

AUTOMOTIVE

Jaguar Land Rover's app-based recruitment has seen 41K attempts

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Jaguar Land Rover partners with Gorillaz for its in-app game. Image courtesy of Jaguar Land Rover

By STAFF REPORTS

British automaker Jaguar Land Rover has made its first hire via its next-generation recruitment program coding challenge.

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In June, the OEM kicked off a campaign alongside virtual band Gorillaz, asking coders and engineers to complete a test to be considered for a job as an electronic or software engineer ([see story](#)). To-date 41,000 people have attempted the challenge, and one has successfully landed a spot on Jaguar Land Rover's team.

Mobile applications

Since the launch of this effort, almost 500 people have broken the code in the game. Passing this test allows applicants to skip to an interview, bypassing some of the application process by proving their skillset.

The first hire from this recruitment campaign is Daniel Dunkley, a 23-year-old who left school at 16 but who taught himself coding and software skills after picking up the interest from video games. He will be a software engineer starting in October.

"I'm overwhelmed by how much has happened in the last two months," Mr. Dunkley said in a statement. "I read about the coding challenge set by Jaguar Land Rover and Gorillaz on BBC News and decided to have a go.

"We did the interview by Google Chat then I was invited to Gaydon to talk about my new job," he said. "It completely blew me away that I didn't have to fill out any application forms."



Gorillaz app. Image credit: Gorillaz

Jaguar Land Rover will also be including this recruitment program at its first Tech Fest.

Being held at Central Saint Martins from Sept. 8-10, the event will include a pop-up Gorillaz garage where interested applicants can test their skills. Those who pass will be able to bypass initial screening.

The game is still available to consumers via the app.

"Daniel is exactly the kind of person we need," said Alex Heslop, head of electrical engineering at Jaguar Land Rover.

"Technology companies like Jaguar Land Rover provide an exciting opportunity for the brightest and best," he said. "We want to attract top-notch talent in software, cyber systems, app development and graphics.

"We don't do ordinary and that means hiring extraordinary people. Jaguar Land Rover makes some of the world's most exciting cars and it needs brilliant people to create them."