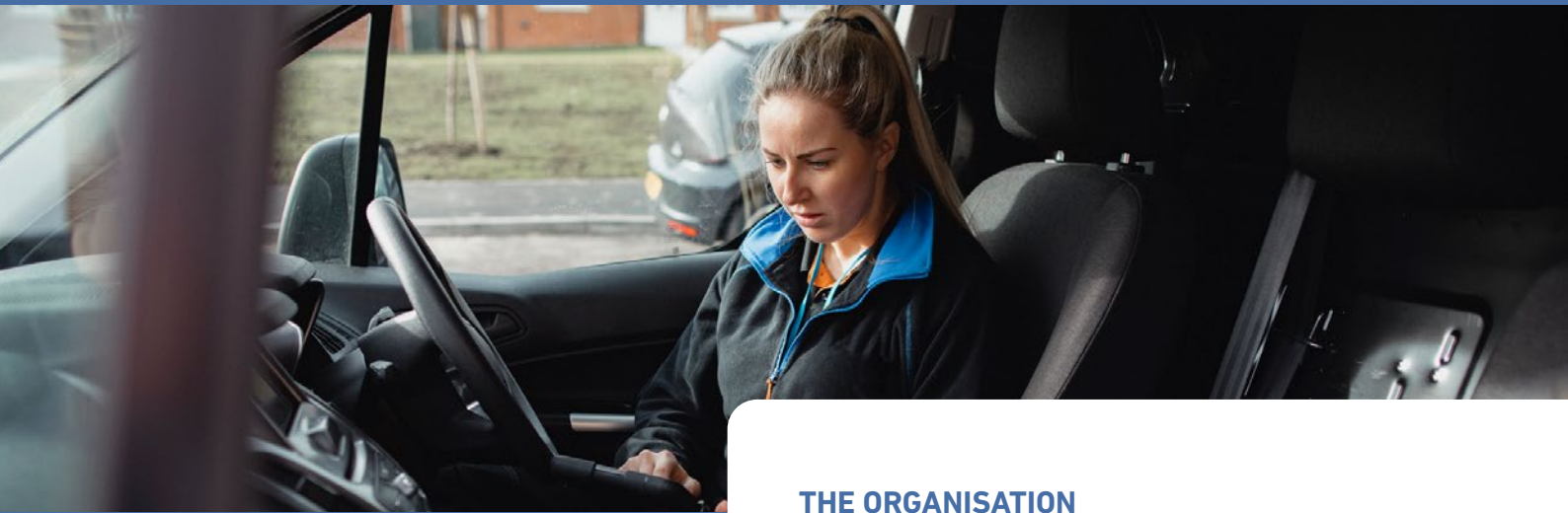


CASE STUDY

Field Engineers



SUPPORTING
DIVERSITY
DRIVES WITH
ONE OF
**BRITAIN'S TOP
BROADCASTERS**

THE ORGANISATION

A broadcasting and telecommunications powerhouse. This British conglomerate provides television and internet broadband services across the UK and is an employer to over 30,000 employees.

THE CHALLENGE

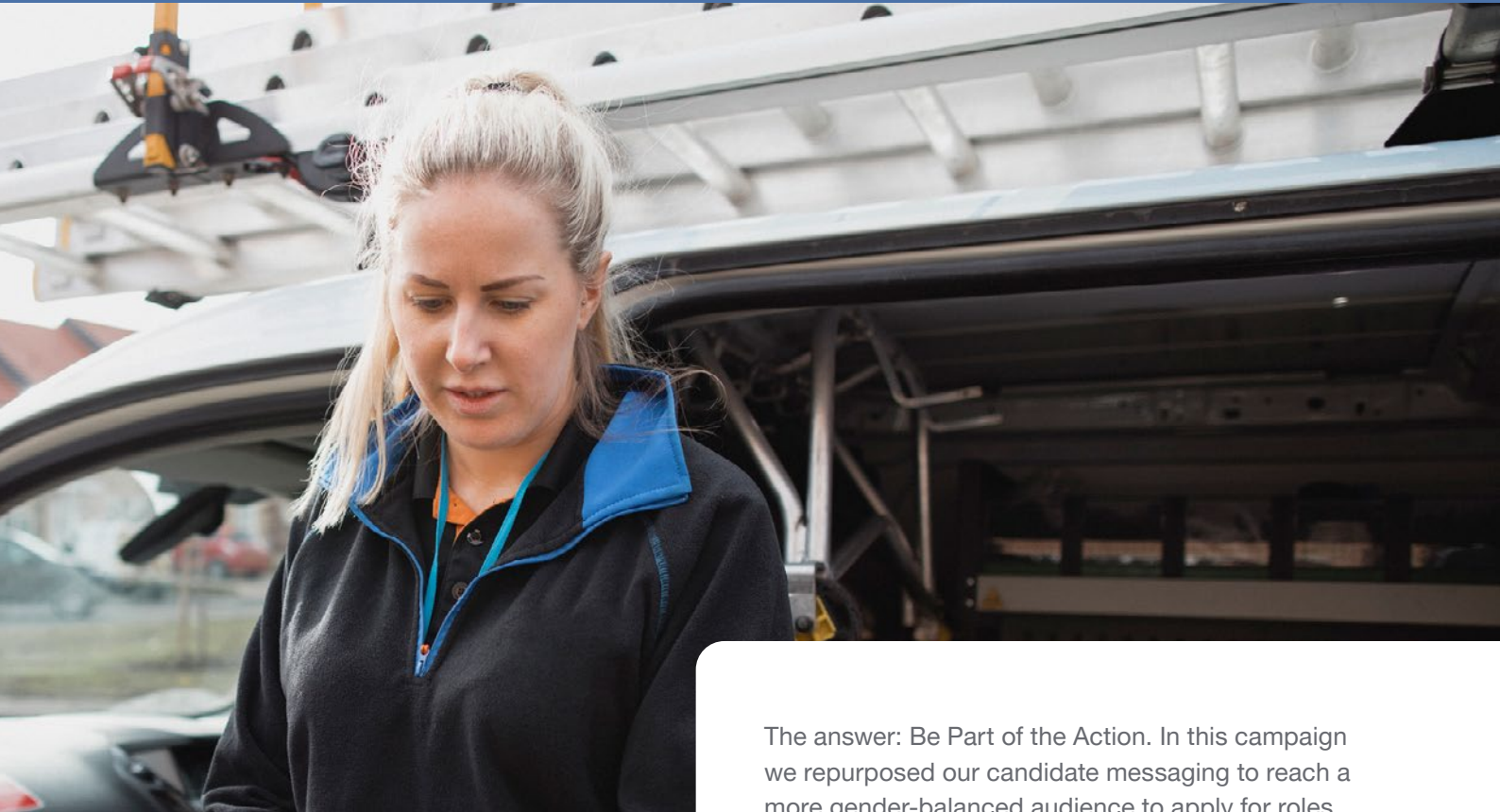
Our client was committed to increasing diversity amongst its workforce and ensuring there was a greater gender representation within its organisation. In particular, the firm wanted to encourage greater female representation into roles on the frontline of its operation, urging more women to apply for positions as Field Service Engineers. In a role that has been predominantly operated by men, these workers ensure the maintenance and smooth-running of all systems and at-home technologies for its customers. As roles that are highly customer-oriented, the organisation was keen to ensure its workforce was more representative of the customer base it served and wanted to attract more women into its workforce to help achieve this balance.

THE SOLUTION

The team at Manpower knew this project required a change of approach. Reaching a larger female audience for a role traditionally occupied by men would require going above and beyond. We had to change the way we communicated the opportunities and accentuate the skills and qualities we were looking for from female candidates.

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BE PART OF THE ACTION

The answer: Be Part of the Action. In this campaign we repurposed our candidate messaging to reach a more gender-balanced audience to apply for roles as Field Service Engineers. The initiative ran across a variety of media channels, notably some female-focused websites for maximum impact. Manpower also harnessed placements on social media platforms such as YouTube and Facebook to further educate on the roles available and increase awareness amongst a broader female audience.

THE RESULTS

Following the Be Part of the Action campaign, Manpower received applications from 280 females to become Field Service Engineers for our client. In total, over the three-month period that the campaign was in operation, this number represented roughly a 100% increase of female candidates when compared to the previous year. Manpower were also able to advise on the client on ways to change the role and the attraction, hiring and onboarding processes so as to make the opportunities more appealing to females.