

Recent funding gives emerging tech company push to grow rapidly

An emerging technology company with recent funding needed immediate help doubling the size of the engineering team to meet growing client demands for product improvements and enhancements.

Upon receiving funding earmarked specifically for talent growth, this company set a goal of hiring 8 new engineers, doubling their team in one month. With a short window of opportunity and very few internal resources to execute, this company turned to Jobber Group for help.

How do you source, screen and interview enough candidates in one month to net eight qualified and right-fit employees? The process begins by spending a few hours with key stakeholders within the organization and key team members on the team looking to grow.

Gathering important qualitative information from leadership, human resources, and the engineering team, a clear understanding of the culture and why people choose to work there was identified. This was validated by a company-wide survey asking a simple question: Why would you refer someone to work here? The answers provided a clear story about why employees continued to work there; and this was a story to source the right-fit candidates.

The Solution: Given the time constraint and now armed with an authentic company story, a custom hiring event was designed to attract both passive and active engineering candidates. The meet and greet was held on a weekday evening at the offices of the company. The setting provided the perfect environment for candidates to confirm their desire to be a part of the company culture, as well as current team members to converse with potential coworkers. Most importantly, the hiring event fast tracked the first round of interviews for hiring managers and leadership to interview qualified handpicked candidates already pre-screened.

In addition to the hiring event, an online portal was created to showcase candidates with a picture, resume and other relevant information. This provided an easy solution for sharing candidate information among the hiring teams, as well as allowed for the selection of candidates to be interviewed quickly following the hiring event. No more lost emails with critical candidate information to manage.

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Overview:

Company needs to double engineering team to meet clients' interests in product enhancements. Company received recent funding earmarked specifically for talent growth.

Challenge:

Double a small and successful engineering team in one month with minimal growing pains.

Jobber Solution:

Discover Employer Brand: uncover the authentic story and culture of the company and employees.

Define Talent Profile for Recruiting Efforts: understand current successful employee to develop a target profile for sourcing and recruiting efforts.

Candidate Portal: online candidate portal to simplify and accelerate candidate review and selection process.

Hiring Event: invite qualified and pre-screened candidates to a meet and greet with the company and current team members to explore right-fit candidates.

Results:

Twenty-five active and passive candidates attended the hiring event. Eight candidates received offers and all accepted. To date, two years later, more than half met or exceeded the retention goals for this company.