



Featured Solutions:

Interview Management System

Career Sites

Customer Stories

Elections BC Partners with VidCruiter to Automate and Scale 2024 Provincial Election Hiring



The Client

[Elections BC](#) is an independent agency that plans and manages electoral events in British Columbia and oversees local campaign financing and advertising rules. It operates in one of Canada's most complex electoral landscapes, serving a population of more than 5 million people.

The Challenges

Elections BC was looking to hire over 18,000 roles for the 2024 Provincial Election. Due to the high volume nature of a hiring event like this, they were facing some challenges.

Fragmented processes: Elections BC had a manual hiring process. Hiring managers used a combination of email, spreadsheets, and phone follow-ups, which slowed decision-making and increased time to hire.

Short hiring window: Elections BC was looking to hire thousands of election officials and office staff in under a year. The manual process risked slowing hiring down at a time when it needed to be efficient.

Data security and compliance: Elections BC's manual process had limitations that made it more challenging to meet compliance requirements.

Recognizing the need to modernize its hiring process, the team first tried a leading ATS provider. But as Lorena Tipton, HR Team Lead, said, "We realized there were some limitations that were not going to meet our needs when it came to field recruitment."

Ultimately, Elections BC wanted more customization and a Canadian partner. So it started searching for another solution, and was recommended to use VidCruiter by Elections Canada. After a successful demo from Elections Canada, Elections BC made the switch to VidCruiter.

VidCruiter being a Canadian company was crucial in fast-tracking implementation and providing personalized onboarding and continuous, responsive support.



“We ended up going with VidCruiter because it had everything we needed, and also the support was in Canada.”

Mariano Cid del Prado

Human Resources Advisor , Elections BC

The Solution

Elections BC needed to get through implementation, training and hiring in a matter of months.

To meet the compressed timeline, Elections BC worked closely with VidCruiter to fast-track ATS deployment and deliver hands-on training. Within weeks, the team:

- Implemented VidCruiter's ATS
- Trained hiring managers across 93 districts
- Deployed custom career sites to accommodate each electoral district

Because hiring managers had varying levels of tech comfort, VidCruiter provided personalized onboarding and continuous support, ensuring everyone adopted the new system smoothly. VidCruiter's responsive support team ensured that the support tickets that were raised were addressed by the next business morning (within 24 hours), keeping everything on schedule.



Key VidCruiter Features and Services

Superior Support

Dedicated client success manager and responsive Canadian-based support to fast-track implementation and troubleshoot in real time.

“Apply Now” Integration

Embedded “Apply Now” link on Elections BC’s site that sent applicants straight to the VidCruiter custom career site.

Interactive Job Search Maps

Custom career sites with interactive provincial maps and district “pins” to make it easy for applicants to find jobs in their electoral district.

Pre-Screening Questionnaires

Tailored questionnaires built into each job posting to capture availability, position interest, and experience upfront.

Centralized Applicant Dashboard

Unified view of candidate status, screening notes, and next steps across all districts.

Customizable Workflows and Reporting

On-demand custom reports, exportable data views, and the ability to tweak workflow stages as needed.

Automated Email Communications

System-triggered emails to notify candidates of application receipt, outcomes, and next steps.

“It was a very smooth implementation process and it didn't take that long. With another vendor, it was months and months. And with VidCruiter...it was pretty easy to roll out the system, try it out, do some demos and run our first competition.”

Lorena Tipton

HR Team Lead, Elections BC

The Results

VidCruiter powered one of Elections BC's largest and most time-sensitive hiring events while ensuring data security and compliance. In total, Elections BC received over 83,000 applications and successfully hired 18,000 office staff and election officials over the course of six months.

Even with limited time for training and a wide range of experience with hiring tech, VidCruiter was “well-received by hiring managers,” according to Elections BC.

Here's what Elections BC was able to accomplish by working with VidCruiter.

Reduced Time Spent on Admin Work

The introduction of a centralized system and automation through VidCruiter allowed Elections BC to hire more efficiently at scale. As a result, Elections BC saved significant admin time that would've been spent managing its manual process.

Improved Candidate Experience

VidCruiter's mobile-friendly custom career sites made applying easier and more accessible for applicants. Applicants navigated the process smoothly, with no reported issues or complaints.

Accelerated Implementation and Rollout

VidCruiter went live in weeks, compared to months with the prior solution. With support from a dedicated client success manager, the new hiring process was deployed across 93 districts in minimal downtime.

Improved Candidate Screening

A new pre-screening questionnaire made it easy for Elections BC to filter out applicants who did not meet basic qualifications.

The client success manager also suggested adding job descriptions to the application process, giving applicants clear details about the roles before applying. This helped them make informed decisions, and saved time for both applicants and hiring managers.



What's Next

Since Elections BC already uses Dayforce for payroll, they may look to leverage VidCruiter's seamless integration with Dayforce's payroll system in the future. This streamlined integration would allow Elections BC to automatically push hire statuses and candidate data into Dayforce, eliminating manual handoffs and accelerating onboarding.

“

“VidCruiter enables us to capture data and run reports about the quality of candidates our recruiters are interviewing. That information helps us determine whether we need to pull additional levers and tap into different talent pools. We can see the average ratings our recruiters are giving candidates and make good business decisions to meet hiring needs.”

Mariano Cid del Prado

Human Resources Advisor, Elections BC

**Over
83,000**

applications
processed

**Over
18,000**

office staff and
elections officials hired

**Over
100**

hiring managers
onboarded