

How McDonald's recruited 10,000 young talents

Background

McDonald's is a global fast-food chain with 38,000+ locations, serving millions of customers daily. They are also one of Sweden's largest employers. Over 200,000 people in Sweden have begun their careers at McDonald's. Committed to youth employment, their initiative 'Open the Door for the Youths of Sweden' aims to hire 10,000 young talents by 2024, providing an opportunity for young people to enter the labour market.

Overcoming recruitment challenges at McDonald's:

Challenge #1: High-volume hiring

Attracting and retaining young talent in the fast-food industry can be challenging, especially when hiring at a high volume and facing competition from other industries.

Solution

McDonald's partnered with Jobylon to use their modern talent acquisition platform across the Nordic market, tailoring the platform to the unique needs of each market.

"With Jobylon, we didn't need to compromise on the quality when hiring in several markets—a problem we faced with other platforms. The recruitment landscape can differ from country to country, so flexibility is important. We could use the same platform but apply different processes for each market, allowing us to reach the perfect candidate: the one with desire, passion, will, and drive," said Emelie Dahlberg, Nordic Head of Employee Experience at McDonald's.

McDonald's conducted surveys in the organisation on how the implementation went in Sweden and Finland, and both entrepreneurs and franchisees gave positive feedback.



"Using Jobylon's ATS across multiple markets comes with numerous benefits"

Emelie Dahlberg

Head of Employee Experience,
McDonald's



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Challenge #2: Reaching emerging talents

One of McDonald's biggest challenges to achieving their ambitious goal for 2024 was to showcase the employer brand on channels where their target candidates (aged 16-25) spend most of their time.

Solution

"Our candidates are not looking for new opportunities on job boards or public employment services. To reach them, we need to be more present in online forums. We also have to contend with smaller candidate pools in less populated areas, which is very relevant for us when opening new restaurants. This is why we rely on Jobylon's targeted social media advertising services," summarises Emelie Dahlberg.

Conclusion

With the support of Jobylon's talent acquisition platform, McDonald's successfully reached its goal of hiring 10,000 young people by 2024. Jobylon facilitated the process by simplifying application management and providing a seamless experience for both candidates and recruiters.

By strengthening its brand image, using targeted marketing, forming partnerships, utilising technology, offering tangible benefits, and supporting career growth, McDonald's positioned itself as an attractive employer for young job seekers.

Their commitment to youth employment not only helped McDonald's achieve their recruitment goal but also created sustainable job opportunities and career prospects for young individuals in the fast-food industry.

McDonald's uses Jobylon in Sweden, Norway, Finland & Denmark.



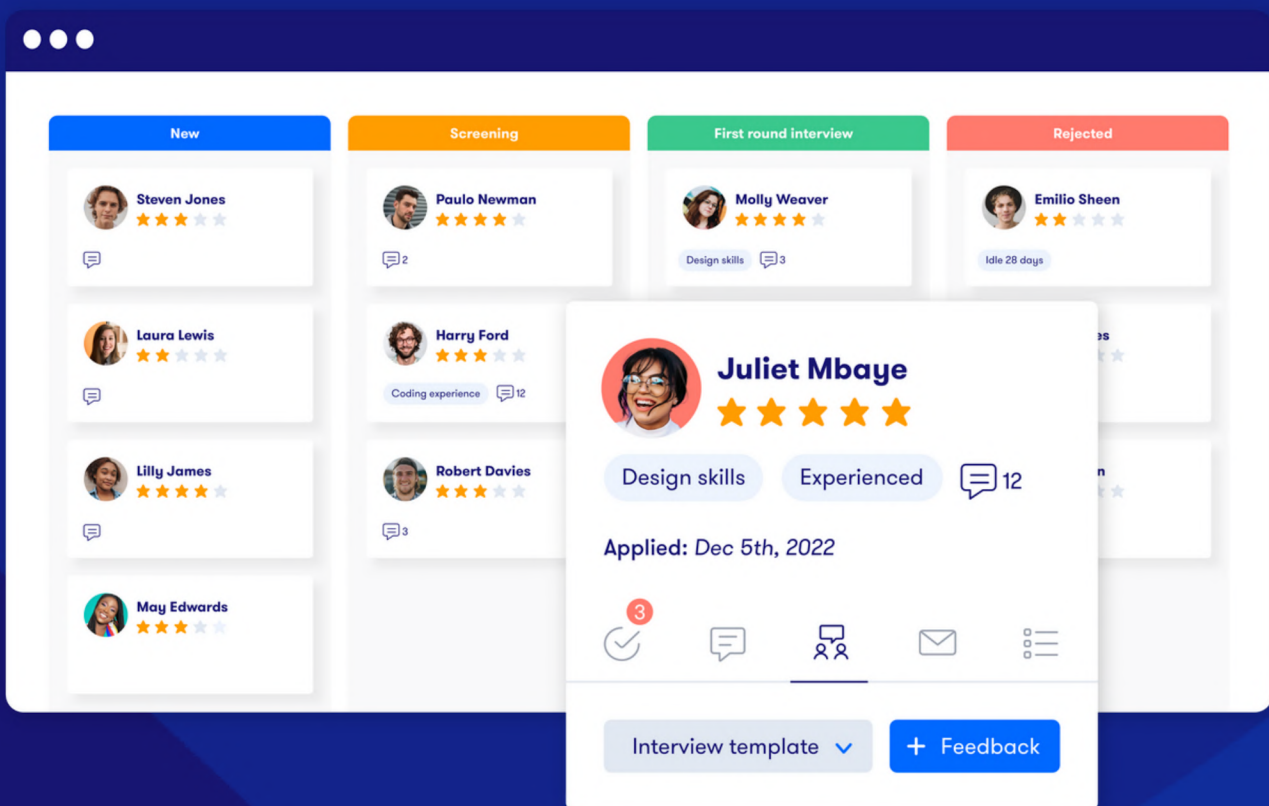
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