



amberjack

**A creative RPO solution to
recruit future leaders for DCC plc**

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Entrepreneurial flair.

Background

DCC is an international sales, marketing, distribution and business support services group with revenues of £10.6 billion. DCC operates across four separate divisions; DCC Energy, DCC Technology, DCC Healthcare and DCC Environmental.

The group's headquarters is in Dublin, Ireland and they employ over 10,200 people in 14 countries. DCC's objective is to build a growing, sustainable and cash generative business which consistently provides returns on capital employed significantly ahead of its cost of capital.

Objective

We have supported DCC with their graduate recruitment since 2010 when we worked closely with them to establish their first ever future leaders programme. Together we recruit graduate talent for marketing, logistics, corporate and business IT roles. For this year's programme we needed to recruit future leaders for five different streams that required a total of 15 hires. The challenge was to create an engaging campaign which enabled DCC to source the exceptional graduate talent they needed to complement their existing talent and assist in the growth of their international business.

The DCC Graduate Programme is designed for entrepreneurial graduates who want to make it to the highest levels of the commercial world. The programme can be summed up in just four words; '**challenge**', '**responsibility**', '**exposure**' and '**growth**'.

Solution

We created a powerful RPO solution to deliver the entrepreneurial future leaders DCC needed. The RPO solution included; creative branding, attraction marketing, microsite development, campaign and candidate management, applicant tracking system, interviewing and assessment centres.

The creative branding we developed for DCC was distinctive and confident – entirely reflective of their business. The branding refused to follow the crowd, doing so with clear, simple descriptions and wow factors around DCC's operations, successes and values. We used our knowledge and experience of the early careers market to create a targeted attraction campaign that utilised specific job boards, universities and social media. The attraction marketing campaign not only built awareness of DCC in an increasingly competitive market but succeeded in attracting the high-calibre graduate talent DCC needed for their future leaders programme. All attraction tactics brought candidates to a microsite which clearly outlined the benefits associated with becoming a DCC future leader as well as providing a realistic preview of the programme.

Our quality assurance team ensured that recruitment processes from application screening to assessment centres were underpinned by a rigorous QA process. For the first time this year we also supported DCC with bilingual interviews in Spanish and French as part of their recruitment process.

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Results

The powerful recruitment solution delivered the future leaders that DCC needed to complement their existing talent and assist in the growth of their international business.

The campaign attracted more than 16,000 visits to the microsite, a 24% increase on the previous year. A similar increase in campaign registrations and applications was also recorded. Significantly for diversity the campaign also delivered an increase in applications from BAME candidates.

Since the inception of the future leaders programme we have continued to successfully partner with DCC to evolve and manage recruitment. The quality and fit of candidates was once again exceptional enabling DCC to meet their hiring objectives by recruiting the entrepreneurial graduates they need.

Client quote

"Amberjack is our trusted recruitment partner and the level of support they provide us is excellent."

Group Talent Manager, DCC plc

