

LinkedIn Jobs Case Study

Finding Top Local Candidates in New Markets

COMPANY PROFILE

Nuvotronics develops game-changing technologies for the aerospace and defense industries, and operates from four facilities across the country. When opening an office in a new location, company founder and president David Sherrer used LinkedIn Job Posts to zero in on local applicants with the best skills.



“I don’t think there’s another tool for the money that will bring you as many quality candidates as LinkedIn Job Posts does”

David Sherrer, President and Founder, Nuvotronics

CHALLENGES

- Hiring in a new location, where the company did not have an established presence
- Staffing positions in new facility prior to opening

SOLUTION

- Ability to research applicants and access information about skills and recommendations
- Job Post is visible to and searchable by region-specific candidates

RESULTS

- Received 50 applications for three positions in new location
- Rapid responses helped fill positions as facility came on line

WHAT CAN YOU DO?

- Use LinkedIn to explore the local talent pool when hiring in new markets or regions, by conducting a search or posting a job
- Get the full story on candidates by viewing their LinkedIn profiles, including their recommendations and connections

REACHING A BROAD AUDIENCE OF TALENTED LOCAL CANDIDATES

David Sherrer, president and founder of Nuvotronics, typically handles hiring talent for his 70-person company. “There’s nothing more important to the company than recruiting the right candidates onto the team,” explains Sherrer. For management level strategic hires, he searches for LinkedIn members with the right mix of talent, education and experience, and he also asks trusted LinkedIn connections to recommend people.

However, when the company opened a new facility in Durham, N.C., Sherrer realized that he didn’t know much about local companies or where to find great talent – nor did he have a network in the area that he could call on for referrals. He needed to reach out directly to local job-seekers, since the jobs were more likely to appeal to people who didn’t need to relocate.

That’s when he turned to LinkedIn Job Posts to search for assembly and clean-room operators and technicians.

Sherrer quickly received 50 applications for the open positions in Durham. “Not only do LinkedIn Job Posts deliver quality applicants, you can find out more about them directly on LinkedIn through their profiles and their recommendations,” Sherrer says.

The breadth and local strength of the LinkedIn network allows smaller companies like Nuvotronics to find talent quickly and cost-effectively. “As a smaller business, we don’t have a national reputation that would make typical job seekers find us yet,” says Sherrer. “LinkedIn Job Posts level the playing field.” Sherrer was easily able to find good candidates for open positions from the applications he received on LinkedIn, and had the new employees ready to start just as the Nuvotronics facility in Durham opened its doors.

“As a smaller business, we don’t have a national reputation that would make typical job seekers find us yet. LinkedIn Job Posts level the playing field.”

– David Sherrer

With LinkedIn, Sherrer can take on hiring tasks without huge outlays of time and money. Says Sherrer, “I don’t think there’s another tool for the money that will bring you as many quality candidates as LinkedIn Job Posts does – it’s the best return for the dollar I’ve found.”

LinkedIn Jobs
lnkd.in/aboutjobs