

# ntiative

## IT recruitment

### A bit about NTIATIVE

NTIATIVE is an IT recruitment agency, founded in 2018 in Kraków, specializing in mid to senior positions in IT Infrastructure, Software Development and Data Science. Their clients include local, regional and international employers looking for the best talent in Poland.

NTIATIVE is passionate about making an impact on people's lives, working on connecting top professionals with great employers. They bring the human factor back into IT recruitment.

## Competing in a New Market

As a new player in an overcrowded market, NTIATIVE needed to stand out and tap into a new client base. They therefore decided to go after newly established companies in the region looking to hire talent in Poland, rather than compete for existing open roles. This approach allowed them to start connecting with talent in an easier way. But NTIATIVE knew that in order to stay competitive they needed to build a strong employer brand which will allow them to attract even more candidates, and that's when they turned to LinkedIn.

## The Strategy – How they got there

### Building a Strong Brand that Engages Potential Candidates

- 1 Curating and sharing content tailored to the IT industry.
- 2 Introducing the “Ted Favourite Sundays”, a weekly themed post sharing career advice.
- 3 Growing the number of company followers specifically focusing on industries like IT and Computer Software.

### Attracting a Niche Talent Pool

- 1 Empowering each recruitment consultant with a LinkedIn recruiter license allowing them access to both active and passive candidates on LinkedIn.
- 2 Equipping the consultants with the right tools enabling them to collaborate seamlessly and save time.
- 3 Investing in targeted jobs to engage quality IT talent and drive traffic to the NTIATIVE career page on LinkedIn.

“

*LinkedIn is our go-to platform to identify, connect and hire quality IT talent, as well as build our employer brand.”*



Sonny Van Assche  
Managing Director

## Post Examples

**NTIATIVE IT Recruitment**  
304 followers  
6mo

Some very exciting new roles coming up for a new client here at NTIATIVE. The guys behind this animation (yes! animation, not video) are looking to expand their team in Kraków. Possibly some of the most creative and coolest people we have ever worked with. Follow us for updates if you are interested in VR, AR, VFX, CGI and also happen to know Unity or PHP. [#animation](#) [#php](#) [#unity3d](#) [#itrecruitment](#)

**NTIATIVE IT Recruitment**  
304 followers  
2d

Ted Favourite Sundays: Former Marine Corps lieutenant Drew Humphreys knows a thing or two about leadership. Before joining the business world, he was a platoon commander in Afghanistan. How machine learning can teach us to build more effective teams [#IT](#) [#machinelearning](#) [#leadership](#)

How machine learning can teach us to build more effective teams

## The Results

25%

reduction in cost  
per hire

50%

reduction in time  
to access and find  
candidates

70%

of new candidates  
sourced through  
LinkedIn