



Hiring in Challenging Job Markets

Creating a Recruiting Program for a Large Wood Product Manufacturer



www.marathonstaffing.com

Marathon Staffing is a national provider of high-volume workforce solutions. Our mission is to help individuals and organizations achieve. We offer direct-hire, temporary, temp-to-hire, and RPO solutions to a panel of over 3,000 employer partners across many industries including manufacturing, education, distribution, tech, and government. We have an industry leading NPS score of 64.

Introduction

Understanding the local job market

A large manufacturer of home flooring and building supply products with two plants located in Missoula, MT had over 60 production positions open for more than a year. In 2022, labor shortages were commonly being reported in most regions of the United States.

Remote areas, such as Missoula, were particularly **challenging employment markets as they had limited talent pools**. In addition to internal recruiting, the manufacturer was utilizing local temporary staffing agencies with limited success filling the vacant positions. With demand for housing construction materials near all-time highs, Marathon Staffing was selected to **develop a new co-located onsite recruiting program dedicated to ramping up production staffing**.



Goals

Success for this project was based on:

- Ramping up contingent labor levels to meet production demands
- Building a sustainable pipeline of talent to augment future hiring needs

HELP WANTED

Sitting at the top of your recruiting funnel is your ability to raise awareness within your community that your organization is hiring.

People won't be able to apply if they don't know about your organization!

Trouble with your current hiring process?

There are countless tactics people use, from hanging a HELP WANTED sign to referral programs to social media, job boards and much more. Although there is no one-size-fits-all solution to every market, there are best practices.

Experiment to see which ones work best for you.

Marketing

Maximizing job advertising channels

// The number of job seekers within 30 miles of Missoula was low. This was due to a combination of a sub 3% unemployment and an overall rural population base.

Entering the Missoula market as a new player entailed implementing a **structured and efficient recruiting campaign**. Marathon's dedicated job marketing team understood that success hinged on achieving maximum job seeker reach (getting in front of the most people) and having better than average job seeker conversion (getting more people to apply to jobs). **This was achieved by:**

01. / Digital Channel Integration

Taking advantage of Marathon's proprietary integrations with thousands of web properties, including large players, such as Indeed, Facebook, and LinkedIn. Marathon's marketing team was able to systematically canvas digital recruiting spaces in the surrounding Missoula area.



02. / Optimizing Content

Using various combinations of job titles and descriptions, Marathon's Applicant Tracking System and staffing platform, HireConcepts, was able to learn what content received the best job seeker engagement and prioritize optimal content.



03. / Incorporating Offline Strategies

Creating outreach opportunities given the limited population. A targeted-direct mail campaign was sent to individual households expanding 'offline' job seeker reach.



04. / Market to Adjacent Industries

Expanding the local talent pool through broader copy to target individuals who identified with manufacturing positions but also with adjacent industries such as transportation, logistics, and construction.



Job Seeker Engagement

Maximizing job advertising channels effectiveness

// Marathon's omni-channel outreach strategy connected with job seekers through web chat, text, email, and phone, maximizing recruiting efforts:

01. / Recruiting A.I.

Sam Afador, Marathon's recruiting A.I., was trained to contact job seekers shortly after submitting a resume and going through the next direct steps in the application process.

02. / Additional Assistance via Text

Texting was used to share job video vignettes and answer short questions.

03. / Visually Engaging Job Landing Page

A visually appealing custom job landing page was created to enhance the typical job board experience and drive applicant conversion.

04. / Responsive Recruiting

Marathon's centralized recruiting 'Opportunity Center' provided initial contact and same day phone interviews for candidates.

05. / Local Support

Marathon's newly formed team of local recruiters provided site tours, in-person interviews, and served as direct onsite support.



According to SHRM(2), only 8.6 percent of people who view a job apply to it, which is not great. This is a classic bottleneck.

The good news is that you can easily
increase this rate by thinking strategically.

Initial Outcomes

Maximizing job advertising channels effectiveness

// Within the first 60 days of the program's launch, Marathon had achieved the following results:

- Attracted 1,574 job seekers, obtaining a job seeker apply rate that was 3x the industry average
- Scheduled 676 onsite interviews
- Onboarded 79 new hires, exceeding the initial target by 19 employees

The manufacturer's challenge went from trying to find staff, to deciding which top candidates would be converted to full-time, direct employees first.

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Take your next step with Marathon Staffing!**

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