



Beyond Job Posts

6 tools to conquer your hiring goals

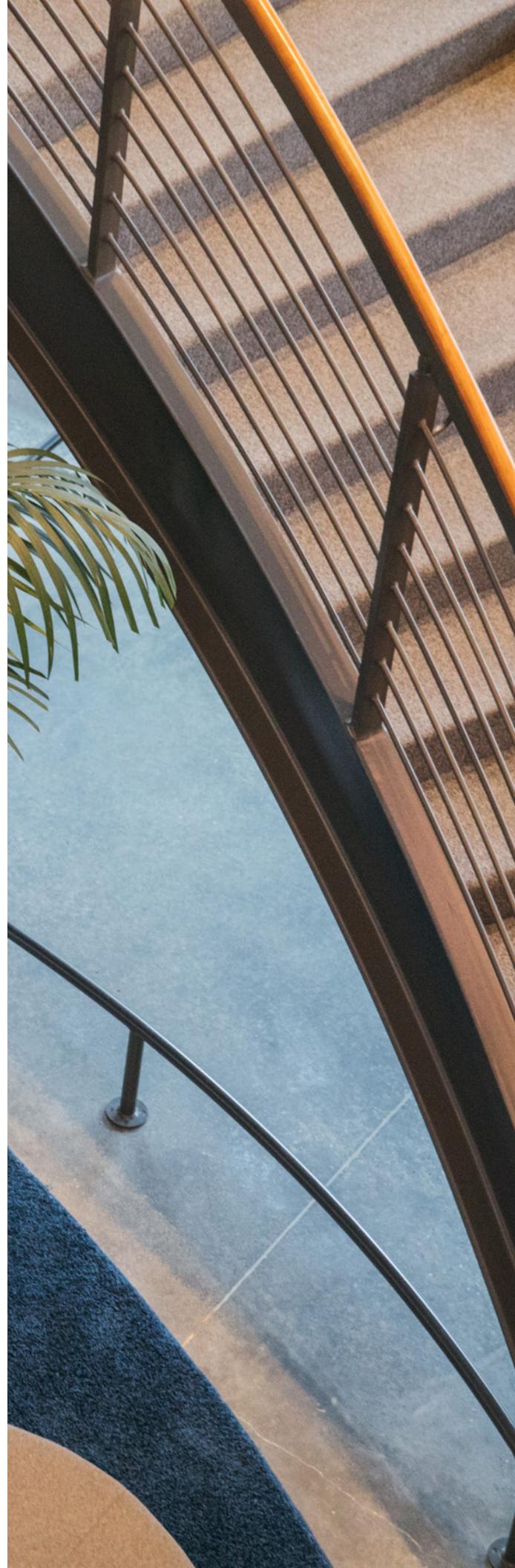


Introduction

We know you're constantly striving to take your hiring process to the next level and you've probably set goals to help your team get there.

Making a decision about what tools will best fit your growing business needs can be overwhelming. Whether you need to increase response rates or source higher-quality candidates, we have the tools to help.

Use this guide to learn about the tools available to help you achieve your company's hiring goals.



-  Save money on multiple job posts
-  Streamline your process
-  Find a very specific skill set
-  Identify a qualified pool of candidates
-  Improve response rates
-  Show your company culture



Save money on multiple job posts



YOUR GOAL:

You plan to hire multiple people this year and would like a cost-effective solution for posting open jobs.



HOW WE CAN HELP:

Job Slots



WHAT IS IT?

Job Slots are essentially designated parking spots for your jobs. You can rotate an unlimited number of open job posts in and out of your Job Slots during a 12-month period. Plus, feel free to edit your job posts endlessly.

With Job Slots, you not only get the opportunity to seamlessly post multiple jobs within a year at a set, up-front price, but you'll also enjoy added benefits like:

- ✓ **Targeted advertising:** LinkedIn automatically promotes your job posts to individuals with the right skills and expertise, so you receive relevant applicants fast
- ✓ **Complete access:** See all applicants' full profiles and filter for highly targeted applicants by location, experience level, role, and more
- ✓ **Flexibility:** Swap open job posts throughout the year and make unlimited edits to your posts
- ✓ **Tracking:** Discover who has viewed and applied to your post
- ✓ **Cost savings:** Customers who need to hire for multiple roles throughout the year tend to save money by subscribing to a Job Slot instead of purchasing multiple job posts

The screenshot shows a LinkedIn feed with four job posts from 'Flexis - San Francisco Bay Area, CA' posted 2 days ago, each with 351 views. The posts are:

- Account Manager**
- Software Engineer**
- Senior Product Manager**
- Job description** (partially visible)

Each post includes a green 'FLEXIS' logo, a 'Save' button, and an 'Easy Apply' button. To the right of the posts is a sidebar titled 'How you match' with a list of checked-off criteria and sections for 'Skills', 'Function', 'Industry', and 'Located in'.

How you match	
Criteria provided by job poster	
Skills	<input checked="" type="checkbox"/> Product Management <input checked="" type="checkbox"/> Management <input checked="" type="checkbox"/> Small Business <input checked="" type="checkbox"/> Product Marketing <input checked="" type="checkbox"/> Design <input checked="" type="checkbox"/> Software as a Service (SaaS) <input checked="" type="checkbox"/> Engineering <input checked="" type="checkbox"/> User Interface Design <input checked="" type="checkbox"/> QuickBooks <input checked="" type="checkbox"/> Cross-functional Team Leadership
Function	<input checked="" type="checkbox"/> Product Management
Industry	<input checked="" type="checkbox"/> Computer Software <input checked="" type="checkbox"/> Information Technology <input checked="" type="checkbox"/> Banking
Located in	<input checked="" type="checkbox"/> San Francisco Bay Area

Streamline your process



YOUR GOAL:

Streamline processes by using a one-stop shop to discover, connect with, and manage quality active and passive candidates.



HOW WE CAN HELP:

Recruiter



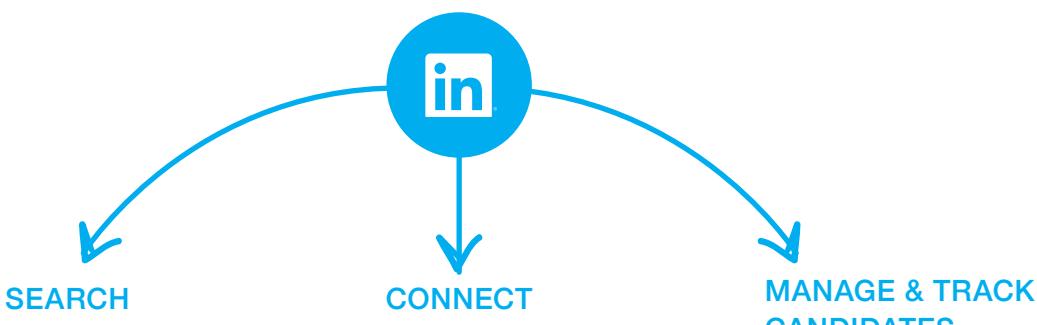
WHAT IS IT?

Recruiter is LinkedIn's all-encompassing platform for talent professionals. It's the ultimate resource for finding, connecting with, and managing the best talent during your team's hiring process. It leverages the intelligence on the platform to surface suggestions for quality candidate and member intent signals so you can prioritize candidates who are most open to hearing from you.

Your **Job Posts**, **InMail conversations**, **saved search criteria**, **communication with past candidates**, and **recruiting data** will be saved under your company's Recruiter account. You'll never lose candidate progress, communication, or source details again – even after a recruiter leaves your company. Plus, you'll get dedicated account management and customer support.

With over 20 different features, Recruiter can help solve some of your biggest recruiting challenges. Explore some of the tools Recruiter offers on the following pages.

LINKEDIN RECRUITER



The image displays three screenshots of the LinkedIn Recruiter software interface:

- Project Manager:** Shows a list of projects. One project, "Project Manager", is selected, showing details like owner (Skyler A.), description, and access sharing. A modal window shows "Who has access" to the project.
- InMail Message:** Shows an InMail conversation with Emerson Holland. The message content discusses interest in joining a transformational team and mentions the user's career aspirations.
- Candidate List:** Shows a list of candidates in the "Project Manager" section. Each candidate card includes a profile picture, name, company, and recent activity. Buttons for "Send InMail" and "Ask for review" are visible next to each candidate.

Find a very specific skill set



YOUR GOAL:

Find the perfect candidate with a specific skill set that'll help solve a critical business challenge.



HOW WE CAN HELP:

Recruiter Advanced Search



WHAT IS IT?

Advanced Search lets you zero in on the skills that are essential to your open role and quickly find matching profiles.

Get an email notification when a candidate matches your specific search criteria, which can be defined by:

- ✓ Years of experience
 - ✓ Function
 - ✓ Seniority level
 - ✓ Interested in
 - ✓ Company size
 - ✓ When joined
 - ✓ Plus more – 40+ filters!

The screenshot shows a search interface for LinkedIn. The top bar includes navigation links: PROJECTS, CLIPBOARD (45), JOBS, REPORTS, and MORE. The main search query is "candidate geographic locations + San Francisco Bay Area (116,320)". Below the search bar, there's a section titled "Skills" with three highlighted categories: Communication, Customer Service, and Time Management. A text input field says "enter a skill...". Below this, a list of skills and their counts is shown: Microsoft Office (5,376,000), Teamwork (1,471,488), Microsoft Excel (3,513,344), and + Other (2,211,840). Further down, there are sections for Companies (with Commonwealth Bank and Macquarie Group listed), Schools (with University of Technology Sydney), and Industries. On the right side, a detailed profile for "Phoenix Lamb" is displayed, including her current role as Sr Product Line Manager at Cloud Platform, past roles as Program Manager at Bing Machine Learning and Bing Relevance Metrics, and her education from Australian Graduate School of Management and University of Technology, Sydney. Her profile is marked as an "Open to new opportunities" follower. Another profile, "Bailey", is also shown with similar details.

Identify a qualified pool of candidates



YOUR GOAL:

Cut down on time wasted reaching out to candidates who aren't interested in your roles.



HOW WE CAN HELP:

Recruiter Spotlights



WHAT IS IT?

Recruiter Spotlights provide insights that help you discover candidates who are the most likely to be interested in your role based on their behavior.

Recruiter Spotlights help you prioritize candidates who are eager to make a move, saving you time and money. Discover the spotlights.

✓ **Open to New Opportunities:** Determine who's indicated interest in finding a new role. More than 12 million members have privately shared that they are open to new opportunities.

- 16% of candidates who have raised their hands respond to InMail messages within the first hour, and **40% within the first day**
- **90% of professionals are open to new opportunities** if presented with the right role, according to [LinkedIn research](#)

✓ **Likely to Respond:** Find candidates who have demonstrated job-seeking behaviors and are most likely to reply to your InMail message. Typically, the **response rate is 30% above average** with this group.

✓ **Past Applicants:** Find candidates who have previously applied to a role at your company. These members are **4x more likely to respond** to your InMail.

Stop wasting time with candidates who don't want to hear from you. Instead, find out whether a qualified candidate is open to new roles before you make a call or send an email or InMail.

The screenshot shows the LinkedIn Recruiter interface. At the top, there are navigation tabs: PROJECTS, CLIPBOARD (with 85 notifications), JOBS, REPORTS, and MORE. Below the tabs, a search bar says "Start a new search". On the left, there are custom filters for Job titles (Product Manager selected), Locations (Current and Preferred, Sydney, Australia selected), Skills, Companies, Schools, and Industries. The main search results area shows a summary: 26,005 total candidates, 12,482 are more likely to respond (beta), and 2,333 open to relocate. A profile card for Phoenix Lamb is displayed, showing her as a 3rd-degree connection, Executive Product Manager at Cloud and Cybersecurity, San Francisco Bay Area, with Information Technology and Security experience. A circular callout highlights the "Open to new opportunities" status for this candidate. Another callout below shows the "Open to new opportunities" status for another candidate named Bailey.

Improve response rates



YOUR GOAL:

Improve your response rate from candidates.



HOW WE CAN HELP:

Recruiter InMail



WHAT IS IT?

InMail is a feature of the LinkedIn Recruiter solution that allows you to send a personalized message to both passive talent and active job seekers, regardless of whether you're connected or have their email address. Once you send an InMail, LinkedIn notifies members in their active channels.

InMail has seen a year-over-year increase in response rates of more than 20%. And with the built-in InMail analytics report, you can identify the candidates most likely to respond to your message to boost response rates even more.

Analytics also lets you track performance so you can optimize your messages. When you find a message template that works, save and share it with your team. You can also save time by sending a batch of InMail messages to multiple candidates at once.

The screenshot shows the LinkedIn Recruiter application running on a laptop. On the left, a candidate profile for Emerson Holland is displayed, showing her photo, name, title, location, previous positions, education, and activity history. On the right, a 'New InMail message' window is open, showing the recipient field filled with 'Emerson Holland'. The LinkedIn logo indicates 15/150 InMail credits available. Below the message window, there are standard send and reply buttons. The overall interface is clean and professional, designed for recruiters to manage their candidate outreach.

Show your company culture



YOUR GOAL:

Show candidates who aren't familiar with your company what it's like to work there.



HOW WE CAN HELP:

Career Pages



WHAT IS IT?

Newly redesigned Career Pages is your chance to get personal.

Give your ideal candidate an inside perspective into your multifaceted company culture through rich, original content (think blog posts, group photos, company #wins, and more) that you can curate and easily manage. You can even feature employee testimonials.

Sharing this content will immediately increase candidate engagement, educate candidates on what it's like to work with your team, and entice job seekers to explore relevant job opportunities within your company.

Career Pages also lets you tailor your content to candidates interested in various roles, assess how your brand is tracking against recruiting goals with in-product analytics, and measure those metrics against your competitors, giving you a competitive edge.

The screenshot shows a LinkedIn Company Profile for 'GoldenPhase'. At the top, there's a banner with a photo of a modern office interior. Below the banner, the company's name 'GoldenPhase' is displayed with a small orange logo. A tagline 'We treat customers like family' and a description 'Pharmaceuticals - 1,001-5,000 employees - San Diego, CA' follow. A 'See jobs' button, a 'Follow' button, and a follower count '10,000 followers' are present. To the right, there are three sections: 'Overview' (with a photo of a building), 'Jobs' (listing a job post by Eric Owski), and 'Life' (with a photo of a smiling woman). A search bar 'Discover Golden Phase:' with a dropdown menu set to 'Engineering' is shown. The main content area features a large photo of a woman with glasses laughing. Below the photo, there are sections for 'Company leaders' (James Vardy, Julie Terry, Memphis Lindegaard, Wayne Rooney) and 'Join Golden Phase' (with a photo of people working). A 'Transform your professional journey' section discusses opportunities and freedom to collaborate. A 'Innovate to transform lives' section encourages joining the team. A 'Company photos' section at the bottom shows several smaller photos of employees and office environments. Navigation arrows 'Previous' and 'Next' are visible at the bottom right of the photo grid.

Conclusion

For those times when your hiring goals require you to do more than just post a job on LinkedIn, we're here to help you take things a step further. Solve for big issues like increasing response rates, finding efficient hiring practices, and discovering high-quality candidates quickly with some of these easy-to-implement hiring tools from LinkedIn.

We hope the tools and features LinkedIn has designed with your needs in mind will help you achieve some of your biggest goals as you grow your business.

With more than 15 million job applications each week and over 52 million job views each month on LinkedIn, we have the resources you can't afford to miss. We'll help you get where you need to be.

[Speak to a hiring specialist](#) to learn more today.
Call us at **1-855-655-5653**

SUMMARY OF TOOLS

-  [Job Slots ›](#)
-  [Recruiter ›](#)
-  [Recruiter Advanced Search ›](#)
-  [Recruiter Spotlights ›](#)
-  [Recruiter InMail ›](#)
-  [Career Pages ›](#)

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