



CASE STUDY

A systematic
approach to
attracting diverse
candidates virtually





The recruitment arena has turned virtual. In light of current events, organisations have been forced to consider new challenges in the search for emerging talent.

Thankfully, many of these challenges can be solved through a systematic approach and an engaged candidate dataset; tools that Microsoft used in their recent push to fill their talent pipeline remotely and under a strict time schedule.

The Challenge

For Microsoft, the goal was to fill the positions available in their Apprenticeship programme, taking into account equal representation of all candidates and offering a fair chance for all to engage with the programme. The coronavirus pandemic tightened the timeframes on attraction after a pause in engagement during national lockdown and swift action was required.

Where Microsoft had previously received thousands of applications for a single role, the resources required to assess and shortlist these submissions was monumental. This time around, Microsoft was hoping for a more targeted approach, to attract only the great-fit candidates, and retain them.

The Solution

For early talent campaigns such as this, the MAJIC Model for Apprentice Recruitment (Measure – Always on – Journey – Inform – Communicate) is one of the most useful tools for providing a systematic structure to candidate attraction. Together with the use of our GetMyFirstJob careers site and engaged candidate dataset, the stage was set for success.



>> **#1** Engaged early
talent dataset

>> **600,000+**
Lifetime candidate registrations



MEASURE

We explored what 'good' looked like to Microsoft and how we could measure it. If we could see the shortfalls before and during the campaign, we could pro-actively make changes.



ALWAYS ON

We looked into how we could maintain consistent brand and opportunity presence with our candidates for consistent and high-quality engagement. Candidates can't apply for what they can't see.



JOURNEY

The candidate journey from search engine to application needed to be simple enough to prompt excitement and encourage engagement yet informative enough to create genuine and high-quality applications.



INFORM

We needed to provide target candidates with as much relevant information about the vacancies so that they could make informed decisions when applying these positions.



COMMUNICATE

We knew exactly the type of candidates we wanted and weren't prepared to wait. We proactively reached out to them through the most appropriate communications channels to drive engagement.

The campaign in numbers

National email campaigns
(out of 6 adverts)

381,923

Total emails sent

18.6%

Average click share

Targeted email performance

1,607

Total emails sent

22.4%

Average open rate

12.7%

Click-through rate

getmyfirstjob.com
vacancy performance

22 Vacancies

11,498

Total vacancy views on
GetMyFirstJob

The Results

Utilising the MAJIC model again provided the necessary systematic approach to solving Microsoft's hiring objectives. The following were big successes based on the brief and requirements:

- 100% of Microsoft vacancies were filled
- Achieved higher female engagement for IT and Engineering roles than the industry average
- Achieved 100% vacancy view to conversion for BAME demographics on some vacancies
- Achieved at least 44% vacancy view to application conversion for BAME demographics over the entire project

If you would like to know how the MAJIC model for apprenticeship recruitment or TheTalentPeople can help achieve your recruitment objectives, we're here to help. We take the time to understand your requirements and provide a tailored approach to solving your challenges, whether it may be big or small.

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