



innovative recruitment

Case Study

Client: **Greenfield Online**
Global / Publicly Traded Online Market Research Company

Objective: Define, source, and hire staff that specifically targeted and met Greenfield's needs.

Method: ReCareer ran an intense corporate audit of Greenfield's existing staff to determine their ideal staff profile. Once the needs assessment was completed, ReCareer worked in partnership with existing Greenfield management throughout the recruitment process. ReCareer used a blended sourcing approach of industry and non-industry candidates to best meet Greenfield's needs.

Greenfield's talent pool had been previously targeted and depleted by their competition. By working with Greenfield to modify and redefine their approach, ReCareer was able to attract highly qualified industry and non-industry candidates, ensuring that the foundation was in place to stabilize, nurture, and develop a strong team for future growth.

Results: ReCareer's model of providing a constant pipeline of qualified candidates helped stabilize and maintain staff for Greenfield. This ensured that all levels of hiring managers at Greenfield had qualified candidates presented for their approval.

Targeted hires were focused in various levels, from entry-level marketing managers to team leaders. Strategic hires were made in multiple specialties: technology, sales, administration and HR.

ReCareer helped minimize turnover at Greenfield by recommending strategic hires, leveraging and broadcasting the Greenfield story out to the hiring pool. ReCareer's integrated method of recruiting was able to more effectively translate the Greenfield brand and benefits to potential candidates, therefore providing a more robust and better-qualified stream of hires.

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