



CASE STUDY

Building an A-Team of Market Research Professionals

Learn how TorchLight, one of the Washington region's top marketing and communications search and staffing firms, helped save this client significant time in recruitment and turnover costs.

Our Client: A leading national non-profit

The Business Challenge:

When one of the largest non-profits in the region decided to bring its market research needs in-house, its management team knew they would need to identify candidates with very specialized skill sets to meet the job requirements. As one of the country's leading voluntary health organizations with a nationwide presence and robust service portfolio, the organization needed to be able to staff a versatile team that could execute research on a variety of projects across multiple audiences, including consumers, volunteers, and the scientific and medical community.

The TorchLight Connection:

The organization knew the search would be challenging, yet needed to fill staffing vacancies quickly. They needed the help of a professional search firm, so they turned to the TorchLight network.

"Because of the unique experience and skill sets required for these particular roles, finding the right candidates on our own was extremely difficult," says the client. "Heidi and her team were adept in assessing what we needed and quickly identified a number of excellent candidates. Without this assistance from Torchlight, I question whether we would have been successful with our search."

The TorchLight Results:

As a direct result of working with TorchLight, the organization saved a significant amount of time on recruitment which allowed its management to remain focused of the organization's mission. Through the quick identification of the right candidates, the client estimates TorchLight likely saved the organization a significant amount of money in turnover costs.

"Of all of the search firms I have worked with over the past 20 years, TorchLight has, by far, been the most responsive and effective in meeting my staffing needs," added the client. "TorchLight's recruiters have consistently demonstrated an uncanny ability to identify exemplary niche market research candidates, in very tight markets, for multiple positions on my team."