

strategic recruitment supports new business launches.



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 microsites in enhancing talent attraction was expanded to support the client's contingent staffing strategy.

Media & entertainment giant builds teams to launch new operations with project-based recruitment solutions.

hiring media talent to launch new businesses

With operations around the world, this global media and entertainment leader needed to hire a range of television, film and media talent to build teams to launch new channels and news bureaus in various locations, including the U.K., Colombia, Argentina and Abu Dhabi.

Hiring positions ranged from creative producers, editors, news anchors, runners, creative designers, make up artists and technical specialists. With go live dates fixed and aligned to press release dates, it was critical for the company to fill the roles on time with the best talent to meet launch deadlines and maintain its market leading position.

creative recruiting strategies to meet market needs

The media giant has engaged Randstad Sourceright as its recruitment process outsourcing (RPO) partner since 2017 to manage the recruitment process, including strategic projects to launch new operations.

The RPO devised talent attraction strategies to support all aspects of recruitment, from screening of candidates to verbal offer management. With creative talent being niche skill sets and roles had to be filled in a short period of time, Randstad Sourceright provided market insights and data to ensure the most effective sourcing and engagement channels were used to reach the right talent.

Recruiting strategies were tailored according to the specific project needs and cultural differences across the globe. In a project in Abu Dhabi, the client had no presence in the region and faced tough competition with other media companies launching at the same time. The RPO built a branded microsite to enhance the client's brand recognition as one strategy to gain visibility and an advantage. The project was completed with nine hires — two via internal mobility programs and the remainder external candidates.

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In another project in Colombia and Argentina, where the client's identity had to be kept confidential, the RPO used proactive networking and talent pipelining to fill 70 roles under Randstad Sourceright's brand — all hires were centric to television, media and film, as well as critical and corporate function job families.

And in a project in the U.K. where the client had to build an audit team to support an acquisition, Randstad Sourceright provided a statement of work (SOW) solution for the build of the financial operations and technology auditors with the same principles of its global audit team that was already established in the U.S.

To secure offer acceptance, campus tours were arranged to allow candidates to experience the company's culture and first-class facilities onsite, and meet other team members who were not part of the interview process. A total of 55 hires were successfully made in six months.

key results

With a tailored approach to specific project needs, deep knowledge of media and entertainment recruitment and a strong understanding of 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. Campus tours were quickly replaced with virtual site and work location tours to maintain hiring continuity.

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 microsite in enhancing talent attraction was adopted by the client to support its contingent staffing strategy.



Looking for additional recruiting resources to support new business or product launches?

check out the questions to help you find the right RPO solution