

hiring ♦ wizard

Hiring Wizard Summary

The Bristol Port Company



Key Objectives

- ♦ Increase advertising coverage to capture wider candidate pool
- ♦ Improve their EVP to reduce turnover rates

Challenges

- ♦ The Bristol Port Company had an increased need for quality Car Drivers and Plant Operatives
- ♦ Additional business and increased demand

Get in touch

- 📞 0161 696 8899
- ✉ info@hiringwizard.co.uk
- 🌐 hiringwizard.co.uk

Solution

- ♦ Branded advertising across all the main job boards ensuring The Bristol Port Company brand appears
- ♦ Optimised adverts to ensure the adverts appear high up the job board search rankings for the key terms
- ♦ Running adverts every month to constantly attract fresh candidates

Outcome

- ♦ Averaging 6 placements per advert
- ♦ Achieving an incredible cost per hire of under £80
- ♦ Improved EVP has resulted in a higher retention rate and being able to finish 2023 at their desired headcount

“Hiring Wizard have helped us with our hiring needs over the last few years in a challenging recruitment market, helping us recruit multiple candidates for each position.”

Sally – Personnel Officer