



CITY COUNCIL MEMORANDUM

FROM: The Office of the City Manager **DATE:** March 23, 2026
SUBJECT: Authorize the City Manager to execute a three-year agreement with the LinkedIn Corporation for their job posting services for an amount not to exceed \$113,317.50 through December 31, 2028.
PRESENTER: Patrick Hillis, Director of Human Resources

SUMMARY:

Staff requests City Council consideration and approval for the City's utilization of the LinkedIn Corporation's Hiring Enterprise Program in an amount not to exceed \$113,317.50 through December 31, 2028. The full cost for each year will be reimbursed by UnitedHealthcare as part of its \$100,000 annual administrative allowance provided to the City.

GENERAL DESCRIPTION:

The City strives to attract and retain highly qualified candidates to maintain excellence in public service. Traditional recruitment methods, such as postings on the City's website, advertising on Internet job boards and attending local job fairs, have proven effective for some positions, but do not consistently reach or attract specialized or executive-level talent.

LinkedIn is the world's largest professional networking platform, with over 900 million members globally, including a significant presence in the public sector and municipal government fields. Its advanced recruitment tools allow employers to:

- **Target candidates by skills, experience, and location**, ensuring outreach to individuals who meet the City's specific needs.
- **Leverage LinkedIn's algorithms** to increase visibility among passive candidates who may not be actively searching but are highly qualified.
- **Enhance employer branding** by showcasing the City as an attractive workplace through a dedicated LinkedIn page and engagement tools.

By utilizing LinkedIn, the City can expand its recruitment reach beyond traditional methods, improve recruitment efficiency by reducing time-to-fill vacancies, increase the quality and diversity of applicant pools, and allow staff to directly source candidates for vacant positions. The platform also provides analytics and reporting features that support data-driven recruitment decisions and continuous improvement of hiring strategies.



The program will be funded through reimbursement provided by UnitedHealthcare as part of its annual administrative allowance, resulting in no direct cost to the City's operating budget.

RECOMMENDATION:

Authorize the City Manager to execute a three-year agreement with LinkedIn Corporation for job posting services in an amount not to exceed \$113,317.50 through December 31, 2028.