

IT Recruiter Attracts Rare Tech Talent

LinkedIn enables boutique IT recruitment agency to build a global community of hard-to-find tech talent.

There is a constant stream of candidates looking for competitive IT positions, however IT experts with highly specialised tech skills are in short supply.

How do you find big data or business intelligence experts, software engineers adept in the latest web frameworks or developers with Java, Javascript or Python coding skills?

Enter boutique IT talent agency CITI Recruitment, which has cleverly honed in on the growing need to source and nurture specialist tech talent for local and global organisations. Since partnering with LinkedIn in 2010, CITI has rapidly grown a specialist IT following.

“The candidates we’re looking for don’t send traditional resumes to companies,” says Steve Wilson, founder and managing director at CITI Recruitment. “We place a significant number of specialist IT roles from our LinkedIn follower community.”



“We’ve grown to over 22,000 followers representing 230% growth over 12 months, which is incredible. And the followers don’t have generic skills – they are operating in highly niche technical domains.”



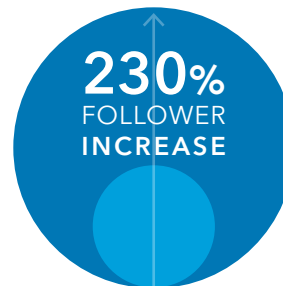
Steve Wilson, founder and managing director at CITI Recruitment

24 MONTHS



40%-50% OF PLACEMENTS
CAME FROM LINKEDIN

12 MONTHS



ON CITI RECRUITMENT
COMPANY PAGE

Highlights



Successfully developed a strong talent brand including a Talent Brand Index (TBI) of 64%, ranking CITI #1 against their peers.



Built a highly engaged community of specialist software engineers, developers, designers, as well as digital, integration, data and dev ops experts.

Lessons learned

- 1 "Our strategy is to generate followers within the top 10 most sought after IT careers and skills over the next five years and build a loyal following in the hard-to-find IT domains to market more effectively to candidates and tech clients."
- 2 "The future of recruitment will be larger agencies doing RPO, smaller agencies operating in niche markets and you will also see the augmentation of staff with virtual teams."
- 3 "We don't want the mainstream IT work. Our goal is to work with really hard-to-find talent in the emerging technologies space."



Results



230% follower growth in the last year alone with the majority of CITI's followers holding highly sought titles including Software Engineers, Digital, UX / UI, Data Consultants, Integration Architects, BI & Analytics Specialists.



Recruited over 150 hard-to-find technical candidates - while nurturing and growing their talent community - with skills aligned to 65% of LinkedIn's top 25 sought-after tech skills in 2014.



CITI Recruitment place a number of specialist IT roles predominantly from their LinkedIn follower community.

Finding and nurturing talent

Partnering with LinkedIn aligned with the company's strategy to connect with exceptional candidates in the emerging technologies space.

"One of CITI's strategic goals from the outset was to know which tech skills were highly sought after, then ensure we could find these specialised candidates for our clients, when they needed them...and quickly."

The targeted search and pipelining functions of LinkedIn Recruiter allowed CITI to locate and nurture engaged candidates with in-demand skills, like Java development, UX/UI design or data engineering, who were ready to take up the right role when required.

"In 2014, we placed 150+ candidates covering 16 of LinkedIn's top 25 skill sets. You have to go out and find those people and the only way we could search effectively for specialist skills was through LinkedIn."

Building a niche tech tribe

One of the remarkable aspects of CITI's success has been an unfaltering commitment to best practice when using LinkedIn in order to build an engaged, specialist IT community.

"People value talent partners, not just recruiters. We post regular content and hold meetup groups - we engage with a community of people that we can find and validate quickly to maintain a competitive advantage over larger brands and more generalist recruitment agencies."

The smart use of traffic accelerators, job slots and LinkedIn's publishing platform has helped CITI, which now recruits candidates for San Francisco, Singapore and Hong Kong, as it moves towards its goal of becoming the most followed small IT agency in Australia.

"We've grown to over 22,000 followers representing 230% growth over 12 months, which is incredible. And the followers don't have generic skills - they are operating in highly niche technical domains."

"We found out most of the resumes had been pulled from LinkedIn... 40% to 50% of placements within the business in the last two years have come from LinkedIn."



Steve Wilson, founder and managing director at CITI Recruitment

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