SSE uses talent data to amplify brand reach and proactively recruit, saving over £8 million

SUCCESS STORY

SSE is an energy provider that employs over 12,000 people in the UK and Ireland. Gordon Macfarlane's recruitment team fills roughly 3,000 positions a year across all areas of business, from tree cutters to software engineers. With his team delivering roughly 98% of the company's recruitment needs, Gordon relies on talent and market data to efficiently and cost-effectively locate a diverse set of candidates.

Expand brand reach

Talent Pool data helped SSE structure their company advertising and recruitment efforts to locations with the highest populations of skilled candidates.

Structure outbound messaging

Recruiters used Employer Value Proposition insights to promote the benefits that resonated the most with their desired candidates.

Increased ROI

Equipped with talent and market data, SSE can keep the majority of recruiting in-house, saving between £8 - 9 million.

THE CHALLENGE
Quickly find diverse talent

SSE's recruitment team takes pride in their ability to fill roughly 98% of the company's vacancies. Covering a wide variety of positions across business departments, the team leverages industry, market and competitive data to effectively target and source candidates.

THE SOLUTION
Data-driven branding and recruitment

SSE uses LinkedIn Talent Insights to discover pools of skilled candidates and better understand what employer value propositions (EVPs) resonate the most. Their targeted employer branding and sponsored media campaigns have extended the company's reach, with 81% of SSE's LinkedIn Job impressions serving to candidates who would not have known about the company otherwise. SSE also invested in the LinkedIn Talent Solutions Enterprise Program, which grants Recruiter access to the entire SSE recruitment team and allows SSE to post all of their jobs. With this expanded reach and ability to quickly identify critical talent pools, SSE has been able to keep the vast majority of their external hiring in-house, with an estimated cost avoidance of £8 - 9 million.

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It's amazing how much money and time you can save by having an efficient in-house team, and LinkedIn plays a significant role in that. You can offset huge expenses by investigating where your target audience resides and what matters to them the most.

Gordon Macfarlane
Head of Resourcing
SSE PLC