

# CASE STUDY



## COMPANY

This company is a non-profit social enterprise manufacturer. They create corrugated packaging solutions and provide production services that support businesses across the country. They focus on creating an inclusive, diverse workplace which results in dedicated employees and client retention. Doherty Staffing Solutions (Doherty) successfully integrated strategic workforce solutions in Hibbing, Grand Rapids, and Cohasset, Minnesota.

## CHALLENGE

This company came to Doherty with 60 open positions that required people immediately. They needed to stay ahead of the increased demands the holiday seasons bring to the U.S. Postal Service, their leading customer. Previously, this company utilized other staffing agencies; however, they were unable to provide quality, timely results. In addition to the high talent demand, Doherty didn't have an extensive local presence in the surrounding markets, leading to additional hurdles. The nearest Doherty offices were located 80+ miles away from this company's facility locations, resulting in a shortage of local talent for initial recruiting efforts.



### Temporary Staffing

High-volume, light industrial staffing and on-site workforce management services



### Direct Hire Professionals

Contract and direct placement for high-skill and technical candidates in specialized industries



### Office Support Talent

Niche recruiting for industry-related administrative and customer service support positions



### Vendor Management Solution

Advanced Platform | Resources Unlimited (APRU) provides talent management via a VMS solution

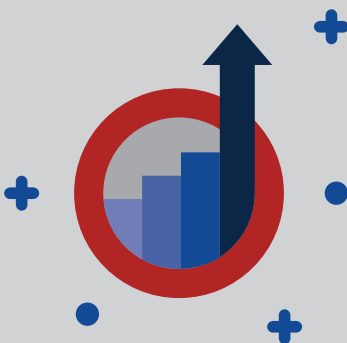
## SOLUTION

To overcome the hiring challenges these manufacturing facilities faced, Doherty created a robust marketing and recruiting plan to promote positions and create that much-needed local presence. The planning included outbound recruiting efforts, call and text blitzes, social media marketing with custom online landing pages, enhanced job advertising, and weekly on-site hiring events.

## OUTCOME

Through these robust marketing efforts, Doherty hired 40 qualified candidates in under two months, all while having no name recognition within the surrounding communities. With all the success, Doherty's candidate pool increased to the point where there was a waitlist of individuals who specifically wanted to work for these manufacturing facilities.

**Doherty's efforts helped connect people to dozens of open positions and achieve the company's production goals.**



## KEY RESULTS



**40 Qualified candidates placed within 2 months of Doherty's partnership**



**Attracted 85+ candidates to on-site hiring events hosted by Doherty**

