



Company size: 3,000+ employees

Locations: 133

LinkedIn Followers: 162,010

A bit about REED...

REED is the largest family-owned recruitment company in the world. Sir Alec Reed opened the first REED office in Hounslow, West London on 7th May 1960.

Today, their vision is to deliver the best recruitment experience anywhere, through Human Energy, Market Expertise, Great Technology and Service Excellence. The REED brand promise, which guides their content and marketing activity, is 'To help the world LOVE MONDAYS'.



“ We achieved success by consistently communicating the benefits of REED as an employer, getting the messages to the most relevant people and giving them an easy path to show their interest.”

Ian Nicholas
Chief HR Officer

The Ambition: Attract more graduates

In early 2017 REED decided to work with LinkedIn to help them promote their Employer Brand in order to find and recruit consultants for their expanding teams. In particular, they wanted to focus on graduates to join their 3 year, industry leading Graduate Training Scheme.

The approach:

1. Strengthen the brand and build awareness amongst potential graduates by using intelligent targeting

- Sponsored relevant content into the newsfeeds of the target audience
- Posted and targeted jobs to promote Graduate Training Scheme roles
- Created and targeted ads

2. Create a pipeline of interested talent by making it easy for them to register their interest

- Sponsored content linked to a Pipeline Builder page hosted on LinkedIn, meaning people didn't have to leave the platform
- Ads increased traffic to the REED company and 'What we do' pages which is REED's homepage on LinkedIn where candidates can find out more
- Dynamically targeted 'What we do' pages on the REED company page gave information specifically for graduates and encouraged them to apply

3. Use their recruiters' instincts to interview and recruit the perfect candidates from the generated leads

- 84 new hires in the first 9 months



The REED Employer Brand promise: Our Brand, Our People, Your Career

REED 6mo
Are you or anyone you know still looking for a place on a Graduate Scheme?? Look no further!
If you have an interest in recruitment and want the potential to earn uncapped commission with exposure to unrivalled career opportunities then apply to the Reed Graduate Training Scheme today for a June 2017 start!
The GTS offers fantastic benefits including a joining bonus, flexible rotations and nationwide placements!
<https://lnkd.in/d/Y8KP6U>

REED 2w
Still looking for a graduate role? Our Graduate Training Scheme has a proven track record of developing graduates into leaders of our global business.
We're looking for talented graduates to join us in January! Find out more and APPLY NOW:
<https://lnkd.in/eX-mK3w>

REED 4mo
Tak Li has worked for REED for 15 years and has loved every minute! Read all about his career journey with the nation's favourite recruiter now
Careers Management

REED
A 15 Year Milestone - A Snapshot of My #LifeAtREED
Tak Li on LinkedIn
Careers Personal Development

REED Staffing and Recruiting - London - 343,263 followers
Follow See jobs

Overview Jobs **James Lyons** President Graduate Designer 11 jobs posted recently

Why work for REED?
Chief HR Officer **Ian Nicholas**

Our Leaders
James Reed Chairman and Chief Executive Tom Reed Global Managing Director Ian Nicholas Chief HR Officer Claire Harvey Managing Director

Life at REED
REED is the largest family owned recruitment company in the world and the UK's no.1 recruitment "Superbrand".
Our people are undoubtedly our greatest asset. As a co-member here at REED you will have access to the best set of recruitment tools in the market.
If you've got the motivation to be successful, your career will be supported through our comprehensive training, personal development programmes and rewards.
[Find out more and apply now](#)
Notify me about vacancies

Empowering you with industry leading training
At REED we make sure your career gets off the best possible start:
• Your training will begin at The Reed Business School, a Cotswolds Manor, with an expert introduction to all things recruitment.
• In your first year, you can achieve a nationally recognised qualification in recruitment, showcasing your achievements.
• No-one stands still at REED - throughout your career you will have opportunities to develop through initiatives such as our mentoring programmes and Management Academy.
How REED supports you

In return for your hard work...
• We love to celebrate your success with regular high achievers events and awards, from evenings out, to go karting, to days at the races.
• You will enjoy a host of benefits including retailer discounts, health care and paid sick leave.
• We believe flexibility is important which is why you can buy additional holiday, carry forward or sell back any you don't need.
• Our people say their colleagues are among their closest friends. But don't just take it from us, check out #LifeAtREED on Instagram

Our insights #LifeAtREED Company photos

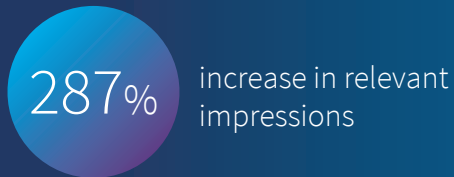


“ REED have grown organically, rather than by acquisition and are committed to ensuring that people are at the heart of everything we do. ”

James Reed
Chairman

The resulting success

With a **27%** increase in spend, REED were able to achieve:



When comparing Jan – Sept 2016 to the same period in 2017 when the activity was running.

