



LinkedIn Talent Solutions

The Tactical Guide to High-Volume Hiring

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

Introduction

Always-on hiring. Hyper-growth. 24/7 recruiting. Do these words energize you or leave you longing for a vacation somewhere far, far away?

Organizations in hiring mode are great news for job creation and our global economy, but fueling high-volume recruitment isn't for the faint of heart. When you have a pile of open roles that need to be filled yesterday, you need practical ways to find and hire people, fast. Talent is any organization's most important asset, and businesses succeed when they have the right talent.

In the following pages, you'll learn 5 steps to streamline your recruitment process and make it more effective. You'll also hear words of wisdom from talent acquisition leaders who have overcome their own high-volume hiring hurdles. By the end of this guide, you'll have a simple step-by-step strategy to high-volume hiring success.



03

Step 1: Align with hiring managers [GO](#)

06

Step 2: Put quality first [GO](#)

10

Step 3: Get your jobs in front of more people [GO](#)

14

Step 4: Source smarter [GO](#)

18

Step 5: Start conversations faster [GO](#)

21

Bonus: Talent leaders share their tips & tactics for hiring success [GO](#)



STEP 1

Align with hiring managers

In talent acquisition, misalignment is the root of all evil. Even the slightest disconnect between you and your hiring manager 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 job search, using the following tips to guide your conversations.

3 tips to ensure internal alignment on open requisitions

The moment a new job requisition comes across your desk, schedule a meeting with your hiring manager 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 employee's overall success in the role. In your meeting with your hiring manager, 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 hire 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 your 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 your hire 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.

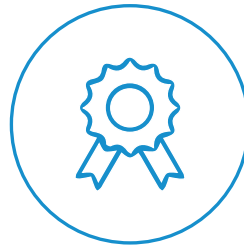
In this hypothetical meeting with our hiring manager, here's what we might develop for this sales position:

Bonus: A Clever 5-step Process for Managing Hiring Manager Expectations



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've got a mile-high pile of open requisitions to fill, you don't need more candidates, you need better ones. One way to attract great talent is to write your job descriptions in a way that appeals to the caliber of people you're looking to hire. "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 hiring managers.

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 employer 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 opening 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 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

Use distinct language to communicate your culture.

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

3

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 your lucky hire will get to do, not what they must have in order to qualify. For a tax director for a public company, try something like “use your CPA and extensive international tax background to shape our global tax strategy.”

Bonus: Reach top talent through your employees. Referred employees have a longer tenure and higher job performance than non-referred employees. Explore how LinkedIn Referrals helps you automatically uncover quality talent by engaging your employees.

How LinkedIn Job Posts encourage quality applicants

LinkedIn Job Posts give potential candidates a personalized window into why your company is unique and helps them decide whether your job opportunity is right for them.

Feel connected immediately

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

See hires from alma mater

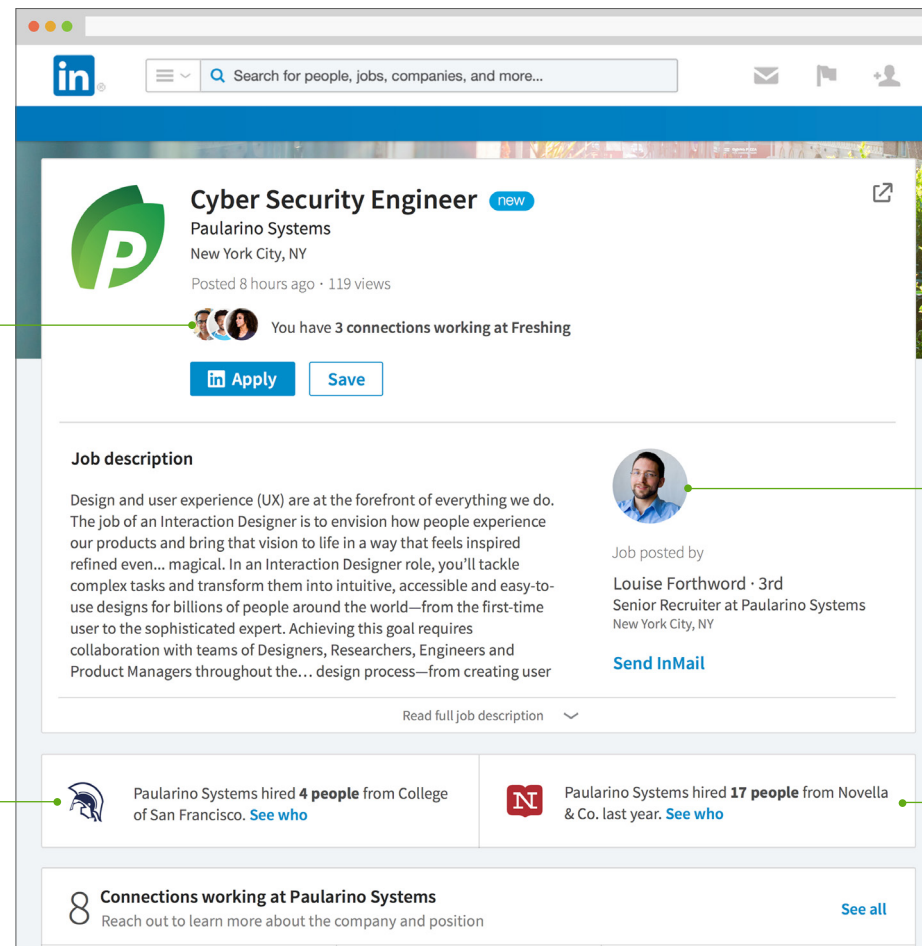
Candidates can see employees who share their educational background.

Learn more about the job poster

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

See hires from current company

Candidates can see employees who share their past work history.



Message their connections who are employees


Candidates can reach out to employees they know to get an inside perspective on what makes your company great.

Explore profiles of current employees

Candidates can virtually meet their potential teammates.


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

[Message](#)

Meet the team at Paularino Systems


[See all employees](#)




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



About Paularino Systems [Follow](#)

We're building the security for people's most important stuff.


Company

Freshing is an award winning mission driven creative digital agency that builds things that inspires people to do what they love, reach high, and be their best selves. We are passionate about helping organizations create digital products and marketing campaigns that connect with their audience in meaningful ways while business goals. Our development...

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#Dreamjob confessions

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Anti Malware Researcher
Paularino Systems
San Francisco Bay Area

Posted 20 days ago · 115 views



Cyber Security Analyst
Paularino Systems
San Francisco Bay Area

Posted 3 days ago · 65 views

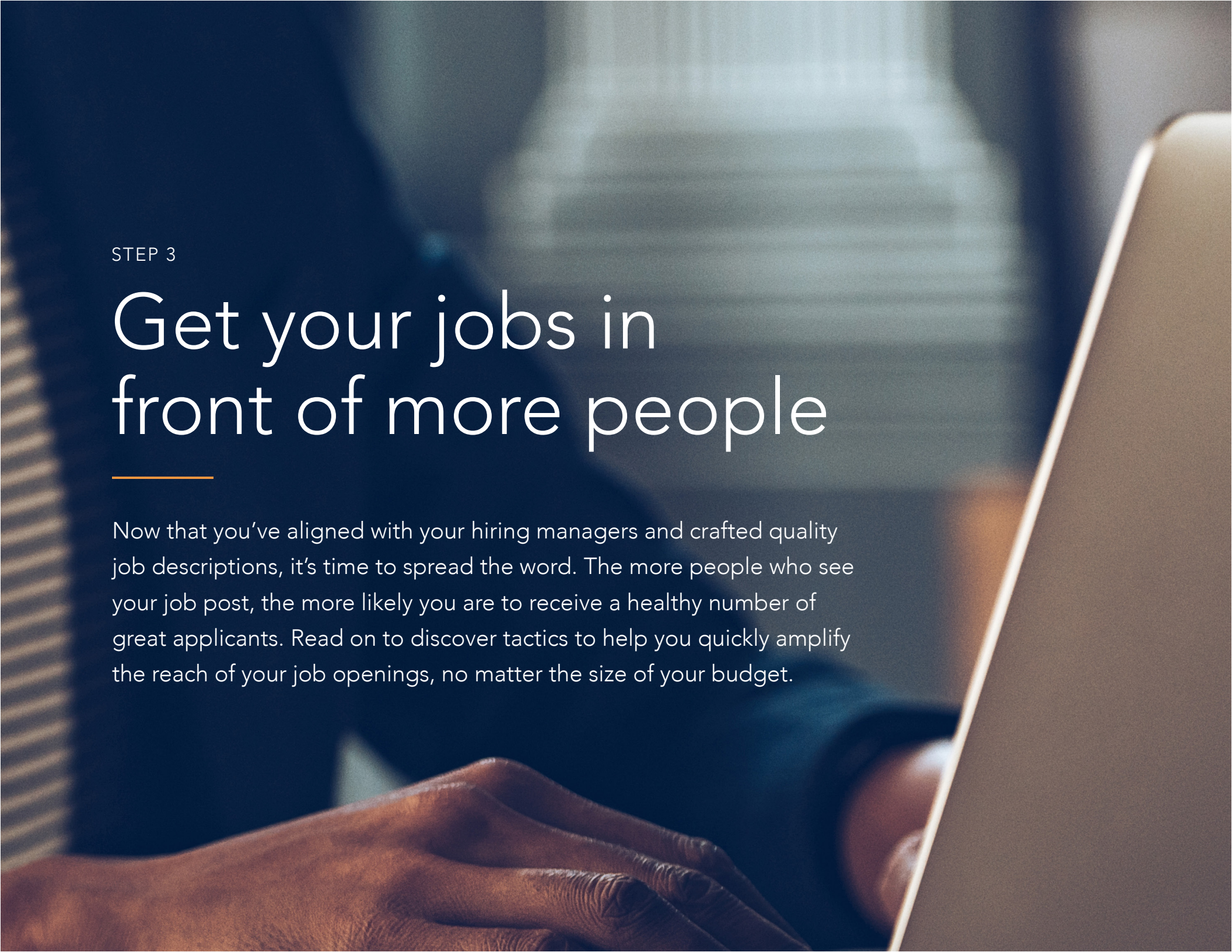


Cyber Security Manager
Paularino Systems
San Francisco Bay Area

Posted 10 days ago · 5 views

Experience your company culture

Your Career Page content automatically integrates in your Job Post to offer a window into your culture & values.



STEP 3

Get your jobs in front of more people

Now that you've aligned with your hiring managers and crafted quality job descriptions, it's time to spread the word. The more people who see your job post, the more likely you are to receive a healthy number of great applicants. 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 role 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 employees, 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 David Letterman-style "Top 10 List" of funny, quirky, or passionate traits the right candidate needs for the job. This is your opportunity to let your company personality shine through.

3

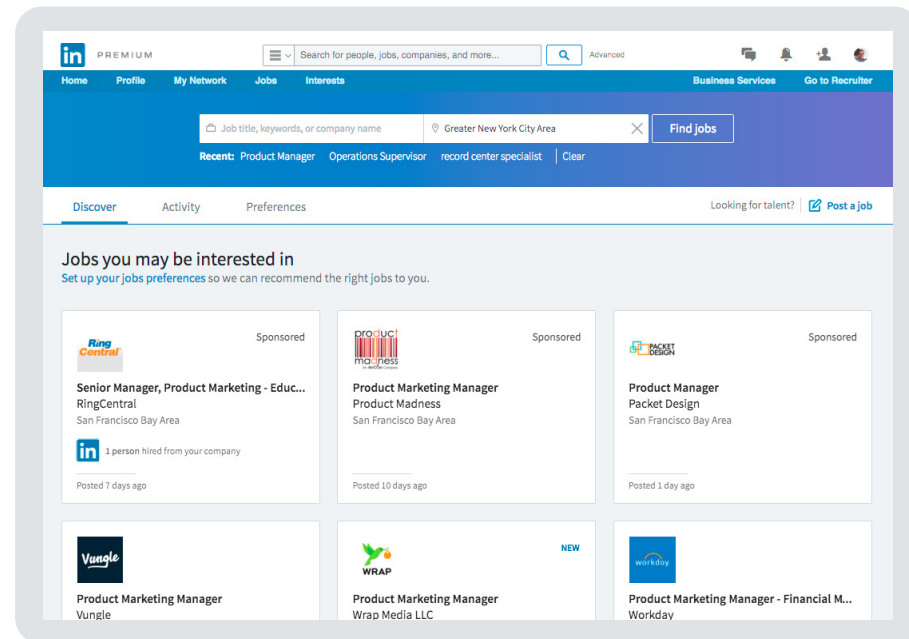
Give praise (a lot).

Keep a close eye on who likes, comments, or shares your job openings and say thank you. Brainstorm ways to publically recognize employees within your company who take the time to share your open roles. 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

Your Job Post on LinkedIn is automatically promoted to talent with the right skills and experiences to fit the role. To supercharge an immediate hiring need, you can sponsor your job to increase its visibility. Sponsored Jobs 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.



Make it easy for your employees to share jobs with LinkedIn Elevate

Your employees are already connected to a diverse, qualified pool of candidates. On average, a company's employees have 10 times as many connections as a company has followers. With LinkedIn Elevate, you can ask employees to share job openings (and other content) across LinkedIn, Twitter and Facebook in just a few clicks.

LinkedIn Elevate gives you analytics to better understand who your most social employees are and which job openings get the most engagement on social media.

Bonus: [Learn more about LinkedIn Elevate](#)



STEP 4

Source smarter

While you're reviewing and screening job applicants, it's wise to also do some sourcing to increase your chances of finding great candidates. If you don't think you have time to source, think again. Here are a few simple tactics with LinkedIn Recruiter that make the entire process faster, easier, and even fun.

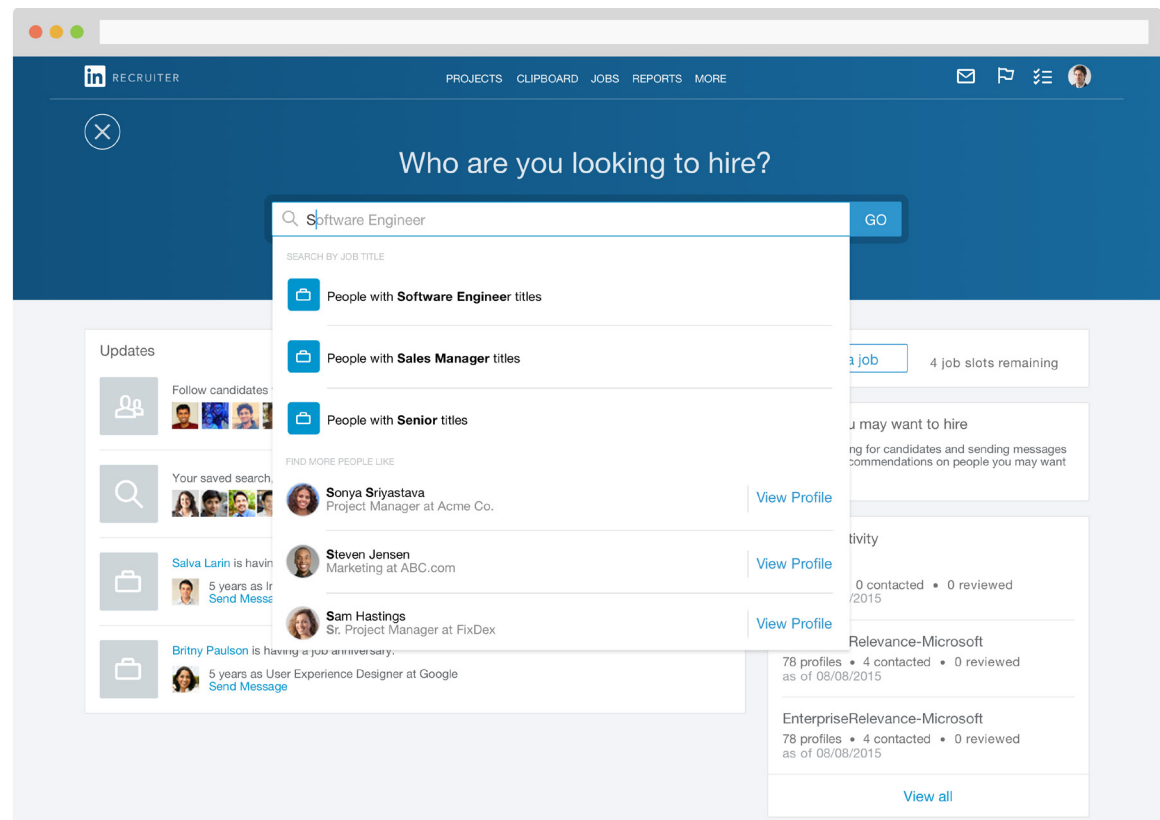
3 tips to quickly source great candidates with LinkedIn Recruiter

1

Use your best employees to start your search.

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

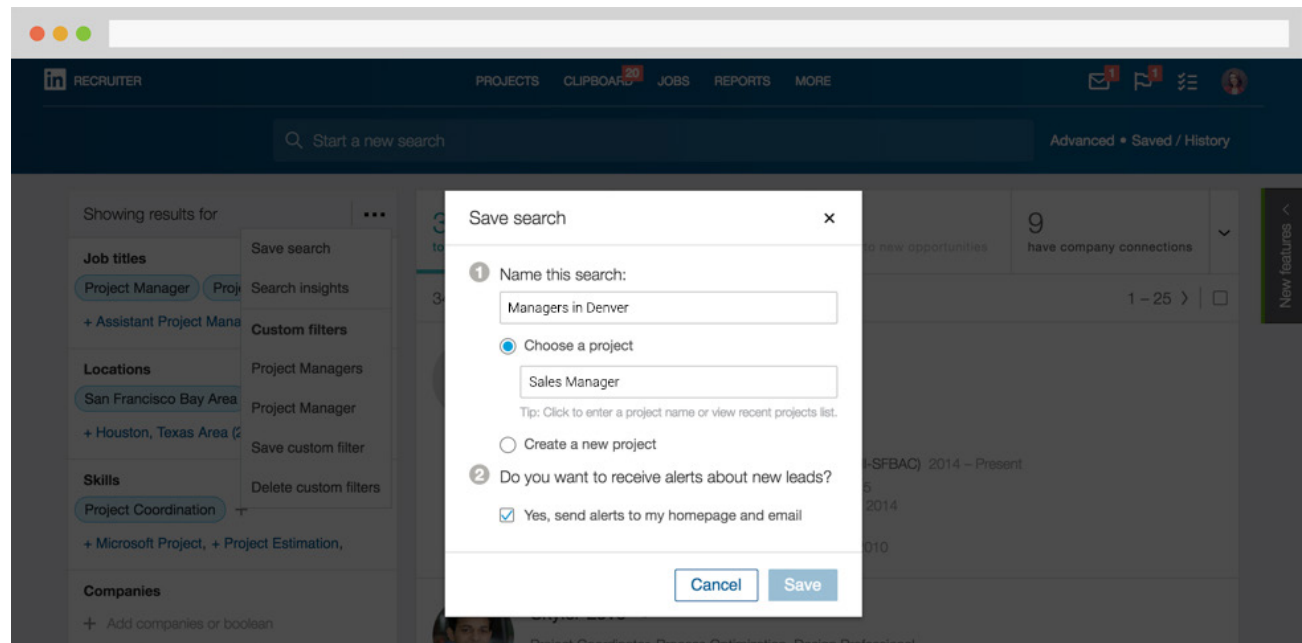
Simply enter the name of your ideal candidate(s) into the search bar of LinkedIn Recruiter and it will automatically build a search based on his or her LinkedIn profile data to identify similar talent. You can then edit the search based on fields like skills, experiences and more to create a search that’s 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 talent qualifies. You can have up to 50 search alerts running at a time, so Recruiter sources while you stay busy elsewhere.



3

Uncover candidates most likely to become your next hire.

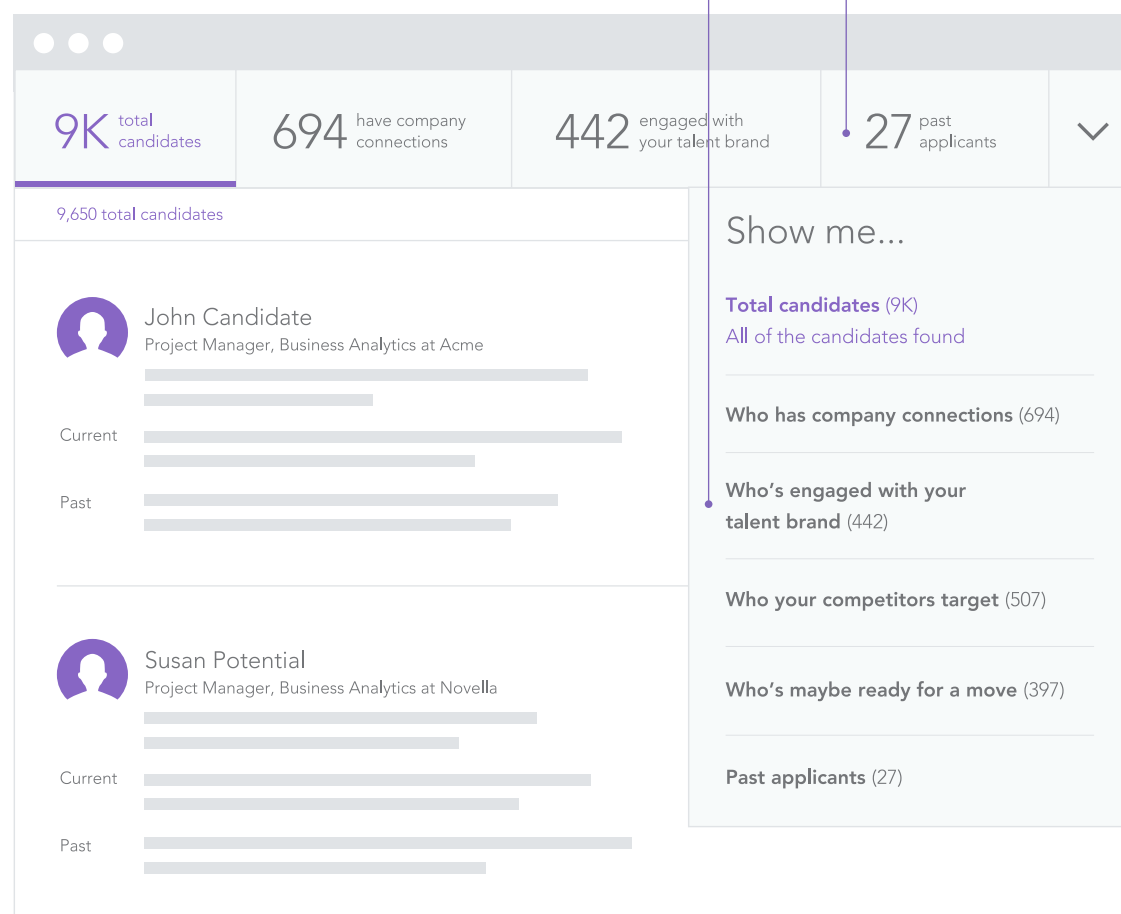
LinkedIn Recruiter shines Spotlights on talent who are qualified for your search and more likely to respond to your InMails, apply, and accept your offer.

The Spotlights feature shows you talent connected to your organization through your employees, talent 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, 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 organization but also increase your chances of hearing back.

2

The data doesn't lie; shorter is better.

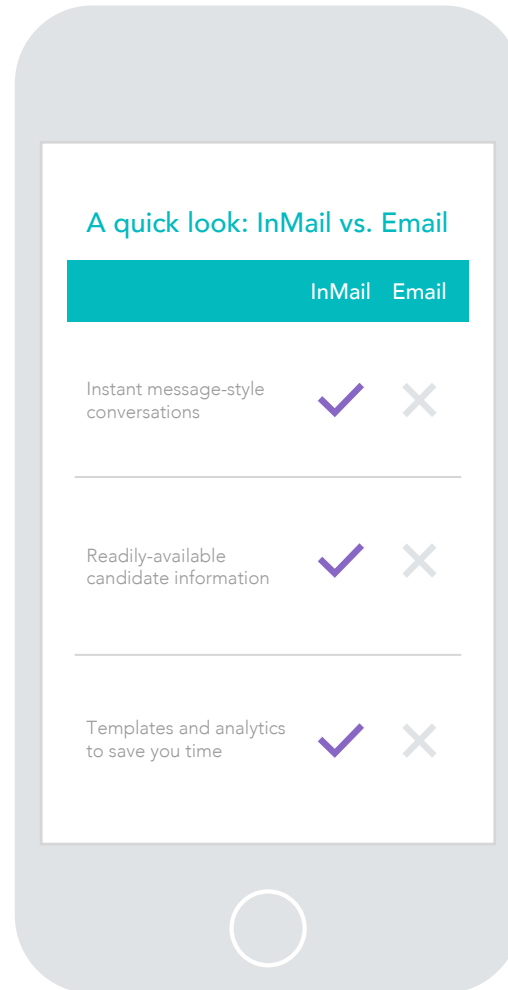
This is great news for busy recruiters—InMail messages should be easy for your recipient to skim. The point of an InMail is to start a conversation, not give candidates all the information you have and expect them to apply right away. The best messages are conversational and shorter than 500 characters. With a Recruiter seat, you'll get 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.

Take some time with each InMail to explain why you're reaching out and why you believe your opening is a good opportunity for the recipient. A little sincere flattery goes a long way. If you notice from their profile that you share a shared connection, group, interest or educational experience—mention it upfront. Spending time on personalization is actually the most efficient way to ensure your message has a big impact.



Your Company Page followers are **81%** more likely to respond to your InMail 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.



BONUS

Talent leaders share their hiring tips & tactics for success

Discover how your peers are staying
ahead of their hiring demands

**Michael Hakeem**

Associate Director of Talent Attraction & Technology
Novo Nordisk

Remember that no role is too hard to fill when you resource around it.

When you have hard-to-fill roles, it really does take a village to make a hire.

We consider 8% of our positions to be extremely hard to fill (think Promotional Review within Regulatory Affairs).

On top of this, limited headcount often means hiring managers end up combining multiple requirements into one open requisition.

We've worked through this challenge by finding opportunities to inspire and empower our hiring managers to become recruiters in their own right.

For example, we host 1.5-hour-long lunch & learns to help hiring managers of hard-to-fill roles strengthen their LinkedIn profiles, join relevant LinkedIn groups to share their expertise, and follow certain corporate social pages. We even teach them how to quickly post jobs from our internal platform to LinkedIn, since we know hiring managers get better traction than recruiters when posting jobs.

This lunch & learn program, along with several other initiatives, has yielded 732 pipelined candidates and 11 hires in the last 18 months. By teaching and encouraging hiring managers to take a more active role in hiring, they're reaching and engaging candidates we never could have on our own.

[Learn more](#)

**Matt Kennedy**

Director of Talent Acquisition
Starbucks

Use data to discover what's really working.

We used to allocate spend equally across all our retail Job Posts on LinkedIn, until we took a closer look at the data.

It didn't take long to discover that within our retail openings, the engagement rates with our most senior leader positions were fantastic. This told us two important things: First, that LinkedIn was in fact the right channel to reach this level of senior talent. Second, that we might be able to drive even more engagement and qualified applicants if we sponsored these particular openings.

It worked. By simply shifting resources to sponsor the positions that were organically performing well, we drove dramatically more qualified applicants to these positions and reduced our overall cost-per-application. The data helped us prioritize our finite resources where we could drive the biggest impact.

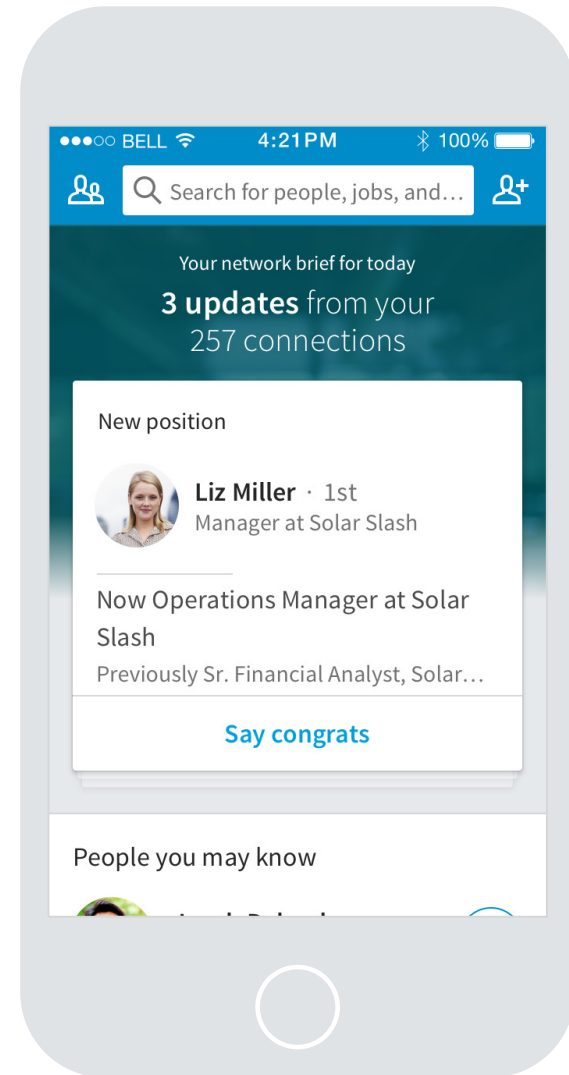
**Brian Murray**

Director of Talent and Culture
Likeable Media

Tap into the power of your network.

I'm a recruitment one-man show within a CRM, so I rely on the [LinkedIn mobile app](#) to find great talent.

Sometimes, we'll be in a situation where we have three good prospects and only one gets the job. It would be a shame to lose touch with those other qualified applicants, so I connect with them on LinkedIn and use the app to regularly reach out and engage at the right time. I get relevant updates on candidates like job changes and work anniversaries, so I know when and why to reach out.



**Jason Jeffreys**

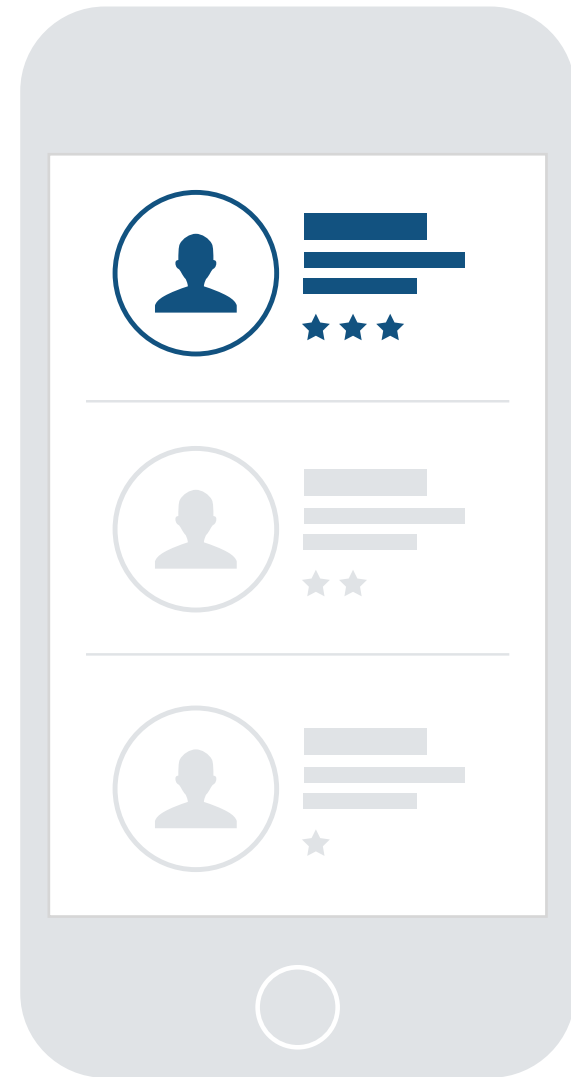
Director, Program Management and Operations
LinkedIn

Use the phone screen to give star talent a shortcut.

My advice: Lean on the data to find patterns that can save you time and help you work more efficiently.

In late 2014, we faced the hurdle of hiring 100 customer success representatives in 60 days. We initially set up 3 rounds of interviews: The first was a phone screen with a recruiter who rated candidates on a scale of 1-3 scale (3 is best).

We noticed that 90% of candidates who earned a “3” in their phone screen made it to the final interview round. To save time, we began sending candidates who aced their phone screen straight to the final round.





Summary

If you're helping your organization grow and hire new talent, give yourself a much-deserved pat on the back. It's hard work, and the simple fact that you made it to the end of this ebook means you care.

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

Step 1: Align with hiring managers [GO](#)

Step 2: Put quality first [GO](#)

Step 3: Get your jobs in front of more people [GO](#)

Step 4: Source smarter [GO](#)

Step 5: Start conversations faster [GO](#)

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



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About LinkedIn Talent Solutions

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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