

## Case Study: Online Recruitment Campaigns

# ALZHEIMER'S SOCIETY



### THE CLIENT

Formed in 1979, Alzheimer's Society champions the rights of people living with dementia and the millions of people who care for them. They are the leading support and research charity for people with dementia, their families and carers, with over 2,600 employees and more than 10,000 volunteers across England, Wales and Northern Ireland.

### THE PROBLEM

With high levels of recruitment every month and having limited advertising options available, Alzheimer's Society found it difficult to find good quality candidates for their roles as they were receiving a low application rate.

Alzheimer's Society also found it difficult to have a proactive approach of searching for candidates, which was one of the key problems they had with getting the right candidates to apply for their roles. Along with the service they were currently using to find candidates not being a great fit for the roles and requirements they had.

### THE SOLUTION

After attending EasyWeb's free training in 2014, Alzheimer's Society decided to take a new approach to their recruitment to find candidates more suited to their roles and requirements.

Alzheimer's needed varied advertising options to help attract the best candidates, so EasyWeb NFP produced bespoke, varied yet simple advertising options with additional charity package options, tailored specifically to the needs of Alzheimer's Society.

Being able to choose the package based on the role, advertise on charity-specific job boards and run campaigns for up to 4 weeks, Alzheimer's roles could be seen by both a higher volume and more relevant audience of candidates.

### THE RESULT

This 'pick and mix' approach to recruitment campaigns resulted in Alzheimer's Society being able to find candidates for both lower level, easier to fill roles, as well as those needing more specialised skill-sets.

Alzheimer's Society also benefited from EasyWeb acting as an extension to their HR team, with EasyWeb chasing candidates and extending searches and campaigns where required. This also meant that Alzheimer's were able to save a huge amount of time on their recruitment admin.

Overall Alzheimer's found their recruitment process was much simpler and slicker than both their previous system and other solutions they had looked into before partnering with EasyWeb.

Recruiting for between 50 and 100 vacancies per month, EasyWeb have been able to place candidates in multiple roles across every part of Alzheimer's Society, including those more difficult to fill, specialised skill-set roles.

"If we're struggling to fill roles, EasyWeb are always on hand to offer additional options and more targeted searches. Alzheimer's still have their challenges, as all organisations do, but overall the improvements can be seen."

Recruitment Specialist

"There will always be areas that are hard to recruit for. There is always plenty of choice per role which make advertising very easy, the team at EasyWeb NFP are very proactive so we know the roles are always in hand."

Recruitment Specialist