



## Recruitment Case Study

# Security Industry specialists Design – Product – Marketing – Research & Development

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### Main Recruitment Issue:

With a number of key positions requiring bi-lingual language skills and a significant understanding of end to end security systems, highlighting and attaching the right skill sets was incredibly difficult.

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“You have proven over and over again you are happy to go the extra mile for your candidates and your Clients and are always contactable, approachable and professional at all times. I am so impressed with your excellent service”

Charlotte – HR Manager

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Proactively approaching the very best people in the area, and not just the best available.

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Marketing mapping used to clearly understand the size of the potential candidate pool in each geographical region.

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Zhejiang Dahua Technology Co., Ltd. (Dahua Technology) is a world-leading video-centric smart IoT solution and service provider. Based on technological innovations, Dahua Technology offers end-to-end security solutions, systems, and services to create values for city operations, corporate management, and consumers.

With more than 16,000 employees and over 50% engaged in R&D, Dahua solutions, products, and services are applied in over 180 countries and regions.

## The Challenge

A large corporate organization with a Chinese culture running through its core. Attracting people with the right skill sets and ideally a bi-lingual language set in the right geographically locations would be a challenge for any firm, however throw into the mix the need for engineering knowledge and experience within the cctv, access control and intruder alarms means that the talent pool is extremely small.

Through understanding the recruitment process and the timeframes that Dahua work to it become clear that managing a candidates expectations would be key to successful placements.

The next step was to understand which positions actually really required a bi-lingual and which ones didn't. By meeting each individual hiring manager and truly understanding each requirement SER Ltd were able to widen the targeted talent pool and significantly increase the chances of success.

Rebecca Howcroft and Gary McConville were assigned as dedicated recruiters to Dahau with the aim of firstly proactively market mapping the potential talent pool available.

Once the candidate pool was defined, an extremely confidential but direct approach was taken in contacting these potential candidates and presenting the Dahau career opportunities.



alamy stock photo

“Are you open minded to discussing a career opportunity with a competitor?”

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Using social media to highlight the passive candidate and increase the target talent pool.

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Structured approach to “sell” opportunities to candidates

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Through using LinkedIn, Facebook, Twitter, SER Limited were able to make significant inroads into establishing names and employment details for relevant candidates. Further inroads were made via leveraging the significant number of contacts and connections that SER Ltd have within the Fire & Security sectors, looking for recommendations and referrals.

A proactive direct approach strategy was taken with the view of establishing who would be “open minded to discussing a career opportunity with Dahua”

A clear understanding of the positions on offer and the recruitment process allowed for passive candidates to feel comfortable about entering the process and helped with the uplift in interest of candidates wanting to join Dahua.



Successful Placements include:

- Marketing Product Manager
- Post Technical Support Consultant
- Technical Sales Manager
- Project Support Engineer
- Key Account Manager