

UCOOK
GOOD FOOD | GOOD PEOPLE

How UCOOK screened and benchmarked potential **Chief Marketing Officers (CMOs)** with The Digital Marketing Aptitude Test



// *In today's world, you can't have people in marketing without having them understand digital marketing. It's just not effective.*

Lara Haskins, Talent Acquisition | UCOOK



INDUSTRY: Online Food Delivery, Meal Kits

LOCATION: South Africa

OF TEST PARTICIPANTS: 3

UCOOK launched in 2014 with two friends trying to find a more convenient way to help people make dinner. This was done by offering unique meal-kit deliveries for specific recipes which customers could conveniently order and create in the comfort of their homes.

THE CHALLENGE:

Ensuring the new CMO has the digital skills to drive growth

HIGHLIGHTS

Comprehensive Digital Marketing Screening & Certification

- Exceptional customer service
- Detailed reporting
- Dedicated support

UCOOK RESULTS

- 3 candidates earned certificates
- Hiring top candidate
- Confidence in candidate's capabilities
- Reduced risk on hire

UCOOK's current CMO was stepping down and they were looking to hire a CMO with strong digital skills. Digital marketing was more important than ever to the company as online demand for meal kit deliveries spiked.

Lara Haskins, Talent Acquisition at UCOOK said:

"When the need for the role arose, we decided that a key requirement would be that digital marketing was a strong component of their knowledge and skills portfolio. It's difficult to be in marketing today without understanding digital marketing"

Since the internal recruitment team were not digital marketing experts, the challenge was effectively screening candidates to ensure they were digitally competent. Their lack of expertise in digital marketing meant that they were blindly trusting candidates' CVs and what they said in interviews. Interviews and CVs are not objective and the candidates' ability to sell their knowledge and skills heavily influences recruitment.

The DMAT was introduced to allow UCOOK to make an informed decision by comprehensively assessing the digital marketing knowledge and skills of the final 3 candidates.



THE SOLUTION

Final 3 candidates were assessed to compare digital marketing competency

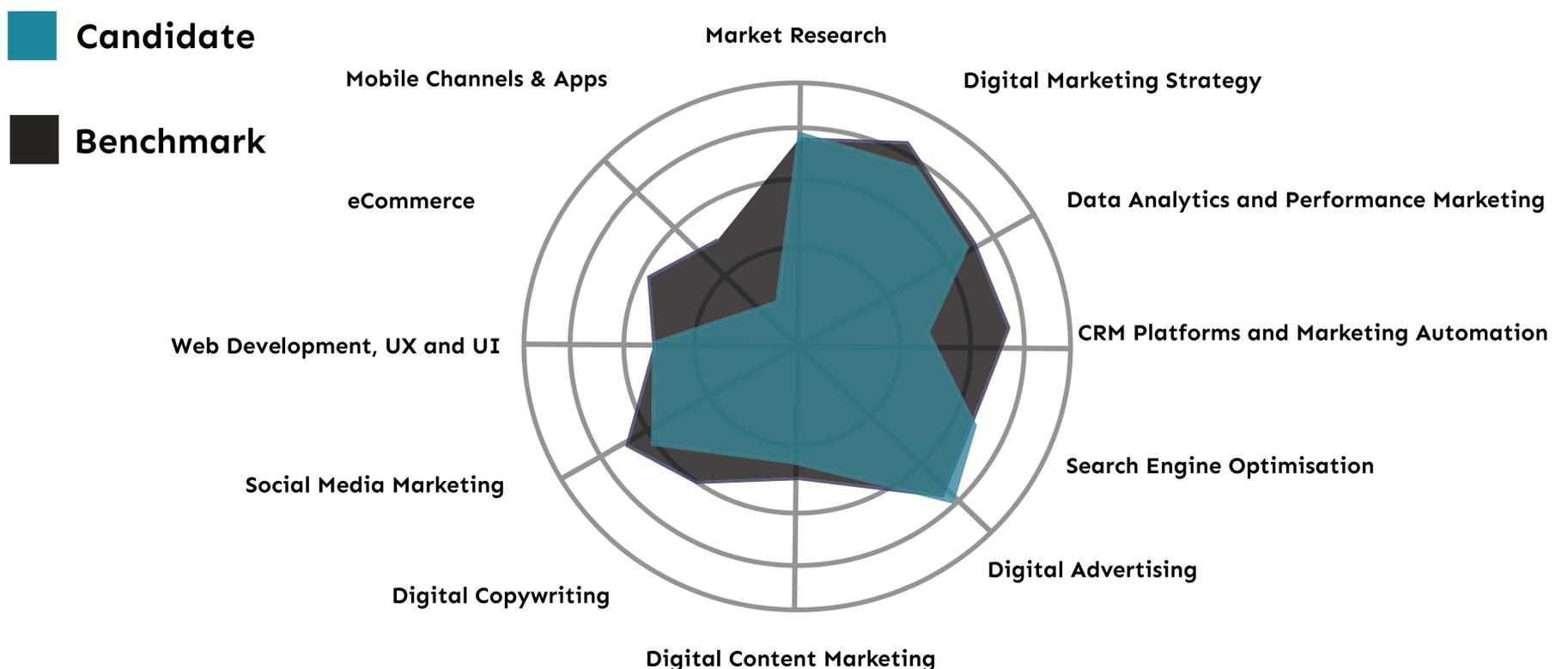
UCOOK understood that the more comprehensive and objective the information they had on the candidates was, the less risk there was in hiring the wrong person. When they were down to the final 3 candidates, Lara Haskins, Talent Acquisition at UCOOK said:

“With some people so good at selling themselves, we needed an objective way to know that the candidates knew what they were talking about. No matter what position we hire, whether a stock manager or a CMO, we try to include assessments.”

The DMAT assessment was included to supplement the recruitment process and provide a deeper understanding of the candidates digital marketing strengths and weaknesses. The detailed visual report would allow UCOOK to make a more informed decision.

Upon completion of the assessment, UCOOK received the candidates final reports which highlighted which candidates had the strongest expertise in the 12 categories tested.

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THE RESULT

Top performing candidate was hired



With the results, we now had in-depth insight into whether the candidates knew what they were claiming to know in the interviews.

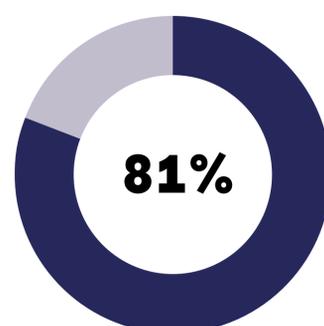
Lara Haskins, Talent Acquisition | UCOOK

All three of the final candidates showed a high competency for digital marketing, with an average mark of 75%. The UCOOK team found it interesting that the top performing candidate was not who they were expecting based on the interview process.

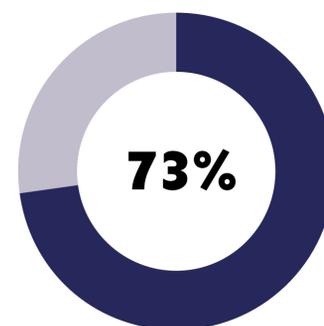
“The DMAT impacted our hiring decision by cementing the knowledge and skills that the candidate was able to do and carry out their role.”

The top performing candidate achieved 81%, and was selected as the new CMO. This decision was made by compiling all the information that had been through the interview process and from the DMAT results.

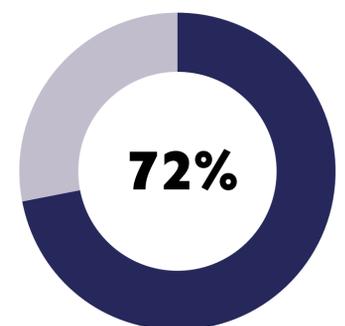
The result shows the importance of an objective skills assessment in the hiring process as it reveals data driven insights that are difficult to discover in a normal recruitment process.



Candidate A



Candidate B



Candidate C





The DMAT gave us an excellent understanding of the candidates skills and provided us with confidence in what level they were at.

Lara Haskins, Talent Acquisition



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