



Madison Case Study

Volume Recruitment

Why Volume?

The rise in volume or project-based recruitment and unbundled services is being driven by a range of factors, including rapid growth, skills shortages, changing recruitment practices, cost pressures, and a need for greater flexibility. These approaches offer a way to build workforces quickly and efficiently, while also managing costs and staying competitive in a rapidly changing market.

The Challenge

Madison recently worked with a client seeking a recruitment solution for a large, seasonal project.

The goal was to employ approximately 60 new staff for fixed term contracts. During the recruitment process that number increased to 80 positions and all recruitment activity needed to be completed within a six-week period, with all new starters onboarded within 12 weeks.

The organisation faced talent shortages in their internal recruitment team, and when coupled with the increased pressure and volume of recruitment required for their seasonal project, they needed to look outside their business for a solution.

Our Solution

Madison proposed an RPO service that included a dedicated on-site recruitment lead, a campaign microsite and bespoke talent sourcing activity, customised assessment centres, and onboarding support.

The short recruitment timeline and the volume of new hires required for the project were further complicated by candidate shortages, especially amongst Working Holiday Visa holders who historically have played an important role in seasonal recruitment.

Results

Through a customised phone screen and interview template, group assessment centre activities and a streamlined background checking process candidates moved through the recruitment process efficiently. As a result:

92%



interview pass rate

85%



of interviewed candidates were offered a role

80%



of the interviewed candidates commenced in the role

Employing this efficient, cost-effective solution meant our client had access to a larger talent pool and, through the experience and expertise of the Madison team, were able to meet the tight timelines of the project. It also allowed them to focus on other priority activities linked to the project, safe in the knowledge that the scalability and flexibility of the solution was tailored to their needs.