

CASE STUDY

CHESTER
ZOO

Chester Zoo

The client

Home to more than 15,000 different animals and containing over 125 acres of award-winning zoological gardens, it's no surprise that Chester Zoo attracts, on average, 1.9 million visitors annually. In the UK, it is the most popular wildlife park, which inevitably means that competition to work here is fierce and the zoo continuously faces a high volume of applicants. The organisation currently employs 400 permanent staff and, every year, recruits an additional 450 seasonal staff.



In January 2017, Chester Zoo signed with Vacancy Filler to help manage their recruitment process and since working with Vacancy Filler, they have had over 9,000 candidates applying for jobs with them and 74 recruitment campaigns. We spoke to some of the team at the zoo for feedback on how the Vacancy Filler system was benefiting them.

Jenny Tegg, Head of Marketing and Recruiting Line Manager, informed us how the system recently helped them to review over 500 applications, allowing them to rank them as 'suitable' or 'unsuitable' for the role, which was marked against set criteria. She added, "Since we started using Vacancy Filler, it has been easier to work through the job applications and to make sure we're organising and assessing them correctly."



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JENNY TEGG
HEAD OF MARKETING
CHESTER ZOO

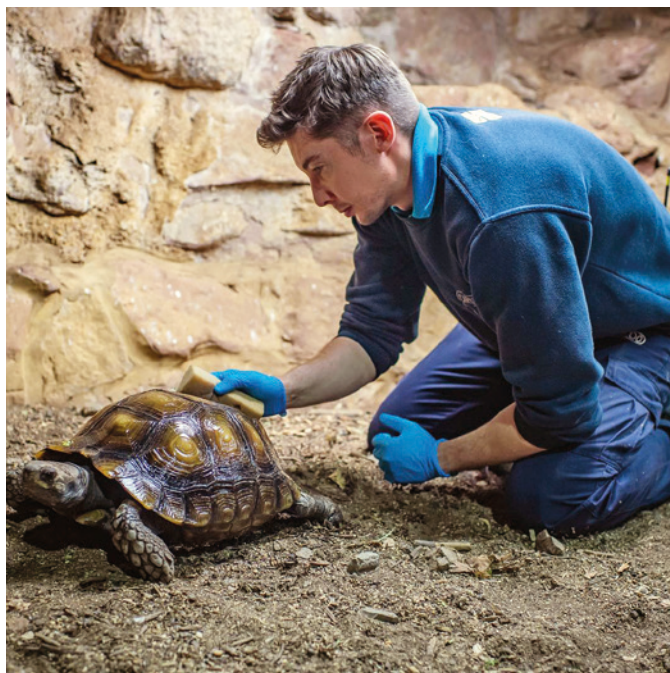


The Senior HR Advisor for Chester Zoo said, "It is important for the recruitment team to consider the candidate journey when recruiting at the zoo as they strive to ensure every candidate has a fantastic recruitment experience". For new starter Rhiannon Lloyd, she found the communication emails she received, confirming her application and interview confirmation, to be exceptional. Rhiannon stated, "I found it really easy, user-friendly and really straight-forward; it was easy to apply."

Chester Zoo's HR administration team have seen their workload reduce substantially whilst using the events module within the system. They find the process to be easy; with the system allowing the HR team to simply create an interview 'event' and send bulk emails to multiple candidates, in turn each candidate can determine their own interview slot to suit them. Chester Zoo's Senior HR Assistant, praised this area of the system on its timesaving capabilities.

Additionally, the HR team added how their previous recruitment process was very manual and required CVs to be printed out and passed to hiring managers, whereas now they have the flexibility to view and store CVs in the system and, as a result, has significantly reduced what used to be a time-consuming task.

For Jane Hubbard, Director of HR, the Vacancy Filler system is simple to use and allows them to easily post jobs, "Vacancy Filler so far delivers, and they have listened to the enhancements we want." She concluded, "It's paperless, which fits in with one of our conservation objectives."



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