

# CASE STUDY.

UNITEMPS



## SHEPHERD NEAME

An independent family business and Britain's oldest brewer, with over 300 pubs throughout London and the South East. Shepherd Neame are proud to brew an award-winning range of quintessentially Kentish ales and international lagers.



## BACKGROUND

Shepherd Neame, who already had a strong working relationship with Tourism, Hospitality and Events at Canterbury Christ Church University, required several members of staff across different areas of the business. The roles ranged from hospitality staff through to a social media intern. The latter position required a graduate to write copy for and build web pages as well as support content production for their social media platforms.

## ACTION/ BENEFITS

Unitemps conversed with the relevant hiring managers to understand the role requirements.

For the social media intern, Unitemps promoted the vacancy online and through the relevant faculties. From this, Unitemps received 14 applications, from which 6 candidates were shortlisted and shared with the client.

For the hospitality roles, Unitemps completed the whole recruitment and selection process, booking the workers specifically for the given shifts to meet the business need.

The support from Unitemps throughout the recruitment process saved Shepherd Neame staff resource and ensured the target market for the vacancies was effectively and efficiently reached. Following the work, timesheets were submitted by the worker on Unitemps.com, which were approved by the business. Following this, the worker received payment and the business was invoiced on a monthly basis.

## RESULTS

Unitemps successfully placed a Multimedia and Journalism graduate from Canterbury Christ Church University. Shepherd Neame commented that they were impressed with the calibre of candidates provided, with the successful intern working across diverse projects in the marketing department, utilising the intern's skills with photography, marketing, social media and writing for press. For the hospitality staff, these events were well supported as outlined in the testimonial from Louise Buet, Marketing Manager at Shepherd Neame.

'The three staff that we used to promote Naughty Bear, low alcohol beer at the Spitfire Cricket Grounds were fantastic. Professional, efficient, and friendly. We look forward to working with Unitemps again.'

**-Louise Buet,  
Marketing  
Manager**