



TALENT NEST

Redefine Power Campaign: A Case Study on how TalentNest™ enabled Electro Federation of Canada's Innovative Talent Attraction Initiative

Introduction:

Electro Federation Canada (EFC), a national not-for-profit industry association is the voice of Canada's most innovative electrical and automation community. It recently embarked on a ground-breaking talent attraction initiative to enhance its workforce through its “*Redefine Power*” campaign.

Client Overview:

EFC represents over 260 member companies involved in the manufacturing, distribution, marketing, and sale of electrical and automation products. These members contribute significantly to the Canadian economy, generating over \$10 billion and employing over 43,000 workers in more than 1,400 facilities across the country.

Challenge:

EFC recognized the need for a diverse set of skills to meet their industry growth requirements. To address this challenge, EFC sought to attract young professionals and recent graduates (particularly those in the 21 to 34 age group,) interested in various roles such as Sales, Marketing, Operations, Supply Chain, Engineering, and IT.

This theme was strategically designed to resonate with the target audience, emphasizing the transformative impact individuals could make within this industry that affects every aspect of our lives.

The Solution:

To amplify the campaign's reach, EFC leveraged **TalentNest™** as its “Go To” Career Site across Canada, which serves as a powerful recruitment platform for all members.

EFC members of all sizes have access to a dynamic recruitment platform that broadcasts jobs to over 16+ career boards including popular social media sites that elevates their brand awareness and attracts more top talent.

From sourcing to structured interviewing and onboarding, **TalentNest™** all-in-one recruitment software enables EFC members to increase their brand awareness while



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digitizing each step of their recruitment process to make quicker, better, fairer, and more confident hiring decisions while building an exceptional hiring experience for everyone.

Results:

In the past year alone, 13,500+ applicants applied for positions within the electrical and automation community. The campaign garnered an impressive 353,000 impressions, indicating widespread visibility and engagement.

“TalentNest provides EFC and its members with a structured and easy to use platform that connects our recruitment efforts and open positions with quality candidates. The process of acquiring talent is difficult with unique challenges, the team at TalentNest has provided excellent customer service and have tailored their solution to fit with our industry campaign. Together we have all win in the fight for talent.”

Conclusion:

EFC's *Redefine Power Campaign* stands as a testament to an industry's commitment to fostering innovation and growth within the electrical and automation community.

Through strategic partnering and positioning with **TalentNest™**, EFC has not only strengthened its brand and industry awareness but has also made impactful contribution towards meeting its talent needs of the future.

Tom Mason

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