



## New Zealand Trade and Enterprise combines marketing and talent acquisition to grow its brand with LinkedIn Talent Solutions

New Zealand Trade and Enterprise (NZTE) uses LinkedIn Talent Solutions to reach local candidates around the world, and to build an impressive employer brand.

NZTE is a public sector organisation with a difference: it has 800 people based in 50 locations, working across 24 time zones and 40 languages, focused on 4,000 companies in 100 countries. With a goal of growing businesses internationally – bigger, better, faster – for the benefit of New Zealand, NZTE prides itself on being ambitious, adventurous, honest and trusting to deliver great results for its customers.

When the organisation needed to expand its global talent pipeline to find the right candidates for its critical roles, it was typically searching for specialised and leadership candidates in far-flung locations. NZTE first created a small talent acquisition team in New Zealand, and then turned to LinkedIn Talent Solutions to build its global – but virtual – talent team. To maximise the platform's potential, the talent acquisition team coordinated with the marketing team to bring NZTE's employer brand to a whole new level.

### Challenges

One of NZTE's major challenges was global recruitment. The organisation needs local experts around the world who are familiar with their region's particular economic, cultural and business landscape – especially as the regulatory environment changes. From Santiago to Mumbai, attracting the right people in each of NZTE's locations was difficult because those candidates may not have had any connection with or awareness of New Zealand. Growing awareness for NZTE's brand internationally in a competitive business world was half the battle.

New Zealand Trade and Enterprise

Size: 800 people

Industry: Public sector, international trade and development

Description: NZTE is the New Zealand Government's international business development agency. It helps its customers (ambitious, value-adding and knowledge-intensive companies who are scaling from New Zealand) grow internationally – bigger, better, faster – for the benefit of New Zealand.

The other hurdle for NZTE was competing with the private sector for talent. Although NZTE operates in the public sector, its customers are corporate, and they need highly skilled industry experts with experience that can only be found in the private sector. Anna King, Talent Acquisition Manager at NZTE, says, "Because we work with private sector companies, we want people who understand exporting and who have that business acumen." For core roles such as business development managers and trade commissioners, the right combination of skills is essential.

*"We are nothing without our people."*



**Richard Nash,**  
Digital Specialist, NZTE

## Solutions

Previously, NZTE posted open positions to traditional job boards – with limited success. “We posted ads and waited for applicants to come to us,” says Anna. When it came to finding a new solution, the answer was clear.

“LinkedIn was our fastest growing social channel,” says Richard Nash, Digital Specialist at NZTE. “It was the obvious solution.” The first step was setting up the tools NZTE needed to propel its talent pipeline to the next level: LinkedIn, a Career Page, Work With Us ads, and wrapping jobs from the NZTE site to the LinkedIn page. Training staff members in the new platform was also key to setting up the program for success.

The real difference was in the way NZTE combined the efforts of marketing and talent acquisition to shape its employer brand on LinkedIn and maximise its impact. The marketing team handles the almost daily page posts and updates, while the talent acquisition team looks after candidate research and outreach. Having the recruitment and marketing teams working together has turned out to be a powerful strategy, and key to the team’s success.

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## Results

“We’ve been fortunate to have outstanding results for the last couple of years,” says Richard. The numbers speak for themselves: the company’s follower numbers grew 272% over three years to over 20,500 in November 2016.

And it’s not just follower numbers: engagement with NZTE’s Work With Us ads is 13 times the industry average. As well as having 48% of new hires impacted by LinkedIn, over 90% of

the organisation’s hires in the year to November 2016 came from the private sector – proof that NZTE’s employer brand is growing strong.

“Partnering with LinkedIn Talent Solutions really propelled us forward,” says Richard. And key to that success was integration across the marketing and recruitment functions.

Anna’s advice to other public sector organisations looking to tap the potential of LinkedIn is to follow NZTE’s lead. “They absolutely need the buy-in of senior leaders and to get the approach right,” she says. Anna recommends having a clear structure in place that will allow proactive talent pipelining while still ensuring the fair and open processes required of public sector organisations.

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