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“GRADdirect pulled out all of the stops in helping us to achieve our goals”

Caroline Bruce, Talent and Reward Manager

The Client

Ecclesiastical is a UK owned, specialist insurance and investment management company, that combines a strong focus on commercial success with a social conscience. Founded in 1887 they provide insurance and financial products and services for individuals, families, groups and organisations, maturing to become one of the UK's top 10 corporate donors.

The Requirement

Ecclesiastical's mission 'to run an independent and successful financial services organisation with the highest standards of integrity' led them to recognise the importance of hiring and developing new talent to support their future development.

They sought to recruit for and develop two graduate schemes:

- General insurance
- Financial insurance

With no prior experience of recruiting graduates Ecclesiastical looked to GRADdirect to develop a complete end to end graduate solution from process design and attraction to offer management.

The Solution

Insight

Upon initial engagement, GRADdirect reviewed Ecclesiastical's competency frameworks and worked with key stakeholders within the business to define what the company considered to be success in terms of the campaign and candidate attributes. This activity was supported by further research into the values and ethics of the company, which helped inform the design and implementation of the graduate attraction and recruitment process in line with existing company guidelines.

The Impact

- Positive candidate feedback, average score of 83%
- Effective screening led to 40% pass rate at assessment centre
- Planned development of graduate scheme in partnership with GRADdirect for 2008 recruitment intake.

Design

GRADdirect was responsible for the attraction of candidates and, in developing the campaign, had to consider the nature of the financial services industry; notoriously dynamic with intense competition for the best graduate talent. In addition, GRADdirect's experts had to address the historical challenge of insurance holding less appeal to graduates than other areas within the financial services industry. To promote Ecclesiastical's graduate scheme, GRADdirect:

- Undertook a competency review to identify 'ideal candidate'
- Designed a complete end to end attraction and recruitment process in line with client objectives
- Developed the campaign concept which informed the entire attraction programme
- Designed, built and hosted a client branded graduate microsite, on-line application form and application tracking and management system
- Developed a selection process, including the design of a bespoke assessment centre model.

Delivery

GRADdirect's dedicated account manager worked closely with Ecclesiastical to realise the entire campaign as effectively and efficiently as possible.

This allowed Ecclesiastical to implement their new graduate scheme without any in-house associated infrastructure and development overheads.

Delivery included:

- Integrated attraction campaign, including: selected online and print media, PR, development and publication of graduate posters and leaflets for on-campus distribution, candidate specific campaigns through the reed.co.uk database of over 150,000 registered graduate jobseekers
- Efficient response management on-line, by phone and by mail to ensure a positive recruitment experience for all applicants under the Ecclesiastical brand and to maintain candidate engagement.
- Pre-screening of applicants to ensure a high calibre of candidates at latter stages of the recruitment process.
- Provision of telephone interviews
- Design and administration of assessment centres by accredited providers
- Ongoing feedback through the delivery of weekly Management Information to Ecclesiastical to ensure client satisfaction throughout the entire process
- Provision of full diversity breakdown at the end of the campaign at the request of Ecclesiastical.

