

A person wearing a bright yellow jacket and a large tan backpack is seen from behind, looking out over a vast, hazy landscape under a clear sky. The person is also wearing a light-colored knit beanie and has their hand on their head. The background shows rolling hills and a distant town or city.

Recruitment Solutions

Talent Partner™

Recruitment Process Outsourcing

FULLY OUTSOURCED RECRUITMENT SOLUTION FOR HIGH-VOLUME WAREHOUSING OPERATORS

CASE STUDY

Collins McNicholas

Recruitment & HR Services Group



INTRODUCTION

Collins McNicholas partners with an outdoor clothing brand based in Cork. Collins McNicholas assembled a dedicated account team to manage the end-to-end recruitment of an estimated 30 warehousing operators on a permanent basis. The company chose **'Talent Partner'** as the recruitment process outsourcing (RPO) solution for sourcing supervisor and support roles for their new warehousing facility. The company continues to work with Collins McNicholas for the on-going recruitment of agency seasonal operators.

"QUICKLY MATCH ROLES TO CANDIDATES"



THE COMPANY'S REASONS FOR OUTSOURCING RECRUITMENT

A tightening employment market, competition and short timeframes are just some of the reasons companies look to outsource recruitment to external providers. In this instance, the company required continual access to a wide network of pre-qualified talent to match their roles with quality candidates and quickly expand their workforce. The company experience significant competition for warehousing operators in the area, particularly from Pharma multinationals. RPO solutions like **Talent Partner** connect businesses to talent fast so roles can be filled quickly and confidently.

Recruitment consultants will have an expansive network of top talent and an in-depth understanding of the local employment market, benefits and best practices. This removes the hassle of recruitment for employers and gives confidence that every offer is attractive and compliant.

Improvements to the recruitment process, retention and overall performance are just some of the benefits of working with an expert team of recruiters, who will be armed with the latest hiring insights.

Using **Talent Partner**, a fully outsourced recruitment solution, allowed the company's HR and TA team to benefit from innovative and targeted search technologies to quickly match roles to candidates.



"DRIVING BRAND AWARENESS"

COLLINS MCNICHOLAS' TARGETED TALENT ATTRACTION STRATEGY INCLUDES:

- A dedicated **microsite** to build brand awareness and encourage engagement
- Posting jobs to **targeted job boards** and search engines – Collins McNicholas Website, Indeed (Sponsored Campaign), Irish Jobs and LinkedIn
- Targeted searches using **in-house candidate database/CRM** technology
- **LinkedIn** Targeted Headhunting
- **Google Ads** Campaigns
- **Social media** campaigns driving brand awareness and referrals



"INNOVATIVE AND TARGETED HIRING TECHNOLOGIES"

WHAT ARE THE CHALLENGES WHEN HIRING IN HIGH VOLUME?

Recruiting 90 warehousing operators (30 permanent roles + 60 agency workers) over a 10-month period, required innovative and targeted hiring technologies.

Finding and attracting candidates for short-term contracts and shift working hours, can be challenging using traditional advertising methods. A team of dedicated consultants with experience recruiting in this niche area would be required.

- Short term agency contracts
- Shift working hours
mornings and evenings,
6am-2pm and 2pm-10pm
- Tight timeframe from initial request to start date
- Candidates with notice periods not suitable
- Tightening employment market
- Local competition

"SUPPORT...EVERY STEP OF THE WAY"

WHAT ARE THE STAGES OF TALENT PARTNER?

As an RPO solution, **Talent Partner** effectively addressed each of the company's challenges and provided support for their HR and TA teams every step of the way.

- Agree Service Level Agreement (SLA), talent attraction strategy and recruitment process
- Candidates screened against pre-agreed list of questions
- Booking of candidates for interviews/assessment days
- For temporary agency workers:
 - Conduct interviews and progress to offer
 - Draft and send contract
 - Clear communication expectations of an agency worker and timesheet process
- Offer process and start dates agreed
- Candidate feedback issued within seven days
- The company issue contracts of employment for permanent staff
- Check in with candidates pre-start date and follow up with aftercare call

Talent PartnerTM
Recruitment Process Outsourcing



01

90+ successful new hires (30 permanent hires + 60 agency temp workers on site) across 10 calendar months.

02

Transitioned from an empty warehouse to a **fully functional busy warehouse facility** ready for seasonal ramp-up within a short hiring timeline.

03

Collins McNicholas and the company continue to work together in **close partnership** which has generated strong interest and staff levels to hit deadlines as and when required.

THE RESULTS

Talent Partner™

Recruitment Process Outsourcing

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