

“Talivest’s Corporate Alumni Community helps us engage with 81% of our alumni”

THE COMPANY

Company

Irish Distillers -
Jameson International
Graduate Programme

Location

Global

Sector

FMCG - Fast Moving
Consumer Goods

Number of Alumni

400+

THE RESULTS

81%

Of alumni joined
the community

36%

Of alumni talent
actively seeking
roles

1 in 5

Apply to Rehire
Ratio

THE CUSTOMER

Our customer, Irish Distillers, runs a multi-award winning graduate programme offering graduates the opportunity to represent their flagship brand, Jameson. The Jameson International Graduate Programme is a sales and marketing programme, recruiting up to 35 graduates every year.

THE CHALLENGE

While some graduates stay with the company after their 3-year programme ends, others move on. The Jameson Graduate Programme team had no formal way to engage with these alumni. They wanted to continue the investment already made in attracting, recruiting and developing this top talent.



“Talivest offers us a tangible way to engage and stay connected with our alumni.”

Sinéad D'Arcy
Head of Jameson International Graduate Programme

The Jameson International Graduate Programme was established in 1991 and many of its alumni have gone on to become prominent industry leaders, entrepreneurs or have grown their careers within the Fast Moving Consumer Goods (FMCG) sector. Irish Distillers' goal was to stay connected with their alumni for the following business benefits:

76%



Of managers are more open to rehiring former employees than they were 5 years ago

Workplace Trends
Research, 2015

“Through Talivest’s analytics tool, we discovered that our alumni are truly a global community, based in 33 cities across the world. 67% are still working in the FMCG sector.”

Sinéad D’Arcy,
Head of Jameson
International Graduate
Programme

THE BUSINESS BENEFITS

Brand Ambassadors

Maintain brand ambassadors for life by keeping alumni updated on product innovations and company developments.

Referrals

Generate referrals for graduate programme and other open roles at all levels across the business.

Support and Learning

Create an online community to support and share career learnings with each other.

THE SOLUTION

We recommended Talivest’s invite-only **Alumni Engagement Community** to the Jameson Graduate Programme team to help them:

- Create an active talent pool of their alumni
- Target members for jobs using a built-in jobs board
- Send newsletters, updates and invitations to events
- Create blogs to share career progression stories



“We’ve just hired our very first ‘boomerang’ employee and look forward to hiring many more through the Talivest platform.”

Sinéad D’Arcy
Head of Jameson International Graduate Programme

“Between the lower effort needed to recruit and train ex-employees and their shorter ramp-up time to full productivity, companies can cut costs by up to 50% per hire by employing a boomerang.⁴”

David Sturt and Todd Nordstrom, Forbes

THE RESULTS

- ✓ **36%** of Jameson Graduate Programme alumni are actively viewing roles, which is 44% higher than a talent platform like LinkedIn
- ✓ **~69%** of job views were from alumni in senior roles, showing an appetite to return to the company
- ✓ **67%** of jobseekers are still in the FMCG sector with valuable industry knowledge to bring back to Irish Distillers.

“It’s been a pleasure working with the Talivest team from day one. The support we receive makes it very easy to work with them.”

Sinéad D’Arcy
Head of Jameson International Graduate Programme

Did you know?

The average employer spends about £3,000¹ and 52 days hiring a new worker.² Rehiring former employees as “boomerangs” cuts costs and time to hire by 50%.³ That’s a saving of up to £1,500 and 26 days hiring time.

WHY TALIVEST?

Launching an alumni community with Talivest gives you an invite-only platform to engage with your corporate alumni and find the best brand ambassadors, boomerangs and referrals.

SEE FOR YOURSELF

Want to see it in action? **Book a demo** with Talivest today.