

Client case study:

Escada

Background

Robert Walters were engaged by ESCADA to work on a large migration project of their shared services centre from Germany to the UK. This involved recruiting roles across multiple levels of seniority encompassing several professional disciplines.



Approach

A multi-channel approach was identified as the optimal approach to deliver the high-volume of different skill sets required for the project. Robert Walters used a bespoke branded advertising campaign, targeted head hunting by our expert recruitment teams and leveraged our in-depth knowledge of North West shared service centres to source both active and passive top-tier professionals from the market.

Solution

We ran a branded advertising campaign, and utilised our network of Shared Service Centres across the North West to attract new candidates specifically for these positions. The advertising allowed ESCADA to create brand awareness in the UK and highlight the benefits of working for the company.

Additionally, the consultants used LinkedIn and our database to headhunt specialised professionals for the roles. Because of our size and brand name, we were able to attract candidates who might not be actively looking but were referred to us and registered specifically for the opportunity.

Results

Robert Walters placed multiples roles at all levels into ESCADA, successfully sourcing top-tier candidates with the technical skills, language abilities and the right culture fit for the company. Candidates were kept fully updated, and continual feedback was delivered to ESCADA at each stage of the process.

Testimonial

"We partnered with Robert Walters to recruit a large amount of staff as we moved our back office functions to the uk. As an international business we wanted to find an organisation that could work to our specific needs, including recruiting specialised language speakers and working to a high-level of confidentiality. The consultants went above the normal recruitment practices to headhunt the best talent and provide us with excellent shortlists. We were able to hire a significant amount of positions in a quick timeframe allowing us to move forward with the smooth process of opening the shared service centre with no disruption to our customers and stakeholders."

- Kerstin rothermel, escada