

ENGAGEMENT BACKGROUND

A Global Tier 1 automotive manufacturer, transitioning to Industry 4.0 principals, engaged HirePower to support them in developing a progressive and forward-thinking Talent Acquisition model.

HIREPOWER SOLUTION

A modern, comprehensive and integrated strategic talent acquisition program (CoE) which included brand building, sourcing, assessing, and hiring. Our scope included technology components and enablers such as governance, compliance, metrics & analytics, a specific recruiting culture and a focus on candidate relationship management.

- Supported the completion of the Employee Value Proposition and developed "Creative Concepts".
- Enhancing job descriptions with EVP's .
- Updated copy on all brand assets and social media content marketing.
- Produced an employer brand video.
- Launch of employee referral program.
- Direct sourcing, pipeline development and onsite Talent Acquisition Specialists.
- Diversity & Inclusion and assessment support.
- Tracking dashboard and KPI's.
- Campus strategy: Coop, interns along with developed relationships with targeted schools for graduate recruitment.

RESULTS

Completion Phase 1 of a multi-phased project enabling our Client to support business needs and build a modern Talent Acquisition Center of Excellence. Over the course of the first half of the engagement HirePower was successfully able to complete the following projects:



The client received 50% more applications from advertised, bias-free job postings and successfully sourced 766 prospects for critical roles



Supported the completion of the Employer Value Proposition definition which included brand essence and three defined pillars



Positive correlation between increased branding, high-touch candidate and hiring manager management, advanced assessment tools, seamless recruitment process and the high quality of talent hired



Built a campus strategy to target millennials in new and niche engineering roles an 'employer of choice' brand for the organization

