

# Case Study: Informed Recruiting for a Specialised Role

## Project Drivers

A large member-based employer was recruiting to a new specialised IT role that was not from their specific industry or within their previous employment experience.

Advertisements so far had not attracted the right candidate at the salary they were offering and did not seem to be agreeing with the general remuneration data being used as a reference.

They were confused, as it was very different to their usual recruitment experience.



## Brief to Insightpay

Anecdotal evidence suggested to the HR Team that this job market was different to the other markets they were accustomed to recruit from.

This role didn't fit within their current salary framework. So with very tight control on wages, they needed evidence to justify paying outside of the framework to senior management.

### The Aha Moments

When it became clear that there was more at play than just matching this job to a similar role with comparable responsibilities.

Looking deeper into the specific job families and the relative responsibilities highlighted a key element of the job market.

There was a much higher relative remuneration rate for the IT role in question due to a skills shortage in this specific area of IT.

Having data and insights to explain the anomaly gave the HR Team confidence that their salary framework was solid overall.

### Insightpay's Approach

Insightpay identified the key question that was being posed by those involved in this recruitment process. Which was:

*"Why can't I recruit an IT person at a similar cost to a Customer Service Manager that seems to have similar responsibilities?"*

The first step was looking beyond the general remuneration data to examine job evaluated roles for a more accurate comparison.

Importantly, Jobscore™ job evaluation data provided Insightpay a more direct comparison of the relevant market data.

Job evaluated roles of similar size and complexity were identified and reviewed by specific job family, for another level of analysis.

### The Outcomes

With much clearer reference to valid market data and a specific job family, the HR Team was able to go back to management with evidence to differentiate the specific IT role.

These facts allowed them to explain to the Senior Executive the reason for the lack of success recruiting for this role.

It all culminated in an endorsement from management to increase remuneration for this specific role. Even better, they were able to attract the right candidate.