

CASE STUDIES

RCC^{hr}

TJ HUGHES

TJ HUGHES
because everybody loves a bargain.

The Recruitment Communications Company Ltd.

Communications that connect

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Careers mini-site attracts clued-up applicants

Challenge

The recruitment web pages for discount department store TJ Hughes were out of date, at odds with the company's image, and lacking information for potential employees. They asked RCC to create a web presence that would attract candidates and allow them to search for a job online – streamlining the recruitment process and saving time for the HR department.

Strategy

RCC created a recruitment website that focused on inspiring candidates to pursue a career with TJ Hughes.

Vibrant and pragmatic, www.tjhughescareers.co.uk, was designed in-line with the recruitment brand we'd already developed for them. It included a job-search function where candidates browse vacancies across all locations. An introduction from the CEO introduces the company while staff testimonials describe roles and career paths. A visit to the website gives a vivid picture of careers at TJ Hughes and presents it as an expanding company which values its people.

Results

The popularity of the site persuaded TJ Hughes to include an online application form. We used bespoke e-recruitment software to implement this and the system is working well. Their HR department is now enjoying increased efficiency – they upload jobs onto the website, candidates apply online, then their applications are managed centrally.

www.tjhughescareers.co.uk introduces candidates to an appealing employer, then through a user-friendly recruitment process, converts this

interest into job applications from well-informed candidates.

