

The background consists of a large teal shape on the left and a blue semi-circle on the right, both overlapping a white background.

Delivering  
across a  
range of  
marketing  
specialisms  
on a retained  
basis.

A dark blue rounded rectangle in the bottom left corner.

Case Study

# GoCompare

Yolk have worked with GoCompare for a number of years. Following an acquisition, they approached Yolk Recruitment to support with retained projects within their Marketing division.

Yolk's specialist Marketing division has a team of 3 Marketing consultants who have previous experience of working in marketing and were perfectly placed to understand the requirements of each role.

## Our Approach

Yolk's Client Services Director oversaw both projects which were each account managed day to day by a specialist Recruiter with 5 years marketing recruitment experience.

Meetings took place for them to meet the HR team and hiring managers at GoCompare and find out more about the job brief and person specification. Timescales and process were agreed upon.

## Attraction

### ✔ Advertising

Dual branded adverts on major job boards, on LinkedIn and other social media channels capitalising on GoCompare's reputation in the market.

### ✔ Database

Yolk utilised their vast candidate database allowing them to react quickly resulting in interviews for all roles within 7 days of briefing.

### ✔ Head hunting

Yolk also took a more proactive approach and directly headhunted candidates resulting in 3 placements.

### ✔ LinkedIn

LinkedIn Recruiter was also utilised to ensure maximum coverage. Yolk advertised roles and engaged candidates through a Marketing Group on LinkedIn with 1200 members and owned and managed by Yolk.

### ✔ Referral

Competitive referral scheme resulted in 1 of the placements



# Assessment and Evaluation

Due to the business critical nature of these roles, and the hiring managers' busy schedule, Yolk offered rigorous candidate screenings, resulting in only the most suitable candidates meeting the client for Face to Face interviews.

- ✔ **Telephone interview**  
Yolk completed based on GoCompare screening questions
- ✔ **Face to face/Skype interview**  
to gauge candidates softer skills for the roles and discuss experience in more detail
- ✔ **Diversity and inclusion questionnaire completed**  
100% completion rate
- ✔ **Online Task**  
Yolk facilitated candidates to complete an online task specific to each role based on a brief by GoCompare
- ✔ **Face to face interview with client facilitated by Yolk**

The Yolk team spent time understanding candidate's motivations and stayed in regular contact with them during the process.

Thorough and timely interview preparation was provided with some of the candidates booking in pre-interview calls to role play some competency questions.

Yolk supported them through their resignation and pre-empted any potential counter offers.

## Roles Recruited

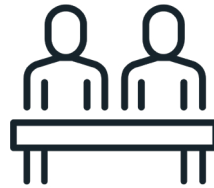
- ✔ Copywriter x3
- ✔ Content Editor
- ✔ Senior Content Executive x2
- ✔ SEO Executive
- ✔ PR Executive
- ✔ Commercial Solicitor (in-house)

# Results



100%

response rate to applications



64%

interview to offer ratio



48

hours feedback  
on CVS, tests & interviews

Offers were made via Yolk within **24 hours** of interview and accepted within **48 hours** of offer.

100%

fill rate



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

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