

Personify's Methodology for High Speed, High Volume Hiring

Executive Summary

Personify is a award-winning, international recruitment process outsourcing (RPO) organization that partners with companies to provide innovative, on-demand solutions for attracting, engaging, and retaining top talent. Personify's Talent Relationship Management (TRM) solution combines targeted digital marketing campaigns with local, grassroots outreach efforts to help organizations more effectively engage with their desired talent populations and ultimately fill positions faster and more efficiently. One significant use case of Personify's TRM methodology is the driving of candidate traffic to in-person hiring fairs. These events allow companies to fulfill large-scale hiring initiatives quickly and effectively.

Company Overview

Personify's client company (hereafter referred to as "the company") is a leading research organization that services the pharmaceutical and biotechnology sectors. The company employs over 10,000 individuals in over 80 locations across 23 countries. It is continuously expanding its industry presence through organic growth, as well as through acquisition. The company's employee population ranges from traditional corporate job profiles to hourly, non-exempt research technicians and associates.

Challenges

In 2017, the company's facility in rural Ohio was experiencing extreme growth. The company had acquired the site via acquisition the year prior, and the demand for operational output was steadily increasing. The site's HR team was struggling to fill monthly headcount quotas for their non-exempt, technician-level requisitions. The finding and qualifying of candidates for these positions proved challenging,

partly because the qualifications of a strong candidate for the role are largely intangible ones. These positions required employees to work non-traditional schedules, which included night and weekend shifts, and be on their feet most of their shift; qualities like strong teamwork experience and meeting strict customer deadlines were paramount. Given these requirements, the target candidate profile included individuals from the retail, restaurant, or farming industries, among others.

Engaging with this candidate population was difficult. Utilizing different means of communication than more corporate-like counterparts (texting, no email addresses, multiple calls to get a response) could draw the recruitment process out weeks. The company sought a solution that reached the target candidates more effectively and created a constant flow to fill this department's growing needs.

Personify's Solution

"Our objective was a quick turnaround. Our hiring plan is aggressive, and the quicker we could get this done and have qualified candidates committed, the better."
—HR Business Partner with the company

In order to fulfill the hiring goals of the company, Personify worked with the site's HR leaders to develop a two-fold approach: a robust, yet cost efficient, multi-channel advertising strategy and a single day hiring event that combined the application and interview phases of the recruitment process. Personify developed and initiated a customized, on-demand solution to help the company achieve their hiring goals. The following project plan was used:

1. Analyzed workforce demands and build target candidate profiles through personi-mapping (outlining the ideal candidate's employment history, job titles, field of study, skills, and interests).

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2. Built a branded microsite to host event details, capture RSVPs of registered attendees, and track site traffic through detailed analytics reporting (including number and location of users and traffic sources).
3. Developed and launched a comprehensive advertising campaign that combined new- and old-school recruitment techniques via free and paid channels to reach the desired population.
 - Targeted Advertising: Since this candidate profile is not typically active on traditional networking and professional sites like LinkedIn, three carefully crafted Facebook ad campaigns were launched to reach and market to the specific "audiences" —groupings of people with associated ideal candidate attributes. (See Figure 1).
 - Traditional Advertising: Radio advertising was also used as a tactic to mass advertise the job fair,
4. Drove traffic to microsite and the event by utilizing the following internal resources:
 - Recruiters, hiring managers, team members, and HR added links to the email signatures.
 - Established and promoted a special, event-specific employee referral bonus program for the event to incentivize current employees to share details with their networks.
5. Crafted a communication strategy and cadence to message individuals who have RSVP'd leading up to the event, building excitement and driving attendance.

Figure 1: Example Facebook Ads

The figure displays two side-by-side Facebook advertisements for a job fair. Both ads are sponsored by a company and feature a 'JOB FAIR' headline. The left ad shows a man in a white lab coat, and the right ad shows a woman wearing safety glasses. Both ads include a 'Sign Up' button and a 'Like Page' button. The left ad also includes a 'Like', 'Comment', and 'Share' button at the bottom. The right ad includes a 'Like', 'Comment', and 'Share' button at the bottom. The left ad includes a 'Sign Up' button in the bottom right corner. The right ad includes a 'SIGN UP' button in the bottom right corner. The left ad includes a 'Like Page' button in the top right corner. The right ad includes a 'Like Page' button in the top right corner. The left ad includes a 'Like Page' button in the top right corner. The right ad includes a 'Like Page' button in the top right corner.

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6. Created an efficient workflow for day of hiring event.

- Candidates flowed through the following stages, moving forward to the final two only if they were identified as a good fit in the previous steps: registration, pre-screening with HR, interviewing with hiring manager, application/scheduling of next steps.
- Candidates spent a total of 30 minutes at the fair, yet it gave hiring managers the opportunity to assess both technical and cultural fit (as opposed to just reviewing a resume) and candidates a chance to meet the team in a more informal, comfortable setting.

Personify helped the company complete these steps from start to finish within three weeks.

Personify's Results

The innovative digital marketing strategy, paired with the single-day local hiring event, successfully helped the company accomplish their goals of increasing headcount in the departments with the highest demand, without sacrificing quality. Within two weeks of the event, 17 offers were extended and accepted by candidates from the hiring fair.

 **126,000** company brand appearances on potential candidates' Facebook feeds

 **3,185** post engagements on Facebook (including likes, comments, and shares)

 **441** link clicks from Facebook to the branded microsite

 **8,073** individual visitors to microsite

 **100** hiring fair attendees

 **17** offers extended and accepted

Personify's Talent Relationship Management solution helped the company speed up their hiring process, without jeopardizing the candidate experience or their employment branding.

Company Feedback

"The digital marketing component has increased our reach and visibility in the community, and I think we're going in the right direction. Candidates who attended the hiring fair commented that they had lived in the area for numerous years, but had never heard of our company until they saw the ad on Facebook."

—HR Business Partner with the company

Candidate Feedback

"At the hiring event, I felt that the people were very personable and helpful. I like how I was able to get feedback quickly on whether I was a good fit for the position."

—Placed Candidate from hiring event

Personify's Current Engagement

Following the success of the first hiring event, the company's Ohio facility has successfully launched and completed another job fair using Personify's TRM platform. By creating a repeatable, yet easily adaptable, process, Personify is currently using this solution to promote and host hiring fairs at three of the company's other sites, as well as quarterly ones at the Ohio facility. The widespread adoption of the TRM model is a testament that this methodology provides an efficient and effective solution for large-scale hiring initiatives. Additionally, Personify's recruiting team stays in regular contact with the "silver medalist candidates" from the hiring events (those that were not ultimately hired, but may be eligible later) to ensure they are aware of future opportunities with the company.

To learn more about Personify's Talent Relationship Management solution, please click [here](#) or speak with one of our team members directly [here](#).