

Hiring in a Competitive Market without a Recruiter

Challenge

- Difficult technical role to be filled
- Engineer must conduct entire search

Solution

- Fast, intuitive process for posting and screening
- Job post visible to all 200+ million LinkedIn members

Results

- Quickly received 30+ on-target applications
- Out of state hire recruited and relocated successfully

Like many growing technology companies headquartered in Silicon Valley, Atieva is competing for coveted engineering talent who often have their choice of employment. "It's a hyperactive market for developers," explains Albert Liu, battery technology group manager for Atieva. "There's a lot more demand for engineers than supply right now."

"In the past we've used online career websites and university job boards, but their reach isn't very broad," says Liu. "LinkedIn casts a wider net – everyone's on it." Using LinkedIn, Liu created job post for the position. "Posting a job is fast and straightforward, and I can also sort and filter the applications according to my requirements."

Unlike generic job boards, LinkedIn provided a steady stream of well-qualified candidates with the rare technical expertise required for electric vehicle technology development.

Instead of sifting through applications, Liu used LinkedIn's intuitive screening filters to narrow the search down to 30 well-qualified applicants. Liu hired Anupam Das, the ideal candidate for Liu's integrated technical team.

From Das' perspective, finding Liu's Job Post on LinkedIn was simple and straightforward. LinkedIn facilitated his entire recruiting process. "I used only LinkedIn during my job search – I knew I wanted to relocate to the Bay Area, so I was able to limit the posts I viewed to that region," says Das. "And once I was being interviewed, I used LinkedIn to research the company and the people I'd be meeting with."

LinkedIn provides a source of highly qualified talent. This, says Liu, will likely make Job Posts a key element of future searches for talent.



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-Albert Liu, Battery Technology Group Manager, Atieva