



Member of The Linde Group

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“GRADdirect’s experts were able to deliver a successful graduate recruitment campaign for us in a very short time frame... Without their help it is unlikely that we would have been able to hire graduates to join our scheme this year.”

Kate Morten, Learning and Development Manager

## The Client

BOC is part of the Linde Group, a world leading industrial gases and engineering company with around 50,000 employees working in more than 70 countries worldwide.

## The Requirement

One of BOC’s key goals is to develop their future talent pool of leaders. Following a recent merger with the Linde Group, BOC looked to partner with an organisation that could support their graduate recruitment programme to achieve their hiring targets within a short timescale.

GRADdirect was selected to hire graduates for BOC’s 2007 schemes, across the following disciplines:

- Mechanical Engineering
- Chemical Engineering
- Finance

## The Solution

Historically, BOC outsourced their attraction campaign and carried out all stages of the recruitment process in-house. They were impressed by GRADdirect’s

proven ability to provide a full graduate solution from research, insight and attraction to assessment centre.

GRADdirect’s experts took the time to analyse BOC’s current process, identify areas of success and make suggestions as to where improvements could be made. Through a consultative approach with the client, and under the guidance of a dedicated GRADdirect account manager we:

- Designed and created a complete graduate attraction campaign including the development of both on-line and off-line media strategies. This included the development of the campaign message as well as the campaign look and feel - from printed literature, to banner adverts and company profiles
- Managed candidates professionally and efficiently through the recruitment process, working with the client’s in-house recruitment system
- Provided an analysis of, and guidance on, the client’s current scoring criteria for each stage of the recruitment process to improve quality.

## The Impact

- Reduced estimated time to hire from six to three months
- Delivered the campaign (including attraction) at the same cost spent by BOC in the previous year on attraction alone.

save lives, grow crops, conserve energy, build cars, extract oil, preserve food, clean up the environment, make mobile phones, dispense beer, work refrigerators, test for vehicle emissions, develop advanced science, sterilise kitchens, assist submariners, fly to the moon, develop drugs, save lives, produce cutlery, produce semiconductors, weld metal, create packaging, deliver electricity and much, much more besides. BOC is all around you. In your local pub and in outer space, in factories and laboratories, farms and garages, in micro surgery and microchips. In fact, virtually anything produced by man and machine can rely on a BOC product or process.

# REAL OPPORTUNITIES

Individuals to join our Engineering and Finance graduate schemes. You'll need a good degree as well as plenty of drive, initiative and self-confidence. You're creative, flexible and analytical. You work well as part of a team and thrive in a results-oriented environment.

Apply now at [www.bocgrads.co.uk](http://www.bocgrads.co.uk)  
Closing date for Finance is the 22nd of June and the 29th for Engineering.



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