

SANDERSON

Case Studies



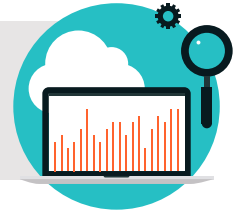
**HOW TO USE A
MULTI-CHANNEL
METHOD TO SOURCE
A TARGETED SET
OF CANDIDATES**



*“Smart solutions to your recruitment
and resourcing challenges”*



CASE STUDY



The Challenge

Sanderson were approached by BMW who had identified the need to recruit a team of four Business Analysts. They would be working in a small team with little historic staff turnover. As a result the hiring managers had limited experience of recruiting permanent staff and, due to an increase in workload, had limited time to dedicate to the recruitment process.

The Solution

With a detailed understanding of the roles required and an in-depth market knowledge, Sanderson ran a multi-channel sourcing strategy to target both active and passive candidates.

Channels used included both traditional methods such as internal databases, job board advertising and referrals, as well as more innovative methods such as professional bodies (IIBA), pay-per-click and social media campaigns.

When suitable candidates were picked, they were each interviewed in person by Sanderson consultants. This followed a format specifically designed for BMW to ensure the best match for the Business Analyst role.

The Results

By the end of the campaign:

- Sanderson successfully filled all available positions within the proposed timeframe.
- Each of the roles was filled to the customer's highest satisfaction.
- All 4 Business Analyst roles were filled successfully following just 6 client interviews.
- The hiring manager at BMW saved a considerable amount of time due to Sanderson's efficient processes.