

Case Study

About the company

This video game publisher manages some of the most creative, respected and premium brands in gaming today. Founded in 2005, they develop and publish interactive entertainment for PC, console and mobile platforms.

Their world-class team of engineers, developers, graphic artists and publishing professionals are building a growing library of critically-acclaimed franchise games across the globe.



Challenges

01 | Attracting talent

New to Ireland, the company was faced with the challenge of scaling their employer brand and attracting experienced talent over direct competitors and established multinationals in Ireland.

02 | Time constraints

With so many tasks, HR faced the challenge of filling vacancies with the best talent while also managing the multitude of daily tasks and objectives needed to set the EMEA HQ up for success.

03 | Cross-departmental hiring

To hire across multiple departments, they required specialist knowledge, talent networks and recruitment skills in each area in order to quickly hire talent from quality shortlists of candidates.

Overview »



In 2020, RECRUITERS was approached by the company to help them expand in EMEA. The HR team in Dublin needed to hire multiple permanent and temporary talent while also staying focused on their daily HR tasks. Having previously worked with specialist recruitment agencies, HR wanted to start

from scratch with a trusted partner that could reliably source senior talent with gaming experience across multiple departments, streamline and manage new hiring processes, save time and eliminate duplication of resources. RECRUITERS acted quickly, put applicant tracking systems in place, scaled their employer brand in Ireland and helped them source and hire 14 senior professionals in 36 weeks.



EMPLOYER BRANDING EXPERTS
RECRUITERS provide value added services including client microsites and employer branding videos for clients.



SEARCH AND SELECTION EXPERTS
RECRUITERS have one of Ireland's largest cross-departmental databases that uses AI technology to source key skills.



SAVE TIME AND MONEY
RECRUITERS not only save you time and money when hiring, but also remove the risks and costs of a bad hire.

Solution >>

RECRUITERS quickly resonated with the company's challenges having worked with many established US companies expanding their EMEA presence in Ireland. Our experience within the gaming industry specifically, coupled with our large network of experienced gaming professionals across IT, Finance, Marketing, Sales and Operations meant that we could quickly grow their presence and employer brand in Ireland through strategically driven outbound and inbound tactics to attract senior and semi-senior professionals.

Streamlining and managing the hiring process, RECRUITERS enabled their team to stay focused on their daily tasks. We managed the large application in-flow of candidates from multi-channel campaigns, screened all candidates against technical and cultural requirements and delivered hand-picked shortlists of applicants within strict SLAs. Their team were kept informed of our progress through a shared Applicant-Tracking-System and our renowned Hiring Impact Reports.

With one point-of-contact and a dedicated team of recruiters from each of our hiring divisions, they received Ireland's best permanent and temporary talent for their cross-departmental hiring, when they needed it.

Results >>

435

Candidates Screened

Between March and December 2020, RECRUITERS sourced and interviewed 435 candidates for 22 roles, averaging 20 quality candidates sourced per role.

87

Candidates shortlisted

RECRUITERS shortlisted 87 candidates for 22 roles. That's an average of four quality candidates per role, thus saving them a lot of time, money and effort.

65%

Candidates interviewed

They interviewed 65% of candidates we shortlisted. This shows the quality of our shortlists. For every four candidates we sent, three were interviewed.

3:1

Interview-To-Hire

For every three candidates interviewed from our shortlists, one senior hire was made. Over 36 weeks, they filled a role every 2.5 weeks with RECRUITERS.



Implementation >>

Step 1: Discovery Session

RECRUITERS met their team to learn more about the business and discuss previous and existing hiring challenges in Ireland to help ensure that they would never occur for them again.

Step 2: Listen & Learn

Next, we learned more about their immediate vacancies to be filled, the business objectives for each role and their company culture from relevant team members. This helped all parties qualify the roles.

Step 3: Shortlist & Hire

Armed with everything we needed to help them achieve their goals and objectives, we followed up on our commitment to find them great talent, fast. From our initial shortlist of four candidates for the first vacancy, two hires were made - followed by twelve more.

Trusted Partners >>

At RECRUITERS, our mission is put consulting back into recruitment in-line with our values of Honest, Openness, Drive, Creativity and Fun.

