



Randstad have helped Bega drive brand positioning and achieve their strategic business planning requirements for the future success of the company and their iconic portfolio of brands.

In 2017, Bega Cheese acquired a large share of Mondelez International's grocery business. The transaction expanded Bega's portfolio to include the Vegemite brand and other well-established grocery brands including Kraft Mac & Cheese.

To support this growth, Bega exclusively partnered with Randstad to scale up employee numbers in business-critical areas to drive and support the consumer brands in the Australian marketplace.

Randstad implemented a tailored sourcing solution and placed 20 candidates across Bega's sales and marketing, scientific, supply chain, engineering, accounting and business support functions.



solution

Based on Randstad's market specialisation and experience in FMCG recruitment, they were exclusively appointed to recruit 20 positions across key business locations in Queensland, Victoria, South Australia, and Western Australia. Roles included Sales and Account Managers; Digital Marketing Managers; Commercial Analysts; Marketing Managers; Supply Chain Analysts; Laboratory Technicians; Microlab Managers; Process Engineers; and Brand Managers.

Randstad nominated an operational single point of contact to manage the project. Supporting the Strategic Account Manager included Specialist Recruitment Consultants across a number of Randstad's branches – all highly experienced and skilled in providing recruitment and HR solutions exclusively for the FMCG sector.

In developing a solution for Bega, Randstad first established a comprehensive understanding of Bega's staffing requirements in light of its expanding portfolio and growth areas.

This allowed Randstad to devise a tailored sourcing strategy to not only attract the best candidates in the market in terms of skills and experience but also company fit.

Utilising Randstad's talent database, extensive networks, and digital platforms, Randstad was able to quickly source a talent pool of passive and active candidates who were all benchmarked against Bega's specific key competencies.

A key factor to Randstad's success was their high touch approach to candidate care and communication. Through the use of HR technology and automation of administrative tasks such as reference checking, Randstad ensured all parties were engaged throughout the matching process until the job offer was made.

To ensure Randstad was meeting and exceeding Bega's service expectations, the account delivery team maintained consistent communication internally across branches and provided Bega with weekly updates and reporting on required milestones including role progress and time- to-fill statistics.

challenges

The main challenge faced by Bega and Randstad was around company and cultural fit due to the recent acquisition of a number of new brands. Randstad had to make an assessment of what the new team structures should look like and how well they would fit into Bega's culture. Working with Randstad exclusively ensured consistency and clarity in the way Bega's employer brand was represented in the market to ensure a streamlined talent attraction strategy was achieved.

result

To date, Randstad has successfully placed and onboarded 20 highly skilled professionals within Bega. In addition to allowing Bega to meet their immediate business requirements, these key appointments have helped Bega drive brand positioning and achieve their strategic business planning requirements for the future success of Bega and their iconic portfolio of brands.

Randstad continues to enjoy a strong relationship with Bega based on their high levels of engagement, outstanding feedback and highly personalised approach.