



LinkedIn Talent Solutions

The Tactical Guide to Placing Great Candidates

5 steps to streamline your recruitment efforts
and find the best candidates, fast.

Introduction

When you have a pile of open reqs that need to be filled yesterday, you need practical ways to find and attract the best candidates for your clients.

In the following pages, you'll learn 5 steps to streamline your recruitment process and make it more effective. By the end of this guide, you'll have a simple step-by-step strategy to cement your relationships with clients by finding them the perfect candidates.



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A top-down photograph of two hands holding white ceramic mugs filled with dark coffee. The hands are positioned at the top left and top right of the frame. The person on the left has orange nail polish and wears several beaded bracelets. The background is a light-colored wooden surface with a visible grain pattern.

STEP 1

Align with clients

In recruitment, misalignment is the root of all evil. Even the slightest disconnect between you, your client and the hiring manager (if they differ) around job requirements can lead to wasted time and energy. Make sure you're all on the same page before you progress too far with a candidate search, using the following tips to guide your conversations.

3 tips to ensure alignment on open requisitions

The moment you secure a new job on your books, schedule a meeting with your client (and the hiring manager if they differ) and follow these 3 tips to ensure total upfront alignment.

Advice brought to you by [Lou Adler](#).

1

Define 2 - 3 overarching performance goals.

Imagine we are hiring for a sales position. It's easy to agree that a successful hire will meet their quarterly quota, but how will they actually achieve this? Every job entails a few overarching performance goals that, when met, will lead to the candidate's overall success in the role. In your meeting with your client, define what these 2-3 overarching performance goals should be.

2

Identify 2-3 key tasks that support each performance goal.

Think about the specific tasks the candidate needs to do to achieve their overarching performance goals. For example, a salesperson should be able to conduct in-depth discovery calls in order to maximize territory growth (their overarching performance goal). These are great tasks to include in your job description, since they're essential for success.

3

Agree on the skills & qualities that will help the new hire be successful.

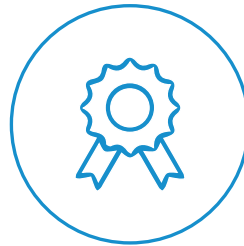
Forget about typical soft skills like "problem solving" or "active listening" and really consider what specific skills and qualities will lead a candidate to be successful in their role. Once you get specific, it's easier (and faster) to create your job description and spot the candidates who can get the job done.

In this hypothetical meeting with your client, here's what we might develop for this sales position:



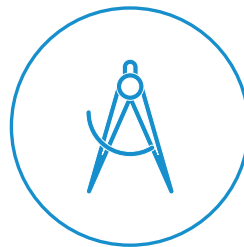
Overarching performance goals:

1. Maximize territory growth
2. Develop a complete account plan



Key tasks:

1. Conduct in-depth discovery calls
2. Prioritize accounts by size and opportunity



Desired skills & qualities:

1. Ability to develop a territory strategy that ensures growth
2. Capacity to absorb feedback and understand unique customer needs



STEP 2

Put quality first

When you have a large pile of open requisitions to fill, there is a temptation to make placements quickly and consider ill-fit candidates. You don't need more candidates, you need the right candidates.

One way to attract great candidates is to write your job descriptions in a way that appeals to the caliber of people you're looking to place. "Caliber" doesn't just mean the right kind of skills and experience, but also the right attitude and values.

Use the work you did in step 1 and the tips in this section to craft great job descriptions. You may spend more upfront time on your descriptions, but you'll be glad you did when you have better applicants and happier clients.

Need another reason to invest time in writing great job descriptions? LinkedIn data shows that most people first interact with a company through their job posting. Treat your jobs as simple tools to communicate and reinforce your firm's branding efforts.

3 tips to craft job descriptions that attract quality applicants

Advice brought to you by [J.T. O'Donnell](#).

1

Tell job stories.

Help candidates understand why your job req is the perfect opportunity for them with a “job story” that goes beyond the basic job description. A job story helps candidates visualize themselves in the role, often by portraying what a “day in the life” might be like. Good job stories fuel a candidate’s excitement for opportunities with your client’s company and motivate them to invest time and energy to apply. For a marketing job description, try something like “Inspiring our customers with creative campaigns is all in a day’s work!”

Bonus: [How Using Job Stories Will Help You Match the Right Talent to the Job](#)

2

Emphasize action and impact.

“What’s in it for me?” This is the question on every qualified candidate’s mind as they skim your job description. Make it easy for them to answer that question by framing your job description around what the future hire will get to do and achieve, not what they must have in order to qualify. For a finance director at a growing SMB company, try something like “use your financial planning and leadership background to build a high performance finance function that scales rapid growth.”

3

Use distinct language to communicate your client’s culture.

Clearly define the attributes that distinguish your client’s company culture and their highest performers from everyone else. Then, share those attitudes in your job description. Avoid generic and overused phrases - they completely miss the unique (and most appealing) aspects of a company’s culture. For example, when illustrating a collaborative environment, try something like “employees actually work together and share credit. In fact, glory hogs don’t last very long.”

Want more inspiration?

[Check out these 7 tips for an irresistible job description.](#)

How LinkedIn Job Posts encourage quality applicants

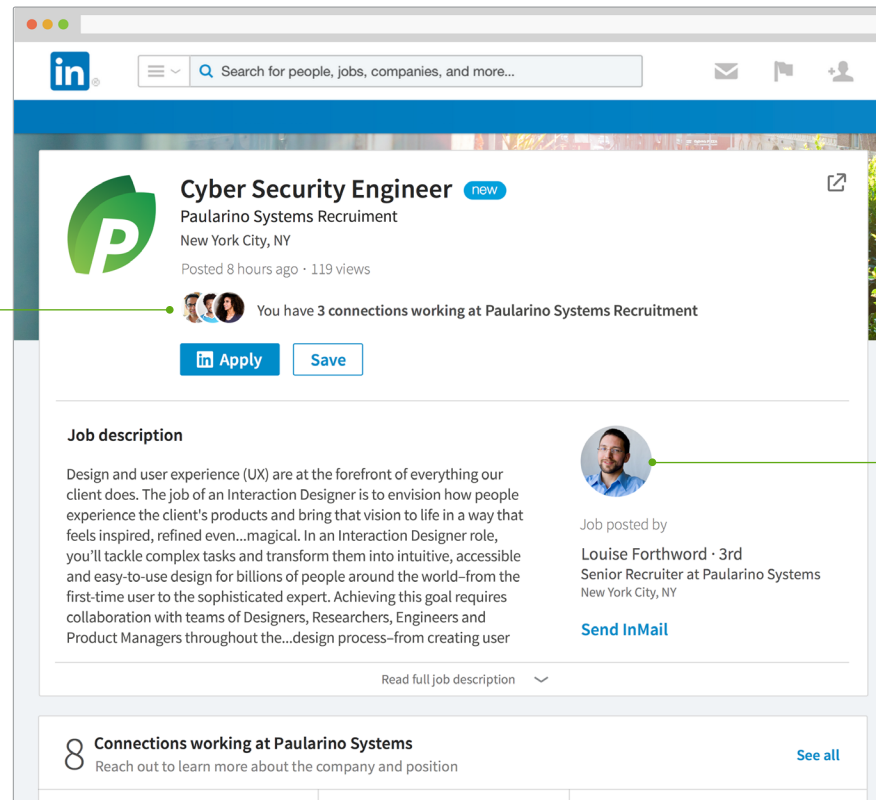
Post your job on LinkedIn and get your open req in front of high quality candidates. LinkedIn Jobs are searchable and viewable by all members. Plus, LinkedIn will automatically recommend job posts to LinkedIn members with the skills and expertise you need, so you get more relevant applicants.

Feel connected immediately

At first glance, candidates can see who they know at your firm.

Learn more about the job poster

Candidates eager to start a conversation can send an InMail to the job poster in a single click.




Message their connections who are employees

Candidates can reach out to employees they know to get more information on the role.


See all your open opportunities

All your open roles are displayed at the bottom of every post, so candidates can find the perfect one for them.




Judy Castro · 1st Analyst at Paularino Systems San Francisco Bay Area

[Message](#)



Riley Johnson · 1st Engineer at Paularino Systems San Francisco Bay Area

[Message](#)





Jeff Bennett · 1st Engineer at Paularino Systems San Francisco Bay Area

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Meet the team at Paularino Systems


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Allen Chen · 2nd Security Engineer at Paularino Systems for 2 years New York City, NY

[View Allen's profile](#)

Allen came from

 Dimension

 Massachusetts Institute of Technology

Allen has these skills


Security

Information Assurance

DoD

Systems Engineering

Security Clearance



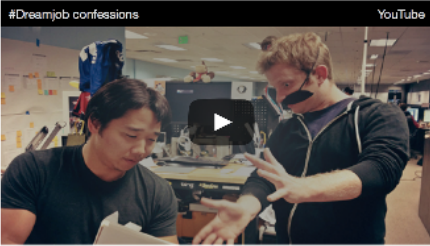
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Company

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Your Career Page content automatically integrates with your Job Posts to give candidates a taste of what your firm has to offer.



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STEP 3

Get your jobs in front of the right people

Once your job description is complete, you need to share your job with the most qualified candidates. The more people who see your job post, the more you'll gain awareness and receive a healthy number of applicants. Balance that with a targeted and personal approach, and you'll get great applicants who will tick all of your client's boxes. Read on to discover tactics to help you quickly amplify the reach of your job openings, no matter the size of your budget.

3 tips to expand the reach of your job postings

Advice brought to you by [J.T. O'Donnell](#).

1

Activate your network without losing the personal touch.

Posting your open req all over social media is not the best way to drive quality applicants. Rather, personally email 25-50 relevant people in your network to explain the job's significance and ask if they'd be willing to share it socially. Make sure you customize each email, even if you simply include their first name and a unique opening sentence. [Not sure who to reach out to?](#) Consider your client's top performers, fellow recruiters, and even past candidates you've worked with. The more diverse the group, the better.

2

Give people something to talk about.

When you mix up the style of your job descriptions, it's not only more memorable for interested candidates, but also more likely to inspire someone to share it socially. One idea is to create a "Top 10 List" of funny, quirky, or passionate traits the right candidate needs for the job. This is your opportunity to let your client's personality and culture shine through.

3

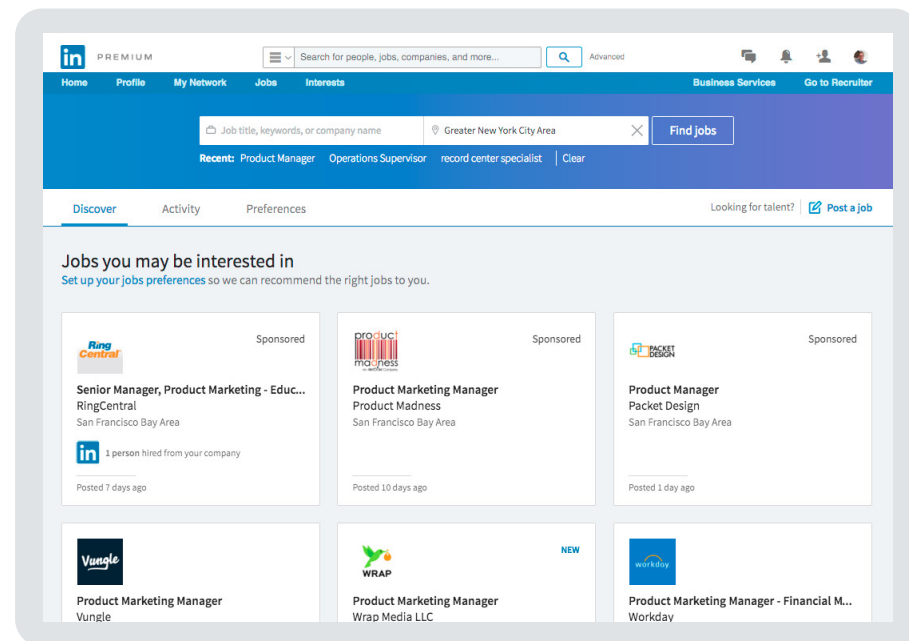
Give praise (a lot).

Keep a close eye on who likes, comments, or shares your job openings and say thank you. Brainstorm ways to publically recognize colleagues within your firm who take the time to share your open reqs. Giving thanks to those who help spread the word reinforces the behavior and will show their followers your timely response and impressive follow-through.

Get your jobs in front of the right candidates

Sponsor your job on LinkedIn to grab the attention of the candidates you're looking to reach. **Sponsored Jobs** target candidates based on the skills and experiences you're looking for, and typically drive 30-50% more applicants than non-sponsored jobs.

73% of professionals are waiting for the right job to find them.



Most job views on LinkedIn come from our recommendations engine, Jobs You May be Interested In, not from active job searches.



STEP 4

Source smarter

When you're filling several reqs within a short time period, you must constantly source and grow a rich candidate pipeline. Here are a few simple tactics with LinkedIn Recruiter Professional Services (Recruiter) that make the entire process faster, easier, and even fun.

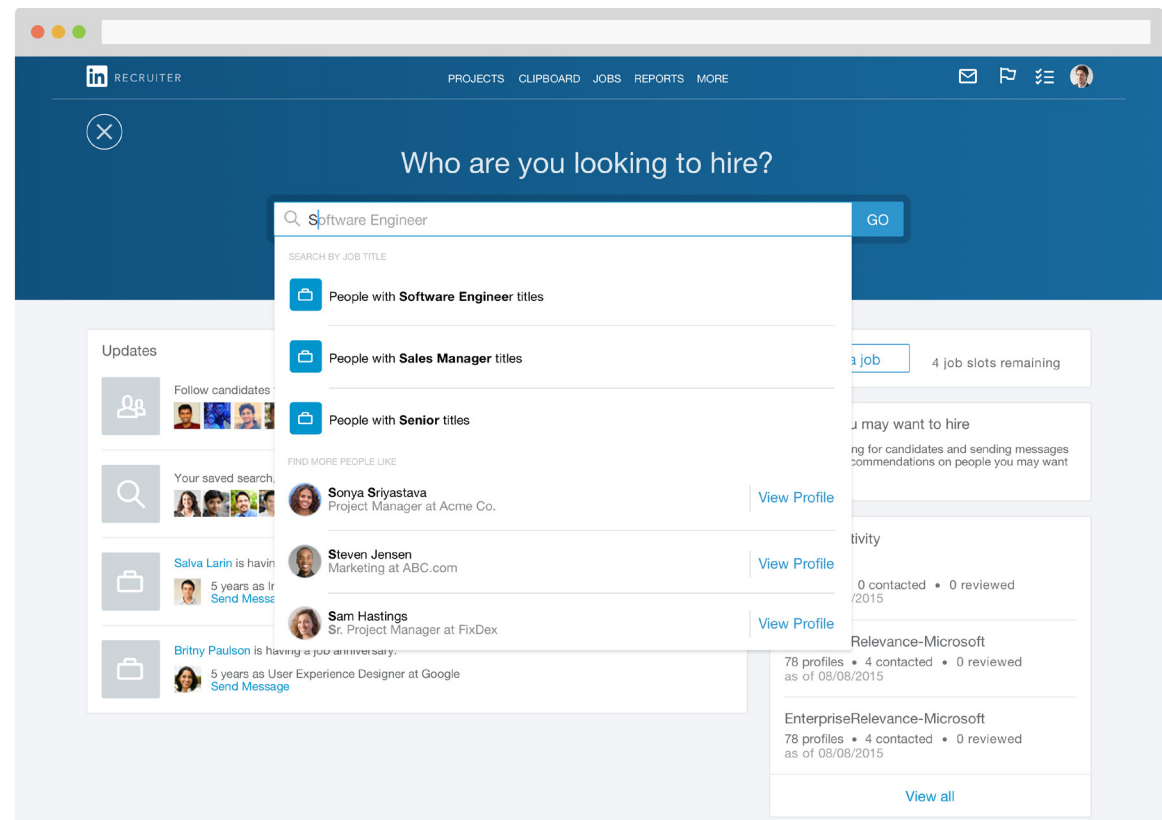
3 tips to quickly source great candidates with LinkedIn Recruiter Professional Services

1

Use your client's best employees to start your search.

Have you ever been asked by a client to find someone “just like Sarah from sales” or someone who is “basically 50% Devon from design and 50% Mario from marketing?” Sometimes, clients like to tell their recruiting partners who, rather than what, they’re looking for. Fortunately, there’s a way to deal with it.

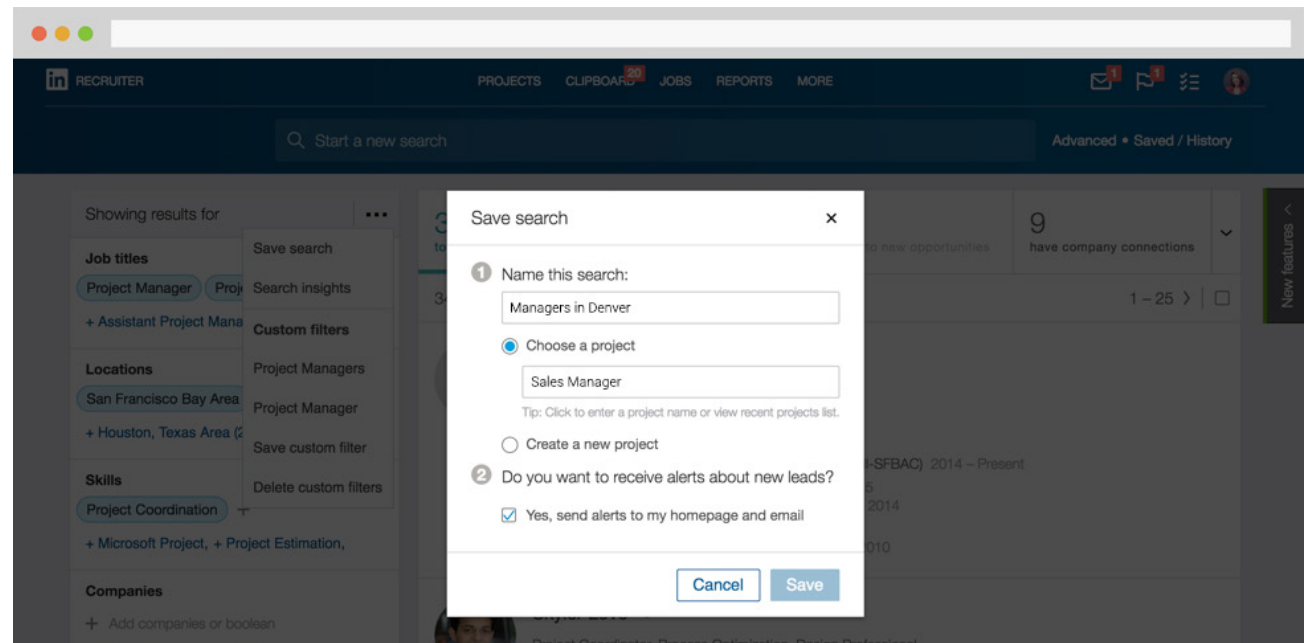
Simply enter the name of your ideal candidate(s) into the search bar of LinkedIn Recruiter and it will automatically build a search based on his or her LinkedIn profile data to identify similar talent. You can then edit the search based on fields like skills, experiences and more to create a search that’s just right.



2

Save searches to save time.

After you build a comprehensive search in Recruiter for a given requisition, save time by saving your search. You can then name your search and choose to receive daily alerts to your Recruiter homepage and email when new candidates qualify. You can have up to 50 search alerts running at a time, so Recruiter sources while you tackle the rest of your to-do list.



3

Uncover candidates most likely to become your next placement.

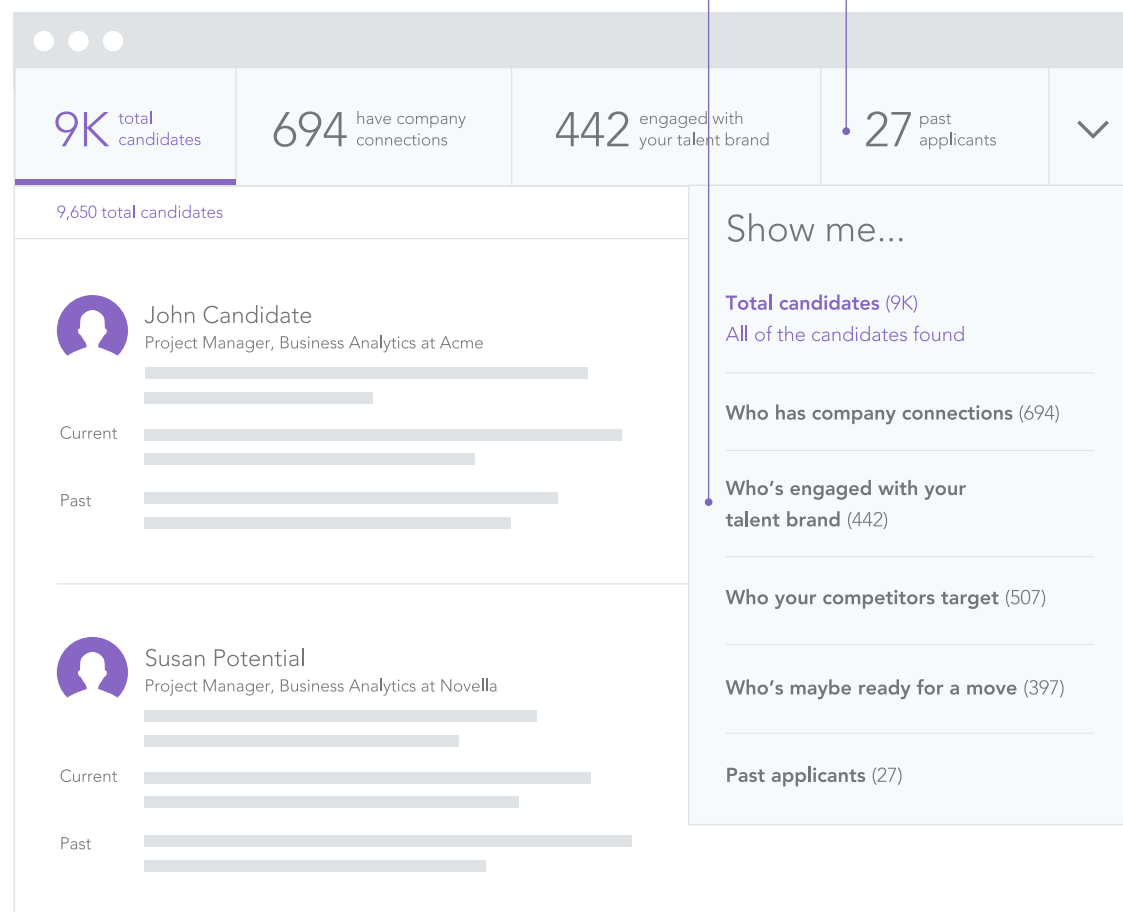
LinkedIn Recruiter shines Spotlights on candidates who are qualified for your search and more likely to respond to your InMails, apply, and accept your offer.

The Spotlights feature shows you candidates connected to your firm through your employees, brand, and even past applicants. Your Company Page followers, for instance, appear within the “Engaged with your talent brand” Spotlight, along with people who have liked, commented, or shared your Company Page updates or Job Posts.

Bonus: [Learn more about LinkedIn Recruiter.](#)

Spotlights vary based on different types of relationships and interactions on LinkedIn

Spotlights allow you to easily filter results for candidates who are likely to engage





STEP 5

Start conversations faster

Once you've found great candidates using LinkedIn Recruiter Professional Services (Recruiter), it's time to reach out and encourage them to apply. The best way to reach people on LinkedIn is through InMail messages, but because you have a lot of roles to fill and not a lot of time, you need tactics to help you send InMails quickly and effectively. Read on to discover our best tips.

3 tips to send better InMails, faster

1

Save your best InMails as templates for later use.

Once you've written an InMail message, you can "save as template" with the click of a button within LinkedIn Recruiter. Give your new template a name and even decide whether to share it with your team members with Recruiter seats.

One important note about InMail templates: Think of them as a starting point, not a quick solution to mass blast candidates. Taking the time to customize your templates with a thoughtful, personalized message will not only reflect well on you and your firm but also increase your chances of hearing back.

2

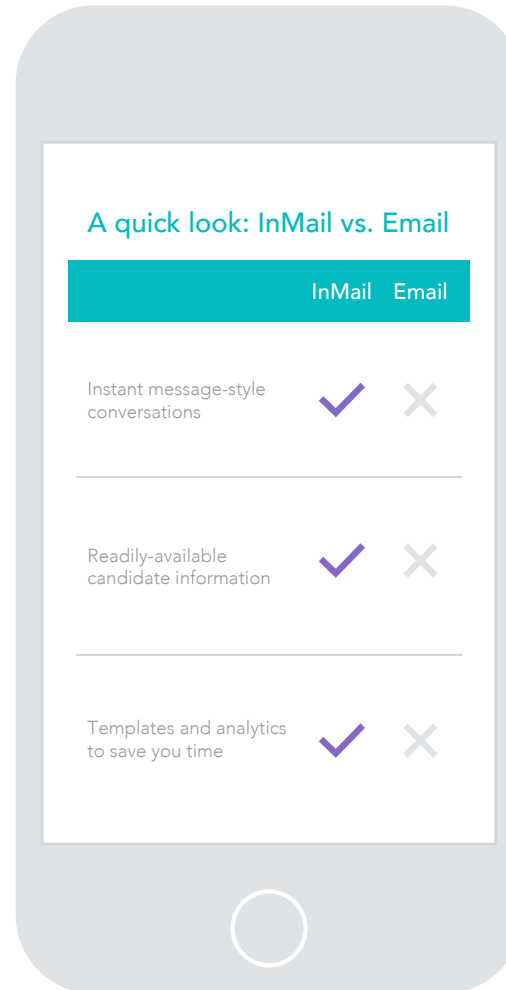
The data doesn't lie; shorter is better.

This is great news for busy recruiters—candidates want to skim (not scroll) through your InMail. The point of an InMail is to start a conversation, not give candidates all the information you have and expect them to apply right away. The best messages are conversational and shorter than 500 characters. Recruiter gives you a real-time character counter to help you keep your messages within the length sweet spot.

3

Spend time on personalization.

Just like you don't appreciate receiving cold calls, candidates don't appreciate receiving impersonal InMail messages. In every InMail, explain why you're reaching out and why you believe your opening is a good opportunity for the recipient. If you notice from their profile that you have a shared connection, group, interest or educational experience—mention it upfront. Spending a few seconds on personalization is actually the most efficient way to ensure your message has a big impact.



Your company page followers are **95%** more likely to respond to an InMail from one of your consultants than non-followers.

Talent who share a former employer with you are **27%** more likely to respond to your InMail.

Talent who share a LinkedIn group with you are **21%** more likely to respond to your InMail.



Summary

If you're helping your firm streamline its recruitment efforts, you're already taking a step in the right direction to becoming more efficient, which frees up time for you to be an even better partner to your clients. The simple fact that you made it to the end of this ebook means you care about taking your firm to the next level.

There are tools and tactics out there to help you manage your high-volume placing demands with confidence. Here's what we covered in this book:

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For more information about how LinkedIn can be your partner in fueling your recruiting goals, [send us a note](#) or give us a call at 1-855-655-5653.

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LinkedIn Talent Solutions offers a full range of recruiting solutions to help organizations of all sizes find, attract, and engage the best talent.

Founded in 2003, LinkedIn connects the world's professionals to make them more productive and successful. With over 433 million members worldwide, LinkedIn is the world's largest professional network



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