



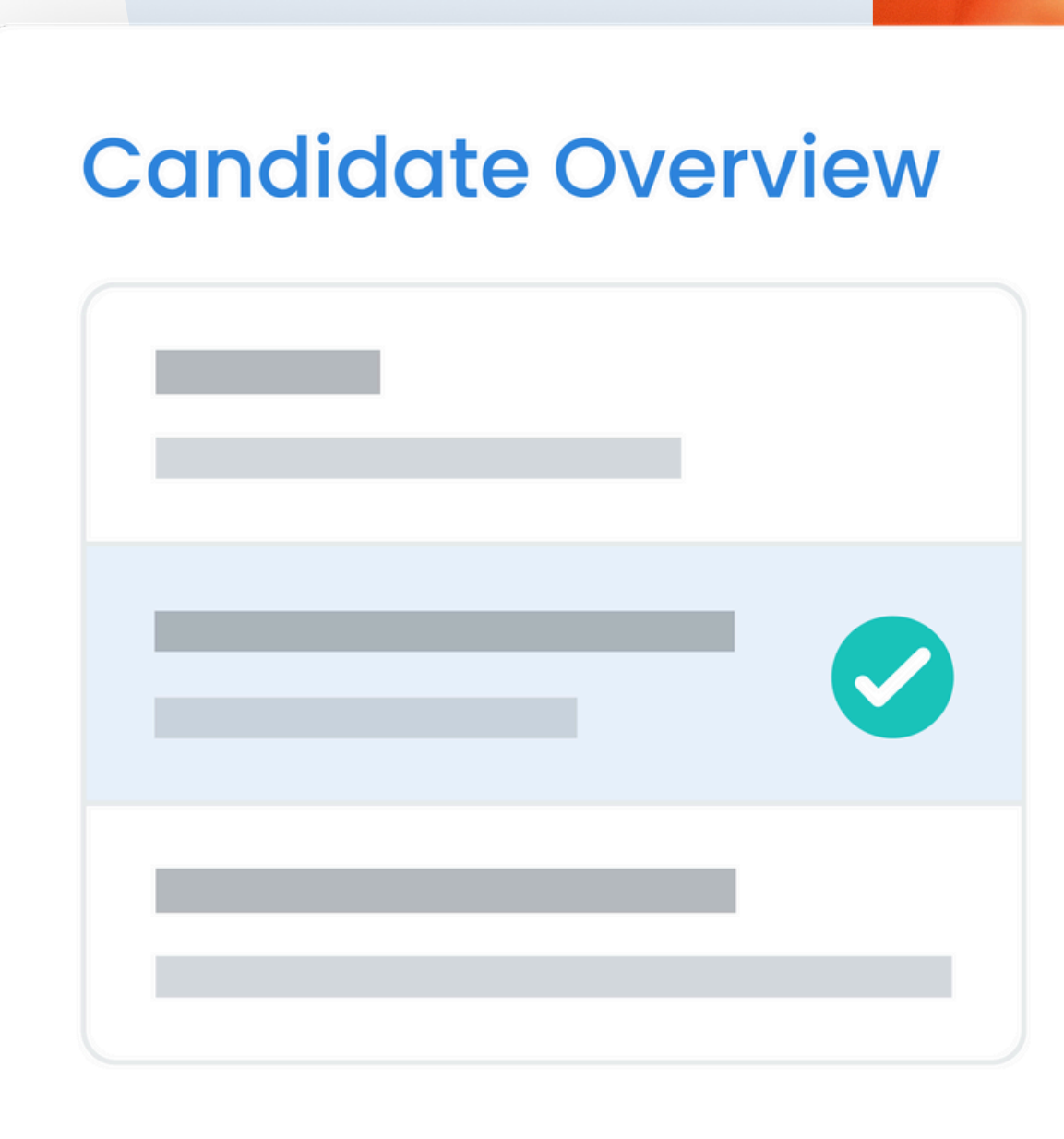
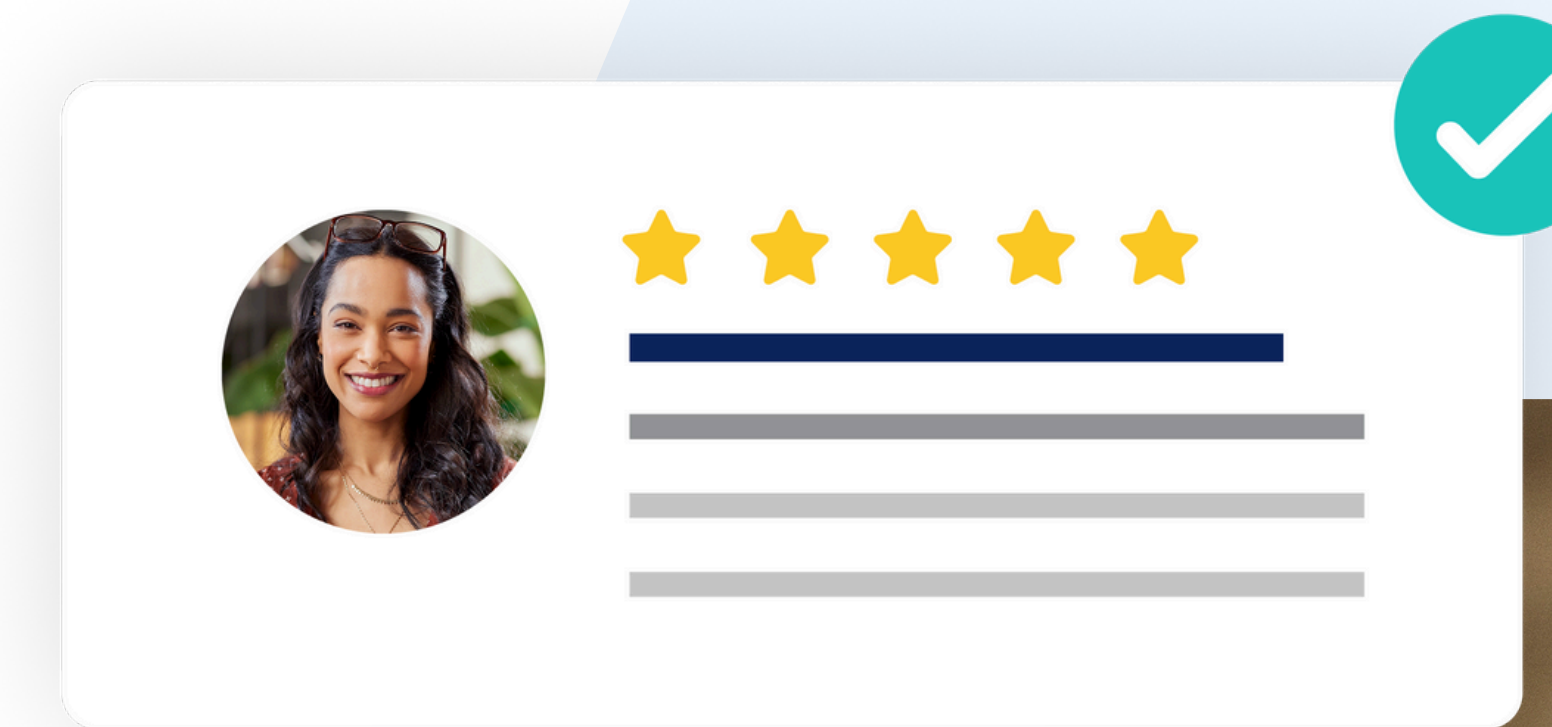
Unistress decreases their time to hire by 97% with JobTarget's multi-channel media campaign for a hiring event

Their Story

Unistress Corporation specializes in the design, production, and construction of large scale precast/prestressed concrete structures. Their mission remains focused on turning project visions into a reality – on time and on budget.

Unistress had a high volume of roles they needed to fill quickly in a confined geographical area. They desired a recruitment media solution that would help them find new and creative ways to tap into the local talent pool and find top talent for their project(s). To address these challenges, **Unistress leveraged our Media Services team to strategize a multi-channel approach to their hiring event.**

Unistress and JobTarget leveraged four targeted recruitment advertising approaches that tapped into a passive candidate pool Unistress hadn't been able to reach. This support helped them dramatically increase their influx of viable candidates, **resulting in decreasing their time to hire by 97%**



Top Challenges

- Immediate need to fill job openings after exhausting local talent pool
- Desiring a well-rounded, creative media and event strategy to tap into new markets and candidate pools in local area
- Expand on new sources of hire

Solution

Media Services enhanced Unistress’ recruitment capabilities by optimizing their multi-channel recruitment approach to a hiring event, introducing several new targeted advertising tools that included a custom landing page on **Indeed’s Hiring Event Platform**, **niche social media campaigns** with an **employee referral push**, a **text blast outreach** where candidates opted in to receive job and local event notifications, and **Google Ad optimization** to reach industry-specific candidates who weren’t exclusively searching on job boards.

Results



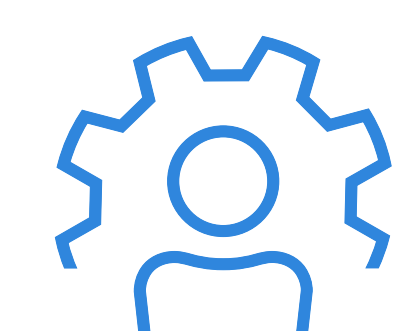
Increasing qualified event attendees to 95%

By utilizing JobTarget’s multi-channel media strategy, Unistress was able to produce a successful hiring event that resulted in 95% of event attendees being qualified, and as a result, being hired on the spot.



Boosted employee referrals through social media campaigns

Unistress increased their brand presence by unlocking a new audience of passive candidates through in-app campaigns on Instagram and Facebook, boosting employee referrals – their #1 source for new hires.



Embraced new forms of media that unlocked new candidate pools

Unistress embraced new media channels and advertising tools that allowed them to reach targeted candidates they otherwise would have missed, resulting in hiring viable candidates on the spot instead of through a long and expensive traditional recruitment method.



unistress

// Job Target was able to expand our reach to today’s applicants. We were able to leverage a knowledgeable team who looped us into current “influencer style” videos and expanded Social Media campaigning while leveraging Geo Fencing capabilities. This was a well rounded and thoughtful strategy and JobTarget was a partner who lead with their “ears” so to speak.”



René D. Gannon-Burke

Director of Human Resources,
Unistress

About

Unistress Corporation specializes in the design, production, and construction of large scale precast/prestressed concrete structures. Unistress products can be found in structures as varied as major highway bridges, power plant cooling towers, railway stations, micro-chip manufacturing plants, stadiums, retail and industrial buildings, casinos, and multi-level parking facilities.

Industry

Construction

Company Size

400+

Customer Since

2023

ATS

Viewpoint

Products

Media Services