

GRADdirect



With no prior experience of the attraction and recruitment of graduates, Hachette Livre needed an expert partner to manage the entire process and develop a robust model that would meet both current and future needs.

“Reed has been instrumental in helping Hachette Livre develop its graduate recruitment program... they were so successful that we are planning to increase the number of hires next year”

Karen O'Brien, Recruitment Manager

The Client

Hachette Livre is the largest and perhaps most diversified book publisher in Europe, with a portfolio that includes the Chambers Dictionary and the Charlie & Lola children's books.

The Requirement

After identifying a need to invest in the development of talent and future leadership within the publishing industry, Hachette Livre UK launched their first graduate scheme in 2006.

With no prior experience of the attraction and recruitment of graduates, Hachette Livre needed an expert partner to manage the entire process. Initially offering a small number of roles, the business wanted to lay the foundation for expansion and develop a robust model that would meet both current and future needs.

In addition, the business wanted to ensure that all applications and recruitment elements from attraction through to interview be monitored to ensure equality and inclusion across the entire process.

The Solution

Insight

A comprehensive review of client requirements and publishing industry practices enabled Reed to develop the ideal candidate profile for Hachette Livre.

The Impact

- 100% role fulfilment within 6 weeks from attraction, including application, pre-screening, telephone interviews and client-led 1st and 2nd round interviews

Consider:

- Volume placement
- Volume candidates
- Schemes
- Time
- Cost
- Quality
- Fulfilment

Design

In developing the programme, Reed drew on experience of a wide range of graduate campaigns across a number of different market sectors. The Hachette Livre graduate programme is designed to compete effectively with far more established graduate recruiters and incorporates:

- A tailored candidate attraction programme designed to deliver the required number of candidates in as cost effective manner as possible
- A bespoke candidate screening process, designed to sift applicants for the preferred skills and experience
- A bespoke interview process with competency based questions designed to assess specialist knowledge of the publishing industry.

Delivery

To maximise project effectiveness and efficiency, Hachette Livre outsourced delivery of the programme to a dedicated team at Reed that:

- Developed and delivered the candidate attraction campaign that combined traditional University career services, advertising and PR with uniquely targeted access to a significant number of relevant graduates through client branded e-shots and a dedicated graduate microsite on reed.co.uk
- Provided initial point of contact for email and phone enquiries, to manage all candidate communication and provide a positive recruitment experience under the Hachette Livre brand, without the addition of client resource
- Managed candidates through the process from enquiry and application to interview and client meeting
- Provided application source information as requested by Hachette Livre to monitor inclusion across the attraction and recruitment process.