



Improving Recruitment, Improving Brand
Missguided

“The software makes the whole recruitment process much quicker and smoother both for us and for our potential hires.”

David Smith, Talent Acquisition Lead, Missguided



Introduction

Established in 2009 as an online-only brand, Manchester-born fashion brand Missguided has since opened bricks-and-mortar stores throughout the UK. A multi-channel retailer selling clothes mainly aimed at 16 to 35 year old women, it ships to 180 countries worldwide and has wholesale presence on ASOS, Zalando, Nordstrom, and Namshi platforms.

Since its foundation, the company has grown to around 600 employees and over a three-month period typically has around 40 vacancies.

The company's phenomenal growth compelled the need to automate recruitment. Processing job applications manually was no longer feasible, so the company sought a partner to help automate the process.



The Solution

Implementing HR Recruit allowed Missguided to ensure their brand promise was delivered to recruits from the very beginning. In addition to fostering adherence to the brand ethos, it allows the company to compete for talent based on the strength of their brand. A differentiated recruitment and onboarding experience attracts better talent.

Missguided was also able to simplify their job board postings and negotiate job advert pricing in bulk. This saved them time and money

Missguided particularly liked the fact that HR Recruit scaled with their needs. As candidate velocity grew, so did the processes supporting their workflow.

Missguided wanted their careers site to stand out and HireRoad worked with them to refine language, visual imagery, typography – all the elements that differentiate a brand online. They even developed their own privacy policy, which adheres to GDPR requirements and provides candidates flexibility in respect to their data.



The Result

Today, HR Recruit is used by the HR department to post jobs to multiple job boards with a single click. And job seekers are delighted with the Missguided brand from the start.



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