



Introducing LinkedIn Jobs: Hiring Online Through Relationships, References, and Reputation



For more information on LinkedIn Jobs, please contact
linkedinjobs@linkedin.com

To receive up to 5 free job listings during our 30-day Preview
in January-February, please visit
www.linkedin.com/hiring *after* January 16th, 2005

LinkedIn Jobs: A Better Way to Hire

LinkedIn Jobs is a new tool launching in January 2005 from LinkedIn, the leading online service used by over 1.7 million professionals to get referrals from the people they know and trust.

LinkedIn Jobs is the first and only tool that combines the convenience, speed, and cost-savings of online job listings with the proven effectiveness of hiring through recommendations from trusted colleagues. Unlike traditional job boards, LinkedIn Jobs lets hiring managers, HR professionals and recruiters hire with **LinkedInInsight™** to quickly **assess, verify, and prioritize** candidates using “The Three R’s of LinkedIn”:

- **Relationships**
- **References**
- **Reputation**

And unlike any job board, LinkedIn Jobs also provides **access to over a million high-quality passively recruitable professionals** who are currently using LinkedIn to find business partners, customers, and industry experts. Simply put, **LinkedIn Jobs is a better way to hire.**

Hire with **LinkedInInsight™** *Get great candidates through people you trust*

Discover your **relationship** to the candidate

Get **references** from people you can trust

See what people say about the candidate's **reputation**

Post jobs now

“[With LinkedIn] you’re not drawing from a pool of job-seekers; you’re drawing from a pool of experts.”

Human Resource Executive

Bringing Relationships, References and Reputation to Online Recruiting

Traditional online job boards provide a fast, inexpensive, and convenient way to post jobs, but they're ineffective: they lead to a flood of indistinguishable resumes from applicants, most of whom turn out to be a poor fit for the job. Hiring managers, HR professionals and recruiters know that the best way to hire a great employee isn't through a job board, but through a referral from a trusted colleague. New hires are 10 times more likely to come through a trusted referral than through an online job board, according to Drake Beam Morin and CareerXroads.

Now LinkedIn Jobs is bringing relationships, references, and reputation to online recruiting for the first time. Narrow your search, focus on fewer better candidates, and dramatically reduce your time-to-fill -- quickly, easily, and inexpensively.

Job Detail

Product Marketing Engineer

Company: McAfee, Inc. [More info] Location: Sunnyvale, CA (San Francisco Bay Area)
 Type: Full-time Salary: \$70,000-\$90,000
 Experience: Mid-senior level Job Code: MVJ678474
 Function: Marketing Date Posted: March 23, 2005
 Industry: Computer Software

Posted on Sept 9, 2004 - expires Oct. 9, 2004

View full posting
 Renew this posting
 Edit this job
 Copy this job
 End this posting

Find candidates in your network

Keywords: only in the San Francisco Bay Area only in the Computer Software Industry

Applicants

Name	Headline	Date	LinkedIn	References
John Lagrone	Marketing Manager at Sun	Mon Sep 13	4	Find references
Jeff Simpson	Sr. Product Marketing at ActivCard	Mon Sep 13	1	Find references
Rob Duffy	Product Manager at Zone Labs	Mon Sep 13		Find references
Kevin Wombat	Business Development at Cisco	Mon Sep 13	4	Find references
Jeff Kimball	Marketing Manager at Sun	Fri Sep 10		Find references

LinkedInInsight™ Your key to finding good candidates:

- Your relationship to the candidate
- Number of people who have publicly endorsed the candidate
- See who can give you a reference you can trust

Discover your **relationship** to the candidate: see which of the people in your own network connect you.

Assess candidates based on their **reputation** with former managers and co-workers.

Get **references** you can trust from the candidate's coworkers in your network with a single click.

“LinkedIn connects in-the-know businesspeople looking for employees.” **TIME**

Promote your job openings to the best candidate pool online

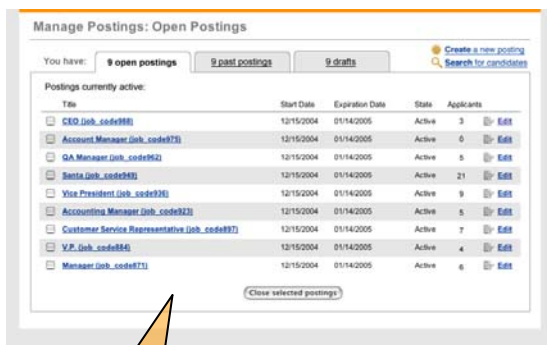
- Post your jobs directly to hundreds of thousands of high-quality candidates and over a million passively recruitable professionals who currently use LinkedIn to manage their professional relationships
- Reach more than 1.7 million high-quality professionals in over 120 industries around the globe. Over 500,000 LinkedIn users are based in Europe, and over 150,000 are based in Asia. And more than 400 alumni and professional organizations have selected LinkedIn as the online business tool of choice for their members

Assess candidates via relationships, references and reputation – quickly, safely, and easily

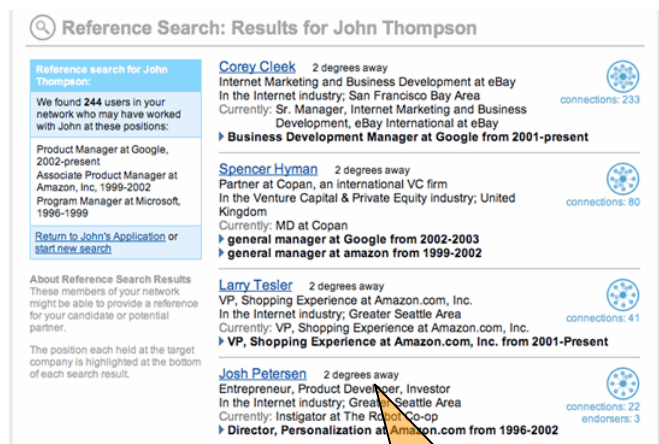
- Leverage relationship-powered referrals from your trusted colleagues, reputation endorsements from candidates’ managers and co-workers, and coworker references you can trust for fast, safe, effective candidate verification and assessment

Let your own reputation help attract the best candidates to your job openings, without compromising your privacy

- Leverage your own LinkedIn Profile to show candidates not just why they want the job, but why they want to work with you and your company
- Protect your privacy while still promoting your reputation, by choosing whether or not to reveal your contact information, company name, and/or full name to candidates



Manage your open listings and track applicants.



Get references you can trust from the people in your network with a single click.

“LinkedIn has taken referral-based job hunting to the next level.”

Use LinkedInInsight™ to hire the right candidate quickly

To: Harold Masters <tmasters@ibm.com>
From: LinkedIn Jobs <jobs@linkedin.com>
Subject: Application for: Product Marketing Engineer (#C4313) | Rob Miller
Rob Miller Rob_Miller.doc
Attachments:

LinkedIn Jobs Application

Applicant: [Rob Miller](#)
Application for: "[Product Marketing Engineer](#)" #C4313
Date: May 18, 2005

LinkedInInsight™

Relationship	References	Reputation
5 of your connections know friends of Rob. See who connects you	12 of Rob's coworkers know you and the people in your network, and can give you a reference you can trust. Ask them about Rob	13 people have publicly endorsed Rob's work. Read what they say

Contact Info

Rob Miller	e-mail: rmiller@gmail.com
567 Rockwell Rd.	Home Phone: 657-976-8766
Palo Alto, CA 94026	

Best way to reach me: At my home in the morning, before 9

Cover letter

Diam rite,

Olog sodim zedo nocto, vorni conquerti olos. Alum Sit all Amover uriti er so. Donas so lese ist solo conisto adesing alit, ut diam ipsum ei tier yeau it dori can soto nigni reat qoutious. scripti lavis nisi et all ex ea domo. Tuis roto ou trim ire dorin reprit. Un isim lomini orit so.

Regards,
Rob Miller

Full profile

Rob Miller
Vice President, Business Development at Sierra Design Group
Reno, Nevada Area

Currently: Vice President, Business Development at Sierra Design Group (division of Alliance Gaming)
Companies: Sierra Design Group (division of Alliance Gaming) [agi]
Primary Industry: Gambling & Casinos

6 connections

Summary

Rob is a founding executive for a successful high-tech startup, reaching \$88 million in annual revenue and Inc. 500 status before being acquired in 2003. Rob's background includes

Applications are sent to you as emails from LinkedIn and include contact information, cover letter, and a resume attachment for each candidate.

Applications also include **LinkedInInsight™** to help you assess, verify, and prioritize candidates: **relationship, references, and reputation** information, as well as the candidate's **full LinkedIn Profile**.

“Employers will increasingly tap LinkedIn’s rich profiles to find job candidates.”



LinkedIn Jobs Lets You Hire Your Way

- 1 Compose job
- 2 Contact Information
- 3 Preview & post

Profile Info

Your Profile:

Show candidates why they would want to come and work with you and the company! Including your profile and endorsements with your job listing promotes your job to top candidates.

Show your profile on the job listing?

Yes No

(You can hide your last name on your profile by [changing your name settings here.](#))

Joyce R

Business Development Manager

San Francisco Bay Area

13 endorsements

31 connections

[View and update your full profile](#)

[Get endorseme](#)

Job Detail

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Product Marketing Engineer

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Type:	Full-time	Salary:	\$70,000-\$90,000
Experience:	Mid-senior level	Job Code:	MVJ678474
Function:	Marketing	Date Posted:	March 23, 2005
Industry:	Computer Software		

The preferred way to send your resume

[Apply now](#)

Description

McAfee creates best-of-breed computer security solutions that span large enterprises, governments, small- and medium-sized businesses, and consumers, helping prevent intrusion on networks and protecting computer systems from the next generation of blended attacks and threats. These next-generation threats attack on multiple levels of the network infrastructure. McAfee offers in-depth protection from the network core, to perimeter defense to complete desktop security.

The primary function of the Product Marketing Engineer will be to manage the life cycle of existing and new products, including product launches, pricing, collateral development, lifecycle management, end of life plans and obsolescence planning. This individual will be effective at identifying, defining and prioritizing new features and core product enhancements. She should have the ability to think strategically and act tactically. The Product Marketing Engineer will be expected to produce marketing requirement documents (MRDs), product requirement documents (PRDs), sales forecasts, strategy documents, product collateral and competitive analyses. Furthermore, the Product Marketing Engineer will be the "expert" and internal "champion" for the security products they are responsible for.

The secondary function of the Product Marketing Engineer will be to examine new potential markets in which McAfee Security Consumer Division may enter in order to extend its product portfolio. The Product Marketing Engineer will work cross-functionally, to plan, develop and implement new products and services. This candidate should be able to demonstrate an instance in which they lead the entry into a new market with a product that was either developed or acquired.

Inside connection to the poster

Info about the poster
[Joyce R](#)
Manager, Business Development at McAfee

What others say about Joyce
 2 endorsements

You have access to Joyce
 Joyce is 4 degrees from you

Inside connection to the company

- Find someone who can give you an introduction
- Contact people who work there to find out what it's like

35 people in your network currently at McAfee Inc.

15 in the San Francisco Bay Area

[Back to Search results](#) [Previous Listing](#) [Next Listing](#)

Use your own LinkedIn Profile to help attract the best candidates, without revealing your contact information or your full name if you so choose. You can also choose to fully anonymize your listing.

Your Role:

Hiring Manager

I am looking for someone to work on my team at McAfee

McAfee HR

I am posting this position for McAfee

Recruiting / Staffing Firm

I am posting this position on behalf of another company

Employee Referral

I work at McAfee and am posting this on behalf of my company

Use custom settings for HR professionals, hiring managers, and recruiters to help tailor listings to fit your hiring needs.

Contact Information

Contact email address

All applications will be sent to this email address.

This information will not be shown to candidates anywhere.

My email addresses: joyce.randell@mcafee.com

[\[Add email addresses to my account \]](#)

Enter other address: hiring-list@mcafee.com

You can choose to have applications sent to your own email address or to another email address, such as a distribution list. Either way, candidates never receive your contact information directly.

Pricing and Availability for LinkedIn Jobs

- LinkedIn Jobs launches in mid-January with a 30-day Preview release. During the Preview, hiring managers, HR professionals and recruiters can receive **up to 5 free job listings** by visiting www.linkedin.com/hiring after January 16th. In exchange for free access during the Preview release, LinkedIn requests that posters send feedback on what features they like best and what changes they'd like to see to LinkedIn Jobs
- After the 30-day Preview ends in late February, job listings on LinkedIn Jobs will be available at an **introductory price of \$75 per listing**. This simple flat-rate pricing applies to jobs in all industries and locations. Although LinkedIn Jobs will be offered through simple self-service payment online, discounts for bulk purchases by HR departments and recruiters are available. Please contact linkedinjobs@linkedin.com for further information
- Listings on LinkedIn Jobs run for 30 days. LinkedIn offers a **100% guarantee: if you don't receive at least 1 qualified applicant for your listing, LinkedIn will re-list the job for an additional 30 days free of charge**

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“LinkedIn could change the way recruiting is conducted.”



Press, Analysts, and Users Agree: LinkedIn is the #1 Online Service for Getting Business Done Through Trusted Referrals



“LinkedIn has become the Internet’s largest online business network.”



More press coverage at: www.linkedin.com/static?key=press_info

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