

RPO case study: strategic recruitment supports new business launches.

industry: media & entertainment



challenges & goals

This global media and entertainment leader needed to build teams to launch new channels and bureaus in established and new locations in the U.K., Colombia, Argentina and Abu Dhabi.

Hiring positions across a range of television, film and media roles from correspondents, producers and editors to designers and technical specialists, it was critical for the company to fill the roles on time with top talent to maintain its market leading position.



solution

The company implemented a recruitment process outsourcing (RPO) model, delivered by Randstad Sourceright. The RPO devised talent attraction strategies to support all aspects of recruitment, from screening of candidates to verbal offer management. It also provided market insights and data to ensure the most effective sourcing and engagement channels were used.

Other recruiting strategies include a branded microsite, proactive networking, talent pipelining, and campus tours — this was supported with virtual site and work location tours during the COVID-19 crisis.



key results

- With a tailored approach to specific project needs, and a strong understanding of the media sector and the cultural differences in various locations, the company hired over 250 creative talent across six countries in three regions on schedule to support its launches.
- In a 2020 recruitment project, 136 hires were made in the U.K. in just six months despite the impact of the global pandemic.
- To manage referrals and engage talent for future roles, talent communities were built to ensure the process was compliant with local legislation requirements.
- The successful use of microsities in enhancing talent attraction was expanded to support the client's contingent staffing strategy.



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