



The race for top talent

IE Agency embraces game-changing tactics to revamp its recruitment.

With business and consumer appetite for digital technologies constantly growing, digital agencies are faced with strong competition for senior talent. To compete for the best people, cutting-edge companies need to think outside of the box - and IE Agency is doing just that.

IE Agency has more than doubled its workforce since 2010. This growth - coupled with evolving technologies that demand new skills - made it hard to keep up with the need for new talent. "The demand for digital specialists is so high, it's a challenge to attract the right people before everyone else," says Caroline Whitehorn-Parisy, human resources manager.

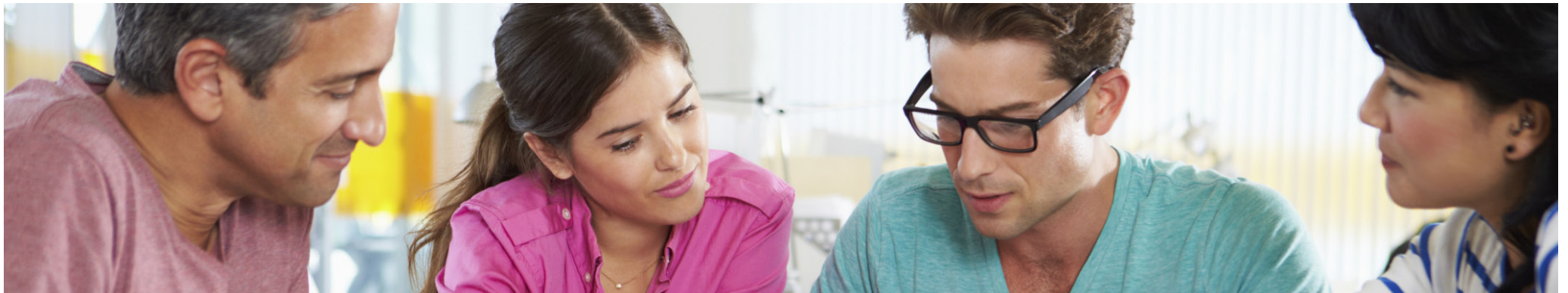
IE Agency

Size: 50-100 employees

Industry: Digital

Description: Enables retail businesses such as Nike, Sportsgirl and The Movember Foundation to deliver creative, innovative and engaging customer experiences.

Whitehorn-Parisy was spending up to 80 per cent of her time on recruitment administration - using multiple spreadsheets to manually record and track candidates. "We couldn't attract and select candidates fast enough and missed out on good candidates because they weren't on my personal network," she says.




"LinkedIn Talent Solutions is no longer just a recruitment solution for us - it's a business tool ... I would say ditch everything else and just focus on working with LinkedIn."


 **Caroline Whitehorn-Parisy,**
human resources manager, IE Agency



RECRUITMENT COSTS CUT BY ALMOST ONE-THIRD

Highlights

 IE Agency has transformed its manual recruitment process to a targeted, agile and cost-effective approach centred on LinkedIn Recruiter and Job Slots.

 In the past, the company struggled to streamline their recruitment processes, attract quality candidates and fill specialist positions quickly enough.

 IE Agency has now significantly cut time and costs associated with recruitment administration, boosted the quality of candidates engaged, built a stronger talent pipeline and developed an employer brand people want to work for.

Lessons learned

- 1 "Organisations can no longer rely purely on recruitment teams. They need to have a strong brand and an ongoing talent engagement program that makes everyone responsible for attracting the right candidates."
- 2 "It is crucial to develop talent pipelines for future hiring needs and to help with succession planning."
- 3 "In the digital industry in particular, the majority of hires are now engaged through LinkedIn advertising. I would say ditch everything else and just focus on working with LinkedIn."



Results



Cut recruitment costs by almost one-third.



Reduced time spent on recruitment administration from 80 per cent to 10-20 per cent.



Doubled the interview to candidate conversion rate.



Sources 90 per cent of hires directly through LinkedIn Talent Solutions - up from 60-65 per cent in 2012.

Access to global candidates

To remain competitive, IE Agency needed to completely overhaul its recruitment strategy and introduce a targeted approach to attracting quality candidates. LinkedIn Talent Solutions formed a crucial part of that strategy by providing access to specialist competencies from a global marketplace of active and passive candidates.

Whitehorn-Parisy particularly likes LinkedIn Talent Solution's candidate tagging function, which lets her identify specialist skills or attributes within candidate profiles and track for current and future roles.

"For years we've been looking for a Sencha Touch developer, but only knew of four who were local. This year I found two more developers, because LinkedIn Talent Solutions alerted me as soon as they added Sencha Touch to their profiles."

Filling specialist positions fast

The targeted approach and global talent pool has allowed IE Agency to quickly attract passionate, motivated and high-quality candidates.

IE Agency can now engage with four times as many candidates at any one time. "We also spend twice as much time building relationships with candidates, which means we can better qualify talent and build up a solid pipeline," she says.

To date, IE Agency has hired around 50 employees directly through LinkedIn Recruiter.

"LinkedIn Talent Solutions is the way to do recruitment these days," says Whitehorn-Parisy.

Building an attractive employer brand

IE Agency is also using LinkedIn's Media Solutions to build its brand, share content and position itself as a highly attractive place to work.

IE Agency's employees are posting content and interacting in LinkedIn groups and conversations, while senior leaders are using the platform for client-attraction and B2B sales. "LinkedIn Talent Solutions is no longer just a recruitment solution for us - it's a business tool," she says.

With plans to maintain strong growth and open a second office, IE Agency knows LinkedIn Talent Solutions will support its journey. "We like that LinkedIn is a continuously-evolving and growing business like us, rather than an off-the-shelf software solution. We're confident it will continue to be responsive to our changing needs."

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