



Results & Compliance Delivered with Recruitment System

Martin Marietta Materials

www.martinmarietta.com | Raleigh, NC | 7000 employees



Industry
Construction
Materials
Manufacturer

Recruiting Solution Implemented:
BirdDogHR Recruitment +
Applicant Tracking System

Challenges

- Busy with details, no time for strategy
- Lacked repeatable scalable recruitment system
- Job ad creation, posting and distribution was manual and frustrating
- Significant time invested trying to organize the process
- AAP tracking and documentation needed attention

Solution

- Implemented the BirdDogHR™ recruitment and applicant tracking system (ATS)

Results

- Systematic recruitment process saves 3-4 hours a week
- Improved job distribution results in 75% more candidates
- Expedited job distribution attracts candidates 50% faster
- Stack ranking candidates saves 3-4 hours per week
- Automated audit preparation saves 40+ hours overall



Martin Marietta Materials is the nation's second largest producer of construction aggregates and a producer of magnesia-based chemicals and dolomitic lime. For more information about Martin Marietta Materials visit www.martinmarietta.com.

Low Unemployment Is Great for Economy— Tough On Recruiting

When people are working, that is great for the economy. When your state has 3.2% unemployment though, that can make it challenging to recruit the people that you need to grow your business. That has recently been the case for the Rocky Mountain division of Martin Marietta Materials. Chris Downs, HR and Safety Manager, found himself needing new ways to attract and hire new employees that better matched modern job seeker habits. "Newspaper ads and Craigslist didn't deliver the quality and quantity of candidates that we needed. We knew we needed to do something different that would help us expand our job distribution," Downs said. Also, as a company with multiple federal contracts there were AAP plan requirements to ensure that documentation was in place to support Martin Marietta Material's EOE practices.

Scaling to Meet Business Needs

Downs had experience in using the BirdDogHR recruitment and applicant tracking system (ATS) during his tenure at the Martin Marietta Materials Midwest division so he implemented the solution again. With the addition of this cloud-based systematic recruitment process, Downs was able to

"Using the BirdDogHR ATS systematic recruitment process saves 3-4 hours a week. We are also attracting 75% more candidates than with our previous model. The flexibility and ease of use free me up to do my job of recruiting people and get in the field as a safety manager."

Chris Downs
HR and Safety Manager

see efficiencies immediately. Job templates in the ATS and a streamlined job distribution process made posting a job ad to multiple locations a 3-minute process. This new process resulted in 75% more applications coming in from all over the country and from as far away Alaska. With this huge increase in applicant flow, Downs implemented screening and scoring questions to stack rank candidates. Now he is spending more time with the top candidates for his positions. Downs is also confident that his documentation is solid, too, as he can track and measure against his AAP plan.

Better Processes Power Innovation

The results that Martin Marietta Materials is experiencing have made a significant impact on recruitment for the organization including a systematic recruitment process that saves 3-4 hours a week; improved job distribution bringing in 75% more candidates; expedited job distribution brings in candidates 50% faster; stack ranking candidates saves 3-4 hours per week and automated audit preparation is in place whenever it could be needed. With all of the great business achievements Martin Marietta Materials has accomplished with the BirdDogHR ATS, Downs also mentions the outstanding customer service that he receives from his dedicated account manager and the customer care team at BirdDogHR. “The service is outstanding. The BirdDogHR team is always sharing ideas and training with me to help improve my program. It helps me innovate and stay ahead of my company’s recruitment needs.”

BirdDogHR™ offers comprehensive talent management software and managed services — everything you need to guide the entire employee lifecycle. The cloud-based talent management system is straightforward and easy to use, so you can safely focus on implementing strategy — not learning new software or worrying it won’t keep up with changing regulations. Managed services operate as an extension of your HR department and deliver the expertise and focus you need. Organizations can see ROI in effective growth management, bottom line results and compliance peace of mind. BirdDogHR specializes in high-consequence and government contracting industries because they have unique needs. Companies from other industries can use the BirdDogHR talent management solution — and they do — but the solution is built with the most rigorous compliance needs in mind. Visit us online at www.BirdDogHR.com.