

# Multiple ecommerce roles - Retail

Our client is one of the largest retailers in the UK and EMEA, and Stopgap have been on their PSL since 1999. The retailer has undertaken a massive piece of multichannel and digital development across EMEA, launching new websites in different countries, driven centrally. In order to facilitate this, we received 35 permanent and contract ecommerce and digital recruitment briefs over a 12 month period.

## WHAT DID WE DO TO FILL THE BRIEF?

We assigned a team to work on the roles, feeding everything back through a single point and the client did not need to worry about who was handling which role. We embarked on a marketing campaign:

- bespoke website landing page about the company and opportunities
- ads on Stopgap website, Brand Republic & Simply Marketing Jobs
- specialist email to our database of candidates and a newsletter feature
- features on LinkedIn, twitter and our blog

We searched our extensive database of ecommerce professionals, plus looking externally at those passive candidates via LinkedIn.

## CHALLENGES FACED

With so many roles, many with immediate starts the challenge was to find the quantity and quality of candidates across:

*SEO, PPC, web analytics, affiliate marketing, online trading & merchandising, web ops, content management, user experience, ECRM, emarketing mobile & app development and social media*

## WHAT WAS THE RESULT?

We were part of a PSL of 3 agencies working with the client alongside their internal recruitment team. **Stopgap filled 40% of the roles** and we continue to work closely with this client on their digital recruitment.

“ Our deep understanding on the client’s business, and excellent long term relationship meant we could fill a huge number of ecommerce roles in a short period of time. *Caroline Hawker – Lead Consultant – Retail & ecommerce* ”



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