

How our bespoke approach to recruiter branding attracted winning candidates

■ THE NEED

Boston Scientific is dedicated to transforming lives through innovative medical solutions that improve the health of patients around the world. They develop, manufacture, and market medical devices that are used in interventional medical specialties.

Having successfully partnered for over 20 years, Boston Scientific reached out to us when they began to think about expanding their manufacturing and quality teams. With our outstanding track record, our understanding of their business, and our high level of customer service, they knew they could rely on HERO Recruitment's specialist team to deliver manufacturing and quality engineering candidates.

With the demand for thirty new engineers, their recruitment drive needed to be far-reaching and impactful. It was a perfect opportunity to showcase our impressive brand marketing expertise, talent attraction, and networking skills

■ THE PROBLEM

Talented candidates within the medical tech industry, and STEM as a whole, have always been in demand - the sector skills gap is no secret. With Boston Scientific located in Galway, Cork, and Tipperary, and surrounded by several other leading medtech manufacturers, the local market was already stretched, and cross-company competition was a concern.

It was important for Boston Scientific to differentiate themselves from others in the market, and present an impactful campaign to attract quality candidates. Identifying a largely untapped talent pool was the key to success. With a view to quick expansion, time restraints were also a factor.

■ THE SOLUTION

Through deep insights, research and talent heat mapping analytics, we identified Australia as having the highest population of Irish talent abroad, so we targeted our approach to that specific demographic. As another large market for the meditech manufacturing sector, it was important to establish a strong brand identity in Australia. We created a unique campaign: 'The Great Comeback'.

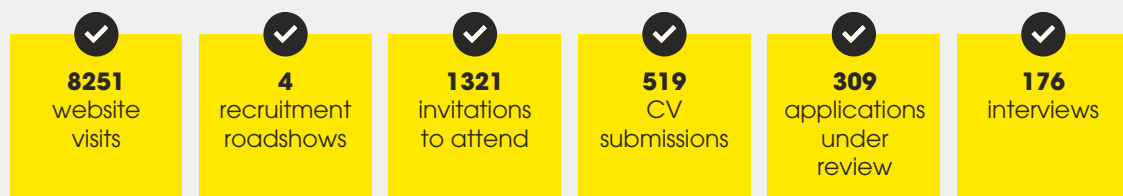
The strategy for international outreach included personalised invitations to qualified candidates, a customised career website for the campaign, and an in-depth eGuide answering a range of questions from job specifics, to the logistics of returning to Ireland for work, to how to relocate pets. We focused on authentic content marketing campaigns that reminded top talent about the familiarities of 'home'.

We travelled to Australia with a team of hiring managers from Boston Scientific to host recruitment roadshows in both Melbourne and Sydney, where we engaged with the talent in person, building rapport and engagement.



■ THE RESULTS

Our resulting headline statistics included:



After implementing a highly impactful campaign, we were able to deliver the required target of thirty manufacturing and quality engineers. They were successfully placed into jobs with Boston Scientific within the specified timeframe. These results created a huge buzz amongst the recruitment community, identifying us as an industry leader.

As a direct result, we were nominated for two awards for 'The Great Comeback': The Resources and Talent Management Strategies Award from CIPD and The Chamber of Commerce's Best Social Media and Marketing Award. It generated a high level of exposure for both HERO Recruitment and Boston Scientific.

■ RELATIONSHIP NOW

Due to our successful delivery, we became a trusted partner of Boston Scientific, and they continue to rely on our expert knowledge and quality networks to find outstanding talent. It was an honor to work with such a prestigious organisation and their fantastic HR team, whose innovative and open approach enhanced our partnership.

Our proven delivery of excellence led to further connections, with several other organisations reaching out for support with their own recruitment needs.

If you're looking for a recruitment partner within the tech engineering, science or pharma sectors, our industry experts at HERO Recruitment can help you with all aspects of the process. Contact us here.