

## Defence Business Innovates While Recruitment Accelerates

QinetiQ Australia's HR and marketing collaboration pays dividends in growing their talent brand and attracting specialised talent

With the principal mission of innovating to give Defence personnel an advantage in the field, QinetiQ Australia acknowledges the gravity of their purpose, and that the quality of their employees must lie at the heart of the business.

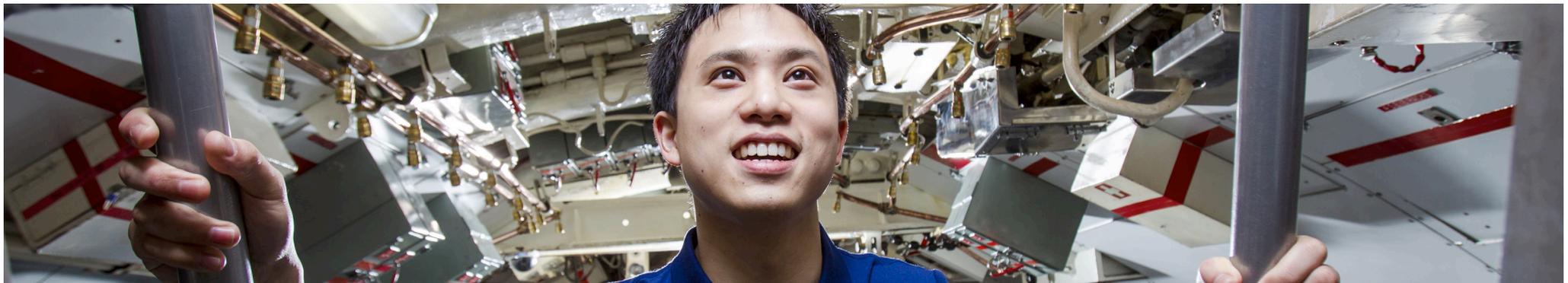
As an advice and services business, Marketing and Communications Manager Jenny Waller observes that it's

impossible to overstate the importance of recruiting the right people. She says, "Our people are our company. They are our greatest assets because unlike other companies in our market, we don't manufacture or sell products."

Despite being the leading international provider of independent technology-based advice and services and solutions to the Defence, Aerospace and Security Markets in

the United Kingdom, QinetiQ only began business in Australia five years ago.

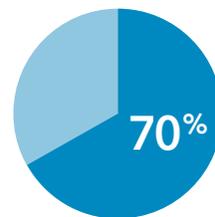
Lack of brand awareness coupled with the inherent nature of trying to recruit highly specialised personnel to fill niche roles in an increasingly competitive candidate landscape highlighted the challenge Waller and Head of HR Jessica Ciccozzi were facing.



*"In our market, everyone knows the big players...but nobody knew about QinetiQ. A real push for us on LinkedIn was to get our potential candidates to work out who we are and what we do, and think about us as a great place to work."*



**Jenny Waller,**  
Marketing and Communications Manager,  
QinetiQ Australia



70% HIRES THROUGH LINKEDIN

3600+  
followers



MORE THAN 3600 FOLLOWERS  
ON LINKEDIN

### Highlights



1102% increase in people who have registered interest in wanting to work with QinetiQ Australia.



LinkedIn Talent Solutions enriched the link between QinetiQ Australia's corporate brand and recruitment brand.



27% increase in Talent Brand Index.

## Lessons learned

- 1 "If your HR team isn't working with your marketing people, then start now."
- 2 "Our 'out there' ideas have always performed better in terms of engagement and final result than the more 'conservative' ones."
- 3 "Modern recruiters need to have not only traditional HR skill sets, but also to be savvy social networkers and marketers."



## Results



More than 3600 followers on LinkedIn, all of which are organic acquisitions.



\$160K saving by leveraging the power of LinkedIn Talent Solutions instead of recruitment agencies.



LinkedIn Talent Solutions is a faster way of attracting a higher volume of quality candidates.

## Looking to the future

Exorbitant spending on recruitment agencies no longer consumes the bulk of the HR budget. These savings are being reinvested in internal learning and development, meaning a higher retention of staff and reinforcement of QinetiQ Australia's people-centric talent brand.

The nature of the industry is one of constant development and change. The work that QinetiQ Australia takes on in the future is likely to become even more complex, which means they will need to maintain a talent pipeline of highly specialised people. Waller claims that expansion and innovation will be at the centre of their strategy to maintain the top spot in their industry.

## HR and marketing collaboration is the secret to success

The decision for HR and Marketing to partner closely in bringing QinetiQ Australia's talent brand to life has undoubtedly paid off. Their collaboration in elevating the company's profile on LinkedIn has increased QinetiQ Australia's talent brand index by almost 30% and driven higher engagement from their desired talent pools.

By integrating their talent brand within the broader corporate brand, QinetiQ Australia is leveraging that combined strength to position themselves as a forward-thinking, transparent and people-focused workplace. As Waller asserts, "I see our corporate brand very intrinsically tied with our employer brand." Waller believes this combination is the reason that QinetiQ Australia "reaches the people that matter to us...if you look at the breakdown of people who are following us and sharing our posts, they're predominantly engineers and consultants working in Defence industry."

## LinkedIn is the talent

As QinetiQ Australia struggled to recruit effectively using job boards and recruitment agencies, Ciccozzi began to look for other options. "We wanted to speed up the recruitment process, find a higher volume of quality candidates, and save costs by leveraging our own network and means of recruiting."

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