

CASE STUDY

Milliken Partners with MAU to Transform Marketing and Hiring Plans to Keep Pace with Growing Market



Background

MAU's client, Milliken, a diversified industrial manufacturer, provides exceptional design and insights to create specialty chemicals, floor covering and performance materials. Milliken was experiencing challenges when it came to building their Employer Brand in their current market, and organizing a strong workforce to emulate the company's thriving productivity with a shortage in hiring managers. Their current suppliers struggled to hire exceptional talent within such a tight time frame. MAU was approached by Milliken's Hiring Manager, having known of MAU's success with several manufacturing businesses in the Southeast.

Challenges

When the economy is booming and employment rates increase, it can be extremely difficult for a company to keep up with rising demands of recruiting the best talent and effectively marketing themselves in the market. Milliken engaged with several suppliers to assist with branding and recruiting in the surrounding area, but all of them fell short in getting the job done. While working with multiple vendors may sound like a good idea, often times it can lead to more stress and unproductivity. In addition, before partnering with MAU, Milliken's limited staff struggled to onboard, train and retain new employees, which left the company scrambling to keep up with the growing business.

Solution

MAU's team ramped up marketing and recruiting in the area, which eventually resulted in Milliken eliminating the need for other suppliers, in order to support MAU's branding in the community. MAU wanted to implement proper Employer Branding surrounding the plant and establish a relationship within the community. The team strategically placed signage that would target all demographics in the area, as well as leveraged sponsorships with local organizations to properly brand working for MAU at the Milliken plant.

Without having a branch in the surrounding area, MAU had to adjust and set up on site. This made recruiting more unique because MAU wanted to limit the amount of disruptions that occurred on site between interviewing and orientations, but be present on site for candidates to associate MAU with Milliken. Furthermore, Milliken needed a quick turnaround when hiring new employees, which meant interviews and testing needed to be done within the first week, followed by orientation and an immediate start the next week. By establishing an on site recruiting team, MAU was able to minimize the time spent reviewing candidate profiles and organize effective orientations for new hires.

MAU and Milliken partnered to create a competitive Pay-Rate and standardized screening process to make recruiting more controllable for the hiring managers and recruiting team. Through MAU's success, Milliken's other plant locations approached MAU to assist with marketing and hiring. To date, MAU has made a further commitment to the partnership through the opening of a branch location to continue to service Milliken's needs.