



CASE STUDY

Re-engineering the Candidate Experience

 BERKLEY NGINX



Introduction.

Founded in 2011, Nginx is an open-source leader in application delivery that powers over half of the world's busiest sites and applications.

In 2017, Nginx established a new EMEA HQ in Cork City Centre. Commenting on the opening of the new office, Nginx CEO Gus Robertson said, "Beyond this geographical fit, Cork is strongly aligned in culture and attitude with the values carried over from our global headquarters in San Francisco, and we look forward to bringing in the best and brightest talent in the area." (Source: [Irish Tech News](#))

In 2019, Nginx was acquired by F5 - an industry-leading provider of multi-cloud application services. This acquisition enabled "multi-cloud application services across all environments, providing the ease-of-use and flexibility developers require while also delivering the scale, security, reliability and enterprise readiness network operations teams demand" (Source: [F5](#)).

Forming An Initial Partnership with Berkley.

Nginx first approached Berkley's Business & Technology Permanent Division in 2019 as a result of a pre-existing relationship with a member of their internal recruitment team. Nginx required support in finding top tech talent to power their recently-founded Cork office. Specifically, they needed support in sourcing Engineers with knowledge of and experience using Golang. By 2021, Nginx agreed to partner exclusively with Berkley in the Irish market.

The Challenge.

Initially released in 2012, Golang is a relatively new language. As programming languages go, this skill-set is quite niche and hard to find. What's more, Nginx is just one of several employers in the Cork area competing over a small talent pool of Golang Engineers.

The challenge around sourcing was compounded by an overly-long hiring process that led to a high candidate drop-out level. At the start of Berkley's engagement with the client, Nginx had a six-round interview process.

Furthermore, the offer management process was also quite slow and this led to some successful candidates declining offers.

Strategy.

Berkley's team of consultants devised the following strategy after conducting an in-depth and methodical market analysis that mapped key organisations and identified key target candidates, referrers and sources of information.

Targeting Active & Passive Candidates.

Berkley proposed a strategy that brought together 'under the radar' and 'on the radar' attraction tactics to capitalise on both passive and active candidates.

In addition to targeting Golang Engineers, our team also identified professionals who would be likely to have crossover knowledge from their experience with similar languages such as Python and C++.



Key attraction and selection tactics included:

- **Berkley Network Engagement:** Our consultants utilised our existing client network in the software engineering sector to uncover potential candidates who were performing equivalent roles for other companies.
- **Passive Candidate Engagement:** Our consultants leveraged market and competitor mapping to attract passive candidates.
- **Active Candidate Pool Engagement:** We promoted the roles to Berkley's active talent pool by employing numerous attraction techniques including database search, social media marketing, and job board advertising.



Delivering a Great Candidate Experience.

With today's competitive market conditions, it's critical that a positive candidate experience is delivered at every stage of the recruitment process.

Upon initial engagement with Nginx, it was clear that the existing hiring process was hampering recruitment efforts. Our consultants assessed internal processes and identified a number of issues including - unrealistic candidate expectations, a drawn-out interview process, uncompetitive salaries and slow offer management.

Following on from extensive research, our team members advised the client on how to design a more effective and streamlined hiring process. As of 2021, the interview process has shortened from six to three rounds. The client also agreed to offer salaries that exceeded the local market rate. Since taking on this feedback, Nginx has successfully placed multiple candidates in several hard-to-fill roles.





Results.

Our team worked hard to research and understand Nginx's unique objectives and challenges around recruitment. This knowledge proved to be very useful as our team worked to attract candidates who would be the right cultural and technical fit.

To ensure a streamlined search and selection process, our consultants employed a project approach and search strategy that leveraged an AI platform for talent pooling. A shortlist of suitable candidates was submitted for each of the roles with a successful candidate identified, hired and onboarded after a rigorous interview process.

Since partnering with Nginx in 2019, Berkley's consultants have placed candidates in a wide variety of roles across a diverse range of skill-sets. Roles filled included:

- Software Engineering Managers
- QA Automation Engineers
- Back-end Software Engineers
- DevOps Engineers

Berkley has maintained a strong relationship with NginX thanks to consistent engagement and positive feedback. To this day, our consultants continue to exclusively support the growth of the Cork team.

Here at NGINX, we have had the pleasure of working exclusively with Berkley here in Cork. They have provided a steady flow of quality candidates to us and have helped us to fill tricky roles which were time-sensitive.

Michael and Louise have been true professionals and we appreciate all the support they have provided. We are looking forward to 2022 and continuing this partnership to grow out our Engineering Department.



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