The Savvy Recruiter's Career Guide

You transform candidate careers—
Now transform your own
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
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)

Data goggles
To glean patterns from vast amounts of data and pinpoint the needle in the haystack

Matchmaker badge
For knowing how to match the right candidates to the right job at the right time

Hand shake of steel
To meet, greet, and close candidates with a convincing sales pitch about the role and company

Talent brand beamer
To promote one's brand as well as the organization's talent brand through diverse channels

Psych probe
To assess someone's true abilities and culture fit with an organization

Consultative clipboard
To advise and influence hiring managers and business leaders every step of the recruiting process

Career coach whistle
To help top talent see jobs as career opportunities and advise them into the right roles

Needle-in-haystack detector
For sourcing & catching purple squirrel candidates quickly, with extra-sensory precision & effectiveness
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

“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.”

“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.”

“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/stacyjpar

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

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

“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
Part 1  Career anatomy of a modern recruiter
Most popular job titles & skills of modern recruiters

**Top 10 job titles**

1. Recruiter
2. Talent acquisition
3. Recruitment
4. Human resources
5. Recruitment manager
6. Human resources analyst
7. Technical recruiter
8. Senior recruiter
9. Teacher
10. Human resources manager

**Top 10 skills**

1. Recruiting
2. Human Resources
3. Talent Acquisition
4. Management
5. Sourcing
6. Talent Management
7. Technical Recruiting
8. Interviews
9. Employee Relations
10. Leadership

Source: LinkedIn data, (Feb 2015).
# recruiters who added skill in 2014

<table>
<thead>
<tr>
<th>Skill</th>
<th># Recruiters Added</th>
</tr>
</thead>
<tbody>
<tr>
<td>Training</td>
<td>+17,319</td>
</tr>
<tr>
<td>Customer Service</td>
<td>+16,418</td>
</tr>
<tr>
<td>Onboarding</td>
<td>+10,170</td>
</tr>
<tr>
<td>Applicant Tracking Systems</td>
<td>+9,918</td>
</tr>
<tr>
<td>Internet Recruiting</td>
<td>+9,509</td>
</tr>
<tr>
<td>Screening</td>
<td>+8,940</td>
</tr>
<tr>
<td>Temporary Placement</td>
<td>+8,083</td>
</tr>
<tr>
<td>Screening Resumes</td>
<td>+7,845</td>
</tr>
<tr>
<td>Hiring</td>
<td>+7,444</td>
</tr>
<tr>
<td>College Recruiting</td>
<td>+6,486</td>
</tr>
</tbody>
</table>

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

Source: LinkedIn data, (Feb 2015).
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

Source: LinkedIn data, (Feb 2015).
Fields recruiters study to be relevant

Top 10 university majors

1. Psychology
2. Business
3. Marketing
4. Human resources
5. Sociology
6. Computer science
7. Economics
8. Communication science
9. Administration
10. Political science

Top 10 masters’ degrees

1. Human resources
2. Psychology
3. Business management and administration
4. Business
5. Marketing
6. Education
7. Economics
8. International business
9. Banking and finance
10. Computer science

Source: LinkedIn data, (Feb 2015).
Modern recruiters are experienced, educated & connected

- 77% have a bachelor’s degree
- 18% have a graduate degree
- 10 years of experience, on average
- 500+ connections, on average

Source: LinkedIn data, (Feb 2015). The Savvy Recruiter’s Career Guide
Speaking 2+ languages gives a competitive edge

Source: LinkedIn data, (Feb 2015).

<table>
<thead>
<tr>
<th>Region</th>
<th>Speak 2+ languages (%)</th>
<th>Speak 3+ languages (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>North America</td>
<td>8%</td>
<td>3%</td>
</tr>
<tr>
<td>Latin America</td>
<td>14%</td>
<td>5%</td>
</tr>
<tr>
<td>Europe, Middle East, &amp; Africa</td>
<td>21%</td>
<td>12%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>18%</td>
<td>11%</td>
</tr>
</tbody>
</table>

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Recruiting is a fulfilling profession

Most professionals are happy

- 72% satisfied
- 28% dissatisfied or neither

yet

Recruiters are happier

- 78% satisfied
- 22% dissatisfied or neither

Source: LinkedIn data, (Feb 2015).
Yet recruiters are more active as job seekers than most global professionals.

Recruiters:
- 60% Active
- 40% Passive

Global Professionals:
- 25% Active
- 75% Passive

Recruiters are 2.4X more active as job seekers than global professionals.

Source: LinkedIn data, (Feb 2015).
Elevate your recruiter brand on LinkedIn with these 4 starter tips

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

Source: LinkedIn data, (Feb 2015).
# talent leaders who added the skill in 2014

# 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

1. Vice president human resources
2. General manager human resources
3. Senior vice president human resources
4. Chief human resources officer
5. Chief people officer
6. Managing director human resources
7. Chief manager human resources
8. Vice president global human resources
9. Chief talent officer
10. Head human resources

Top 10 skills

- Human Resources
- Employee Relations
- Performance Management
- Talent Management
- Recruiting
- Employee Engagement
- Organizational Development
- Talent Acquisition
- Succession Planning
- Personnel Management

Source: LinkedIn data, (Feb 2015).
Masters’ degree – Nice, but not necessary

Top 10 university majors of recruiting & HR leaders

1. Psychology
2. Business
3. Human resources
4. Economics
5. Business management and administration
6. Sociology
7. Political science
8. Accounting
9. Marketing
10. Education

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

1. Human Resources
2. Business management and administration
3. Business
4. Psychology
5. Organizational management
6. Economics
7. Banking and finance
8. Education
9. Marketing
10. Master of business administration (MBA)

Source: LinkedIn data, (Feb 2015).
Women outnumber men in recruiting & HR leadership roles

- Recruiters: 60% female
- Recruiting & HR leaders: 54% female

Source: LinkedIn data, (Feb 2015).
Want to become a talent leader? Get more experience

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

Source: LinkedIn data, (Feb 2015).
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

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

Top recruiters have

“All Star”
LinkedIn profile strength

20%+
more LinkedIn connections

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 get great ROI from their recruiting tools

60% more engaged with LinkedIn recruiting tools

2.5X more impacted hires

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

Source: CEB Talent Advisor capability model, based on a survey & performance rankings of 5K recruiters globally.
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 more likely to be effective at social recruiting

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


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

<table>
<thead>
<tr>
<th>Sourcing</th>
<th>Job Posting</th>
<th>Talent Brand</th>
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</thead>
<tbody>
<tr>
<td><strong>Free LinkedIn tools</strong></td>
<td></td>
<td></td>
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<tr>
<td>Personal Profile</td>
<td></td>
<td>Personal profile</td>
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<tr>
<td>Basic search</td>
<td></td>
<td>Company page</td>
</tr>
<tr>
<td>Groups</td>
<td></td>
<td>Targeted status updates</td>
</tr>
<tr>
<td>LinkedIn Recruiter</td>
<td></td>
<td>APIs (Apply with LinkedIn, Manage Company Pages)</td>
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<tr>
<td>Talent Pipeline</td>
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<tr>
<td>LinkedIn Recruiter</td>
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<td>(a tool in LinkedIn Recruiter)</td>
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<tr>
<td>InMail messages</td>
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<tr>
<td><strong>LinkedIn Talent Solutions</strong></td>
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<tr>
<td>Job posts</td>
<td></td>
<td>Career Pages</td>
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<tr>
<td>Job slots</td>
<td></td>
<td>Work With Us ads</td>
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<tr>
<td>Sponsored jobs</td>
<td></td>
<td>Recruitment ads</td>
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<tr>
<td></td>
<td></td>
<td>Sponsored InMails / Talent Direct campaign</td>
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</table>
Our research methodology

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.

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

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.
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 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 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.
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.

Subscribe to our Blog
Talent.linkedin.com/blog

Check out our SlideShare
slideshare.net/linkedin-talent-solutions

Follow us on Twitter
@hireonlinkedin

Watch our videos on YouTube
youtube.com/user/LITalentSolutions

Learn about our recruiting tools
talent.linkedin.com

Request a free demo
https://business.linkedin.com/talent-solutions/site-forms/contact-us