

How **BMW Group**
recruited key technical
staff to support the
MINI launch

In order to build the new MINI in the required numbers, BMW Group introduced a groundbreaking three-shift manufacturing schedule at its Oxford plant.

This required round-the-clock production, using advanced robotic technology, and demanded the back-up of scarce high-level maintenance skills.

But BMW Group's HR team was already focused on the day-to-day demands of a 4,500-strong workforce.

BMW Group approached Manpower for specialist support to recruit scarce technical skills against a tight deadline.

By working with Manpower Technical, BMW Group gained:

- Expert support in nationwide recruiting
- Highly effective recruitment advertising
- A professional partner in selection and recruitment management
- The appointment of 150 engineers within the deadline

I CAN

...and I have

Meeting the challenge

The challenge

When BMW Group Plant Oxford introduced 7-day working for the production of the MINI, in a unique three-shift pattern, they quickly needed 150 additional production supervisors and maintenance engineers with the right skills and the right attitude. "We have one of the most advanced car plants in Europe," Paul Lewis, Human Resources Manager at BMW Group Plant Oxford, said. "We needed people with excellent electrical, electronics and mechanical skills – and because of our unusual, rotating shift pattern, they had to be flexible, too."

This was challenging as there was high employment in the area – and the plant's HR team was dedicated to the day-to-day administration of a workforce that had increased from 2,000 to over 4,500 in six months.

The solution

The solution was to bring in expert outside support.

BMW were already sourcing temporary production and assembly staff from Manpower's Oxford branch.

As new skill sets were now required, Manpower Technical in Bristol became involved as they specialise in nationwide permanent recruitment of high-level skills in the automotive sector.

Bristol immediately assisted BMW Group at a recruitment day in Oxford, and developed a national programme, focusing on areas with an automotive skills base. They produced a targeted advertising campaign and held local events in industry hotspots, including Birmingham, Coventry, Luton, Dagenham, South Wales and Swindon.

By developing an in-depth understanding of BMW's needs and culture, Manpower's on-site specialists saved BMW management time by conducting first-line interviews and assessment days. Manpower also helped to manage the CV

and offers a process to avoid prime candidates being lost through delays.

The benefits

"Using Manpower generated the necessary volume of quality candidates in the short timescale we set," Paul Lewis said. "They gave a national dimension to our recruiting and they meshed perfectly with our own resources. They understood our needs so well that we could delegate a lot of selection and administration, knowing they would identify the

right people for our shift patterns. Effectively, we have a complex three-shift system covered by a single maintenance group, which is what we wanted."

Overall, BMW sought maintenance technicians, process managers, CIP engineers and managers, team coordinators, vehicle rectifiers and quality engineers. Some were recruited and promoted internally to ensure continuity and, with Manpower's support, BMW have met their targets for external recruitment within their deadline.

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"Manpower understood our needs so well that we could delegate much of the selection and administration."

"Manpower gave a national dimension to our recruiting and delivered the necessary volume of candidates in the short timescale we set."

"What impresses me is Manpower's willingness to identify with us, and take on some of our work – and not to be afraid of pushing us if they think the programme is falling behind."