

BHP Billiton

BHP Billiton | Recruiting for Growth with a Targeted Campaign

CHALLENGE

When opportunities present themselves, BHP Billiton knows you have to be ready. So when the mammoth Australian mining company saw the chance to become a major energy player via the expansion of its Houston-based petroleum division, it jumped into motion.

OBJECTIVES

Revitalize employee recruitment programs to support BHP's new growth.

SOLUTION

Under the umbrella tagline: "BHP Billiton, exactly where I want to be," Pierpont successfully executed the recruitment program, which included several internal and external campaigns.

RESULTS

Within a three-month timeframe, BHP elevated the quality of applicants, identifying and hiring more than 450 new employees.

BY THE NUMBERS

450

New Employees