

Nomination: 7074

Product Madness Talent Acquisition Team

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Product Madness

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Product Madness Talent Acquisition Team

Category

E01 - E10 Team > E09 - Recruiting or Talent Acquisition Team of the Year

Team Submission Format

Written Answers

a. Briefly describe the nominated team: its history and past performance (up to 200 words). Required

Talent Acquisition at Product Madness has the mission-critical job of attracting and recruiting new talent in order for the business to achieve its ambitious growth targets. This is no small task in the incredibly competitive tech and gaming industries. We simply must ensure that we are the best option around in terms of employment so we can add the very finest talent to our teams, and realise our dreams of becoming the largest social mobile casino game developer in the world.

At Product Madness we strive to make our workforce thrive, from our vibrant office culture to our exceptional employee benefits, everything we do is designed to put People First - one of our cultural principles. As far as we're concerned, we're nothing without our people, so any investment into them is only going to benefit us all as a whole going forward. This echoes another of our intrinsic values: Champion Together

For many potential employees, the Talent Acquisition is the first contact they have with the business, so ensuring they make an amazing first impression is crucial for attracting talent, and ensuring that their People First experience begins from the moment they meet us.

b. Outline the team's achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

We've achieved so much within the last three years, and the results in employee and business growth speak for themselves; our workforce has increased from just 75 to a whopping 800 - +966%! This, coupled with the opening of five additional global locations, means that our Talent Acquisition team has had to work extra hard and extra smart in order to keep pace with our ambitious growth.

In 2023, we've already seen 77% growth in hired employees, with an impressive 79 roles out of a projected 103 filled; well ahead of target considering that we're still in May! One of the ways the team achieved this was through proactively seeking onboarded candidates' feedback to improve areas in our recruitment process, and by also investing significant time in creating talent pools for particularly competitive roles.

It is a unique position for the Talent Acquisition at Product Madness to be working with such ambitious growth targets, particularly at a time where we are seeing our competitors in the mobile games industry publicly announce a slowdown of growth.

However, despite the economics and state of the wider industry, there are certain mission-critical roles and skill sets that are always highly competitive, and a challenge to attract top candidates. One such role in our industry is Unity Developers. Unity programming is the back-bone and engine of 70% of all mobile games in the app store, and the architecture behind our games, it's essential that these roles are promptly filled with the right candidates.

c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the team's past performance (up to 250 words). Required

The team identified Unity Developer roles as the most competitive and thus most challenging to fill going into 2023, and have promptly sprung into action in order to get ahead of the problem. Firstly, based on candidate and employee feedback, the team streamlined and slashed the number of stages in the recruitment and candidate testing process.

Secondly, they leveraged the skill set of the in-house communications team in order to create on-going email campaigns that built talent pools of suitable candidates. We know we are a great employer in our industry, but our industry recognition is still a work in progress. Ensuring potential candidates hear from us regularly, and remember our brand was identified by the team as an essential task to plug the developer challenge.

This approach has yielded widely successful results, with time to hire for this role slashed from 213 days to just 74 days within just 6 months! What's more, by improving the recruitment and interview process for candidates, coupled with the fantastic work from our wider People and Culture team, attrition for the month of May 2023 (12 months rolling data) is 12.43%, vs industry average of 20%.

d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional

We have attached a full deck illustrating our employee benefits, plus screenshots from our Glassdoor reviews to display employee sentiment, and also stats from Peakon, our employee survey platform.

Webpage Link

<https://www.productmadness.com/> (<https://www.productmadness.com/>)

Would you like to add an additional webpage link?

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17285/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzI4NSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yIhC4v4jip9EAvOZZcu2rpM8YD57GMw?Stevie%20Awards%20-%20Talent%20%26%20Acquisition%20Team%20of%20the%20Year.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17286/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzI4NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9yU4Yr-7XWKAKeWM?TA%20Marketing%20Email%20Campaigns.png>)

Would you like to add an additional supporting document?

Yes

Supporting Document 3

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Supporting Document 4

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Supporting Document 5

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Supporting Document 9

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