



**Company:** Toyota GB

**Business Area:** Vehicle Manufacturer

**Provided by:** Carla Henson, Senior Manager HR

## Background

Toyota GB are responsible for sales, marketing after sales and customer relations for Toyota and Lexus in the UK. They approached Copeland as they were seeking a specialist automotive industry recruiter. Copeland were appointed by Toyota to recruit a range key sales and marketing roles - based at their head office in Burgh Heath, Surrey and field-based across the UK.

## Toyota's Challenge

"We need to find people with the right level of specialist experience for key roles."

## Copeland's Solution

Detailed briefings were carried out for each vacancy to ensure full understanding. Before commencing the work we gave constructive feedback on the brief, candidate pool size, any anticipated challenges and timescales. Copeland then carried out searches - accessing our extensive network of automotive industry contacts - and created bespoke marketing campaigns for each role. Sourced candidates were fully interviewed and selected candidates were presented to Toyota GB. Copeland managed pre-screening tests and video interviews, and interview arrangements, candidate feedback and job offer negotiations.

## The Results

Copeland have successfully filled multiple vacancies over a number of years for Toyota GB - based both at head office and in the field - in functions including fleet sales, marketing, business management, used car sales, consumer experience, sales operations and aftersales and continue to support them on an ongoing basis when they need external recruitment help.

## What are the benefits of working with Copeland?

"Saving time because you don't send through huge lists of candidates. You will carefully screen them and we get very good quality candidates that have been very well matched to our roles. That's a real benefit because it saves our time and also has meant that you have built a good reputation with our line managers because they know that the candidates that they receive will be of a very high quality."



We get very good quality candidates that have been very well matched to our roles

- Carla Henson, Senior Manager HR, Toyota GB