

SUCCESS STORY

Mattel

Business Issue

Initially, Mattel was not looking for a RPO solution, but for a freelance corporate recruiter for Dutch jobs in sales, marketing and finance. The goal was to perform all recruitment activities from the EMEA hub in the Netherlands. This was meant to cut costs of expensive headhunting firms, have a steady and optimized recruitment process and create a strong employer brand. They wanted to achieve this the 'Mattel way'; by sharing best practices that would spread like wildfire and inspire the organization.

Mattel was looking for a corporate recruiter to fill marketing, sales and finance vacancies for the Netherlands, and centralized recruitment from the EMEA hub in the Netherlands. They needed process improvements in reporting and engagement with hiring managers, and they were looking for the benefits associated with employer branding optimization, cost savings and a shift in focus from the Netherlands to a European level.

Solution

ManpowerGroup Solutions designed a program that was:

- » A result driven partnership
- » A specialist partner in recruiting
- » Recruitment process efficiencies; clear processes and managed expectations of HR and Hiring Managers
- » A content guide on employer branding activities and presence on social media
- » Secure and centralized recruitment processes within Mattel

The recruiting specialist initially started working at Mattel and, because there were only a few Dutch positions to fill, she began contacting other countries to support them in their recruitment. Soon, the number of positions which were filled increased, including those at executive level. She became very successful and was then approached to recruit for key positions in more and more countries. The recruiting specialist is successful because she was able to immerse herself in the culture of a company like Mattel and adopt the approach this company needed. Thoughtful and showing expertise, she gives weekly updates and manages expectations very well.

“Mattel is a great place to work with interesting challenges, great colleagues and a good working environment. Although it is a fast paced environment, there is also a focus on quality and process improvement which enables me to contribute to their short and long term success.”

—ANGELIQUE EBBINKHUIJSEN,
SENIOR CORPORATE RECRUITER,
MANPOWERGROUP NETHERLANDS



Program Outcomes

- » Hiring targets achieved; job vacancies 95% filled
- » Time-to-fill reduced from 12 to 6 weeks
- » Expanding recruitment process from predominantly the Netherlands to 7 different countries across Europe
- » Recruiting corporate functions and executive level



Results

As well as recruiting people, the recruiting specialist also optimized the recruitment process. She wrote a detailed process description with all the steps, roles and responsibilities, and time frames. Then devised a guide on employer branding activities and posted content on several online channels, such as the LinkedIn Career Page. Because of the success of her approach, demand was very high and the workload became too much for the recruiting specialist alone. Having a large company like ManpowerGroup Solutions behind her, the recruiting specialist was able to scale up the sourcing activities for roles in seven different countries across Europe. ManpowerGroup Solutions created an RPO solution for Mattel: a team that consisted of the recruiting specialists client-facing recruiter, backed up by a number of skilled sourcers supporting Mattel in the search for the right profiles.