



# Personalisation at scale: how Tempus Recruitment stands out with LinkedIn

## Success story

### Automating outreach, growing reach and building culture

Tempus Recruitment is a specialist agency placing experienced veterinary professionals, both clinical and non-clinical into respected practices and hospitals across the UK and US. From permanent placements to locum roles, its goal is simple: match the right people to the right roles and do it with care, speed and clarity.

The family-owned business founded in Devon by Callum and Daisey-May Browse, Tempus has built a tight-knit team with a refreshingly human approach. As Callum puts it, "We've been described as Monsters Inc., because everybody is just so different... but it just seems to work." From ex-teachers to tech professionals, jazz lovers to heavy metal fans, every recruiter brings their own personality and way of working. What unites them is a shared mission: to connect great people with great opportunities. It's this blend of authenticity and culture that continues to power the business seven years on.

While the company was already seeing success through its existing networks, it saw an opportunity to scale without losing its personal touch. By trialling LinkedIn's powerful recruitment tools, Tempus discovered it could not only streamline internal processes but also boost visibility, expand its candidate pipeline and reach passive talent across borders. In just two months, the organisation added more than 100 candidates to its database, a process that would have taken six months without LinkedIn.



## Challenge

### Standing out in a candidate-scarce market

Veterinary professionals are highly skilled and deeply committed to animals, their owners and their employers. But recruiting top talent in this field is no easy task. It is a candidate short, competitive market with high volumes of open positions with not enough veterinary professionals to fill the need.

Previously this meant that strong candidates would sometimes miss opportunities due to the volume of jobs posted on job boards or miss out because the right role wasn't being advertised at all. Agencies fill that gap but Tempus wanted to ensure that the recruiting process was as simple as possible for both job seeker and employer.

To help achieve this, Tempus invested in LinkedIn Recruiter. Early results from Job Slots were encouraging, boosting brand visibility, increasing applications and improving candidate engagement. But it quickly became clear that Recruiter Lite did not offer the reach or automation Tempus needed.

To improve efficiency and scale its outreach, the team upgraded to LinkedIn Recruiter Pro. The goal was to automate manual admin, streamline follow-ups and give recruiters more time to focus on what mattered most: delivering a smooth, responsive experience for candidates and clients alike.

## Results

### Result 1

#### Expanded candidate pipeline

Tempus added 108 new candidates in two months – a figure that typically takes six months in the veterinary world.

### Result 2

#### AI-assisted outreach doubled acceptance rates

AI-personalised LinkedIn messaging helped ensure InMail acceptance rates doubled.

### Result 3

#### Stronger US market penetration

20% of Tempus Recruitment's 107,500-strong US candidate database comes directly from LinkedIn.



**Industry:** Staffing and Recruiting

**No. of Employees:** 13

**Headquarters:** Newton Abbot, Devon, UK

## Solution

### Sniffing out talent through smart targeting and deeper engagement

Tempus rebuilt its outreach strategy with passive candidates at the centre, combining targeted messaging with a high-volume job advertising approach. By deploying 1,500 LinkedIn Job Slots, the team significantly increased brand visibility and candidate engagement across key markets. This scale, combined with CRM follow-ups and personalised InMails, formed part of a refreshed client acquisition strategy that extended well beyond organic growth.

Working with LinkedIn's customer success team, Tempus also overhauled its Company Page and Showcase Pages to better reflect its positioning in the market. Alongside website and SEO improvements, the team began publishing regular informed content to build visibility and trust not just in the UK but also in the growing US market. Attendance at veterinary trade shows further increased awareness and strengthened its brand credibility.

LinkedIn's tools enabled Tempus to punch above its weight, extending reach, improving efficiency and generating more placements without increasing headcount.



*LinkedIn is essential to my business. If it disappeared tomorrow, we'd panic. It connects us with people in a non-invasive way."*



**Callum Browse**  
CEO of Tempus Recruitment



## Engaging content that opens doors

The results speak for themselves. Today, LinkedIn is one of Tempus' top candidate sources. Around 20 percent of its US database now comes from the platform. By engaging consistently with useful relevant content, Tempus has built a community that trusts them and that trust translates into action. Passive candidates are now more likely to open InMails, respond to outreach and explore new opportunities.

## Using AI to stay human where it matters

LinkedIn's AI tools have also helped the team work more efficiently. Recruiters use them to identify open candidates, send timely messages and manage follow-ups, all without compromising the personal tone that defines Tempus' relationship-first approach.

As Callum puts it, "LinkedIn's AI frees us to focus on what really matters." By automating repetitive admin and outreach, the platform gives recruiters more time and space to support their candidates and clients in meaningful ways from first contact to final placement.

*We've been leveraging AI on LinkedIn for a while. It's now essential, helping us quickly find the right candidates and streamline our sourcing process."*



**Gerry Bowden-Thomson**

Director of Veterinary Recruitment –  
USA Division at Tempus Recruitment



## Results that speak for themselves

By combining smart targeting, automation and authentic engagement, Tempus Recruitment has grown its reach, strengthened its brand and improved its candidate experience while staying true to the culture that makes the business tick.

Now seven years in, Tempus continues to thrive on both sides of the Atlantic, proving that personalisation and performance do not have to be opposites. They can work hand in hand.

*“LinkedIn is not a job board or a comparison site – it’s a *live network*, a smart platform for recruiters.”*



**Daisey-May Browse**  
Chief Marketing Officer at Tempus Recruitment