Broadleaf

RPO Sourcing Excellence Delivers Top Tech Talent

The Client

A global digital entertainment and technology organization.

The Situation

Looking to augment their internal talent acquisition function, the Client sought a proven RPO partner with deep technical recruitment expertise. Because Broadleaf was currently serving as their parent company's staffing and payrolling partner, the Client was confident in our ability to deliver results. Ultimately, Broadleaf would be required to ramp up and source passive technical talent and submit candidates to the Client for data and software engineer and architect roles experienced in the following skill sets:

- AWS
- BigQuery
- Hadoop/Hive
- Java
- Redshift
- Snowflake
- SpringBoot

> "Broadleaf jumped right in and got up to speed very quickly and continues to impact our pipeline of passive talent."
>
> —Senior Manager, Technology Talent Acquisition

The Challenge

Broadleaf's recruitment team was faced with multiple challenges when sourcing candidates to fill these highly skilled positions:

- Our Client was competing to draw talent from established competitors—including Amazon, Apple, Facebook, Netflix, and Twitter—located in metropolitan tech hubs such as New York City, Los Angeles, San Francisco, and Seattle.

- The Client's position profiles required a candidate to have direct experience with niche skill sets within specific compensation ranges and be living in the local metro market—hybrid work options flip-flopped throughout the pandemic.

- The legacy applicant tracking system (ATS) and interviewing process were fractured and synced up on shared spreadsheets resulting in inefficient practices and communication channels.

- Due to salary band restrictions and internal equity, hiring managers were too conservative when constructing compensation packages to attract top talent.

RESULTS SUMMARY

2,500+	725+	50+
candidates screened	qualified candidates submitted to hiring	hires

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The Solution

- Forming technical recruitment pods with each focused on a specific Client geographic region and job type.

- Collaborating with the Client's talent acquisition (TA) team to design targeted talent parameters of acceptable job descriptions/profiles for each line of business, including ad tech (advertising technology), data, services and engineering, and mobile.

- Training our sourcing specialists to pitch the compelling Client "story"—or employee value proposition—to entice passive candidates on why the Client could be a great next step in their careers.

- Leveraging a cutting-edge suite of sourcing tools and AI technology along with an offshore team to research and qualify passive candidates.

- Implementing diversity recruitment strategies, database mining, and continuous candidate relationship management for networking and outbound campaigns to the Client's competitors and tangential industries.

- Building a robust pipeline of qualified candidates that met the Client's requirements.

- Submitting candidates with the required skills and attributes and a demonstrated interest in interviewing to the Client's talent acquisition team.

The Results

Our passive sourcing excellence and high-touch candidate experience helped us to bring value to our Client. Broadleaf's RPO team achieved the following results:

- 68,000+ candidates sourced
- 2,500+ candidates screened
- 725+ qualified candidates submitted to hiring managers
- 50+ hires

Best practices for success when working with an RPO provider:

- To improve buy-in and scope of work, effectively assimilate the partnership with your business leaders during implementation.

- Ensure direct lines of communication between the provider and your organization's hiring leaders.

- Furnish an approved job requisition—not a generalized skill profile.

- Deploy a seasoned team well-heeled in technology and direct outreach strategies to attract passive technical talent.

Broadleaf

To learn more, visit broadleafresults.com or call 800.574.2171

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