



## LinkedIn Jobs: A Referral-Powered Job Network

LinkedIn Jobs combines the simplicity of searching online job listings with the power of a referral network that helps you discover inside connections to hiring managers

### What is LinkedIn Jobs?

LinkedIn Jobs is a referral-powered job network that enables job seekers not only to search job listings, but also to discover inside connections to hiring managers, HR professionals and recruiters. With LinkedIn Jobs, jobseekers can search over 300,000 job listings from top employers and contact people in their network to learn more about the positions and associated hiring managers.

LinkedIn Jobs is a better way to find a job; being able to view the professional profile of the hiring manager or recruiter associated with a particular job posting makes it significantly easier to craft an effective cover letter. Even more importantly, when you apply, one of your existing contacts can introduce you directly to the hiring manager or to someone who can put you in touch with the hiring manager. Hiring managers prefer referred candidates since they are more of a known quantity than the candidates who apply "cold" through the company Web site or a job board.

If jobseekers don't find the right opportunity among the over 300,000 positions on LinkedIn Jobs, they can also go to any job board on the Internet to find the right position and then search their LinkedIn network to discover inside connections to the hiring manager or employees who can help them land the job they want.

### Why Use LinkedIn Jobs to Land a Job?

- Use LinkedIn's powerful search tools to find the perfect career opportunity for you.
- Find out the name of the hiring manager for an open position, review his or her professional profile and discover which of your own contacts can introduce you.
- Find jobs offered by people your past colleagues and other trusted contacts know.
- Research the company and position before you apply by contacting company employees.
- Check out your future boss by reaching out to people your contacts know who have worked with the hiring manager at a prior company.
- Increase your chances of landing the job by getting a referral to the hiring manager.
- Quadruple your chances of a hiring manager contacting you about a position when former managers or co-workers provide you with endorsements on your LinkedIn profile.
- Avoid spam from posting your resume – the contact information you provide to LinkedIn is not accessible to hiring managers or anyone else without your explicit consent.

### How Important are Referrals to Your Success?

LinkedIn Jobs combines the most effective job search tools as reported by job seekers: networking (78%), employee referrals (65%) and Internet job postings (48%)<sup>1</sup>. While both online job boards and referrals are effective, referrals are far more powerful than simple online job postings. Employee referrals account for 28.5% of external hires while even the largest online job board accounts for only 2.8% of all external hires.<sup>2</sup> With LinkedIn, you can not only apply to jobs, but also get inside connections to hiring managers through the people your former co-workers and other trusted contacts know.

1- Society of Human Resource Management/WSJ CareerJournal (2001), 2- CareerXroads (2004)

### What is LinkedIn?

LinkedIn lets professionals quickly and easily search their extended network of colleagues, past clients and other trusted contacts to discover inside connections they never knew they had to hiring managers, industry experts and business partners. LinkedIn is free to join. For more information, please go to [http://www.linkedin.com/static?key=company\\_info](http://www.linkedin.com/static?key=company_info).

### How Does LinkedIn Jobs Stack Up?

LinkedIn Jobs combines the simplicity of searching online job listings with the power of a networking tool that helps you discover inside connections to hiring managers.

	LinkedIn Jobs	Job Boards	Email Referrals
Easy to use online search interface	✓	✓	
Apply for jobs instantly online	✓	✓	
Jobs sent to you by trusted contacts	✓		✓
Reach hiring managers via referrals	✓		✓
Research job by contacting employees	✓		

### Pricing and Availability

There is no charge to view or apply to listings on LinkedIn Jobs. While recommended, you do not need to be referred by one of your contacts in order to apply for a job you find on LinkedIn. For more information about LinkedIn Jobs, visit <http://www.linkedin.com/jobs>.

### Fast Facts

- Of the **two million professionals** who have joined LinkedIn, over 1.1 million said they are willing to help job seekers with referrals to hiring managers at their companies.
- Since May 2003, LinkedIn has facilitated over **half a million referrals** for its users.
- Over 30,000 recruiting and staffing professionals are registered users of LinkedIn.
- There are over 600,000 registered LinkedIn users in Europe and over 160,000 in Asia.
- 11.1% of users are CxOs/Presidents, 10.3% are VPs/GMs and 1.1% are board members.
- Over **500 alumni and professional organizations** have selected *LinkedIn for Groups* to set up members-only groups on LinkedIn to facilitate networking among their membership.
- LinkedIn's angel investors include the founders of Netscape, Excite, PayPal and Half.com.
- LinkedIn is funded by Greylock and Sequoia Capital, the venture capitalists behind Google, Apple, Cisco and Yahoo!. LinkedIn recently closed a \$10 million investment round.

### For more information:

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