

Question...

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

Case Study

yolk

Answer...

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



Chwarae Teg 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.

In 2016 Chwarae Teg launched the Agile Nation 2 project, funded by ESF and the Welsh Government to promote gender equality within nine key priority sectors in Wales.

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

How we tackled it

The Challenge

Due to funding regulations, Chwarae Teg 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:

- ✓ Many of the roles were hybrid roles, significantly reducing the pool of candidates with relevant skills
- ✓ 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

The Solution

York were able to offer a number of value added services for Chwarae Teg 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 Chwarae Teg 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 Chwarae Teg one point of contact across the business while our specialist team of consultants worked in the background
- ✓ Weekly project updates in The Shell (York 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 York 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
- ✓ York rolled out Psychometric Testing for all candidates to ensure a best fit for the organisation

Roles filled included:

IT Project Planner

Marketing Assistant

Marketing Partner, Planning & Data

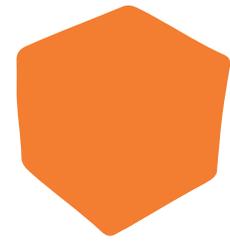
Marketing Partner Events

Marketing Partner, Planning & Analytics

Marketing & Communication Lead

Participation Partner x3

Results



100%

Fill rate



Project delivery within time frame



Project delivery on budget

10

Roles across three specialist divisions

The time from initially engaging Yolk Recruitment to the final candidate starting with Chwarae Teg 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 Chwarae Teg 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 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 at Chwarae Teg with me at length, and gave me all 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 Chwarae Teg 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, Chwarae Teg

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, my consultant was always very responsive, professional and friendly and Yolk 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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