

Domain Group

Domain uses development to attract and retain tech talent

- Hiring great talent and empowering employees with new skills supports Domain's business growth.
- Leveraging on unique data and insights is key to reaching and bringing the best talent onboard the team.
- An emphasis on continued learning as employees work remotely keeps them connected and engaged.

Overview

Domain is a leading property technology and services marketplace that is home to one of the largest portfolio of property brands in Australia. Its rise to the top is powered by one main driver: its people. Recognising that a great employee experience is vital for attracting the brightest minds, and for spurring talent to do their best work, Domain wants all employees to feel right at home in the workplace, as they help all Australians at every stage of their property journey.

Personalised learning and development

“LinkedIn provides that push to individualise learning as it’s a tool for leaders to have those development conversations with employees and genuinely have the resources to follow through.”



Nic Barry

Organisational Capability Lead
Domain Group

Greater engagement

“LinkedIn helps us to articulate that unique point of difference we have at Domain, the ‘signature’ employee experience that separates us from other companies.”



Stephanie Ley

People and Organisation Manager,
Employee Experience
Domain Group





The Challenge

The COVID-19 pandemic has forced a rethink of the traditional property sales model and Domain is responding by refining its sales process to be more data-driven, tailored to the needs of both consumers and customers, and even virtual. But this means it needs a cognitively flexible and adaptable workforce. The ways in which Domain develops and engages its employees to adapt to the new standard and build new relevant applicant skills are more important than ever.

Having pivoted to the digital sphere early on, Domain's strong digital imprint and market dominance mean it grapples with the unique challenge of sourcing for top-notch expertise in the tech arena, competing with tech giants in the ongoing war for niche talent – all while ensuring diversity and inclusion at the workplace, such as attracting women into leadership roles.

The Strategy

The expansion of the relationship came naturally as LinkedIn has been a long-term partner with Domain in its journey. Realising the key to attracting and retaining the best tech talent is professional development, Domain taps on LinkedIn's wide range of on-demand learning experiences to support and nurture its employees. The emphasis on overall development helps Domain to attract and build a highly-skilled yet well-rounded workforce, which in turn fosters greater innovation – the lifeblood of Domain.

LinkedIn's ecosystem of tools across hiring and learning creates a holistic end-to-end solution that supports Domain's continued growth. When COVID-19 hit, Domain saw a massive opportunity for its team to engage and support employees through an uncertain time.

LinkedIn Solutions in play:

LinkedIn Talent Solutions attract and recruit talent leveraging unique data insights from the world's largest talent pool.

LinkedIn Learning Solutions connect employees to relevant skills, building a culture of personalized and social learning.

“To achieve growth, our ability to hire great talent is really important, and we do this by marketing the organisation through LinkedIn. LinkedIn also has the ability to provide a continuous learning culture. I'm really excited about the potential and opportunities this partnership gives us as an organisation.”



Ros Tregurtha

Group Director, Employee Experience

Domain Group