



How Nova Systems attracts niche technical candidates.

SUCCESS STORY

After expanding into the Energy, Utilities, Communications, and Transportation sectors—from working solely in Defense and Aerospace—**Nova Systems** needed to find highly skilled technical people quickly. And in a competitive market dominated by big companies, it was essential to put Nova Systems' employee value proposition in front of the right candidates. Having a LinkedIn Career Page provided Nova Systems a platform to do just that.



Hires with immediate impact

Nova's first LinkedIn-sourced employee helped the company land a major contract.



Better engagement

The acquisition team has had better success gaining interest from difficult-to-reach passive candidates.



Nimble recruiting

Recruiters can quickly respond to changes in strategy by updating their LinkedIn Career Pages to reflect market segments the company is targeting.



THE CHALLENGE

Fighting for talent

Given its clients' very specific requirements—from engineering specialties to security clearances—Nova Systems requires niche technical competencies. Finding people with the requisite technical skills who are also compatible with Nova's culture and values was not easy. Virtually unknown outside the Defense space, Nova needed to build an employer brand that would get noticed by the right candidates.

THE SOLUTION

Getting social

The company needed to shift from traditional recruitment channels like job boards that weren't targeted enough to a more focused, social media-centric recruiting approach. Nova Systems' [LinkedIn Career Page](#), which includes photo galleries and employee perspectives, enables the company to showcase its unique culture. And by customizing content for several critical, highly specialized talent pools, the acquisition team can target and pipeline the right candidates for immediate and future project needs.

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Recruitment is about working together to develop appropriate content that we can push through our LinkedIn Career Page.



Jason Wright

Talent Acquisition Manager
Nova Systems

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