

## Client case study:

# Modern Milkman

### Background

Modern Milkman is a fast-growing sustainability grocery start-up setup in 2018 to tackle the increase in plastic waste disposal. In 2021, Modern Milkman received Series A funding to aid the continued growth of the business, including the expansion of its technology function. This resulted in the company partnering with Robert Walters in 2021 to fill several roles, including a Lead Data Scientist, Lead Data Engineer and 5 Data Analyst positions.



### Solution

#### Data-driven candidate targeting:

A thorough market mapping exercise, led by the data analyst team, targeted technology candidates within the Manchester area possessing the necessary technical skill sets. Refining the search enabled the team to reach the target candidates through headhunting, as well as leveraging social media advertising and online web advertising. In order to encourage applications from the most closely matched professionals.

#### Premium Advertising:

As Modern Milkman is not typically known as a technology employer, a Premium Advertising Solution was the best fit for the sustainability grocery business to build their employer brand within the technology market. This also permitted the Robert Walters technology team to include targeted information about careers at Modern Milkman that would be of interest to technology candidates.

#### Database & networking

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

#### Candidate testing platforms:

The dedicated account team managed the entire first stage screening process before presenting a shortlist of best performing candidates to Modern Milkman for final interview. The screening process included technical testing to assess key competencies of the candidates and mitigate unconscious bias by making judgements solely on a candidate's CV.

### Results

The multi-channel candidate sourcing strategy, combined with the candidate assessment technology for first stage screening ensured the 7 technology hires for Modern Milkman were filled within the desired timeframe of two months. As a relatively unknown brand within the technology sector these additions were essential for the business' expansion entering into 2022. Modern Milkman continues to partner with Robert Walters for the recruitment of technology professionals.