

# Legal Case Study

How can Yolk build talent pipelines for a client when we're based 200 miles away?



**Our client is the public body that protects workplace pensions in the UK.**

They work with employers and those running pensions so that people can save safely for their retirement. They aim to be a strong, visible regulator and to build people's confidence in pensions.

They are based in the heart of Brighton and employs nearly 1,000 staff.

## The Challenge

Being based in Brighton, Yolk needed to work remotely to understand the business, and to quickly build a talent pool to allow us to effectively fulfil requirements. We needed to engage innovation in technology to build relationships and attract, engage, and select candidates virtually.

## The Solution

Yolk Public Sector & Not-for-Profit team is a national recruitment team which partners with organisations in all corners of the UK. Yolk's Public Sector & Not-for-Profit team is based in Cardiff and all recruitment activity is run from here. Yolk has successfully forged a longstanding relationship and an effective delivery model for the client as per below:

- ✔ Met the client's Head of Recruitment and other key stakeholders onsite in their Brighton offices to **gain a full understanding** of the organisation, culture, values, and processes.
- ✔ Used this information to create a **bespoke candidate pack** to use as part of our attraction process.
- ✔ Held briefing calls with hiring managers through Skype for Business (their chosen platform) for each new vacancy to **build relationships** and ensure a thorough understanding of each department and role profile.
- ✔ Used 'Talent Insights' to **generate talent pool reports** for each live role, identifying where the talent is, which companies employ those skills and how likely the talent is to move.
- ✔ **Proactive candidate attraction** through LinkedIn Recruiter (passive) and CV databases (active).
- ✔ Used national job boards as well as LinkedIn to **advertise vacancies**.
- ✔ Used **social media** to attract candidates and **drive traffic to careers pages** with all vacancies advertised.
- ✔ Met candidates **face to face** using Microsoft Teams as part of our registration or to screen them/support them with **interview preparation**.
- ✔ Ensured **ease of online application** and registration process.

## Results

Yolk is now 2 and a half years into a flourishing relationship with the client.

During this time, Yolk have:

- ✔ Built excellent virtual relationships with their recruitment team and supported them to improve their own recruitment processes.
- ✔ Built effective relationships virtually, with the client's network of hiring managers
- ✔ Supported to fulfil vacancies across a wide range of specialisms
- ✔ Supported with candidate security checks
- ✔ Proved to be a valued and trusted supplier
- ✔ Remained a supplier when they chose not to re-engage other suppliers

## Roles We Have Fulfilled

Yolk has successfully fulfilled vacancies across many of their specialist and volume teams. **These include, but are not limited to:**

- ✔ Criminal Legal Proceedings Specialist
- ✔ Corporate Governance Officer
- ✔ Regulatory Transactions Officer
- ✔ UX Researcher
- ✔ Executive Assistant Team Leader
- ✔ Customer Support Advisor (Multiple)
- ✔ Case Manager (Multiple)
- ✔ Administrator (Multiple)
- ✔ Insights Advisor
- ✔ Case Managers (Investigations)

## Don't just take our word for it. Here's what the client had to say:

"We have been working with Yolk Recruitment for over 12 months and in that time have found them to be proactive, genuinely interested in us as an organisation and collaborative in their working practices.

We have engaged their dedicated Public Sector team led by Nici for a wide range of vacancies and they are consistently able to provide us with excellent candidate options from their passive candidate pools.

Yolk also demonstrate the ability to bring real added value to the table in the form of consultative advice, labour market updates and more recently in the form of their new podcast.

I would whole-heartedly recommend the team at Yolk to anyone looking for a trusted staffing partner who understand the public sector space."

– Daisy Fitzsimmons, Recruitment Lead,

"After a 15-year military career, followed by more than 20 in the police, the thought of venturing outside of these environments was one that filled me with dread. I'd never needed a CV and selection procedures were not the same in my world as they were in the outside world – I feared I would be type cast and for that reason it was easy to stay with what I knew.

That was until I took a call from Yolk Recruitment. They told me about an opportunity as a Specialist Case Manager and after chatting about my background for a while they got me to realise there's a big wide world out there and encouraged me to apply.

I was comfortable in my role, but knew I wasn't happy, and it was Yolk that got me to realise this and in doing so give me the confidence I needed to submit an application.

From that first phone call in late September to Wednesday of last week when I started my new challenge, I've felt completely supported by the team from Yolk – from start to finish they've been there for me, inspiring me to take the plunge and guiding me through the journey.

For that I will be forever grateful...Yolk Recruitment are a fantastic organisation who clearly go above and beyond – thank you so much!"

– Simon Atkins



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

02920 220078  
info@yolkrecruitment.com  
[yolkrecruitment.com](https://www.yolkrecruitment.com)