

Client case study:

Freshfields Bruckhaus Deringer

Background

Freshfields Bruckhaus Deringer partnered with Robert Walters for the recruitment of a range of technology professionals to help manage the delivery of a large-scale client-facing project. This was a high-volume assignment that required candidates across a number of technical verticals, including Development, Information Security, Cloud, Testing, Architecture. Working on an exclusive basis, the Robert Walters Technology needed to work to stringent timescales to successfully source and place the roles within a 3-month period.



Solution

Data-driven candidate targeting:

An extensive market mapping exercise, conducted by the data analyst team, identified target technology candidates within the Manchester area with the desired technical skill sets, as well as technically qualified candidates with a propensity to locate having previously worked or studied in the area. Refining the search enabled the team to reach the target candidates through headhunting, as well as leveraging social media advertising and online web advertising to encourage applications from the most closely-matched professionals.

Premium Advertising:

As Freshfields Bruckhaus Deringer is not typically known as a technology employer, a Premium Advertising Solution was the best fit for the legal firm to build their employer brand within the technology market. This also enabled the Robert Walters technology team to host and drive traffic to the branded client microsite that hosted the live

technology roles and targeted information about careers at Freshfields Bruckhaus Deringer that would appeal to technology candidates.

Diversity & Inclusion:

To encourage diversity of applications, Robert Walters used in-house technology, Adify, to analyse the job adverts and flag advert structure or language that would disproportionately appeal to male candidates. Adopting measures such as CV anonymisation eliminated any bias during the selection process.

Database & networking:

Renowned for having an extensive network of technology specialists, the technology team could tap into its existing networks to promote the roles, as well as engaging with target candidates at regular, networking events, hosted by the Robert Walters Technology team on a monthly basis.

Results

Robert Walters has shortlisted over 50 candidates (of which 15% were female) and placed 10 technology roles for Freshfields Bruckhaus Deringer since the start of the recruitment project, placing all the preliminary roles within the 3-month timeframe. Freshfields continues to partner with Robert Walters on an exclusive basis for the recruitment of technology professionals.

Testimonial

“Robert Walters Technology managed to source and place exceptional technology specialists to support our growing global technology hub. Working agilely, the team continued to source and interview candidates virtually and support the remote onboarding of candidates when we required it.”