



amberjack

**Effective RPO for multiple
boroughs for Finance the Future**

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Out of this world.



Background

Every year, the Local Government Graduate Finance Programme brings together local authorities and other public services to recruit and train graduates who want to pursue a career in public finance under the Finance the Future Graduate Programme. Local Boroughs including Lambeth, Enfield, Westminster, Islington and Hammersmith & Fulham have recruited over the past 11 years under this scheme. Enticing candidates to join a programme that you will gain exposure to every aspect of public finance while studying for a prestigious Chartered Institute of Public Finance and Accountancy (CIPFA) Professional Qualification. For the 2020 Graduate recruitment campaign, we had 9 Boroughs recruiting under this one shared scheme.

Objective

All 9 London Boroughs recognised that due to COVID-19, their recruitment was late in the graduate recruitment world. However, there was one common alignment, they're committed to working together as a cohort and had the same objectives, to meet with the graduates that wanted to welcome into their Boroughs.

Across the 9 Boroughs, they're wanted 13 hires with potential to increase those hiring numbers if the right candidates were found.

There was a timeframe, and a very tight one in fact. They wanted to go live for applications mid-June, for candidates to start the role in early September.

Solution

The recruitment kicked off with a face lift of the Finance the Future website, it was updated with new branding to start the recruitment off with style. Amberjack updated the website with all the Boroughs and ensured they had areas on their website that they could utilise to entice candidates to apply for their Borough.

As leading Future Talent Recruiters, we were able to implement an enhanced communication plan using our award-winning technology. We're also able to modernise the brand and website that dazzled alongside the recruitment process, assisting on keeping the candidates up to date and filling vacancies by the start of August for September start.

We were concentrating not only on keeping candidates engaged but ensuring that we could support and meet diversity targets for the Boroughs by ensuring there were no adverse impact to any minority groups at each stage of the recruitment process. Our inhouse Occupational Psychologists reviewed this at application form stage, online test stage and video interview stage which helped us deliver a diverse pool of candidates for Assessment Centre and Final Interview stage.



Having seen great volumes and engagement in the past 11 years when recruiting for this role. We need to ensure that even under the scrutiny of time and COVID-19, our Attraction company become integral to the success of this campaign alongside ensuring the highest quality of candidate experience was delivered. The process also had to help improve diversity and ensure that candidates weren't adversely impacted at any stage of the recruitment process.

The condensed recruitment timeframe allows the Boroughs to utilise delayed correspondences, auto chasers after there were no stage change within our Applicant Tracking System (ATS), Ambertrack. This allowed Amberjack to support with timeframes being shared for candidates to review from day 1 of the recruitment. Producing a fast paced and accelerated recruitment process.

COVID-19 allowed the use Innovation, running Assessment Centre's remotely from home and candidates joining us over webcam and utilising our Assessment Centre platform Impact, Boroughs being able to join us for lunch and still get that face-to-face experience with future employees.

Results

The engaging process was effective and allowed the team to work at pace, while ensuring that a high calibre of candidates for the Boroughs to review at Final Interview. Seeing 1,527 applications, which was nearly double the volume of applications we saw in the previous year. Filling 176% of Vacancies, with 43% of offers being Female and 30% of offers being BAME. We finished the recruitment campaign with 100% offers accepted across all Boroughs.

With extremely positive results and happy Boroughs that had more graduates start in September than expected.

Client quote

"Amberjack was professional and efficient from the beginning to the end of the recruitment campaign; I particularly found the weekly progress updates helpful. Minimum input was required from the Council and where additional requests were made during the process, Amberjack happily took this on to assist with the swift onboarding of successful candidates at the Council e.g. statistics regarding inclusion and diversity at each stage of the recruitment and obtaining candidate references on behalf of the Council.

The result of Amberjack's work has meant the Council has recruited three very capable new CIPFA Graduates who I'm sure will have very successful careers in finance."

Michelle Badham, Strategic Finance Manager, Westminster City Council

'It has been a pleasure working with the team at Amberjack on the Finance the Future graduate trainee recruitment programme which was initiated late from our side but Amberjack came onboard as partners and worked with us to fast track the programme in what has been a very challenging period due to COVID and lockdown, moving everything to online and virtual processes, changing requirements as well as expanding their capacity as additional councils came onboard to join the scheme. The whole exercise was smoothly developed and delivered with professionalism and quality being maintained throughout.'

Hamant Bharadia, Assistant Director of Finance, Lambeth Council

Get in touch



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