

CASE STUDY

Rethinking Recruitment: Fractional Hiring Success for a Consumer Goods Company

INTRODUCTION

For growing companies, hiring isn't just about filling seats, it's about finding the right talent without derailing budgets or bandwidth.

When a national consumer goods brand needed to hire a strategic marketing leader, they were stuck between two costly options: spend \$27,000 on a headhunter or handle the search in-house and stretch an already-busy team even thinner.

Instead, they partnered with 512Financial's fractional recruiting team, gaining executive-level hiring support, a streamlined process, and a standout hire, all at 57% less than a traditional search firm.

THE CHALLENGE

The company was initially searching for a Director of Marketing, but upon closer examination, it became clear the real need was for a Marketing Manager and Strategist. This subtle but important distinction created several challenges:

- **High Costs:** Headhunters charged up to 30% of salary—\$27,000 for a \$90K role.
- **Narrow Talent Pools:** Limited sourcing reduced candidate diversity and fit.
- **Light Screening:** Minimal vetting meant more work for the internal team.
- **Misaligned Search Model:** The role didn't require an executive-level candidate.
- **Lack of Full Support:** They needed hands-on help, not just a stack of resumes.

With an acquisition on the horizon, precision wasn't just important—it was everything

"During our intake conversation, it became clear that the responsibilities were much more tactical and hands-on than a traditional Director role. I asked deeper questions . . . That's when it clicked... they needed a strong doer and strategist, not just a senior leader."

- Paul Bennett, Recruitment Practice Leader, 512Financial

ABSTRACT

This case study shows how 512Financial's fractional recruiting helped a consumer goods company fill a key marketing role, without pricey headhunters. By refining the role, broadening outreach, and managing the process end-to-end, we saved the client over \$15,000.

THE STRATEGY: A SMARTER WAY TO HIRE

We stepped in with a full-service recruitment solution tailored for strategic, mid-level roles, offering both expertise and efficiency.

"The biggest turning point was helping the client understand two things: first, that the role itself needed to be redefined, and second, that they didn't need an expensive headhunter or executive search firm to fill it. Once we reframed the position as a Marketing Manager & Strategist and showed how our full-service, fractional model could deliver the right candidate without the heavy fees, it completely changed their approach and led to a much more successful, cost-effective outcome."

- Paul Bennett, Recruitment Practice Leader, 512Financial

1. Strategic Role Definition

We partnered with leadership to clarify the job title and scope, ensuring it attracted candidates with the right skill set and experience.

2. Expanded Candidate Reach

Beyond our internal network, we expanded our reach by tapping into job boards and trade associations.

3. In-Depth Screening

Our team conducted first-round interviews to assess qualifications, soft skills, and cultural fit, ensuring only aligned candidates reached the client.

4. End-to-End Process Management

From coordinating interviews to managing assessments and handling salary negotiations, we acted as an extension of the company's internal team.

5. Transparent, Cost-Efficient Pricing

Our pricing model saved the client \$15,500 compared to traditional recruiters, without compromising on candidate quality or support.

"I collaborated closely with their leadership team to refine the title, adjust the job description, and recalibrate the salary range. My goal was to create a position that would attract the right candidates and align with both their current needs and future growth. It was a true partnership, not just a transactional search."

- Paul Bennett, Recruitment Practice Leader, 512Financial



THE RESULTS: LESSONS & REWARDS

Right Talent, Right Fit: The refined role definition led to better-targeted candidates and a successful hire.

Wider Talent Pool: The client benefited from a more diverse and qualified selection of applicants.

Executive-Level Support: The hiring process was offloaded to 512, freeing the internal team to focus on growth.

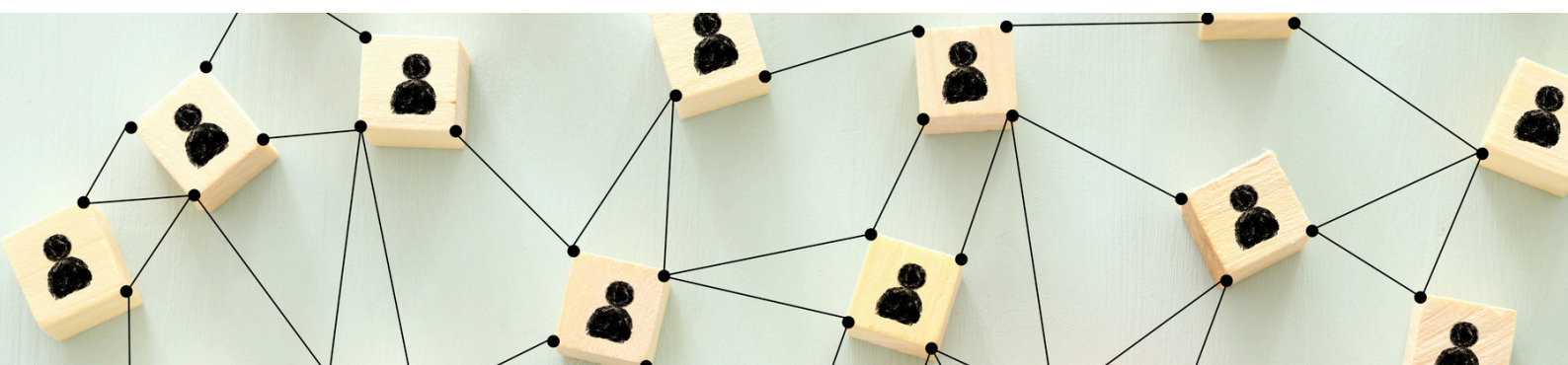
Major Cost Savings: Our model delivered the same quality as a headhunter at a 57% lower cost. The company paid \$11,500 instead of \$27,000, keeping more budget for growth.

CONCLUSION

512Financial's fractional recruiting offering isn't just a budget-friendly alternative; it's a more innovative, more aligned way to hire for strategic roles.

We offer tailored recruiting support that delivers high-impact hires without the overhead typically associated with traditional search firms.

If you need recruitment that feels like a partner, not a transaction, let's talk.



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