

SNAGAJOB TALENT SOURCING HELPS MICHAELS CRAFT A BETTER HOURLY WORKFORCE

The challenge

Michaels Stores Inc., North America's largest specialty retailer of arts, crafts, framing, floral, wall décor and seasonal merchandise, depends heavily on hourly staff to execute the day-to-day activities in its more than 1,100 stores.

With so many stores, and an eye toward growth, human resources began looking for a talent sourcing partner who could provide hourly staffing support and deliver quality applicants quickly.

"We were looking for a way to generate quality applicants and help the stores save time by not having to use multiple sources to recruit associates," said Angie Herrera, field HR generalist, Michaels Stores Inc.

The solution

Snagajob worked with Michaels to review their hiring needs and design a recruiting solution that would deliver candidates quickly and within their recruiting budget. Nearly a decade later, Michaels and Snagajob continue to partner to source quality applicants for the retailer's hourly positions.

Michaels utilizes Snagajob's unique location-based posting approach-which allows employers to post unlimited jobs per location for a flat fee-to attract applicants for open hourly positions nationwide. The retailer also uses employment marketing techniques to increase applicant flow. Snagajob's email campaigns, targeted to job seekers living in proximity to open Michaels jobs, dramatically increases impressions for job postings. Michaels saw a 21 percent increase in impressions for an open position promoted through a single campaign.

In 2011, Snagajob delivered more than 41 million impressions and 1.56 million applicants for Michaels' nearly 20,000 job postings, representing an average of more than 2,000 impressions and 78 applicants for each position.

Snagajob Talent Sourcing has helped Michaels reduce the front-end time to hire by delivering applicants quickly, using built-in filter questions to narrow the talent pool to the most qualified applicants, removing the need for individual stores to source applicants directly and presenting store managers with only the applicants who are truly qualified for each specific position.

Using Snagajob Talent Sourcing, Michaels has been able to hire a better hourly workforce faster, and the results speak for themselves. In 2011, 47 percent of Michaels' hires came from Snagajob applicants.

"We've seen similar results in the past, but the numbers continue to improve every year with Snagajob," Herrera said.

A great partnership

Snagajob has been a Michaels sourcing partner since 2003. If you ask Herrera why Michaels has continued the relationship for so long, she'll have two words for you: results and quality.

"We strictly use Snagajob because of the great results we see year after year. We are loyal customers and fans of Snagajob," said Herrera.



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