

Communications Case Study

How do we recruit
ten positions
across multiple
specialisms
on time and
within budget?

Answer...

By creating a bespoke Project Team and spreading the cost through a retained agreement

The Client

Our client is a charity which works to help ensure that women in Wales can enter the workplace, develop their skills and build rewarding careers. They work closely with the government, academics and industry to influence the development of policies.

This project required the recruitment of a number of key members of staff across communications, sales and IT.

The Challenge

Due to funding regulations, they were required to source a minimum of three quotes from agencies to support with this project.

Alongside providing a highly competitive pricing structure, York were required to demonstrate real value to the client with a comprehensive suite of additional services over and above those that could be offered by other agencies.

There were a number of nuances which made this project more challenging to recruit:

- ✔ None of the roles were permanent posts (due to funding) which also impacted greatly on candidate attraction strategy.
- ✔ Deadlines were extremely tight due to the nature of the project and the contract nature of the posts.
- ✔ The HR Manager and Recruiting Manager were both due to leave the business mid-way through the project.

How we tackled it

The Solution

Roles included:

- ✔ Marketing & Communications Lead
- ✔ Communications Assistant
- ✔ Marketing Partner, Planning & Data
- ✔ Communications & Marketing Partner, Events
- ✔ Communications & Marketing Partner, Planning & Analytics
- ✔ Participation Partner x3
- ✔ IT Project Planner

Yolk were able to offer a number of value added services to ensure the project was brought in on time and budget:

- ✔ Spread the cost by working on a retained basis and splitting the payment for all roles into 3 parts. This allowed the client to manage their budget and dates of invoice for the project more effectively.
- ✔ Arranged a Project Briefing before commencement of work to introduce the teams, understand the project and the roles and ensure the message was consistent and the timeline was achievable.
- ✔ Allocated a Project Manager giving the client one point of contact across the business while our specialist team of consultants worked in the background.
- ✔ Weekly project updates in The Shell (Yolk Head Office) to feedback on pipeline and deal with any potential issues.
- ✔ Managed the interview process with all interviews held in The Shell, resulting in real time interview feedback and 100% offer acceptance.
- ✔ Due to the retained nature of the agreement Yolk were able to utilise additional resource of the Delivery Team, a team of highly skilled resourcers which support with niche, urgent and hard to fill vacancies.
- ✔ Yolk rolled out Psychometric Testing for all candidates to ensure a best fit for the organisation.

Results

100%

Fill rate achieved

10

Roles across three specialist divisions



Project delivery within time frame



Project delivery on budget

The time from initially engaging Yolk Recruitment to the final candidate starting with the client was 14 weeks.

Yolk carried out a number of Post Placement Care meetings to ensure both client and candidate expectations were met with each role.

100% retention since then due to comprehensive screening and aftercare service.

Don't just take our word for it. Here's what the client said...

I have to compliment Yolk Recruitment who stand head and shoulders above their competition in terms of candidate experience.

I was recommended Yolk via a friend and from the first introduction I was treated professionally.

The team took the time to really understand my background, skill-set and motivation. They asked to meet with me to discuss potential opportunities and to best match me to suitable roles. They discussed the role with me at length, and gave me all the relevant information prior to my interview. They called me the morning of my interview to wish me luck and afterwards for feedback on how I felt it went.

I felt fully supported and confident meeting with the business for the interview because of the preparation given by Yolk.

Yolk Recruitment are modern in their approach to recruitment and are people orientated, they want to place the right people in the right organisations.

Nicola Davies, Participation Partner

I had a great experience with Yolk. They interviewed me to get a good understanding of my background and experience and advised me of several roles that were a good match for my skills. When I applied for my current role the process was very smooth, Yolk were always very responsive, professional and friendly and they guided me through the interview and offer process to reach a positive outcome.

**Helen Dudgeon, Marketing Partner,
Data and Analytics**



If you'd like to hear more about how
Yolk Recruitment can help reshape your
recruitment needs, get in touch.

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