



GradWeb manages entire graduate recruitment process on behalf of London Boroughs...



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Overview

About GradWeb:

GradWeb offers an extensive and flexible range of services to help you manage your graduate recruitment campaign. Whether your requirement is large or small, we can provide you with a combination of services to create a tailored solution that meets your requirements exactly.

London Finance Background:

The Society of London Treasurers (SLT) identified that there was a low representation of ethnic minorities in finance departments across a number of London Boroughs. Some Boroughs had experienced difficulties recruiting locally and had little success in attracting high calibre graduate level candidates regardless of ethnic background. It was therefore decided that the London Boroughs would come together to jointly recruit finance trainees into their organisations.

Objective:

The objective of the campaign was to implement a pan-London finance trainee scheme and tackle the under representation of ethnic minorities within the local government finance sector. Once appointed, the trainees are employed by the local Boroughs on a four year fixed term contract and undertake a structured training programme based around the Chartered Institute of Public Finance & Accountancy (CIPFA) qualification.

Strategy:

Using GradWeb's knowledge and expertise of the graduate recruitment market, devise and launch a new campaign and select approximately 30 finance trainees on an annual basis.

History of London Finance graduate scheme

In 2003, the Society of London Treasurers launched a new initiative to tackle the under representation of ethnic minorities within the local government finance sector. When the "Be the future of public finance" graduate recruitment campaign was launched jointly by 21 London Boroughs it was the first time that any London Boroughs had come together to jointly recruit finance graduates into their organisations.

In the first year, Lewisham Borough Council took the lead in driving the project forward and gaining commitment for participation from the London Boroughs. The first task of the steering group was to appoint a provider to manage the recruitment campaign. Following a tender procedure, GradWeb was appointed as the sole supplier.

Tim Anderson, Strategic Adviser, Personnel Development, Lewisham Council explained the deci-

sion: *"We chose GradWeb because we felt it was important to work with experienced specialists in this sector and felt they would be able to hit the ground running. This was vital as the campaign needed to be devised, launched, then graduates selected and on-board within four months, which is a very tight deadline for any organisation."*

GradWeb was responsible for developing the overall recruitment strategy and designing the selection process, as well as managing the response handling, application screening, interviews and assessment centres. Responsibility for matching appointed candidates to the individual authorities also lay with GradWeb.

The selection process comprised four stages; application form, telephone interview, assessment centre and final matching Borough interview. GradWeb managed each stage with the Boroughs

only becoming involved at final matching stage. Core competencies were identified to assess each candidate's suitability to be a successful finance trainee and these competencies were tested at each stage of the recruitment process.

The campaign was a huge success, with 30 finance trainees recruited, of which 40% were from ethnic minority backgrounds, against a target of 25%. As a result, GradWeb received a Highly Commended Award in the Human Resources category of the 2005 Local Government Chronicle Awards which cover all aspects of local government.

How many accountants get to regenerate London's inner city?

London Finance results and feedback

The campaigns were once again phenomenally successful. In 2004/2005, GradWeb successfully recruited 35 finance trainees and a further 28 started in 2006. Approximately 60% were from ethnic minority backgrounds, which once again exceeded all expectations.

The calibre of candidates was extremely high and the feedback from the hiring Boroughs on the quality of the candidates was excellent. Candidate feedback was equally positive; the campaign raised the profile of local government finance in the gradu-

ate community as a number of candidates stated that they had not even considered it as a career option before seeing the advertising.

GradWeb are managing a fifth campaign for 2008. It is hoped that the scheme will continue to be an excellent source of graduates for the local government finance sector for many years to come.

Feedback: *"We set out to attract graduates to work in public finance departments across London, with a specific focus on re-*

cruting candidates from ethnic minorities. The campaign was well executed and received across London and we are very pleased to have met our objectives."

"It was important to work with an experienced specialist such as GradWeb to manage the challenge of devising, launching the scheme and then selecting the graduates."

Alan Steele, Borough Treasurer, Hounslow Borough Council