



CASE STUDY

GovDelivery

- 51-200 employees
- Software-as-a-Service business working with government agencies
- Committed to enhancing communication between government and the public

Human-Centered Design

User-Centered Design

Design Thinking

} HCD mindset

WHAT IS THE HUMAN-CENTERED MINDSET?

YOU can make a difference

According to +Acumen process → solutions → impact
Faith in creative abilities

THE CHALLENGE

GovDelivery, a digital, cloud-based organization, is regularly challenged with sourcing software, engineering and tech-focused candidates in an extremely competitive industry. Their recruitment needs are highly specific, requiring people who are 'agile' even if they are not in a development role. And they are committed to finding individuals from a diverse range of backgrounds to complement their company culture.

GovDelivery needed to effectively represent and celebrate their people, their community and the impact of their work in order to really stand out and maintain their double-digit growth.

“We see that the new LinkedIn Career Pages, with the right message, will help us reach and recruit a more diverse range of candidates.”



Jaidyn Martin, HR Manager, Gov Delivery

THE SOLUTION

GovDelivery chose LinkedIn Career Pages to put their core values in the spotlight. A place to showcase their commitment to diversity and equality. And through the use of multiple Career Pages (one for general candidates and the other for more tech-focused roles) GovDelivery was able to split their messaging and develop audience-specific content. This allowed them to adopt different strategies to maximize the value delivered to each group.

For example, with tech-focused employees, it's not just about the beer fridge and ping pong table, but showing how they'll contribute to the company and what they'll actually get to do. Company culture and working practices are often just as important as the perks when it comes to choosing an employer.

With audience-specific content available from a single, easy-to-manage hub, the company was able to improve traffic and engagement on the page. "It just makes it so easy for our candidates" says Jaidyn Martin, HR Manager. "They don't have to change browsers or websites to figure out a little bit more about who we are."

WELCOME

NATAL
GovDel
Custom
achieve



138%
rise in job clicks

42%
increase in page views

THE RESULTS

GovDelivery's activity with the new LinkedIn Career Pages has produced amazing success with pageviews increasing by 42% and job clicks by 138% in four short months. Candidates now have a far better understanding of what GovDelivery represents and an appreciation of the culture and their commitment to diversity. LinkedIn Career Pages enabled the company

to further encourage applications, irrespective of race, age, gender identity, sexual orientation or educational experience. Candidates now make better-informed decisions before applying, and there's been a significant reduction in resources required to find the right person for the job.