

ManTech uses LinkedIn to build their employer brand and hire niche talent

SUCCESS STORY

ManTech is a government solutions and services provider that uses advanced technology to help government clients build mission solutions while managing and protecting information. In tandem with ManTech's record business growth, CHRO, Jeff Brody, took charge of ramping up the company's employer brand. To accomplish this goal, ManTech leveraged a LinkedIn Career Page to promote their hiring initiatives for veterans, women, new graduates and alumni (former ManTech employees). By joining LinkedIn's Talent Solutions Enterprise Program, ManTech expanded its digital presence by equipping their entire recruiting team with LinkedIn Recruiter and posting all of ManTech's open roles. With the help of LinkedIn Talent Insights, Jeff's team now has realtime talent pool data to determine where to target LinkedIn media campaigns and focus their job advertising and recruitment outreach.



Increased Awareness

In six months, ManTech's Career Page following increased over 151% to nearly **63,000 followers**. ManTech's Job Slot Views and Job Apply Clicks are up over 4,600% each.



Greater Candidate Engagement

Jeff's team has experienced a **113% increase in InMail acceptance rate** for candidates exposed to LinkedIn Media Campaigns.



More Hires

By further developing their employer brand and candidate outreach, ManTech's **Influenced Hire rate grew by 258%**.



THE CHALLENGE

Building a strong employer brand in a competitive market

Challenged to meet high growth needs in a competitive market, Jeff Brody searched for a platform to build ManTech's employer brand, better understand the talent pool landscape, and scale candidate outreach to meet business needs.

THE SOLUTION

Using insights to enhance strategy

By enrolling in the LinkedIn Talent Solutions Enterprise Program, ManTech used LinkedIn to build their brand and hire needed talent. Jeff's team used their LinkedIn Career Page to feature stories on desired candidate segments. LinkedIn Talent Insights helped ManTech understand talent pool distribution. Armed with this data, Jeff's team strategically targeted their LinkedIn Media Campaigns and job advertising to areas with high concentrations of preferred talent. By further developing their brand awareness, Jeff's team has witnessed a 144% increase in the number of InMails accepted.

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LinkedIn has been a hugely valuable partner in building out our brand to find and hire the exact talent we need. Talent Insights lets us know where to focus our media campaigns and overall recruitment strategy.



Jeff Brody

Chief Human Resources Officer
ManTech

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