

K12 Inc.

The Project

NetHunter® Resume Search

The Challenge

With their unique niche as a provider of technology-enhanced education, K12 faced a special challenge when they needed to hire Content Specialists. The positions called for experienced teachers, and there were plenty of qualified candidates around—but not a lot of them seemed ready to make the leap to this new way of working.

A second challenge came as a Head of Schools was needed to start a new academy with the responsibilities of finding a location, hiring staff and marketing services. K12 initially looked for someone with a principal or superintendent background, but they found those responding were lacking crucial business skills.

The Davis Solution

A NetHunter resume search was the perfect answer. Our experienced e-sourcing team scoured resume databases to find qualified people and approached them with the opportunity.

For both positions, we knew it would be necessary to contact a lot of candidates to yield enough quality hires. To extend the pool of Content Specialists, we broadened the search to within a 50-mile radius and looked at resumes that were posted anytime in the last year. For the Head of Schools position, we worked with K12 to refine the search criteria to target individuals who were involved in start-up companies and who considered themselves entrepreneurs.

The Results

In each case, we delivered 50-70 pre-qualified resumes, saving K12 the significant fees it would cost to access the same information on their own. And then there was the time saved. We got started immediately to deliver results in just days.

K12 was so pleased with the service that they have since completed 8 searches and are currently embarking on their ninth—all within a matter of months. Successful hires include a Head of Schools, and many other interviews have been scheduled for current openings.



"Overall, this is a great resource for us to use and to get a bulk of solid candidates...It narrows down a random search and targets the more passive job seeker."

Laura Ginnetti, HR Manager, K12 Inc.

If all this sounds interesting and you want to know more about creating powerful recruitment campaigns, give your Davis Advertising Consultant a call.

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