

Johnson & Johnson turned to GRADdirect to help improve their process as the competition for top talent in their industry has increased.

“GRADdirect’s experts have been instrumental in ensuring that we were able to launch our graduate recruitment campaign on time.”

Helen Clarke, HR Manager

The Client

Johnson & Johnson is the largest and most diversified healthcare company in the world with 198 operating companies in 54 countries around the world employing 116,200 employees and selling products in more than 175 countries.

The Requirement

Johnson & Johnson has a strong employer and corporate brand. Their main challenge was not one of increasing the number of applications for their graduate recruitment campaign but improving the quality of applicants at each stage of the recruitment process.

Previously, Johnson & Johnson had carried out all of their graduate recruitment in-house, but turned to GRADdirect to help improve their process as the competition for top talent in their industry and graduate recruitment market in general has increased.

GRADdirect was engaged to recruit talented graduates to join the 2008 sales & marketing and

operations graduate schemes within the company’s medical devices and diagnostics division.

The Solution

GRADdirect was selected after demonstrating expertise and a proven track record in effective candidate management, response management and selection.

The capability to offer value added services such as the design and development of Johnson & Johnson’s attraction campaign and recruitment technology solutions also appealed to the client.

Insight

A dedicated account team worked to gain a comprehensive understanding of the client and their requirements which enabled the attraction and recruitment solution to reflect the hiring and strategic objectives of Johnson & Johnson.

The Impact

At the time of writing, implementation had recently commenced:

- Before the end of the first week of the campaign, over 100 completed applications had been received.

Design

With these objectives in mind, GRADdirect:

- Designed attraction materials to target the right quality of graduate, improving the standard of applicants and help strengthen the position of Johnson & Johnson's employer brand
- Designed a branded recruitment microsite, bespoke online application form and candidate tracking system to promote the company's graduate recruitment schemes to relevant candidates
- Provided consultancy on the development of competency based questions and scoring criteria to test candidate suitability at both the application form and telephone interview stage of the recruitment process.

Delivery

Working closely with the client and under the strategic direction of a dedicated account manager, GRADdirect:

- Utilised reed.co.uk and its database of over 150,000 registered graduates, to offer a range of targeted, attraction tools to support the Johnson & Johnson attraction campaign
- Designed and developed marketing literature to help promote each of the schemes
- Screened applications to progress suitable candidates through the recruitment process, reducing costs and improving the quality of candidates at the latter stages of campaign
- Fully managed candidates through the process from initial application to telephone interview and attendance at assessment centre, leading to an improved candidate recruitment experience and greater candidate engagement.

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Our Credo

Our Credo guides the decisions we make every day. It provides ethical alignment for our companies and our people across businesses, geographic regions, functional roles and organizational levels.

We believe our first responsibility is to the doctors, nurses and patients, to mothers and fathers and all others who use our products and services. In meeting their needs everything we do must be of high quality. We must constantly strive to reduce our costs in order to maintain reasonable prices. Customers' orders must be serviced promptly and accurately.

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