



Question...

How do we improve Civil Service employers' ability to attract external candidates for senior level posts when they have exhausted their own internal talent & direct methods?



Case Study



yolk

Answer...

By working closely with them to understand their culture & EVP and then actively promote this to our networks, while ensuring we remain compliant with their open and fair recruitment practices.



Driver & Vehicle Licensing Agency

The Driver & Vehicle Licencing Agency is the executive organisation of the UK government responsible for maintaining a database of drivers and vehicles for Great Britain and Northern Ireland.

This helps them improve road safety, reduce vehicle-related crime, support environmental initiatives and limit vehicle tax evasion.

They hold over 48 million driver records, 40 million vehicle records and collect around £6 billion a year in vehicle excise duty.

They are headquartered in Swansea and are one of the largest employers in the South Wales region with over 5,000 staff.

Established for over 50 years, the DVLA has been through a radical process of change, moving away from a paper-based organisation to a modern and highly efficient business. Over the last decade they've expanded their digital services and are now a multi-award winning government organisation, providing excellent digital services to its customers.

How we tackled it

The Challenge

Due to this significant period of change, the DVLA needed people with extensive experience of driving and managing periods of change and culture shift:

- ✔ They had previously run 2 rounds of their own recruitment activity using their dedicated internal resourcing team and interviewed multiple internal candidates but without success.
- ✔ They had had low engagement from candidates from the private sector due to the fact the roles were only advertised on the CivilServiceJobs.service.gov website, as well as perceived application barriers based on the very specific and rigorous screening involved, with which many non-public sector applicants aren't familiar with.

Roles filled were:

- ✔ Grade 7 Head of Unit, Operations Manager x3
- ✔ Grade 6 Head of Group - Contact Centre

The Solution

- ✔ They reached out to us as approved suppliers under the Crown Commercial Service (CCS) Permanent Recruitment Framework (RM6002) and we ran a dual-branded campaign
- ✔ As well as again running the standard Civil Service jobs advert, we promoted the vacancies on a variety of commercial job boards, our own website and passive candidate database, as well as via social media (particularly LinkedIn) and established referral networks
- ✔ Adhered to the Civil Service recruitment & selection protocols and Disability Confident Employer Guaranteed Interview scheme requirements to ensure a compliant, fair and open process
- ✔ Also collected and reported Diversity & Inclusion data via a questionnaire to all candidates, as per the CCS framework specifications
- ✔ Proactively encouraged applications from candidates from the private sector and supported them in navigating the Civil Service application process, including the need to write a profile statement to evidence their strengths against Success Profiles
- ✔ Facilitated interview scheduling and management in line with client process
- ✔ Supported candidate on-boarding to ensure efficient turnaround in new starter paperwork and background checking

Results

100%

Fill rate



Project delivery
within time frame



Project delivery
on budget

- ✓ Conducted initial scored sift and submitted 13 shortlisted candidates for the Grade 7 posts and 4 for the Grade 6, as well as D&I monitoring data
- ✓ 11 of these 17 were invited to interview by DVLA and all 4 posts were successfully offered after a single round of interviews. All offers were accepted and candidates started as planned within the desired timescales
- ✓ 7 weeks from date of initial vacancy instruction to offer made
- ✓ 11 weeks from date of initial vacancy instruction to start date
- ✓ All 4 posts were filled by external private sector candidates that we had attracted to the roles and our client via the additional sourcing channels we used
- ✓ Since we scheduled our post-placement care meetings, we have been given a further 5 G7/HEO posts to recruit for exclusively due to success of our first campaign, as well as introductions to other business units



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

Cardiff 02920 220078
info@yolkrecruitment.com
yolkrecruitment.com