

Client case study:

Kidsloop

Background

Kidsloop is an adaptive platform for digital and personalised learning for early years, with a vision to transform education through creating digital content and collecting data. With the pandemic igniting mass shifts in the way education is delivered globally, Kidsloop has been experiencing rapid international growth.



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The recruitment project initially required an NED and Global CTO. Due to tight time constraints to scale, Kidsloop needed the best professionals in the market - with a strong appetite to join a scaling project.

Approach

Robert Walters have worked closely with the CEO and other senior stakeholders to establish the vision and story of the business, which helped to shape the attraction strategies of top tier talent in the London market. The time taken by the Robert Walters team to develop a deep understanding of Kidsloop's values and mission was reflected in our placement of passive candidates who were brought into the mission and product pitched during the initial search stages.

A multi-channel approach was identified as the optimal approach to deliver the high-volume of different specific skill sets required for the project.

Solution

Database & networking

The team used LinkedIn, next-gen recruitment software and our extensive network of 500,000+ global candidates to headhunt specialised professionals for the roles. Thanks to Robert Walters' size, brand name, and reputation, we were able to attract candidates who might not be actively looking, but were referred to us and registered specifically for the opportunity.

Bespoke marketing campaign

Robert Walters created a bespoke marketing campaign using a tailored, inclusive and hyper-targeted approach. All marketing content was approved pre-campaign.

Microsite & Branded Video

Robert Walters created and hosted a bespoke Kidsloop branded microsite for the recruitment campaign. The microsite showcased the client brand and acted as the central hub for the wider campaign to generate the best candidates. The dedicated microsite highlighted employee benefits, opportunities for training and career progression, and featured all live roles.

The multi-channel marketing campaign - which included a Kidsloop branded video created by Robert Walters - encouraged relevant candidates to click through to the microsite. Content on the microsite then focused on converting interested and suitable candidates into applications.

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Results

Following an extensive headhunting and sourcing approach, Robert Walters successfully placed a NED and Global CTO. Since the initial assignment, Robert Walters has successfully recruited a total of 90 permanent placements, with 230 candidates reaching first interview stage.

Robert Walters continues to work on the UK scale-up project, with Kidsloop using Robert Walters for recruitment across all areas of technology, including Data, InfoSec, Transformation, DevOps, Software Engineering, Product, Go to Market, Design, Infrastructure, whilst providing full recruitment support, including benchmarking and marketing mapping.