



"Behind every famous face there are hundreds of others, all doing their bit to make things happen"

Catherine Schlieben,
Head of Recruitment, ITV

ITV

Highlights

- 30% of ITV's new hires are sourced via LinkedIn, and time to hire – previously not tracked – has been reduced to an industry leading 32 days in 2011 (beating their target of 45 days)
- After 12 months, cost per hire was down to £1.2k, from £8.5k, across all roles
- ITV's Careers Page now has 25k followers, and 3k potential employees visiting their page each month, researching the company and viewing relevant job opportunities

Company Profile

ITV is the largest commercial broadcasting company in the UK and one of the largest production companies in the world. There are currently around 4k full time employees with a staff turnover of around 500-600 per year.

Business Challenges

Established in 2011, the recruitment team is now nine people strong. Previous to this, all recruitment across the business was conducted via line managers and HR teams directly. This approach ultimately resulted in an unacceptable cost per hire of £8.5k. Another consequence of this was lack of reporting on key performance metrics such as 'time to hire' and no standard interview assessment process or rigor.

Catherine's team also had the task of building the ITV employer brand from scratch, in her own words, 'behind every famous face there are hundreds of others, all doing their bit to make things happen.' ITV isn't an obvious choice for many industries, so the team had some work to do to promote the company as a professional, fun place to develop your career.

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Catherine Schlieben, Head of Recruitment, ITV

‘Life behind the Lens’ a Focus on Employer Brand

When your competitive set spans all blue chip organisations in the UK, how do you stand out as an employer of choice across multiple audiences?

Committed to giving passive candidates an insight into ‘life behind the lens’ at ITV, the team set up a LinkedIn Careers Page where ITV can set themselves apart with videos, banners, and employee spotlights.

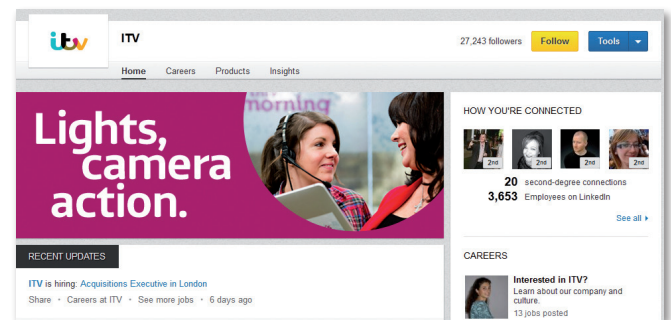
Plus with nearly 3k employee profiles on LinkedIn, and over 15k non-employees viewing those profiles each month, ITV lent on the strength of their network to showcase ‘Work with Us’ and ‘Picture Yourself working at ITV’ messaging on employees’ own LinkedIn profiles.

A Proactive Approach to Passive Candidate Recruiting

LinkedIn’s direct sourcing tools had helped the team see an immediate improvement in the quality of people coming into the organisation. However, although ITV is a clear choice for media & creative professionals, the opportunities for anyone in Marketing and Sales, and specifically IT, were less apparent.

The ITV team tackled this head on with a series of traffic drivers across LinkedIn, targeting sought after technology professionals. These ‘Follow Us’ and ‘Work with Us’ campaigns promoted the ITV Careers Page, which in turn showcased tailored testimonials and live roles by industry.

Smart targeting and relevant messaging delivered a campaign click-through rate of 2%, and now 57% of visitors to the ITV Careers Page each month are from an IT function.



ITV Careers Page

“In 2012, 30% of our roles were impacted by LinkedIn, either by direct sourcing or via a role advertised with Work with Us or on our Career Page”

Catherine Schlieben,
Head of Recruitment, ITV

Results

30% of ITV's new hires are sourced via LinkedIn, and time to hire (previously not tracked) has been reduced to an industry - leading 32 days, beating their target of 45 days.

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Visit talent.linkedin.com to learn how you can source top candidates on LinkedIn