

Talent Attraction Services

Making the Difference in Talent
Management





Talent
Solutions
ManpowerGroup®

C O N T E N T S

Talent Solutions

Our Proposition

Working Together

Case Studies & Examples

Overview of Our Services



Talent Solutions

Our Proposition

Working Together

As technological disruption and growing talent shortages increase the complexity of workforce needs, organisations must optimise talent strategies to execute their business goals.

When you compound that with the events of recent years (Covid, Brexit, Ukraine, and the Changing Economic Environment) candidate expectation has evolved.

A focus on ESG, diversity, equality & inclusion, greater flexibility, remote/hybrid working and wellbeing initiatives are now all essential for most candidates. Organisations that fail to pay attention to these areas typically experience increased costs to attract talent, challenges in recruitment and higher rates of attrition.

Our tailored solutions within candidate attraction focus on not only developing a compelling value proposition but also amplifying it, enabling you to be positioned as an employer of choice among your target market and subsequently, attracting the best talent.

Market
Landscape

Our Proposition

Working
Together

- ❖ In-house agency with a wealth of industry knowledge
- ❖ Specialists in employer brand amplification and management
- ❖ Experience delivering bespoke attraction delivery programmes
- ❖ Recruiters with specialist market knowledge and EVP adoption
- ❖ Campaign strategy expertise from awareness to conversion
- ❖ Technology solutions in talent marketing technology
- ❖ Complemented by a strong partner network

Market Landscape

Our Proposition

Working Together


We design, deliver, manage and report on bespoke solutions that support your EVP, Employer Brand and Talent Attraction requirements.

- 1 PARTNERSHIP**
Work collaboratively as an extension of your team
- 2 BLENDED APPROACH**
Work alongside your creative agency
- 3 END-TO-END DELIVERY**
Outsource full scope of work to us

Overview of Our Services



**MARKET
INTELLIGENCE**



**EMPLOYER
BRAND & EVP**



**DIGITAL
SERVICES,
DESIGN &
ARCHITECTURE**



**MEDIA &
CAMPAIGN
STRATEGY**



**CANDIDATE
COMMS &
EXPERIENCE**



**SOCIAL MEDIA
MANAGEMENT**



Market Intelligence

Strategic workforce planning. Salary / pay rate benchmarking. Competitor analysis.

All are essential for attracting, hiring and retaining talent but without real time labour market data and analysis, how do you make the right decisions for your business?

Talent Solutions has access to decades of market trends and powerful labour market insights to help you take out the guesswork and gain competitive advantage.

Your challenge

You plan to set up a new site in a new location and need to understand the local labour market.

You are planning a department restructure and want to assess your competitiveness for talent.

You want to benchmark your salaries and remuneration against the current market offering.

You have defined targets but do not have the access to market intelligence or insight to effectively plan.

Our Approach

Requirements briefing



Develop full scope of work



Conduct market research using labour market tools and our internal database



Compile findings



Creative development of report



Presentation of findings



CASE STUDY

Grifols

Challenge

Our client Grifols are in a phase of expansion in Ireland. To support with effective workforce planning, they needed to understand the labour market and the trends impacting on their talent management strategies but this information was not readily available.

Solution

Market Report including:

- Ireland talent workforce trends for the quarter and market research on future hiring insights.
- Company analysis detailing the organisations standing in the labour market Ireland and International analysis, labour availability, salary and candidate demographics
- Detailed talent trends analysis and mapping to identify current market opportunities

Results

- Report well received by senior stakeholders
- Findings used to manage demand planning and concentrate hiring efforts in key areas
- Review of current talent hiring procedures and planned increase on staffing.

Grifols Market Analysis

Workforce Distribution



Location Talent flow Titles Skills Attrition Education Profiles



Grifols currently has 253 professional employees based in Ireland

Over the past year, there have been 78 new hires, 36 departures, 42 Net Positive Employment Change

Over the past 12 months Grifols Ireland have lost most of their talent to Pfizer, Zoetis and SK Biotech. To a lesser extent Bristol Myers, Leo Pharma and Mallinckrodt Pharmaceuticals.

Pfizer, Grifols top source of talent loss, has hired 776 people in the last year, with 282 departures, creating a positive net employment attraction of nearly 500 additional staff.

Grifols has also lost staff to Zoetis. Zoetis has lost the majority of their talent to: Amgen (Biopharma), Pfizer (Pharma), Grifols, Alexion Pharmaceuticals (Pharma), and Amazon (Global Tech).

Grifols Ireland has won most of their talent from companies including Takeda, Zoetis (having lost & won talent from this organization), Infosys IBM, Health Service Executive and West Pharmaceutical Services.

Attrition Rate



17% is Operations compared to Worldwide

Top Roles in Pharm Dublin – ALL Job Title

Top Occupations	Top Credentials
Project Manager	Driver's License
Quality Assurance Specialist	Good Laboratory Practices certifications
Automation Engineer	Associate Chartered Certified Accountant
Senior Quality Assurance Specialist	HAZMAT
Process Engineer	Certified Management Consultant
Senior Pharmacist	Good Clinical Practice
Project Engineer	Certified Public Accountant
Supply Chain Specialist	Advanced Certification Administrator
Pharmacist	Registered Pharmacist
Quality Assurance Manager	Project Management Institute

Comparison

Top Location	Supply	Demand
Dublin MSA, Leinster	27,424	8,767
Cork MSA, Munster	24,223	4,349
Waterford MSA, Munster	6,389	883
Meath MSA, Leinster	6,342	713
Limerick MSA, Munster	5,282	989
Mayo MSA, Connacht	5,002	617
Kildare MSA, Leinster	4,898	583
Tipperary MSA, Munster	4,409	479
Galway MSA, Connacht	4,376	849
Westmeath MSA, Leinster	3,989	724



Skill	Knowledge Area
Communication	Project management
Analysis	Management skills
Interpersonal skills	Operations
Written communications	Continuous improvement
Collaboration	Scheduling
Relationships	Prioritization
Problem solving	Pharmaceutical industry
Verbal communications	Supervision
Monitoring	Change control

Skills Evolution What skills are emerging and declining?

New	Emerging	Growing	Core	Declining
<p>1. User research</p> <p>2. SEC reporting</p> <p>3. Script writing</p> <p>New skills whose future is uncertain.</p>	<p>There are no Emerging skills in the market</p> <p>Relatively new skills that are becoming more prevalent.</p>	<p>There are no Growing skills in the market</p> <p>Fast-growing skills that are becoming core skills.</p>	<p>1. Interpersonal skills</p> <p>2. Communication</p> <p>3. Problem solving</p> <p>Skills that have been present in a high percentage of job postings for some time.</p>	<p>There are no Declining skills in the market</p> <p>Skills that used to be essential but are becoming obsolete.</p>

CASE STUDY

MSA Safety

Challenge

Our client has operations worldwide with their Ireland centre in Galway. They had challenges in employee attraction in a ultra competitive talent pool location, competitor benchmarking & candidate quality.

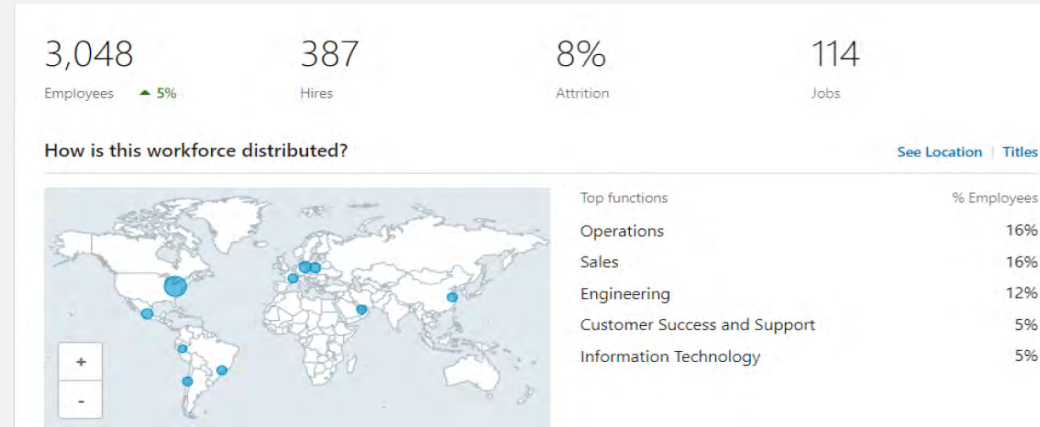
Solution

Market Analysis and Trends Report including:

- Ireland and regional overview of the labour market
- Industry overview including key metrics and emerging trends
- Competitor review including incentives, bonuses, shift patterns and key drivers
- Recommendations the findings

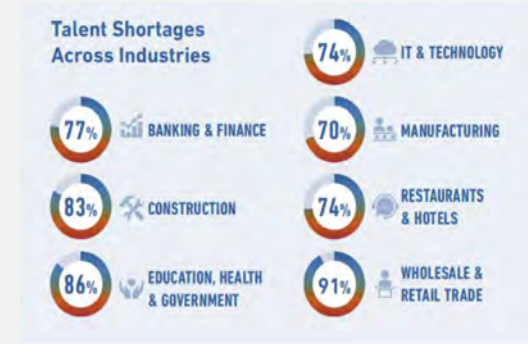
Results

- Findings presented to MSA Safety and discussed on conference call
- Research formed basis of a salary and shift pattern review with an increase and more flexible shift patterns
- Contributed to lower Cost Per Hire, increased candidate quality and lower attrition.



How Tenured is the MSA Safety Workforce?

- The bar chart shows the **average period** that employees stay with MSA Safety (Global) is **6.4 years**, which is well above average.
- **18% of employees stay for 0-2 years**, 18% stay for 2-4 years, 13% stay for 4-6 years, and 8% stay for 6-8 years, 11% stay for 8-10 years.
- Employees within **Entrepreneurship** tend to stay the longest within MSA Safety (12.9 years), while employees within **Consulting** tend to leave the earliest at 3.4 years.



TOP FIVE IN-DEMAND ROLES

The most in-demand roles for Irish employers in 2022



Market Intelligence



Market Scan

- Single location
- Salary / pay rate comparison
- Market demographics
- Experience level of local candidates
- Hiring demand

Market Report

- Up to three locations + Ireland wide
- Salary / pay rate benchmarking + shift pattern analysis (where applicable)
- Competitor analysis
- Market demographics
- Insight & recommendations

Market Analysis & Trends

- Multiple locations + Ireland wide analysis
- Diversity trends and analysis
- Market forces – competitor activity
- Attrition and hiring analysis
- Employer brand comparison



Employer Brand & EVP

A well-defined, Employee Value Proposition (EVP) and Employer Brand are essential when attracting, recruiting and retaining top talent.

At Talent Solutions we've extensive experience in identifying Employee Value Propositions, which form the foundation for authentic and impactful Employer Brand campaigns.

Not only can we create your employer brand but we can implement it throughout the candidate experience from job advert through to onboarding.



Your challenge

You are yet to identify your EVP or Employer Brand.

Your EVP has been identified but not translated into an Employer Brand.

Your EVP and Employer Brand are outdated and require an update / refresh.

You have a Global EVP in place, however it does not translate to a specific business area or location.

Your Company has undergone a rebrand and you want to translate that into a new EVP or Employer Brand.

Your reputation has been negatively impacted and you want to go out to market to position yourself in a more positive light.

Our Approach

Review of any current EVP or Employer Branding documentation



Gap Analysis to identify missing elements



Development of Scope of Work (SoW)



Research (Internal & External)



Analysis and proposition development



Creative development



Roll out and activation



CASE STUDY

Global Electronic Manufacturer

Challenge

Our client is a well known employer in Dublin and are a multinational components manufacturer with multiple locations in Ireland. They were experiencing difficulties in attracting suitable volume and quality of candidates to their business in the competitive Dublin production operator candidate pool.

Solution

Without a strong EVP presence in Ireland as they are US headquartered we developed a bespoke candidate journey brochure for the purpose of keeping candidates in the job pipeline post application.

- Briefing sessions to uncover the true value and differentiators of the client
- Concept and content development
- Co-branded brochure developed to provide increase candidate brand awareness

Results

Lower application to placement rates for volume hire campaigns. Greater candidate awareness of the employer brand. Greater employer advocacy and sharing of job advertisements. Greater volume of placements post EVP brochure development and usage.

Your Candidate Journey

A Step on the Right Career Path



Day One – Induction

Induction is a critical point in your Jabil journey by introducing you to the essential elements of your employment and setting the tone for the employment. As a manufacturer Jabil EMS embrace a duty of care by providing you with the tools and knowledge to ensure that health and safety is at the core of everything.

- Human Resources
- Health & Safety
- Security Induction
- Manufacturing Overview
- Quality Overview
- IT & Cyber Security

Week 1 – The Journey Begins

The objective of your first week is to orient and equip you with the knowledge, skills, and abilities to succeed. At end of week 1 you should understand operations and your role in meeting business objectives.

- Meet with your Jabil manager
- Matched with your work buddy
- Designated to your work station
- Online training modules
- Workspace orientation

Week 2 – It's All Making Sense!

The objective of your second week is to provide you with the tools to work independently and productively. Station certification means you know how, and what to do. Once mastered you can begin your development.

- Station certification process initiated
- Station certification approved

You are now good to go!

10 reasons why Jabil is better than other Manufacturing companies to work for?

1. Flexible Shift Options
2. Great Location in Dublin
3. Competitive Salary & Contract Terms
4. Flexible Working Arrangements based on your circumstances
5. Great Career Progression Options
6. High Percentage Temporary to Permanent Placements
7. Treated as an individual with individual needs
8. CSR is important to Jabil and to their employees
9. New Transport Options and Bike to Work Schemes
10. Hands on team support from Manpower Ireland whenever you need it

Personal Development & Helping Staff

Development

Tuition Reimbursement

Considered a standard benefit
Usually difficult to leverage
Employer Funded is valuable

Upskilling

Entry level talent
Six month rotations
Advancement in 2 years

Incentives

Quality of Life Perks

Event Tickets, Activity Memberships
Professional Memberships
Automotive Discounts, Free Public Transport
Loan Forgiveness/Support, Travel Discounts
Flex Work Options, Sabbaticals

Rewards Programs

Too many rewards programs are sales-specific
of exclude large portions of org
Expanding to include all functions and levels
increases value of programs

Convenience

UBER/UBER EATS

Corporate accounts for free food and ride
access related to working hours and responsibilities

Corporate Cards & Phones

Though employers have pulled back from this administrative enablement, it is a preferred perk for most knowledge workers and many are shifting back



Allow Manpower Ireland to help you along your career journey by placing you with one of our best employers Jabil.

However long you choose to stay you will benefit from the experience!



Employer Branding Campaign



Low weight campaign

- Quantitative & qualitative research
- Campaign proposition development
- Messaging recommendations
- Creative development

excluding photography, video production, royalties and usage licences

Medium weight campaign

- Quantitative & qualitative research
- Competitor proposition review
- Campaign strategy
- Channel planning / buying
- Creative development

excluding photography, video production, royalties and usage licences

Heavy weight campaign

- Quantitative & qualitative research
- Campaign strategy
- Market testing and adaption
- Channel planning, buying and activation
- Reporting & analytics

excluding photography, video production, royalties, and usage licences

The build and creation of a Corporate Employee Value Proposition requires a discovery session to provide a quotation.



Digital Services, Design & Architecture

In ecommerce, digital design services are the art of
“building customer experiences with a strong digital element.”

As recruitment continues to adopt ecommerce principles, a candidate experience with a seamless apply process is fundamental to increased engagement, conversion and ROI.

We also see the rising importance of flow through from first click to onboarding and the key role a careers site integrated with an ATS / CRM plays in a seamless candidate journey.

At Talent Solutions we have expertise in Digital Services, Design and Architecture, consulting and advising you on creating a winning UX to attract the best talent.



Your challenge

Current careers site is not optimised for an application journey on a mobile device.

Experiencing a high bounce rate once candidates have landed on the careers site.

Conversion rates from first click on site to completion of application are low.

Careers site is outdated or does not convey employer brand.

Web pages (s) are required for a specific campaign / project.

Our Approach

Discovery sessions - agree scope of work / define audience / objectives



Brand book, logo's, *copy and creative supplied.
UX (Wireframe dev) and UI mapped out (if applicable)



Purchase of URL / domain name



Site build including integration into ATS / CRM



Testing for bugs and fixes (QA)



Project completion

*We provide copywriting and creative services if required



CASE STUDY

Healthcare Client

Challenge

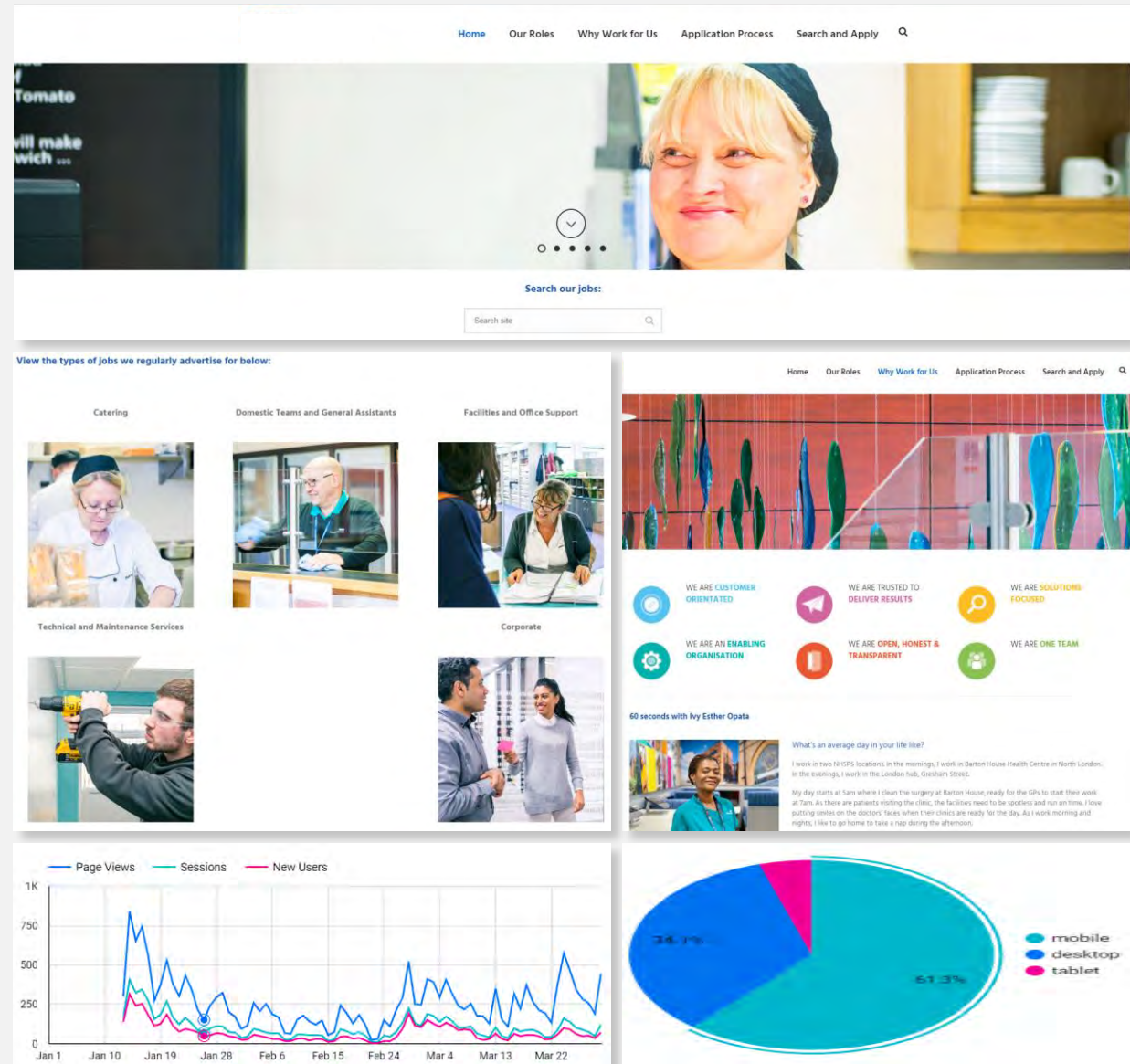
Our client in the healthcare sector had a careers site that was outdated and inconsistent with their current employer brand. High on the agenda was also accurate source tracking & insight into media spend to aid optimisation.

Solution

Alongside an employer brand campaign and branded ATS portal, we also we built a full careers site for the client in six weeks, implementing a dashboard that could provide the key metrics for the source of candidates, device usage, bounce and conversion rates.

Results

- Within one quarter of the site going live:
- 19.95% conversion rate (view to apply)
- SEO and organic traffic lead to the site becoming the second highest contributor of candidate applications



Digital Services, Design & Architecture



Landing Page / Minisite

- HTML page build
- URL hosted on our brand websites
- Data capture form (Register Your Interest)
- Client or Dual Branded

excluding creative and copywriting

Microsite

- Creation of own domain
- Content Management System build
- User Acceptance Testing & bug fixes
- Site management including monthly Google Analytics reporting for an agreed period (real time)
- ATS Integration (if applicable)

excluding creative and copywriting

Careers Site

- Developing Scope of Work
- Design sessions, UX and UI
- Employer brand and EVP development
- Site build including integrations (ATS / CRM) and User Acceptance Testing
- Built on enterprise job board platform
- Job alert and talent pool functionality
- Reporting dashboard & metrics

excluding creative and copywriting



Media & Campaign Strategy

At Talent Solutions we have a proven methodology in Media Campaign & Strategy. Through our four pillars of Research & Insights, Strategy, Activation and Reporting Analytics alongside our award winning Talent Attraction and Media functions, we have developed a strong formula for delivering campaigns that fulfil your hiring demand with the best talent and elevate your employer brand.



Your challenge

You do not have the inhouse resource or capability to plan, buy and manage media inventory for a campaign

You do not have the sufficient buying power to secure the best media deals

Previous media campaigns have not yielded a return on investment or the expected result

You do not have the measurement tools in place to assess return on investment from media

You have diversity & inclusion hiring targets and unsure how a media campaign can support you to achieve these

Our Approach

Research & Insights

Market Scan, Competitor Analysis, Discovery Session and Hiring Demand



Strategy

Messaging, Creative, Success Metrics and Media Planning



Activation

Media Buying, Media Management and Media Optimisation



Reporting Analytics

Reporting Dashboard, Cost Per Application, Cost Per Placement and End of Campaign report

CASE STUDY

Driving & Logistics UK Client

Challenge

Annually our driving & logistics client engages with us via our Manpower brand to deliver Warehouse Operatives, Multi-Drop, Cat 1, 2 & 7.5 Tonne Drivers to manage their seasonal peak. Demand is nationwide and typically 5,000+ temps are required.

Solution

- Content and creative strategy and development.
- Integrated marketing plan including Above the Line (outdoor / radio) and Below the Line (social / digital) advertising.
- Candidate journey into ROMA (Manpower owned ATS).
- Minisite and featured employer pages hosted on manpower.co.uk.

Results

- 31,000+ candidate applications.
- 98% demand fulfilment.
- Full analytics for future campaigns.

The collage displays various marketing assets for Manpower's driving and logistics client. It includes several posters with illustrations of workers and text such as "Join us and Christmas is sorted", "First class jobs for casual Mail Sorters", "The Daventry Sorting Office is a large, bustling hub and key to delivering parcels for the region.", "First class jobs in Northampton", "Join us as a Mail Sorter or Warehouse Operative and Christmas is sorted", "Earn Up To £10.75 Per Hour | No Experience Required", "We Are Hiring For The Christmas Period! Warehouse Operatives Needed In Coventry. You'll Load, Unload & Sort Packages. Apply Now! No Experience Required.", "First class jobs in Milton Keynes", "Join us as a Mail Sorter or Warehouse Operative and Christmas is sorted", "First class jobs for Cat B Drivers", "First class jobs for Class 1, Class 2 and 7.5 Tonne Delivery Drivers", and "Join us and Christmas is sorted". It also features a minisite for "26 Transport, Logistics & Delivery Job ads in Milton Keynes, Buckinghamshire" with a search bar and a list of job ads, including "Warehouse Operative - Immediate Start" and "Immediate opportunities are available with Manpower working for Royal Mail, who are looking for Warehouse Operatives to work in their stores".

Media & Campaign Strategy



Low weight campaign

- <100 placements to fill
- Up to five media channels
- Media strategy
- Buying and management
- Reporting

excluding media costs,
creative assets and copywriting

Medium weight campaign

- <250 placements to fill
- Up to fifteen media channels
- Media strategy
- Buying and management
- Reporting

excluding media costs,
creative assets and copywriting

Heavy weight campaign

- <1,000 placements to fill
- Up to thirty media channels
- Media strategy
- Buying and management
- Reporting

excluding media costs,
creative assets and copywriting



Candidate Comms & Experience

There are on average six-nine interactions with your brand before a candidate decides to apply.

Managing these touch points and the journey can be the difference between attracting talent and retaining them throughout the process.

Talent Solutions can create an engaging candidate journey and experience, increasing your ability to attract the best talent and retain them through the process.



Your challenge

You don't have the resource internally to conduct a full review of candidate comms and identify areas of improvement / art of the possible.

Your current job adverts are not delivering the desired results and you need support rewriting and elevating to best in class.

You are experiencing high drop off rates during the recruitment journey and unsure why.

Your current suite of candidate comms does not reflect your employer brand or TOV.

Your reputation has been negatively impacted and you want to go out to market to position yourself in a more positive light.

Our Approach

Discovery session to agree scope of work.



Research to assess existing candidate journey



Map out key touchpoints / area's for improvement



Build of templates / guidelines



Implementation and post project review



CASE STUDY

Public Sector Client

Challenge

Demand plan to support our public sector client hire Administrative Officers and Inspection Personnel to manage goods leaving and entering the marketplace after exiting the EU. New programme with no EVP or employer brand to leverage.

Solution

Build of employer brand campaign, focused on candidate comms to create awareness, engage and convert into applications that could fill demand. Creation of job adverts, marketing collateral and templates for every stage of the recruitment journey with a consistent TOV.

Results

- First phase complete and demand filled.
- Low attrition rates amongst candidates.
- Ministerial recognition for programme delivered.



BE PART OF HISTORY

HIRING NOW

Goods In Handlers

£13.38 hourly rate, continental shift pattern

In partnership with Brook Street and Manpower are recruiting for long term temp opportunities to support with the transition period as the UK moves to operating a full, external border as a sovereign nation.

manpower.co.uk



MAKING A DIFFERENCE THERE IS PLENTY IN IT FOR YOU

Working as part of a team, you'll carry out operational tasks to achieve site objectives. If you have good communication skills, a positive approach and available for the full contract, we want to speak to you. A counterbalance forklift licence is a massive plus but not essential.

Successful candidates can expect:

- 23 days holiday plus 8 days bank holiday (pro rata)
- Full training will be provided
- Full PPE is provided for the duration of your assignment

Interested?

Visit manpower.co.uk, search for 'Goods in Handler' in 'Warrington' and apply today.



Candidate Comms



Review Sites

- Assume page ownership
- Update creative and messaging
- Develop employee advocacy plan
- Community management guidelines

OR

- Page refresh with above elements

Job Adverts

- Review existing templates
- Briefing sessions with HR / Talent / Hiring Community
- Development of templates
- Implementation
- Full project management

Candidate Journey & Experience

- Full candidate journey review
- Touchpoint mapping
- Template build
- Candidate pack for recruiters
- Candidate flow report



Social Media Management

Social media can be a powerful tool for employer brand building, candidate attraction and employee experience.

At Talent Solutions we have extensive experience in the creation, development and full management of social media pages.

Through our candidate focused lens we can ensure your page cut's through the noise and delivers industry leading engagement and conversion.



Your challenge

Your social channels are consumer brand focused and /or you need support with setup and management of recruitment focused, social channels.

You don't have the resource internally or the specialist knowledge to run recruitment focused, social media campaigns.

You don't have the creative resources to develop impactful social posts that resonate with your target market.

Your current channels are no longer delivering the required results and need a social audit and new strategic approach.

Our Approach

Discovery session and agree scope of work



Develop content strategy including audience persona's, competitor analysis and KPI's



Development of content, creative and style setters



Content calendar scheduling



Campaign monitoring, community management and reporting



CASE STUDY

Media Entertainment Client

Challenge

As our RPO client, we were tasked with managing the content strategy for two of our media clients, social media channels. We were set targets to increase followers, engagement rates, conversion and support D&I hiring targets.

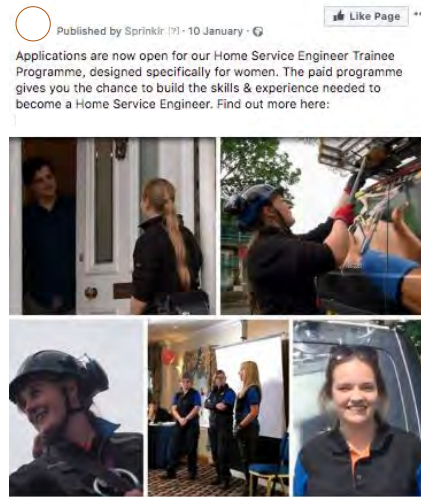
Solution

Dedicated full time social specialist who:

- Developed audience personas
- Focused on targeting
- Sourced and delivered user generated content
- Innovated including Facebook Lives and virtual tours
- Implemented continuous improvement,

Results

- Engagement rate 400% above benchmark set
- 26% increase in followers
- “Best of Company” award
- External award – “Best Use of Social Media as part of a Recruitment Campaign’ from NewsQuest Media Group



Social Media Management



Social Channel Strategy

- Content & creative review (Social Audit)
- Data analysis
- Audience personas
- Competitor analysis
- Recommendations

Social Media Campaign

- Content strategy
- Content calendar & scheduling
- Style setter development (if applicable)
- Campaign monitoring, community management and reporting

Social Channel Management

- Content strategy
- Content calendar & scheduling
- Style setter development
- Campaign monitoring, community management and reporting



THANK YOU

Talent Solutions Ireland

01 6455232 - info@manpowergroup.ie



Talent
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