

# LinkedIn Recruiting Solutions

Presented to: London Councils

Date: 15<sup>th</sup> April 2011

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## What I've prepared for you today

- LinkedIn & Social Media
- Our network
- LinkedIn and London Councils
- Our solutions
- The member experience
- Our clients
- Recruiter Demo
- Q & A

### Robert Fox

Account Executive, Sales 

[LinkedIn](#) | Internet | London, UK

Connections: 456 | Recommendations: 2

## London Councils Profile and Challenges

London Councils' purpose is to help local government successfully shape London as a world class city and best serve its individual communities and localities. We are committed to helping ensure that London local government has the freedom, resource, power and capacity to make life better for Londoners.

We are a cross-party organisation, primarily funded and run by our member authorities to work on behalf of them all, regardless of political persuasion.

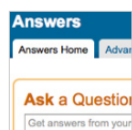
We represent all 32 London boroughs and the City of London, as well as the Metropolitan Police Authority and the London Fire and Emergency Planning Authority.

### Challenges:

- Promote all members as an employer of choice
- Increase quality of hire
- Communicate with passive candidates
- Reach a diverse audience
- Achieve recruitment goals

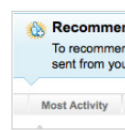
## You and LinkedIn

### Find experts and ideas



Sometimes your immediate circle can't resolve a unique business challenge. Tools like Answers and Groups let you locate and interact with experts through trusted introductions. LinkedIn Search lets you explore the broader network by name, title, company, location, and other keywords that will help you find the knowledge you're looking for.

### Explore opportunities



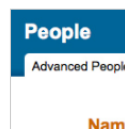
Whether you're looking for a career opportunity, winning new clients or building your professional reputation, LinkedIn connects you to jobs, sales leads and ideal business partners. With our powerful search engine, company research tools and a jobs board that shows who you know at listed companies, LinkedIn is the place to turn for new opportunities.

### Establish your professional profile

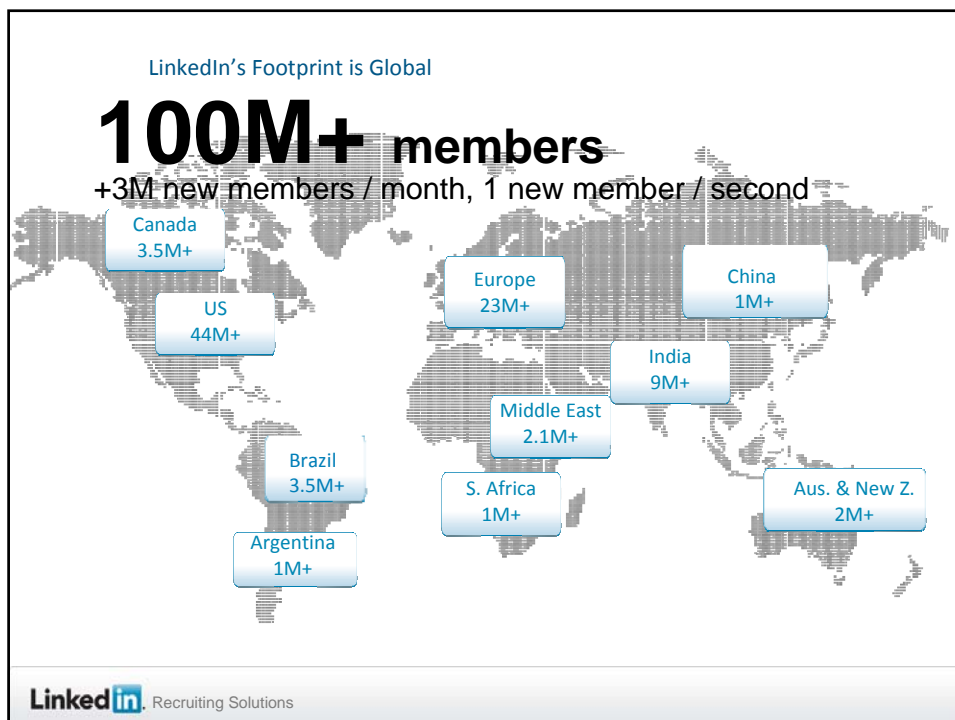


LinkedIn gives you the keys to controlling your online identity. Have you Googled yourself lately? You never know what may come up. LinkedIn profiles rise to the top of search results, letting you control the first impression people get when searching for you online.

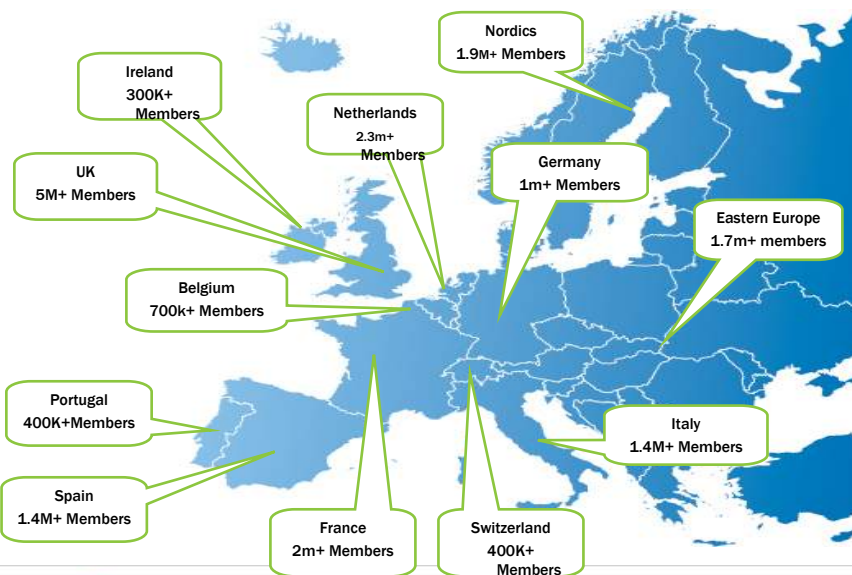
### Stay in touch with colleagues and friends



In today's professional world, people change jobs and locations constantly. By connecting on LinkedIn, your address book will never go out of date. Your contacts update their profiles, keeping you current with their latest jobs, projects and contact info. You'll stay in closer contact with great tools to communicate and collaborate.



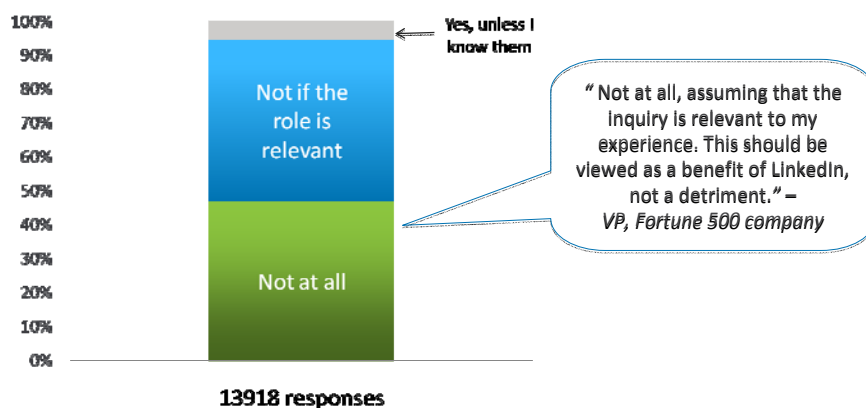
## Member Highlights Europe – 100% year on year growth



LinkedIn Recruiting Solutions

## 95% of our members want to hear from you

Does a recruiter approaching you unsolicited on LinkedIn bother you?



LinkedIn Recruiting Solutions

Source: LinkedIn Poll, January 2010, 13918 responses

## Which social network does what?

twitter

Broadcasting: everything to everyone  
4 billion tweets posted in Q1 '10



facebook

Sharing personal information with friends & family  
>500 million members



LinkedIn

Building professional networks  
Building professional brand  
Sharing insights  
Finding new hires or jobs



LinkedIn Recruiting Solutions

## London Councils activity

Career path for: London Fire Brigade employees:

**Before: Royal Navy, Unisys, Nestle, Royal Marines, Royal Marines**

**After: TFL, PwC, LB Camden, Accenture, Deloitte, Haringey Council**

Sample of recent joiners who were available via LinkedIn:

Ealing - Kate Graefe – Head of Procurement – from RBWM

Haringey – Leo Kears – Intelligence Manager – from Westminster City Council

Newham – John Biden – Head of Traffic and Transport – from Mouchel

Wandsworth – Nick Cuff – Councillor – from C B Richard Ellis/Conservative Party

Southwark – Strategic Director of Housing – from Moat Homes Ltd

Harrow – Ciaran Regan – Town Planner – from CABE

Brent – Clive Heaphy - Director of Finance – from Ofsted

Greenwich – Kingsley Hyne – Business Partner – from Consumer focus

Hillingdon – Tricia Haynes - ICT Project Manager – from Luton BC

London Fire Brigade – James Higgins – Firefighter – from Reed.co.uk

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LinkedIn  Go to LinkedIn Recruiter »

Home Profile Contacts Groups Jobs Inbox  Companies More

Companies 

London Borough of Newham Pension Fund invests in international private equity and real estate funds.

Research by: **Capital IQ** | 

Follow Company Share



**Business Development Manager**  
Zaid Al-Sayyah, London, United Kingdom



**Business Development Manager**  
Zaid Al-Sayyah, London, United Kingdom

How are you connected? (1 shared connection)

**IT Project Manager**  
Jon Bagnall, United Kingdom

How are you connected? (1 shared connection)

London Borough of Newham Activity on LinkedIn

 **Gurbax Singh Chana** is now Coordinator at London Borough of Newham  
was charles Obazuaye at london borough of bexley

No purchase necessary. Ends 9/21/11. [Official Rules](#)

**REGISTER FOR  
A CHANCE TO  
WIN TODAY.**

**ENLIST HERE**

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**Marius Kynaston**, Public sector management specialist and improvement

**2nd** Sally Hammond, Associate Director

2nd

**Melanie Watson**, Senior Manager at KPMG  
Bristol, United Kingdom

**Jackie Rowe**, Senior Project and Programme Manager (P), London, United Kingdom

**Neil Foss**, Managing Director at Neil Foss Associates Ltd  
London, United Kingdom

**Charlotte Todd**, Recruitment Manager - Pitney Bowes / [www.pitneybowes.com](http://www.pitneybowes.com)

**Jayne Lidsey**, Business Improvement Director at Allied H

**2nd Jackie Tanner**, *Outreaching and Allowing Public Sector*

**Jacqui Jagger**, Partnerships and Alliances, Fiscal Sector  
 2020-2021 Director of the National Center for Public-Private Partnerships

A Government Relations & Public Policy Group for those based in the UK. Use this group to ensure you are networked with all of your peers in the industry.  
For all those employed in the following functions:  
**Public Affairs / Government Relations / Public Policy / Policy / Global Affairs / International Affairs / External Affairs & Lobbying**  
Ultimately if your role is to influence policy or legislation and you are based in the UK (though

NS: In order to maintain the integrity of this group and make it a place that people want to join and take an active part in, only those who already work within Government Relations / Policy will be accepted as members.

11/11

Group Members in Your Network

Arvid Salfwan, Director - New Media Corp  
Glasgow, United Kingdom

**Katie Blower**, Account Director at hanover  
United Kingdom

Jonathan Woodhead, Executive Officer to the Vice-Chancellor at  
London Metropolitan University  
London, United Kingdom

**Edward Funnell**, Communications and Public Affairs Consultant  
London, United Kingdom

**Laura Trevelyan**, Senior UK Political Advisor at Christian Aid  
London, United Kingdom

**Chloe Stables**, Parliamentary and Campaigns Officer at NCVO  
London, United Kingdom

**Charlotte Harvey**, Senior External Affairs Manager at Arney- BA Hons, MCIPR  
Oxford, United Kingdom

## London Councils activity - Updates

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Updates

Robert Fox Add Connections

"London Fire brigade"

Search within checked filters

Try these searches

Online Media, London, United Kingdom

Online Media

Search for your company, competitors or favorite product.

Network

By Me (0)

1st Connections (0)

2nd Connections (0)

3rd + Everyone (8)

Company

Industry

Facilities Services (2)

Internet (1)


Public Safety (1)

Information Technology and Services (1)


Nonprofit Organization Management (1)

Invitations


8 Updates Save this search




**Jo Middleton** RT @kellyrose : anyone got a direct press contact for the london fire brigade please? #journalrequest #fb via Twitter 2 days ago • Like • Comment




**Mark Anthony Piacentini** (GCG) (MBIFM) London Fire Brigade are looking the possibility of fining companies for false alarm activations from automatic response call centres which constitute 40% of their call outs. I am sure this impacts on may of our organisations. I am working to reduce our contribution by various... more 5 days ago • Like • Comment




**Paul Walker** RT @LondonFires : Incident Warehouse fire in Enfield: Around 40 firefighters have this morning been attending a warehouse fire in Enfield http://bit.ly/dRROHO via Twitter 7 days ago • Like • Comment



**Andy Farrell** London Fire Brigade running #safety campaign on safe use and storage of #acetylene gas cylinders. See http://ipreview.bmyrui.com/65z6b5y via Twitter 9 days ago • Like • Comment



**Craig Shephard** http://t.co/SJwNeOu London Fire Brigade to tweet today every time someone gets stuck in a lift. 7 callouts before noon. via Twitter 13 days ago • Like • Comment



**Alex Brooks** RT @LondonFire : Today, we will be tweeting every time our firefighters are called to someone stuck in a lift. This explains why http://bmyrui.com/3en82bv via Twitter 13 days ago • Like • Comment

Trending Links

No headlines available for this search.

## LinkedIn - Skills

Linkedin

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People

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Advanced

Skills & Expertise beta > Procurement

Search Skills & Expertise

Related Skills

eSourcing

Expediting

Spend Analysis

Advanced Pricing

Strategic Sourcing

Supplier Diversity

E-sourcing

E-procurement

Tendering

Low Cost Country Sourcing

MRP

Global Sourcing

Sales Order Processing

WIP

Tenders

Sales Online

Procure to Pay

Ministry Of Defence

Supplier Management

Procurement


Primary Industry: Oil & Energy

Procurement is the acquisition of goods and/or services at the best possible total cost of ownership, in the right quality and quantity, at the right time, in the right place and from the right source for the direct benefit or use of corporations, individuals, or even governments, generally via a contract, or it can be the same way selection for human resource. Simple ...


More on Procurement at Wikipedia »

Add Skill This will add "Procurement" to your profile.


Procurement Professionals




**Andrew Bartoloni** Managing Partner & Chief Research Officer at Ardent Partners; Publisher, CPO Rising  
Andrew Bartoloni is a globally recognized expert in sourcing, procurement, accounts payable, and supply ...



**Julia Brown** SVP/CPO-Kraft Foods



**Paul Bestford** Head Global Category Management at Novartis  
Currently leading global category management team across Novartis organisation. Advisory board member of the ...



**Jonathan Kirby** Chief Information Officer

Share Tweet

Relative Growth Size

Spend Analysis


Procurement

Advanced Pricing


eSourcing

Expediting


Related Companies




**BP**  
Oil & Energy, London, United Kingdom  
Follow




**Hewlett-Packard**  
Information Technology and Services, San Francisco Bay Area  
Follow



**Accenture**  
Management Consulting, Ireland  
Stop following



**Dell**  
Information Technology and Services, Austin, Texas Area  
Stop following



**IBM**  
Information Technology and Services, Greater New York City Area

## There Are Fundamental Differences Between Active and Passive Candidates



### Active Candidates

- Will apply to ATS
- Listen to opportunities
- Respond quickly
- Seek information



### Passive Candidates

- Do not have a current resume
- May listen to opportunities
- Do not respond to "apply now"
- Higher bar to respond

## Only 10-20% of Professionals are Actively Looking





## LinkedIn Personal Accounts:

The best way to build and maintain your network



8%\*

## LinkedIn Recruiting Solutions:

The best way to find, contact & attract top talent



100%

## Best Practices for Hiring Passive Candidates



## Understand Your Audience – Recruitment Insights

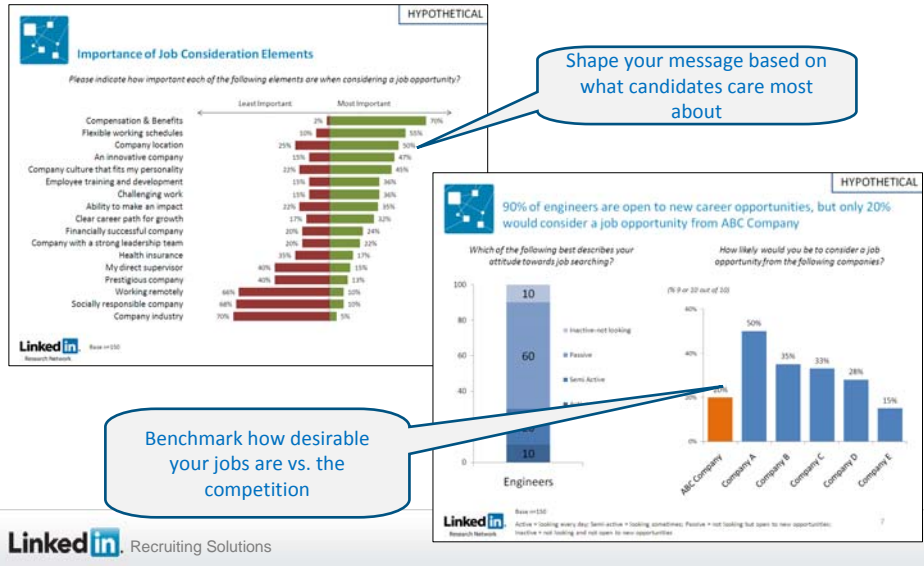
Discover what candidates think about you and your competitors

- Survey your target candidates on LinkedIn
- Benchmark where you are in minds of your target
- Determine messaging and measure recruitment media impact



## Benchmark Survey - Recruitment Insights

Discover what candidates care most about and how likely they are to consider working for you



## Case study: Become 'top-of-mind' employer and build a talent pipeline



### Objective

- Warm up software developers /influence brand perception and build a pipeline of software developers

### Challenge

- Strong brand but perceived as a hardware company and not 'employer of choice' among software developers

### Solution

- Recruitment Insights
  - Benchmark survey prior to the campaign and impact survey after
- Recruitment Ads
  - Warm up passive candidates and raise awareness of initiatives in software industry
- Featured question
  - Engage software developers in cloud computing
- LinkedIn Career Page
  - Develop your brand among software developers and convince candidates
- Talent Direct
  - Build a pipeline of software developers
- LinkedIn Recruiter
  - Empower your recruiters to reach out to candidates

## Best Practices for Hiring Passive Candidates



## Recruitment Ads

Build your recruitment brand with precision

- Highly targeted advertising
- Ads stand out
- Insights inform and measure your campaigns



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**Don't miss out on finding your next superstar employee – post your job on LinkedIn today >>**



Share an idea

**Attach a photo**

5 days ago • Great business opportunities at LinkedIn • Please co... • Like • Comment • More »

**Reach your ideal candidates with precision**

☐ **Share**

**All Updates** • **Shares** • **Companies** • **More »**



**Accenture** has 23 new hires, 12 recent departures, and 15 new job opportunities

5 minutes ago



**Matthew Chapman** (Arsenal FC fans) connected on LinkedIn

At last, time for real some PL football the walking over you tomorrow. VP, Theo, ...

12 minutes ago • Like • Comment (11) • See all



**Adobe Systems** has 19 new hires, 4 recent departures, and 12 new job opportunities

17 minutes ago



**LinkedIn** has an updated profile, 7 new hires, 1 promotion or change, 34 new job opportunities, and 3 new connections

19 minutes ago



**Laurence Bret-Stone** (LinkedIn) connected on LinkedIn

LinkedIn is the most powerful tool for your business. It's a mashable.com

LinkedIn founder and chairman Reid Hoffman says that the future of the web will be all about data and how we use it. It.

52 minutes ago • Like • Comment (0) • Send a message • Share

**Maximize impressions by reaching the right audience**

**Your ads stand out on LinkedIn pages**

**Who's Viewed Your Profile?**

**23** Your profile has been viewed by 23 people in the past 7 days.

**24** You have shown up in search results 24 times in the past 3 days.



**Southwark Council**

Exciting new roles at Southwark Council

**Your LinkedIn Network**

**461** Connections link you to 5,258,577+ professionals

**15,396** New people in your network since April 1

## Use the strength of your employees

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**Jobs For Uber-Networkers** - Sales and editorial jobs for Uber-Networkers across the country. Apply now! - From Travelzoo

## People

[« Go back to Home Page](#)

**Mark Cummings** LinkedIn

**Infrastructure Manager at Wardsworth Borough Council**

Redhill, United Kingdom Financial Services

**Current**

- Infrastructure Manager at Wardsworth Borough Council**

**Past**

- Head of IT at Aqua Group Holdings Limited
- Network Engineering and Design Centre - Senior Consultant at EonMobili
- Africa & Middle East Operations Group - Consultant at EonMobili

**Education**

- University College of Wales, Aberystwyth

**Connections**

48 connections

**Public Profile**

<http://uk.linkedin.com/pub/mark-cummings/1b/616/34>

Share PDF Print Flag

## Summary

I am a proven and pragmatic Head of IT with a strong technical background coupled with excellent communication, business and interpersonal skills. Adaptable and results oriented with broad experience gained in both global organisations and SME's. Excellent people leadership within a technical function in addition to extensive programme management experience, gained across a number of complex multinational projects and programmes.

My aim is senior leadership of a high performing IS team providing exceptional service to both internal and external clients. Providing strategic direction and tactical management to enable business functions to operate more efficiently and cost effectively through close alignment of business objectives and technology.

**Add Mark to your network.**

Send Email  
Get introduced through a connection  
Save Mark's Profile

---

**THE WRIGHTS BOARDER**

**Wandsworth**

You'll be surprised at the new opportunities on offer...

---

How you're connected to Mark

You  
↓  
Kevin Eyns  
Stewart Crumlish  
↓  
Mark's connections  
↓  
Mark Cummings

## Jobs for You web ads

Leverage LinkedIn's unique targeted tools

**LinkedIn** Recruiting Solutions

## LinkedIn Career Pages

Bring life to your recruitment brand

- Control your LinkedIn presence
- Engage candidates with “viewer-aware” content
- Your employees provide recruitment brand voice



“Our team here at RBI is on the cutting edge of the latest technology. Coolest job ever!”

**LinkedIn** Recruiting Solutions

## Career Page

[Overview](#) **Careers** [Analytics](#)

[Edit](#) [Promote careers at my company](#)

Are you ready to build the next big thing?

LinkedIn seeks intelligent problem solvers who are inspired and motivated to change the world for good.

**Join the team!**

Elizabeth Reeves  
Sr. Product Manager

**Work at LinkedIn**

Are you looking for an opportunity to shape the direction of one of the fastest growing companies out there? We are looking for intelligent problem solvers who are inspired and motivated to change the world for good. We have a great culture that values big ideas, creative thinking, and teamwork. Come join some of the brightest people in your industry and build a company that is creating economic prosperity for professionals around the world.

**Jobs you may be interested in...**

**Campaign Manager - Marketing Solutions, LinkedIn - Chicago**  
The Ad Operations Campaign Manager plays a vital, detail-oriented, order processing role. Specifically, you'll focus on the post-sales processing of... [more](#)

**Senior Software Engineer, LinkedIn - Mountain View, CA**  
In this position you will have the opportunity to make major contributions to the next generation LinkedIn infrastructure. You will collaborate with... [more](#)

**Research Associate, LinkedIn - San Francisco Bay Area**  
**GENERAL SUMMARY** The Research Associate's primary responsibility will be to conduct research projects for external syndicated market research clients... [more](#)

LinkedIn has **14,245** followers

[Stop Following](#) [Settings](#)

**Work at LinkedIn: Steve Ganz, Pri...**

[Contact a LinkedIn Recruiter](#)

**LinkedIn** Recruiting Solutions

## Tailor the Experience with Dynamic Messaging

Overview

Careers

Analytics

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**GENERAL SUMMARY** The Research Associate's primary responsibility will be to conduct research projects for external syndicated market research clients... [more](#)

**Developer Advocate, LinkedIn - Mountain View, CA**

LinkedIn has **14,245** followers

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Relevant Jobs

Overview

Careers

Analytics

LinkedIn is looking for talented engineers

LinkedIn seeks intelligent problem solvers who are inspired and motivated to change the world for good.

**Join the team!**

Rossano Farnet  
Sr. Software Engineer

**Work at LinkedIn**

Are you looking for an opportunity to shape the direction of one of the fastest growing companies out there? We are looking for people who can remove broken light bulbs with a positive attitude. Make imagine for the picture, who could turn two rubber bands and a gun wrapper into a wild source of concern for the Atomic Energy Commission. If Microsoft calls you when they're in a pinch, you're the one for us. We have a great culture that values big ideas, creative thinking, and teamwork. Come join some of the brightest people in your industry and build a company that is creating economic prosperity for professionals around the world.

**Jobs you may be interested in...**

**Software Engineering Leader - Content and Community (CMC) Engineering Team at LinkedIn - San Francisco Bay Area**  
What can you do with tens of millions of professionals, hundreds of millions of professional connections, millions of shared links, conversations, and... [more](#)

**Sr. Software Engineer, Search Front End, LinkedIn - Mountain View, CA**  
The Engineer will be a core member of a small team of engineers responsible for architecting, designing, developing, and supporting the next... [more](#)

**Senior Software Engineer, LinkedIn - Mountain View, CA**  
In this position you will have the opportunity to make major contributions to the next generation LinkedIn infrastructure. You will collaborate with... [more](#)

LinkedIn has **14,245** followers

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**Work at LinkedIn: Sanjay Dubey...**

[Contact a LinkedIn Recruiter](#)

**Audience: Property**

**Audience: Engineering / Technical**

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[Overview](#) [Careers](#)

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## Paths to Company Profile

The screenshot shows the Companies.com website. At the top, the logo "Companies.com" is on the left, and "Search Results" is on the right. Below the logo is a "Find Companies by Industry" section with three input fields: "Industry" (containing "Software"), "Company" (containing "Google"), and "Postal Code" (containing "94025"). A "Search" button is to the right of these fields. Below the search filters is a "Browse Industries" section with a list of industry categories: Software, Information Technology, Health Services, Computer Software, Computer Hardware, Computer Peripherals, Computer and Network Security, Information Management, Engineering, and Marketing and Advertising. To the right of the "Browse Industries" section is a "Browse Products" section with a list of product categories: Information Technology, Health Services, Marketing and Advertising, Computer and Network Security, Information Management, Engineering, and Marketing and Advertising. On the far right is a "Find Companies by Size" section with a "Company" input field (containing "1-999") and a "Search" button. Below the "Find Companies by Size" section is a "Companies of Your Interest" section with a list of companies: Microsoft, Google, Apple, Amazon, Facebook, IBM, Oracle, SAP, Salesforce, Microsoft, Google, Apple, Amazon, Facebook, IBM, Oracle, SAP, Salesforce, Microsoft, Google, Apple, Amazon, Facebook, IBM, Oracle, SAP, Salesforce.

The screenshot shows a LinkedIn profile for Cesar Chirba. At the top, there's a header with the LinkedIn logo, search bar, and navigation links like 'Home', 'Network', 'Jobs', 'Groups', 'Companies', and 'Settings'. Below the header, the profile name 'Cesar Chirba' is displayed, followed by his current position 'Project Manager at the Ministry of Health' and his location 'Mexico'. A 'Profile picture' placeholder is visible. The 'About' section contains a brief description of his role. The 'Experience' section lists his position at the Ministry of Health from 2010 to the present. The 'Education' section shows his degree from the University of Mexico. The 'Skills' section lists various competencies like Project Management, Leadership, and Communication. The right sidebar features a 'Recommendations' section with a 'Write a recommendation' button and a 'Connections' section with a 'View all connections' button.



The screenshot shows the Google search results for the query "Google Analytics". The search bar at the top contains the text "Google Analytics" and has a search button. Below the search bar, the results are listed. The first result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The second result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The third result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The fourth result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The fifth result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The sixth result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The seventh result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The eighth result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The ninth result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool." The tenth result is from "Google Analytics" with the URL "https://www.google.com/analytics/". The snippet for this result reads: "The Google Analytics Help Center contains information on Google Analytics. Learn more about Google Analytics, how to get started, and how to use the tool."

[illegible]

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## Best Practices for Hiring Passive Candidates



## LinkedIn Jobs Network:

Let our jobs do your job

- Members distribute your Jobs
- We reveal the best matches
- Flexibility of Job Slots
- Viral



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[Companies](#)
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[Jobs](#)
[Advanced](#)

## Head of Customer Experience

[Southwark Council](#) - Southwark, London (United Kingdom)

[Apply on Company Website](#)
[Save Job](#)
[Share Job](#)
[Follow company](#)

### Job Description

**This is a role with huge scope. Not only to develop innovative ways to drive positive change for thousands of residents - but to broaden your experience and progress your career.**

**The role:**  
With a proven track record of successfully transforming customer service delivery and processes, you can develop people as well as systems. So, leading by example, you'll motivate, develop and empower your team to deliver a great service for our tenants, leaseholders and residents.

Identifying and addressing the causes of any service issues, you'll improve the quality, efficiency and consistency of response to customer queries and complaints. And, building strong working partnerships with other senior management colleagues, you'll work to create a more joined-up service.

As a senior member of the leadership team, you'll be involved in managing multi-million pound budgets and ensuring real value for money. You'll enjoy a high level of autonomy too, as you influence the development of services across the Council.

### Desired Skills & Experience

**The requirements:**  
Your managerial experience should have been gained in either a corporate customer contact centre or similar customer relations focussed role in a public sector environment. A strategic thinker with excellent project management skills, you're confident when making big business decisions.

### Company Description

Southwark is changing. We're actively improving service delivery and thriving on new challenges. It's an exciting period of transformation for us – to make Southwark a place where people love to live and do business. A place where you'll make a genuine impact.

### Salary Range for Jobs Like This

Salary	Bonus	Total Cash
66,690		
108,587		
134,306		

Percentile: 25th, 50th, 75th

### You're Linked to Southwark Council

1 person in your network works at Southwark Council

**Matt Hill** (2nd)  
Public Realm Programme Manager at Southwark Council  
[Send InMail](#)

### Similar Jobs

[Head of Customer Experience Design and Development](#)

35

## LinkedIn Talent Direct

Quickly build a strong candidate pipeline

- Reach many passive candidates with precision
- Direct contact, direct reaction
- We manage your campaign

36

Custody Nurse Practitioners across London

[Go back to Home Page](#)

Hello,

Sometimes experience has to take the place of state-of-the-art equipment. Sometimes expertise has to stand in for expensive kit. That's precisely why your extensive clinical knowledge will make all the difference as a Metropolitan Police Service Custody Nurse.

We'll be relying on your nursing talents to safeguard the health and well being of all kinds of people – from detainees and victims of crime to police colleagues. So you'll need the confidence in your abilities to assess each patient, deliver appropriate treatment or make the judgment call to refer them to hospital. Whatever situation you face, you'll bring all the commitment, understanding and passion for healthcare you've developed over the course of your nursing career.

Find out more at our recruitment event in Islington on Wednesday 19 January or in Charing Cross on Saturday 22 January. To book your place, please call 0845 155 6380, quoting ref 259/10.

Completed applications must be returned by 4 February 2011.

The MPS's recruitment practices reflect our commitment to safeguarding the welfare of children and vulnerable adults. The MPS is an equal opportunities employer.

Full and part time positions available.  
c.£35k progressing to £45k\*

\*Depending on location and shift allowance

[Click Here!](#)

Custody Nurse Practitioners  
c.£35k to £45k\*  
Locations across London  
\*Depending on location & shift allowance

**Why did I receive this message?**

This partner message was sent to you based on non-personal information, such as the title of your current position, your primary industry, or your region. Per our privacy policy, your name and e-mail address have not been disclosed. [Edit your partner message contact settings.](#)

**Candidate details sent to your recruiter.**

Recruiting Solutions

# LinkedIn Recruiter:

## VIP access to the world's superstars

- Get full access to names & full profiles - 100m+
- Find the best, much faster
- Contact candidates directly
- Boost productivity
- Get your team on the same page
- Maintain sourcing activity

Recruiting Solutions

38

LinkedIn Advanced Search results for "Account Manager".

**Michelle Gallant** (3rd)  
 CSR Communication Consultant  
 London, United Kingdom | Public Relations and Communications

**Current:** Account Manager at dbda (part of Bob Geldof's Ten Alps)  
**Past:** Internal Communication Officer at Westminster City Council; Research Consultant at Green Business Events; Vice President Communication at AIESEC International; Freelance writer at various publications; Event Manager at AIESEC International Presidents Meetings 2006; Communications Assistant at Gaziantep Chamber of Industry (Turkey); Media Relations Assistant at Carleton University

**Education:** Blekinge Tekniska Högskola; Carleton University

**Keywords:** ...; Pioneers of Change Account Manager at dbda (part of Bob Geldof's Ten Alps) Account management for our... relationships with clients, partners, internal design/media departments and a team of Account... publications and daily newspapers. Event Manager at AIESEC International Presidents Meetings 2006 Organized...

**Network Info:** 3 recommendations, 370 connections  
**Profile Activity:** Views (1) | Notes (1)

**Fien Meijer-Bertrams** (3rd)  
 Senior Account Manager at Edelman  
 London, United Kingdom | Public Relations and Communications

**Current:** Senior Account Manager in London at A&R Edelman  
**Past:** Account Manager at Edelman; Senior Account Executive at Edelman

**Education:** Universiteit van Amsterdam; St Ignatius gymnasium; WPS

**Keywords:** ... Senior Account Manager in London at A&R Edelman Account Manager at Edelman; Senior Account Executive at Edelman Universiteit van Amsterdam St Ignatius gymnasium WPS...

**Network Info:** 3 recommendations, 328 connections  
**Profile Activity:** Views (1) | Projects (1)

**Gillian Crawshaw** (3rd)  
 Account Manager at Shiny Red

**Refine by:** Reset Save

**Current Company:**  
☒ All Companies  
☐ Edelman (21)  
☐ Freud Communications (19)  
☐ Weber Shandwick (15)  
☐ Fleishman-Hillard (13)  
☐ Hill & Knowlton (11)  
 Show more...  
 Enter company name

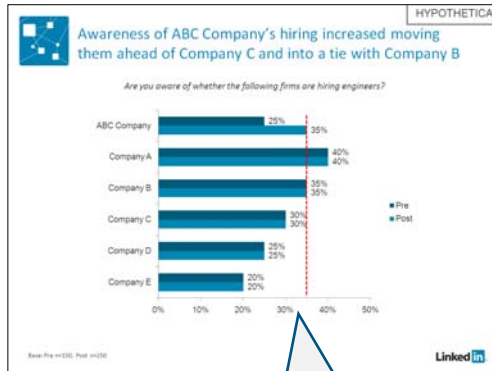
**Relationship:**  
**Industry:**  
**Past Company:**  
**Company Size:**  
**Location:**  
**Fortune:**  
**Company Type:**  
**Function:** BETA  
**Seniority Level:** BETA  
**Years in Position:**  
**Years at Company:**  
**Years of Experience:**  
**School:**  
**My Groups:**  
**All Groups:**  
**Recommendations:**  
**Profile Language:**  
**Interested In:**  
**When Joined:**

## Best Practices for Hiring Passive Candidates

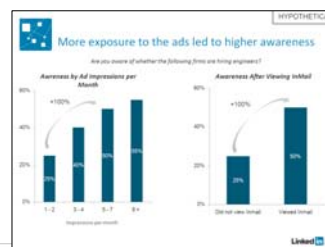
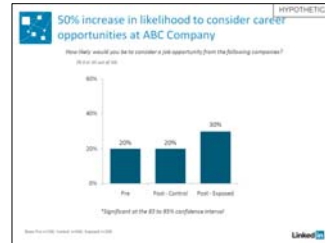


## Campaign Impact Survey

Measure your impact on candidate preferences and likelihood to consider your jobs



Measure the change in the competitive landscape after a recruitment advertising campaign



LinkedIn Recruiting Solutions

## Case Study: SAB Miller

**Challenge:** Find global mid-senior level candidates for top level leadership teams and talent pipelines

**Solution:** LinkedIn Recruiter enhances sourcing activities and builds pipeline

- Referrals help fill key roles quickly
- Relationships with future global talent



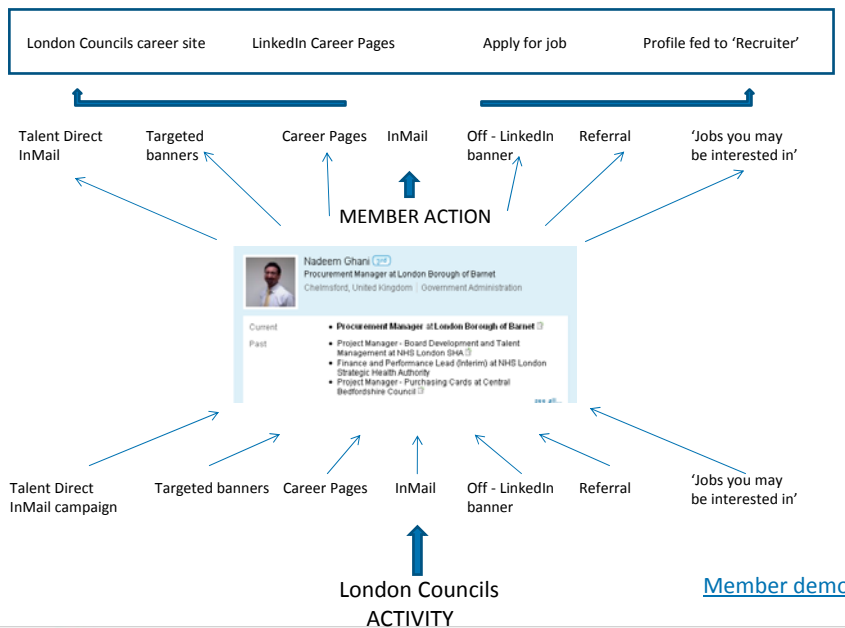
"In the last year, SAB Miller has saved approximately £1.2 million through direct sourcing; the majority of these through relationships on LinkedIn." – Jennifer Candee, Head of Talent Acquisition, SAB Miller plc

LinkedIn Recruiting Solutions

## Best Practices for Hiring Passive Candidates

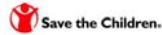


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## Notable Customers



## LinkedIn

### Top 5 tips on how to leverage LinkedIn for free

Tip 1

#### Enhance your personal brand: Rich and Complete Profile



Write for the web, short blocks of copy that is keyword rich will help you be found.



Put up a professional photo vs a logo or social picture, it aids memory in the correct context.

Customize your Vanity URL, it can be added to signatures, business cards, collateral and more.

Public Profile <http://uk.linkedin.com/in/wadeburgess>

Tip 2

#### Get Connected & Engage

Join, create and participate in alumni, company and industry groups – answer questions and post jobs on the groups free job section.

Make personalised recommendations around a real life project or problem that was solved.

**Tip 3**

### Allow a potential candidate to gain information on your company via your LinkedIn profile



Update your profile with your current company's name and ensure that it is spelled correctly so as the company name links to the correct LinkedIn Company page.

You can add more than one 'Company Website' link to your profile so add your company website along with the link to your career site.

Add additional information about your company or career opportunities via presentations on applications integrated into your profile like slideshare, google docs, or a LinkedIn event etc.

**Tip 4**

### Broadcast job openings through your status bar

Get the Hiring Manager to post the open job to their status bar – they are connected within their profession!  
Add your twitter account to your LinkedIn profile and all status updates will be pushed out to twitter automatically.



Save job

Share job



**Tip 5**

### Integrate LinkedIn with other tools

Quickly and easily build your network using the LinkedIn Outlook Toolbar and stay connected on the go with the LinkedIn mobile applications: [www.linkedin.com/mobile](http://www.linkedin.com/mobile)



[talent.linkedin.com](http://talent.linkedin.com) | [learn.linkedin.com](http://learn.linkedin.com)

## Questions?

