



HMRC CRIMINAL JUSTICE

Creating a strong talent pipeline in just 12 weeks

HOW IT BEGAN

HMRC Criminal Justice teams faced ever increasing competition for talent and a considerable set of challenges in attracting and retaining the right people. Despite HMRC being one of the most recognised brands, the exciting specialist jobs offered within Criminal Justice were not known.

Working in partnership with ManpowerGroup Solutions, a project team was created in July 2017 to meet the below objectives in just 12 weeks:

EMPLOYEE VALUE PROPOSITION

Build a compelling employee value proposition for Criminal Justice careers in HMRC.

ATTRACTION STRATEGY

Create a digital platform to showcase Criminal Justice careers and deploy an attraction strategy, to increase the quality and diversity of applicants in the talent pool.

ATTRITION AND TIME TO HIRE

Reduce regretted attrition, cost and time to hire, through an enhanced talent pipeline and process.

RETURN ON INVESTMENT

Ensure a sustainable solution with immediate return on investments that provides the insight, advice and guidance required for the solution to be 'self-serve' in the future.

HOW DID WE DO IT

The Project Plan was mapped, underpinned by Prince 2 methodologies, to deliver the end-to-end project within a 12 week period across peak holiday season.

Key work streams included:

DISCOVERY

Covering a whole range of areas including: labour market research, target markets, competition for talent, trend reporting, brand and EVP benchmarking, and workshops held with stakeholders from across Criminal Justice and HMRC.

DESIGN

A range of creative concepts were developed, through workshops and meetings with stakeholders at all levels. The concept 'TAX, but not as you know it' was developed.

DEPLOY

www.fraudinvestigationjobs.co.uk was created, clearly defining the opportunities for Criminal Justice professionals in HMRC and providing a careers site, search engine optimisation, talent pool features and links to application systems and live jobs.

DEVELOPMENT

An attraction strategy was deployed across digital, print, media and social channels to drive awareness and traffic to the site, with real time data analytics to ensure the optimum channels and best value.

One of the key successes of the project team was working at pace and in partnership, to launch a hosted website within a major government department during peak holiday season. Working with key project leads, IT, security and communications teams to ensure the robust design, build and deployment of a new proposition and website was no mean feat.

WHERE WE ARE NOW

www.fraudinvestigationjobs.co.uk was launched on time and within budget on 05 October 2017. In just the first two weeks, over 77,000 people visited the site. The quantum and quality of applications has far exceeded HMRC's expectations.

Over 1,200 applicants have registered their interest so far, creating a strong talent pipeline for Criminal Justice which will significantly reduce cost and time to hire in coming campaigns.

Within just a few weeks of launch, the quality of applications exceeded expectations, and we are already seeing significant improvements in the recruitment process.



FINDING HIDDEN TALENT
IS HUMANLY POSSIBLE