

LinkedIn's Job Search Feature Gets Smart



LinkedIn plans to simplify the process of finding and hiring talent through upgraded recruitment features this summer.

The career platform will consolidate its LinkedIn Recruiter, Jobs and Pipeline Builder products into one service — the Intelligent Hiring Experience — to streamline the recruitment process for its corporate customers. Artificial intelligence algorithms will help talent recruiters find the most suitable candidates for open positions.

“[The] update is about how we can make those tools work even better by fostering collaboration and more efficient sourcing,” says John Jersin, vice president of Product for LinkedIn Talent Solutions and Careers. “We’ve started along this path by bringing more intelligence into our platforms, to ensure our products are working together optimally, and helping both companies and job seekers more easily zero in on the best opportunities.”

With the upgrade, messages between recruiters and potential talent can be shared with HR professionals and hiring managers. The platform also allows the recruiter and corporate hiring team to exchange notes on each job candidate. Recruiters who rely on LinkedIn to discover talent are optimistic the upgrades will make the hiring process more organized.

“I think that would be a great feature,” says Aimee Aurol, talent acquisition specialist for Acuris Group, a media company. “Hiring managers can get a better idea of what I’m doing as a recruiter, and I can see which candidates are moving along in the process.”

Aurol says LinkedIn is her primary tool for identifying and contacting candidates for her company. While the majority of her job placements come from LinkedIn, she says the platform's candidate suggestions could use improvement. At its current state, Aurol's candidate searches often turn up the same candidates over and over. But she hopes the updated AI will direct her to a wider variety of available talent.

And Jersin says it was designed to do just that.

"All of these tools are created to help learn your interests and surface the right candidates," he says. "When a recruiter reaches out to a specific candidate, or a job seeker applies for a role, our AI algorithms take note, matching profiles with job descriptions and highlighting top recommendations."

LinkedIn's AI will also take into consideration whether previously suggested candidates were hired or not as it adjusts its personalized algorithm. To help the algorithm learn your company's preferences, Jersin recommends setting up projects for each available role. Then, go through suggested candidates and save the ones you want to contact — and hide the ones that don't fit.

Once a candidate is hired, the upgrades allow hiring managers to send rejection letters individually, or in mass. This part of the upgrade was designed to improve the hiring experience for both job applicants and employers.

"We believe applicants will appreciate knowing the outcome of their contact with your company — and it's bad business to leave applicants hanging," Jersin says. "...one survey showed that over 40% of candidates said that if they don't hear back from a company they'll never apply to it again."

While the upgrades are scheduled to debut in late summer, Jersin says LinkedIn will slowly introduce the new features over the next couple of months. The feature will be included in LinkedIn's Recruitment and Job Slots membership packages; existing customers will not have to pay additional fees to access the service.

"The new features will make it simple for recruiters to simply keep doing their sourcing and hiring while inadvertently training our algorithms to learn more about their preferences," Jersin says.

By Kayla Webster