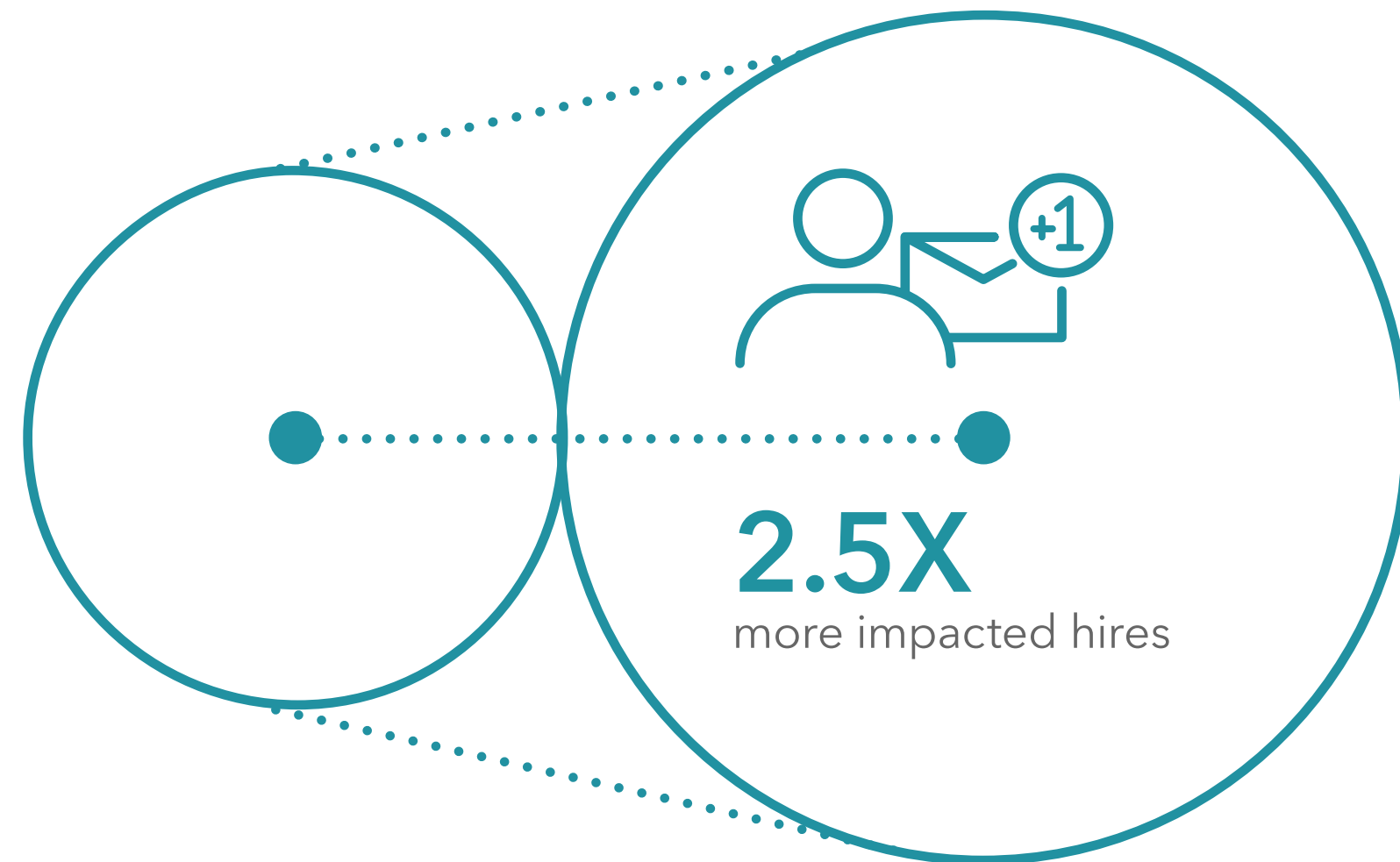


Source: LinkedIn data, (Jan 2015).

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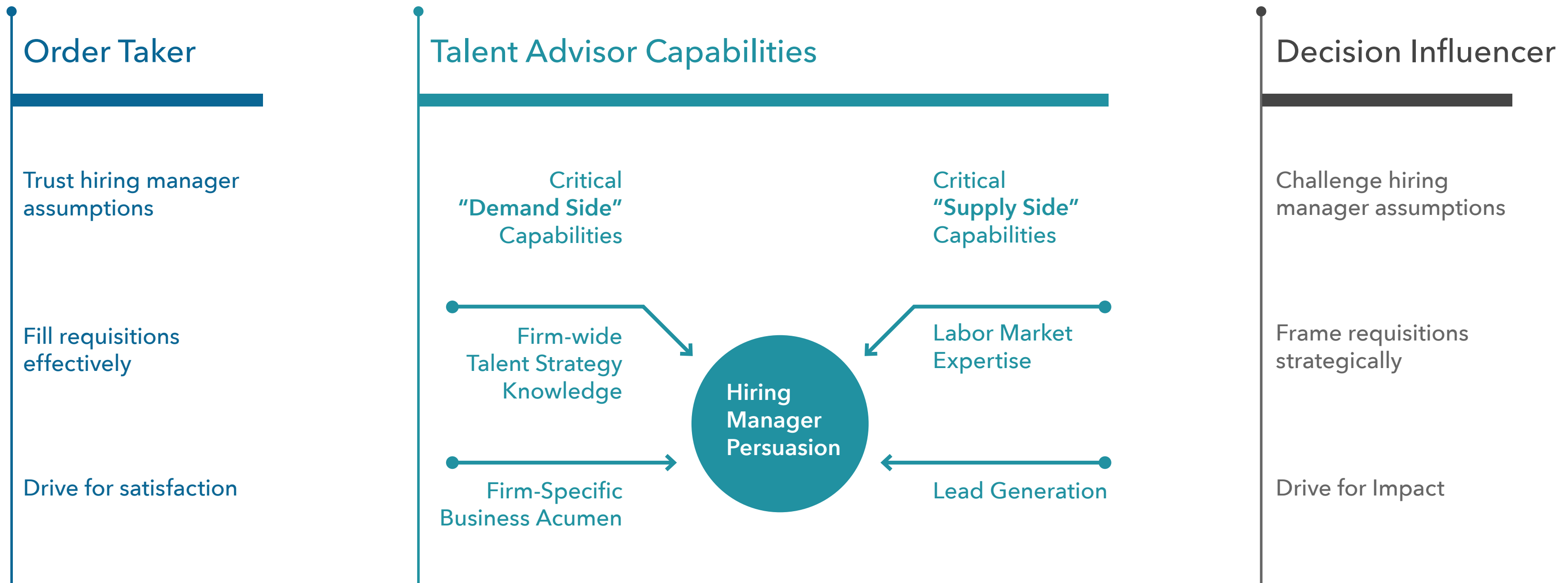
# Top recruiters get great ROI from their recruiting tools



Source: LinkedIn data, (Jan 2015).

Methodology: We defined top recruiter as top 10% in number of hires influenced through LinkedIn product usage (InMail, profiles viewed, profiles saved) among recruiters who impacted at least 1 hire, (Feb 2015).

# CEB Says Talent Advisors are 2X more likely to be top recruiters



# Top recruiters ace 3 major skills uncovered by Bersin



**#1** Driver of talent acquisition performance is strong relationships with hiring managers

**4X** more influential than the other performance drivers



**#2** Driver of talent acquisition performance is candidate talent pool development

**2X** more influential than other performance drivers



**#3** Driver of talent acquisition performance is social recruiting capabilities

**5X** Mature talent acquisition organizations are 5X more likely to be effective at social recruiting

# Become a top recruiter by mastering Lou Adler's 12 competencies

**1. Driven to deliver quality results.** Motivated, consistent, goal-oriented, and persistent. Doesn't take no for an answer.

**2. Industry and company expert.** Someone worth knowing. Trusted advisor on the business, legal, and compensation issues.

**3. Influences hiring manager and hiring team** on all hiring related decisions. Leads decision process. Minimizes interviews per hire.

**4. Understands real job needs** at technical and results level. Develops career-oriented messages using employer value proposition. Not a box checker.

**5. Uses advanced social media and marketing tools** to find the best active candidates. Techie, creative, strategic planner.

**6. Develops customized sourcing and branding plans** with latest tools to attract the strongest candidates. Strategic and anticipatory, not reactive

**7. Boolean and pipelining expert** to attract and find top passive candidates. Finds pockets of hidden talent, pipelines using latest tools and techniques, seeks out new tools.

**8. Master of networking** to identify, qualify, and recruit outstanding passive candidates. Gets referrals, high conversion rate. Emotionally intelligent, organized, great follow-through.

**9. Organizes and doesn't waste a moment.** With heavy job req loads, time management is essential. On top of all issues, always. Doesn't waste time presenting weak candidates. Meets and exceeds targets.

**10. Fluent with technology (LinkedIn, ATS, CRM)** to maximize candidate quality and personal productivity. Tech-savvy, process focused, detail-oriented, systematic.

**11. Accurate and insightful interviewer** from phone screen to full assessment. Focuses on performance, fit and motivation. Objective, probing, insightful, thoughtful, thorough.

**12. Recruits, advises, negotiates, and closes** top talent based on careers, not compensation. Persuasive, business savvy, consultative, seeks win-win. Sought out advisor, high yields, strong closer of best candidates.

# LinkedIn is the savvy recruiter's best friend

	Sourcing	Job Posting	Talent Brand
Free LinkedIn tools	<ul style="list-style-type: none"><li>✓ Personal Profile</li><li>✓ Basic search</li><li>✓ Groups</li></ul>		<ul style="list-style-type: none"><li>✓ Personal profile</li><li>✓ Company page</li><li>✓ Targeted status updates</li><li>✓ APIs (Apply with LinkedIn, Manage Company Pages)</li></ul>
LinkedIn Talent Solutions	<ul style="list-style-type: none"><li>✓ LinkedIn Recruiter</li><li>✓ Talent Pipeline (a tool in LinkedIn Recruiter)</li><li>✓ InMail messages</li></ul>	<ul style="list-style-type: none"><li>✓ Job posts</li><li>✓ Job slots</li><li>✓ Sponsored jobs</li></ul>	<ul style="list-style-type: none"><li>✓ Career Pages</li><li>✓ Work With Us ads</li><li>✓ Recruitment ads</li><li>✓ Sponsored InMails / Talent Direct campaign</li></ul>

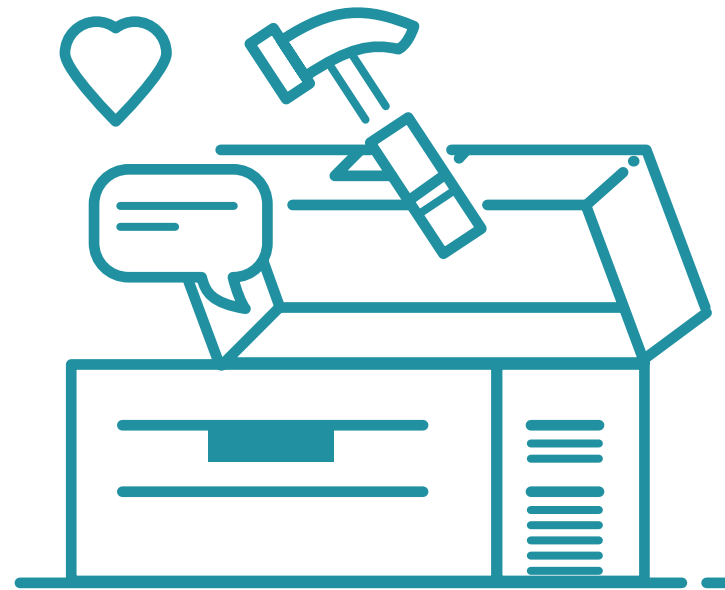


# Our research methodology



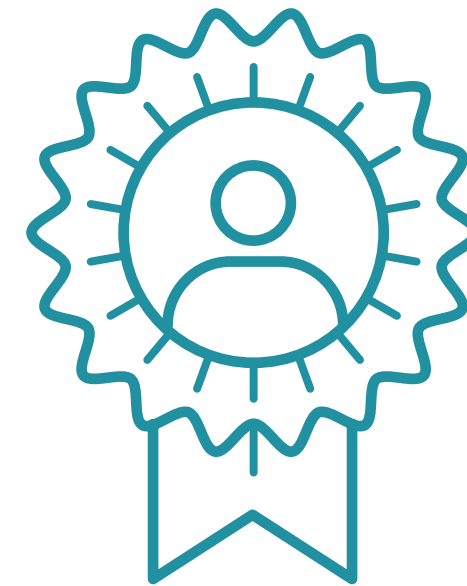
## Research sample

Sample includes 100K+ recruiters and 10K+ recruiting and HR leaders globally who are members of LinkedIn. They were selected based on information in their LinkedIn profile.



## Fastest growing skills

Most popular skills added since Jan 2014 that are not in the list of top skills.



## Top recruiters

Definition of a top recruiter: Top 10% in number of hires impacted through LinkedIn product usage (InMail, profiles viewed, profiles saved) among recruiters who impacted at least 1 hire, as of Feb 2015.

# Authors



## Esther Lee Cruz

Insights & Content  
Marketing Manager  
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Esther sits at the nexus of marketing and sales, analytics and story telling. She enjoys creating content and disruptive thought leadership for the talent industry.



## Ana De Souza

Insights Program Manager  
Linkedin Talent Solutions

Ana uses data to transform the way people live, work, and grow. She helps companies attract the people they need with insights from the world's most sophisticated dataset on the global workforce.

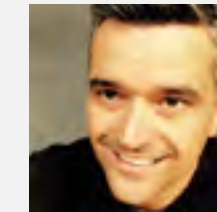


## Saghar Boukani

Insights Program Manager  
Linkedin Talent Solutions

Saghar is an experienced data and business analyst who leads LinkedIn's Customer Success Insights program. She teams up with LinkedIn consultants to help clients achieve success in talent acquisition.

# Contribution



## Dion Love

Narrative Strategist  
CEB (Corporate Executive Board)



## Lou Adler

CEO  
The Adler Group



## Maria Ignatova

Content Marketing Manager  
& Blog Editor  
LinkedIn Talent Solutions



## Ryan Batty

Director of Marketing  
Global Content & Channels  
LinkedIn Talent Solutions

# About LinkedIn Talent Solutions



LinkedIn is the savvy recruiter's best friend. It gives recruiters access to quality talent – passive and active, external and internal – on the world's largest professional network of 347M+ candidates. Take your recruiting career to the next level with LinkedIn's free and paid social recruiting tools.



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Learn about our recruiting tools

[talent.linkedin.com](https://talent.linkedin.com)



Request a free demo

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