

# BENEFIT | SOURCING– INCREASING ATTRACTION STRATEGY

By leveraging our market expertise, tailoring our engagement and focusing on improving the application process we have increased candidate applications by 40%

## Company overview

INDUSTRY: **AUTOMOTIVE**

LOCATION: **EUROPE/TURKEY**

NO. OF  
EMPLOYEES: **50,000**

## RPO – IMPROVING ACCESS TO TALENT

A top 20 global engineering firm operating in the automotive sector, our client is a leading manufacturer of automotive technology, many of the vehicles we use today are powered by its propulsion systems and increasingly its power and battery technology, with 50000 employees globally across 22 countries. The rapid evolution of technology and the increased pace of move away from traditional fuel powered vehicles created hiring challenges. The automotive sector was heavily impacted during 2020, both by the pandemic and by the increased pace in electric vehicle technology development.

### THE CHALLENGE

The client needed to recruit a large number of highly skilled engineers and technologists in a short period of time. This was a new skillset for the company and they lacked the expertise to manage it in-house. The company has had a traditional sourcing approach in place for years, with resourcing managed by a combination of generalist recruiters and third party agencies. There was no differentiation in approach for specific sectors.

The talent segment is highly competitive and to add to the complexity, client was competing for talent with different markets. Therefore we had to make their proposition attractive and impactful, tailored to markets and designed to reach a passive talent market

### THE OUTCOME

The combined efforts resulted in greater visibility of role to target markets and better aligned messaging which resonated with candidates. We capture and report success of marketing, branding and attraction activity monthly with the client to allow for further tailoring. Our improvements to the application process reduced the number of clicks required by a candidate by 66%. Overall we increased the number of candidates per vacancy by 40% within the first three months of go live of the service.

### THE SOLUTION

The team provided evidence of how competitor firms were positioning their messaging to the target talent markets and created a set of tailored messaging and branding materials. We created specific recruitment microsites designed to appeal to engineering and technology candidates and amended job description and advertising templates to create shorter, snappier messages.

Access and application process was improved by proposing amendments to the online application process.

The team used Textio to remove any risk of bias and suggested specific channels to optimise diversity of application.

## FAST FACTS

RPO for Tech

Germany, Luxembourg, Turkey

100-150 hires in engineering, systems and software

ATS – Workday

Hiring plan currently on target despite initial backlog

