



**TRANSPORT
FOR LONDON**
EVERY JOURNEY MATTERS

CASE STUDY

**TRANSPORT FOR LONDON -
DELIVERING A RETAINED RECRUITMENT CAMPAIGN
OF 32 IT PROCUREMENT & COMMERCIAL MANAGER
VACANCIES IN A TIME CRITICAL PERIOD**

1st Executive

STZ 140

CASE STUDY

TFL - EFFECTIVE TIME CRITICAL PROJECT DELIVERY

Through RM6229 1st Executive were engaged, by TfL, to deliver a retained recruitment campaign of 32 IT Procurement & Commercial Manager vacancies spanning B2 (£45K), B3 (£65K) and B4 (£95K) levels. This was a time critical project, with the need to back-fill a contractor population, in order to create stability across a function of 75 FTE and to reduce the significant cost outlay on contractor resources (c£6m p/a).

THE APPROACH:

- Given TfL's challenge with their direct advertising campaign (c5% fill rate), key to success was 1st Executive's ability to create and deliver an impactful candidate marketing proposition which brings to life TfL, highlighting the size, scale, complexity and operational significance of the work undertaken by the IT Procurement Team (£1bn + spend)
- Our solution was the creation of a tailored Candidate Brochure, built in collaboration with key stakeholders across TfL, with notable contributions from the Head of IT Procurement, as well as colleague testimonials and insight into TfL's D&I commitments: [TfL Candidate Brochure 2023](#)
- Through a comprehensive, and consistent, marketing campaign across all routes to market (Database, Linked In, Headhunting, Advertising and Recommendations/Referrals) we were able to generate 73% of applicants from the 'passive' community.
- The brochure was shared with over 5000 target contacts identified across the wider public sector, generating interest from c420 candidates who were pre-screened by 1st Executive's dedicated campaign management team.

ASSESSMENT:

- Long listed candidates were assessed by 1st Executive in-line with the technical & competency framework agreed by TfL stakeholders and 1st Executive campaign team.
- A customised TfL coversheet was created as a front page for all CV submissions which included the relevant candidate interview notes – with key experiences in the CV's also highlighted to draw attention to the most pertinent experience in alignment with the relevant JD.
- The application of our assessment process delivered a CV to Interview ratio of 1:1.5 (vs a UK market average of 1:3.4)

CASE STUDY


CAMPAIGN MANAGEMENT:

- As part of campaign kick-off meeting, 1st Executive advised upon the utilisation of 2 separate 6-week campaign “sprints” to drive pace and momentum and reduce cost to TfL.
- Project management plan created to ensure clear and transparent delivery milestones for all stakeholders.
- Agreed target D&I metrics to align with TfL’s broader D&I ambitions/commitments.
- We monitored & reported on campaign progress:
 - Weekly campaign dashboard (Power BI) presented in PowerPoint format.
 - Weekly campaign review meeting with Head of IT Procurement and associated hiring managers to review progress and ensure continuous feedback in order to optimise process.

CAMPAIGN OUTCOME:

 5300 Candidate “reach-out’s”

 472 Candidates **pre-screened**

 327 Candidates **assessed**
(Technical & Competency screening)

 89 **CV’s** Submitted

 59 **1st stage** Interviews

 35 Offers

 32 Offers **Accepted**
(100% of roles filled)

 D&I Metrics:

- **Female** candidates (19%)

- **BAME** candidates (38%)

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