

## Client case study: **Shell Energy**

### Background

Shell Energy were looking to hire number of technology professionals as part of a large-scale business transformation to help build a leading-edge customer solution.

The recruitment project required over 100 roles across a 12-month timeframe, with an initial batch of 40 roles to be filled within 3 months. These were across a range of roles within development (react), data and security on both permanent and temporary basis. Robert Walters were selected as the exclusive recruitment partner for the project.



### Approach

With the challenge of a candidate-short market at the time, the Robert Walters Technology team looked beyond our database/network to uncover strong candidates.

#### Market Intelligence

An extensive market-mapping exercise identified the businesses employing the relevant talent and this information was passed onto the Robert Walters Business analyst team to research and identify triggers for candidate movement, this included businesses with the highest attrition rate and the salary/benefits on offer on those businesses. This information was then passed onto the project team to target and headhunt those candidates specifically.

#### Diversity & Inclusion

The project scope included a target of diverse candidate shortlists. Robert Walters provided on-going support such as analysis on salary benchmarks, benefits etc. to attract more diverse shortlists and did national searches for niche roles. Robert Walters hosted events/meet ups in conjunction with Shell to tap into new candidate pools and created bespoke referral campaigns to ensure the full market was fully covered.

#### Premium Advertising

This approach was bolstered by a targeted, multi-channel advertising campaign to encourage applications from target professionals and boost Shell Energy's employer brand. A Shell Energy branded microsite/adverts, targeted email marketing to our network, and a targeted LinkedIn campaign were delivered. Robert Walters covered the cost of all branding advertising and the marketing team worked closely with Shell to ensure the benefits of the company were highlighted to the passive candidate market.

## **Client case study:**

# **Shell Energy**

### **Remote hiring and onboarding:**

Mid way through the process Covid-19 impacted the market. Robert Walters moved extremely quickly to digitalise the recruitment process. Working with Shell, video interviews were implemented and advice on remote onboarding given. This ensured that even during highly challenging times the project remained on track.

## **Results**

Robert Walters continues to work on the transformation project and has successfully recruited over 50 roles within the Shell technology team - this high-priority project remains on time and on budget.

Robert Walters have become a true recruitment partner for Shell, with Shell now using Robert Walters for recruitment in additional areas such as finance and HR, whilst providing full recruitment support, including benchmarking and marketing mapping, even on projects that Shell recruit directly.

Due to the success of the relationship, Shell has now recommended Robert Walters onto their sister businesses as an exclusive recruitment partner.

Employing D&I measures including widening geographical criteria to reach female candidates, market mapping and benchmarking and video advertising enabled Robert Walters to place over 10 female professionals in the tech team – just under a third were also from minority backgrounds.