

## HOW TO RECRUIT FOR SPECIALISED ROLES UNDER TIME CONSTRAINT

Sanderson has been an exclusive partner for IT with Rotork for two years. In December we were invited to design a campaign solution to support Rotork's global rollout of MS Dynamics AX. There was a need to recruit a project team of ten individuals across a diverse range of skill sets including specialists in IT Project Management, Software Development, Data Analysis and Project Accounting as well as operational roles in site services and fulfilment. The main challenges involved were the variety of skills needed, hiring manager time and availability given the global nature of their roles.

### THE SOLUTION

Sanderson adopted a multi-channel search campaign to address the needs of Rotork. A dedicated Campaign Manager was assigned to co-ordinate all activity across the search and subject matter experts from IT, Corporate Services and Operations were assigned to source candidates. To capture a candidate pool appropriate for roles of a global nature branded advertising was created and released across multiple platforms to target the desired audience. Potential candidates were then subject to detailed candidate testing whilst weekly campaign meetings were held to maximise hiring manager time.

### THE RESULTS



#### SUCCESSFUL

8 out of 10 positions delivered within campaign timeframes. The remaining two positions were re-worked due to salary constraints.



#### DELIVERED

New project positions were created due to the high quality of the candidates delivered.



#### SATISFIED

Outstanding feedback on the quality of campaign project management.