

Social recruiting unearths gold nuggets in a globalised talent pool

Stellar Recruitment turns to digital platforms to connect with candidates worldwide

Stellar Recruitment partners with large mining, construction, oil and gas companies that have global operations. In an industry where candidates are paid to move countries and continents for the right job opportunities, to develop their skills, or work on industry leading projects, Stellar need an ever-growing global database of active and passive candidates from which it can source the best talent, quickly.

As an expanding company, Stellar Recruitment also wanted to attract high-quality staff and was keen to build a strong profile in key markets such as Australia, Canada, New Zealand, Hong Kong and the US.

“We want to find the best candidates for our clients, and to attract the best talent, you need a recruitment platform that

Stellar Recruitment

Size: 85 employees

Industry: Recruitment

Description: Specialises in recruiting permanent and contract personnel for the global mining, oil and gas, and construction industries.

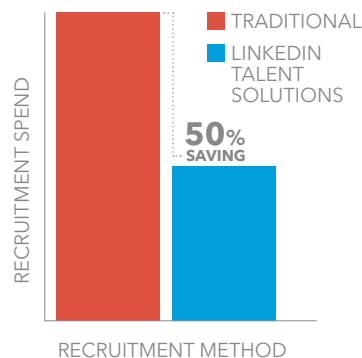
is truly global,” says Scott MacDonald, chief operating officer. “That’s why we chose LinkedIn Talent Solutions; it has great utilisation among the professionals we want to engage with in the markets our clients operate in.”



“LinkedIn Talent Solutions is far more powerful than just a sourcing tool. It’s also a platform you can use to create a compelling brand and value proposition for your business.”



Scott MacDonald, chief operating officer, Stellar Recruitment.



3,000
NEW CANDIDATES
ADDED TO THE
TALENT POOL

Highlights



Stellar Recruitment turned to LinkedIn Talent Solutions to tap into a global network of candidates and employees, and build a strong business profile.



To source high-quality candidates for global mining, construction, oil and gas companies, Stellar has to keep track of a highly mobile workforce and ensure it can contact candidates quickly and easily.



LinkedIn Talent Solutions enabled Stellar to add 3,000 new candidates to its talent pool, cut recruitment costs by 50 per cent and create a compelling corporate brand.

Lessons learned

- 1 "Have a clear LinkedIn strategy from day one. Work out what you want to achieve from the platform and how it dovetails with your overall business plan."
- 2 "Be prepared to commit time and resources to drive, manage and refine the platform from the top down. You have to sell the value to others in your organisation."
- 3 "Work closely with your LinkedIn Relationship Manager. Be really open with them about what you need so they can help you achieve your goals."



Results



Made 60 senior placements in eight months.



Added 3,000 new candidates to its talent pool.



Identified and qualified candidates in 24 to 48 hours, instead of several weeks.



Cut recruitment costs by 50 per cent.

Access to a global pool of candidates

Using LinkedIn Recruiter, Stellar Recruitment can tap into active and passive candidates around the world. This is especially critical given the number of people working in our target industries who frequently relocate cities, states and countries for job opportunities, making it difficult to keep track of them using traditional means.

"We've made 60 senior placements in the past 12 months that we can directly attribute to LinkedIn Talent Solutions," says MacDonald. "We've also added 3,000 hand-picked, highly skilled candidates to our talent pool. We might only have 110,000 people in our database, but they are best 110,000 people in their field in the world."

Speed to market has been increased through talent mapping and the ability to identify and contact candidates almost 'instantly' - within 48 hours rather than several weeks. The agency has also reduced recruitment costs by around 50 per cent by eliminating the use of certain job boards and other advertising mediums.

Building a strong talent brand

Stellar Recruitment is seeing similar benefits in its own business. "This tool enables us to identify talent through market mapping by geography and market sector," says MacDonald. "We've brought in 10 new internal hires, including two key senior people who we identified as market leaders, using LinkedIn Recruiter."

Stellar Recruitment now has the top Talent Brand Index score in the Australian mining, construction, oil and gas industries, with 42 per cent of professionals who are aware of the agency on LinkedIn taking the next steps to engage. The agency also has the industry's second highest InMail response rate.

"The platform has helped us create a distinctive brand and value proposition," says MacDonald. "We doubled our follower numbers after one week of using LinkedIn and are getting more apply clicks to jobs posted on LinkedIn than on other channels."

The human touch

MacDonald says his light-bulb moment came on his last trip to the US. "Our business there has gone through massive growth, with huge increases in placements and engagement with candidates. I don't think it would have been possible without LinkedIn Talent Solutions. It's such a well utilised, well accepted tool, and really invaluable."

However, MacDonald is adamant that while digital media is brilliant, the real craft of recruitment is human interaction. "It's about talking to people and understanding their motivations, goals and dreams," he says. "What's special about LinkedIn Talent Solutions is that it allows that conversation to take place in a digital sphere."



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