

SUCCESS STORY

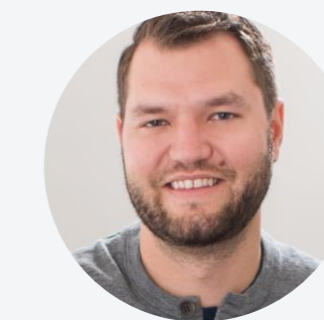
ATLASSIAN BETTER ALIGNS RECRUITMENT MARKETING USING TALENT INSIGHTS

Devin Rogozinski and his team were tasked with developing recruitment campaigns that target both designers and developers. Given that these are two very distinct audiences, Devin was interested in optimizing the budget to more effectively reach and engage this talent. To build his strategy, Devin turned to LinkedIn Talent Insights to understand the size of the talent pool in desired locations. In key hiring markets, it turned out for every 25 developers there was only 1 designer available. Using this data, Devin was able to justify his recommendation to over-invest in a talent brand campaign targeting the hard-to-find designer talent pool to ensure the team hit their hiring goals.

THE IMPACT

RE-ALLOCATED BUDGET MORE STRATEGICALLY	Devin's discovery of designer scarcity in targeted locations led to funding shifts in Atlassian's employer branding campaigns .
MORE EFFECTIVE COMMUNICATION WITH LEADERSHIP	Showing LinkedIn talent pool data to senior executives helped validate Devin's strategy and explain why designers had been a challenge to hire.
INCREASED CONFIDENCE	The data increased their own confidence in the strategy and led to approval from the broader leadership team.

“By using LinkedIn Talent Insights, I was able to better communicate to our leadership team why we were facing specific challenges in certain talent markets and justify a budget re-allocation to reach our hiring goals.”



DEVIN ROGOZINSKI
HEAD OF TALENT MARKETING,
ATLASSIAN