



Managed Advertising Campaign takes the strain off leading Chemical Manufacturer

Location - Cheshire

Services provided - Managed Advertising campaign.

The client is a market leader in innovation and is continually looking at new product lines. They need experienced and adaptable Process Operators with specific technical knowledge, such as vacuum distillations.

What did the Client need

Following a plant capacity increase, they needed 5-6 Operators on a staff basis over a 6-month period. The client has a strong brand with a good reputation locally, but this project called for a higher than normal volume of recruitment. It was essential that they had confidence in the supply of resource at the appropriate time to enable commissioning of new capacity without plant down time.

What was Millbank's solution

Building on Millbank's partnership, we provided a Managed Advertising campaign, leveraging their reputation with branded advertising on leading job boards to generate a candidate pool. Our marketing and social media team designed an SEO optimised advert that fit with the client's corporate branding guidelines.

Millbank conducted screening telephone interviews with suitable candidates and then presented a shortlist for interview.

We know a time-consuming aspect of recruitment is dealing with a high volume of applicants and providing feedback. Managing the 256 applications received and presenting a shortlist allowed the client to focus on the interview process and select the highest quality candidates.

To provide a cost-effective solution, the up-front cost of advertising was discounted against introduction fees at the end of the campaign.

Summary

Millbank used branded advertising and management services to allow an innovative Chemical Manufacturer to focus on their business expansion with complete confidence of the right staffing levels at the right times.

Get in touch

So, are you looking for a provider that will work in collaboration with you and deliver the solution you need?
If so, then please contact Sean Boswell on 01928 248940 or email sean.boswell@millbank.com