LinkedIn: 550,000 Applications to Healthcare, Essential Services Jobs Since Early April

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LinkedIn provided an update on the initiative it introduced at the beginning of the month to help fill open positions for front-line workers in the battle against Covid-19.

The professional network said in early April that relevant sectors with urgent hiring needs would be able to post jobs free-of-charge for three months, and that it would begin tagging critical front-line healthcare roles, such as doctors and nurses, as urgent and giving them prime real estate on its homepage and the LinkedIn Jobs homepage.

Vice president of product Tomer Cohen said in a blog post Tuesday that since the start of the initiative, the professional network received requests from almost 2,000 organizations in 25 countries to help fill some 200,000 healthcare and essential services positions, and there have been roughly 550,000 applications to those jobs from members.

Cohen added that beginning this week, Okta, Relativity, SAP, SmartRecruiters and Uber will begin supporting its Recruiting for Good program by using their own recruiters to source critical front-line talent.

LinkedIn has also been providing free media tools to healthcare organizations and disaster relief nonprofits, and

Cohen said this helped the American Red Cross of Los Angeles find over 8,000 volunteer candidates in less than one week, while nonprofit Volunteer Surge uncovered nearly 5,000 for opportunities ranging from nursing assistants to telehealth.

Cohen wrote, “What’s even more remarkable is how our members are responding. In a recent survey, over two-thirds of LinkedIn members said they’re open to volunteering their time to support coronavirus relief, and they’re 50% more likely to apply to an urgent job compared to a job that does not meet a critical hiring need. UnitedHealth Group is one example, where the company saw nearly 150,000 job views and 35,000 applies to their jobs in just two weeks, showing the overwhelming commitment from our members to help during a time of need.”

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