

Analysts Case Study

How can we compete
with the Private Sector
for technical Analysts
talent?

By promoting the our client's full EVP to our networks

The client is the official government body responsible for intellectual property (IP) rights including patents, designs, trademarks and copyright.

Yolk has had an ad hoc relationship with them for several years, and we were called on to help support with niche/hard to fill technical vacancies they were unable to fill themselves.

Since the start of 2022, Yolk has worked a lot more closely with the client and has supported them to recruit several technical vacancies.

The Challenge

Along with many of our other civil service clients, they had struggled to compete for talent against higher salaries of the private sector, particularly in the technical space.

Candidates from the private sector have also struggled to navigate the client's recruitment process, often struggling with Success Profiles and competency interviewing.

The Solution

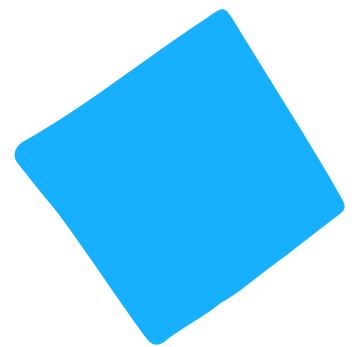
- ✔ Yolk has met with each individual hiring manager for every vacancy we've received in 2022. Our team has taken time to ensure a thorough understanding of the vacancy, skills required and more importantly, the opportunity available.
- ✔ Each candidate is briefed on the full EVP including:
 - ✔ Salary and any bonus attached
 - ✔ Pension – working out the annual contribution to bring it to life
 - ✔ Training

- ✓ Development and Progression
- ✓ Flexible working model
- ✓ Hybrid working model
- ✓ Family friendly benefits such as enhanced mat/pat leave, adoption leave, and subsidised childcare
- ✓ Onsite gym, coffee shop and restaurant
- ✓ Access to beautiful parks

Roles Filled:

- ✓ Business Analyst x3
- ✓ Senior Business Analyst
- ✓ Senior Automation Test Engineer
- ✓ Mid-weight Test Engineer
- ✓ Head of Devops Enablement

- ✓ These are explored in depth and matched to each candidate's motivation from our initial candidate qualification.
- ✓ Yolk meets every candidate face to face/via Teams to ensure they understand how to navigate Success Profiles and what the expectation is for each personal statement/interview
- ✓ A Guide to competency interviews and STAR technique is shared with every candidate
- ✓ Yolk arranged pre interview preparation sessions via Teams for candidates to support candidates with competency interview techniques.



Results

100%

Yolk has successfully placed 100% of Analyst positions requested since the start of 2022

60%

Over 60% Interview to placement ratio

100%

acceptance rate for offered candidates (and 100% start rate)

100%

retention (helped by face-to-face post placement care meetings)

86%

placements made with private sector candidates



If you'd like to hear more about how Yolk Recruitment can help reshape your recruitment needs, get in touch.

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