

John Holland Group Case Study

Discovering new talent in
a competitive market



“We are finding LinkedIn to be resourceful and cost effective in finding those high level, high calibre candidates that have traditionally been difficult for our industry to source.”

Tracey Henderson
Group Manager Recruitment and Resource Planning

John Holland is one of Australia’s leading and most diversified contracting, engineering and services providers. Attracting high level candidates is key to building talent pipelines for John Holland and, according to Group Manager Recruitment & Resource Planning Tracey Henderson, most recruitment avenues remain extremely competitive and “high performance, high calibre candidates are at times difficult to track down.”

Directly engaging passive candidates in this competitive market has its challenges, so John Holland has built its own internal recruitment teams to focus on target searches in the passive market space. LinkedIn was recognised as a cost-effective avenue to build relationships with a huge range of potential candidates as well as to increase overall brand awareness for the company.

Objectives:

- Expand candidate pool in contracting global market
- Engage passive talent using a cost-effective approach
- Increase brand awareness

Solution:

- Create a Gold LinkedIn Career Page
- Target potential candidates with LinkedIn Ads
- Utilise LinkedIn Recruiter to directly contact highly relevant candidates

Why Use LinkedIn?

- Professional and high-calibre market
- Access to untapped passive candidates
- Highly efficient and cost-effective method of contact
- Measurable ROI

Results:

- Monthly Career Page views rose from 20 to 1,090
- 470% year-on-year growth for Career Page followers to reach 8,300 followers in April 2012
- John Holland’s employees are highly engaged on LinkedIn. They have over 1 million 2nd degree connections.

Career Page is Gold

John Holland recruiters were encouraged to join LinkedIn, and Henderson says that they were impressed by the high calibre of candidates that were easily accessible within a very professional LinkedIn environment. In 2010, John Holland established a Career Page, which has since been upgraded to a Gold Career Page, and LinkedIn Recruiter has also been incorporated into their recruitment drive. To increase brand awareness and build followers on their Career Page, they posted up LinkedIn ads and were amazed by the growth.

"We are able to use LinkedIn to broaden our networks for identifying suitable talent, whilst at the same time developing positive and professional relationships with prospective employees," Henderson says.

Finding Hidden Talent

In a contracting market where high performing candidates are not necessarily actively seeking new opportunities, John Holland decided to leverage LinkedIn Recruiter as a means to increase its targeted search capabilities. LinkedIn Recruiter has enabled the company to engage in direct communication with professionals who are not necessarily wanting to publicly source new opportunities. Henderson says, "Our recruiters are encouraged to grow their networks in a professional and ethical manner, and we're seeing a positive impact on our attraction efforts as a result."

A Million Ways to Connect

In April 2011, John Holland had 1,700 followers and had only just established their Career Page. By April 2012, they had over 8,300 followers and over 1,000 potential candidates visiting their Career Page monthly. Their growing follower base also extends their 2nd degree network to over 1 million people. Henderson found that building a business case for their presence on LinkedIn was simple and says, "LinkedIn is one of the most cost effective methods we have for sourcing great candidates. The metrics it provides on ROI are really compelling."

LinkedIn Recruiting Solutions
<http://talent.linkedin.com>

