

An example of our evolving partnership approach to offering a best-in-class solution



THE ORGANISATION

The company develops, manufactures, operates and installs wind turbines that are used by energy companies to generate power in offshore locations. This includes the new V164 Turbine - the most powerful wind turbine in the world, generating 8MW of power. The site in Newport, Isle of Wight, manufactures the 82-metre-long blades for the V164 Turbine.



THE CHALLENGE

In early 2015, the company needed to set-up a new manufacturing facility in Newport, Isle of Wight. They initially needed to manufacture 32 82-metre long wind turbine blades, with further requirements through the next 5-10 years. This was a brand-new facility, requiring over 215 staff across various disciplines, including production, engineering, management and office-based roles.

The company had to have production up and running by early May in order to meet their clients' production timelines for delivery of the blades, with large penalties if these timescales were not met.

Due to the nature of the triple shift pattern, and taking into account transport links to the island, it was critical to the company that all employees were island-based, significantly reducing the potential candidate pool.



THE SOLUTION

Manpower held several assessment days to register potential candidates and deliver presentations on the company and available roles, helping to elevate the Employee Value Proposition and enthusiasm around the opening of a new production facility on the Isle of Wight. Working closely with the local media, our marketing specialists produced a newspaper article in the local paper, promoting the exciting career prospects and what it would mean to the local community. We also advertised via our website and utilised our own 2.2m database of candidates, in conjunction with the below attraction methods:

- Maximising applications by optimising traffic to the company website and directing all applicants to the Manpower branch email to reduce their time on reviewing applicants.
- Posting vacancies on both generalist and specialist job boards.
- Attending suitable events and networking groups to promote the company's opportunities.
- Engaging with potential candidates seeking employment at career fairs.
- Working with the Jobcentre and local 'able to work' programmes to engage with the unemployed and ensuring inclusive hiring.
- Advertising at relevant local colleges and universities
- Positioning content on Facebook, Twitter, Snapchat, Spotify, Instagram and LinkedIn to attract today's tech savvy generation.



THE RESULT

Through our robust process, we screened a total of 3,500 CV's based on experience and skills, submitting suitable candidates to the company, and rejecting unsuitable candidates. All applicants received communication from Manpower within 48 hours.

We arranged 600 interviews for around 200 positions and 16 different position types within 8-10 weeks, managing the entire recruitment process in order to meet the company's timescales to have production up and running by beginning May 2015. We began the recruitment campaign in early February and delivered 180 permanent staff within the timescales required (production started on 5th May).

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