

# MediaNews Group Transforms Talent Acquisition with Hiring Assistant



## Goals

Increase Hiring Efficiency

## Employees

1,0001 – 5,000 Employees

## Industry

Book and Periodical Publishing

## Challenge

### Balancing quality hiring with high volume and competitive pressure

MediaNews Group faced challenges in attracting top talent due to compensation packages that were not always on par with industry competitors, making it difficult to attract candidates, especially for specialized and high-demand roles. Despite this, the team remained committed to a "quality over quantity" approach, focusing on qualified, engaged candidates rather than rushing to fill roles. Their goal was to maintain a time-to-fill of under 60 days without compromising on candidate quality. True to its identity as a candidate-obsessed organization, MediaNews Group also prioritized delivering a seamless and engaging experience throughout every stage of the hiring journey.

## How LinkedIn helped

### Implementing Hiring Assistant for scalable, high-quality hiring

The implementation of Hiring Assistant marked a turning point. The AI recruiting agent's capabilities enabled recruiters to automate sourcing, uncover passive talent, enhance candidate matching, and streamline outreach. MediaNews Group's experience demonstrates that Hiring Assistant, when thoughtfully implemented, can drive efficiency, improve candidate quality, and empower recruiters to focus on the human side of talent acquisition. As the talent market continues to evolve, MediaNews Group is well-positioned to leverage Hiring Assistant for ongoing success and innovation.

## Results delivered

### 10% Faster, Smarter Sourcing

Recruiters estimated a 10% reduction in time spent sourcing, freeing them to focus on strategic activities such as hiring manager intake meetings, process improvements, reviewing candidates, and candidate engagement.

### Improved Candidate Engagement

The team saw a measurable increase in InMail acceptance and candidate response rates, one recruiter noted a stagnant sales req went from 0 to 15 applicants and 4 interviews.

### More High-Quality Candidates

Hiring Assistant delivered more targeted, high-quality candidates, helping recruiters deliver on hiring manager “unicorn” expectations with data-driven insights.

### Trusted AI, Superior Advantage

The team felt empowered by the Hiring Assistant’s intuitive design, describing it as “working with a seasoned recruiter,” and preferred it over other AI solutions, which required more manual input and lacked the same level of understanding.

“Hiring Assistant is so much more intuitive and advanced than other AI recruiting tools we’ve used. It gives us the AI capabilities we need without all the extra work. If I could only pick one, this would be it.



Dori Saad, Recruiting Manager, MediaNews Group

“The process is smoother and faster with Hiring Assistant. I can move candidates through the pipeline efficiently and focus on outreach and engagement.



Yohana Woldu, Recruiter, MediaNews Group

Hiring Assistant's capabilities enabled recruiters at MediaNews Group to:

Automate Sourcing	By simply dropping job descriptions into the Hiring Assistant, recruiters could instantly generate high-quality shortlists, saving hours each week previously spent on manual Boolean searches and project creation.
Uncover Passive Talent	Hiring Assistant uncovered passive candidates who were not on their radar before, broadening the talent pool and increasing engagement rates.
Enhance Candidate Matching	Recruiters reported more accurate candidate matches and improved response rates with Hiring Assistant than traditional sourcing methods, especially for hard-to-fill roles and locations.
Streamline Outreach	Hiring Assistant provided candidate summaries showing how candidate profiles match with must-have skills, allowing recruiters to personalize outreach and move candidates smoothly into the application and interview process.

“ Hiring Assistant brings in quality candidates and lets me fine-tune recommendations, making the process more targeted and efficient.



Tyler Garcia, Recruiter  
MediaNews Group

“ The time savings are huge. I just drop in a job description, let it work, and focus on other priorities. Hiring Assistant saves me hours every week.



Anne Rudolph, Recruiter  
MediaNews Group