

SportSearch Case Study: PR Talent Search & Tracking Project for NIKE, Inc.



Situation / Need:

NIKE had a critical need for a pool of savvy Communications Managers and Public Relations talent to develop strategic communication plans for NIKE's key brand initiatives.

Objective / Assignment:

To search, identify and track a population of experienced Public Relations candidates with Key Brand management experience, who would be willing and able to move forward in the normal recruiting / search process for NIKE when an opportunity presented itself.

Strategy:

To identify and prepare at least 5-10 key individuals who would have upward mobility in NIKE, who have quality experience with high profile brands, who may be interested, willing and able to work for NIKE in the near future (6-12 months from contact).

- **Industry / Area of Concentration / Product Categories:** (Client Side: Leisure Products & Entertainment Properties; Consumer Goods; Athletic/Recreation Brands; Agency Side: PR / Sports Marketing; Promotional / Specialty)
- **Titles Held / Experience:** (Manager Level; Director Level; VP / Executive Level)
- **Specific Skill Sets / Intangibles To Pursue:** (Proven Writing Ability; Planning / Development Strategy; Campaign Creation & Implementation; Brand Management; Experience Acting as a Spokesperson / Media Relations; Entrepreneurial; Bilingual (Spanish); Sports World Savvy; Team Player)
- **Regional Priority:** (New York City; Los Angeles; West Coast; East Coast; Chicago)

Tactics Used / Implementation:

- Assign an executive team who will personally be responsible for managing the assignment, and agrees to devote the services of necessary research and support staff.
- Create a position specification based on NIKE criteria for Experience Required, Personal Attributes, Education, Compensation, Scope and Responsibilities.
- Identify a population of candidates whom we have determined to be qualified by virtue of relevant experience, education, interest and personality.
- Prospective candidates will be thoroughly prescreened in accordance with NIKE's specifications, with an assessment as to strengths and weaknesses.
- Assume full responsibility for screening and qualifying all candidates for the positions regardless of their source.
- A thorough debriefing of candidates after interview with a report on interest and willingness to pursue employment.
- Pursue candidates for acceptance of offers, as directed by NIKE.

Activation / Results:

Identified and contacted over 200 candidates working as account managers and mid-to-senior level executives in various capacities within the Public Relations world from the Agency Side and High Profile Brand side. Provided exact contact information for all candidates sourced (over 200) and then submitted a "Short List" of 3 to 5 candidates at each hiring level, which included a resume of qualifications, reference check of experience and background check. This resulted in at least 50 candidates being interviewed by NIKE and at least 5 new positions being created.

"I am very pleased with your research...Many, many qualified names at great brands. Thanks again for the quality work!" Kellie Raz, Sr. Recruiter, NIKE, Inc.