



**Tailored EVP &
Multi-Channel
Digital Recruitment
Campaign for hard
to fill roles.**

Powered by Harrier.

Harrier.

Project Overview.



Background

- In June 2025 a NSW council will deliver a new waste service structure to over 127,000 households.
- Harrier initially consulted the council in 2024 with a strategic market analysis of available talent, candidate journeys and potential recruitment pathways including creating a driver's academy.
- The council asked Harrier to undertake an employee branding and targeted recruitment campaign to support the introduction of their new service.

Requirements

- **Tailored EVP** and a **multi-channel digital recruitment campaign**.
- **Experienced TA specialist** to develop a targeted recruitment support campaign for all hiring positions beyond just heavy vehicle side arm drivers.
- **Source multiple roles:** Supervisor, Team Leaders, Side Arm Truck Drivers, Contamination Management Officers, Support Officers, Team Leader Customer Experience, Customer Service Officers and on-call Customer Service Officers

Our tailored Employee Value Proposition (EVP) and multi-channel digital recruitment strategy has delivered exceptional results for the council. This campaign not only attracted a larger talent pool but also significantly enhanced the council's employer brand visibility. The results demonstrate the power of a well-crafted EVP and strategic digital recruitment in today's competitive job market.

104 Shortlisted Candidates	2,093 Applications	428,749 Employer Brand Impressions	\$\$\$\$ Advertising Budget 22.5% Under Budget	\$\$\$\$ Average Cost Per Hire 48% LESS Actual Cost
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Hard-To-Fill Roles: Professional Drivers

In particular, the campaign for Professional Drivers had both impressive growth and quality outcomes compared to the council's hiring in 2024.

436 Applications Surged by 845%	6,721 Ad Clicks Skyrocketed by 2,643%	36 Shortlisted Candidates Exceeding the hiring goal of 19
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Project Delivery.



Phase one critical milestones were met within a matter of weeks.



Targeted **EVP**



Tasked with developing a targeted EVP for the new Service, we conducted research, interviews and focus groups – to distil the core benefits of why someone would join the council, and equally as important, what engages them to stay.

Our service-specific EVP needs to be relevant, not only as an attraction piece, but it must also be a reflection of the lived experience.

This means we attract the right people - and keep them.

EVP Development

Following our research and analysis, clear themes emerged, but it is important to note there were differences between the two job groups we are recruiting for, with some elements that will be specific to one group over another:

- The operational considerations
- The corporate/office 'customer service' considerations

From both perspectives, the taglines that resonated most strongly with the narrative were:

- Make a difference in your local community
- Invest in yourself with a career at XXX Council
- Build a career and secure your future

As we are looking to broaden our search and hire team members who may not necessarily live in the LGA, we opted for the more universal tagline that highlighted the benefits on offer through a career at this council. We have also leveraged the concept of making a difference and being part of something bigger.



Experienced Recruitment Consultant



Our onsite Talent Acquisition Specialist, Kelly, immersed herself in the company culture, allowing for more authentic and effective employer branding. She was able to better articulate the company values and work environment to potential candidates, leading to improved candidate attraction and cultural fit.



IMMEDIATE IMPACT

Specialist ready, trained and embedded within days



STRATEGIC EXECUTION

Comprehensive project planning with inclusion focused selection process



TALENT INNOVATION

Expert guidance on internal mobility and alternative talent pools to solve hardest hiring challenges



TECHNOLOGY EXCELLENCE

Backed by our Technology Centre of Excellence for rapid system adoption



PROCESS OPTIMISATION

Streamlined recruitment workflows that enhance speed and candidate experience



LEADERSHIP SUPPORT

Reduced burden on HR teams while providing superior hiring manager experiences



COLLECTIVE EXPERTISE

Access to our entire community of specialists for market insights and proven strategies

Multi-Channel Recruitment Strategy



Our recruitment marketing campaign focused on attracting the right people for the Council's new Service across the two key groups we defined through our EVP development: Operations and Customer Service.

Our strategy was two-pronged:

- Build awareness and employer brand equity for the new Service due to launch in 2025
- Supplement council's sourcing pipeline across all roles to be recruited, with greater investment weighted toward roles that are harder to fill

The council made 438,749 brand impressions across multiple channels. Whilst several roles were on offer, our recommendations were for the hard to fill roles to have a paid digital advertising spend across multiple apps.



Internal Campaign



Leveraging our internal marketing channels to drive advocacy is a cost-effective and highly successful method for generating both awareness of the job opportunities available, and subsequent referrals.

We recommended the distribution of internal referral posters, inclusion of a banner in the internal e-newsletter, updating email signatures for select employees and a leadership one-page toolkit to ensure they cascade communications to their teams where relevant and useful.

Know someone who's ready to make a difference in one of the most diverse and fast-growing local communities in NSW?

At Blacktown City Council, we're launching a new food and garden organic waste service, and we're looking for great people like you to join our team. Share this opportunity with friends and family who want to advance their skills, build a stable career, and achieve a fulfilling work-life balance working close to home.

They'll enjoy excellent leave provisions, an engaged and supportive leadership team, plus great perks like subsidised gym memberships (fitness passport) and an Employee Assistance Program that extends to immediate family. Their voice will be heard in our supportive, respectful environment. With good on-site facilities and a strong culture of teamwork, they'll join colleagues committed to delivering excellent service to our community. They'll play an important role in shaping experiences for residents, businesses, and visitors in our local area.

It's an exciting time to join an organisation with big growth plans. With training and development supporting numerous career opportunities across various departments, unexpected career paths open up for those ready to invest in themselves.

Know someone who'd be proud to make a meaningful contribution to our local community? Speak to your manager today about our referral program.

Blacktown City Council

Harrier provided the council digital team with a curated Recruitment Campaign that could be applied across multiple council channels:

- Billboard Advertising
- META Community Channels
- META Channels
- LinkedIn Company Page
- Outdoor Billboard
- Posters

As a result of a coordinated effort, **15 of the 36 shortlisted candidates** originated from:

- Internal Employee
- Employee Referral
- Council Direct

Overview of our Services.



Right people. Right roles. Right now.

As an independent, agile consultancy, Harrier delivers exceptional talent solutions across the Australian marketplace.

Whether you require comprehensive recruitment capabilities or targeted specialist support, we offer customised approaches to meet your needs. Our tech-neutral stance means we're not tied to flashy systems, we're tied to your success.

Our Services.

Need full recruitment firepower or just some targeted backup? Our services offer complete flexibility for when and how you need it:

- Targeted Hiring Campaigns
- Talent Magnet (Employer Brand and EVP)
- Flexible Hiring Services
- Whole of Talent Solution
- Contingent Hiring (MSP)
- Complete Recruitment Management (RPO)

Some of our Clients.





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