



ENGAGEMENT BACKGROUND

HirePower was engaged by a long standing Client in the automotive manufacturing sector to develop a digital attraction strategy for a highly skilled and niche skill set, critical to their business.

HIREPOWER SOLUTION

Our Consultants identified the targeted talent profile to understand how, where and what to best communicate to the required talent community. Through a powerful digital strategy, we launched a captivating value proposition to better engage prospect talent.

With a focus on a employer branding, we led the creation of a 'Day in the Life' video and a campaign that was personalized with relevant and engaging content about the role, the department, and the team.

Weekly metrics were used to monitor volume, funnel conversion and a work back schedule to ensure the timelines were met.

RESULTS

In addition to the digital strategy, HirePower improved the interview process by involving and training the hiring manager's to better describe the benefits of the role and contributed to an increase in retention. Our consultants initiated and led a full end-to-end recruitment process transformation to support this business line.

Due to the success of this project, our Client is implemented the learning from this transformation across additional business units.



Significant increase in qualified candidates



Redefined and localized the employee value proposition



Powerful and repeatable digital campaign strategy



Personalized and engaging content



Creation of targeted digital assets (Day in the life of video; campaign landing page)



Tailored recruitment process redesign