Welcome to TMP Worldwide for DEFRA Group

Getting the most out of TMP

January 2023

Department for Environment Food & Rural Affairs

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Your TMP Team

Oliver Tranfield
Client Relationship Director

James Skeete
Account Director

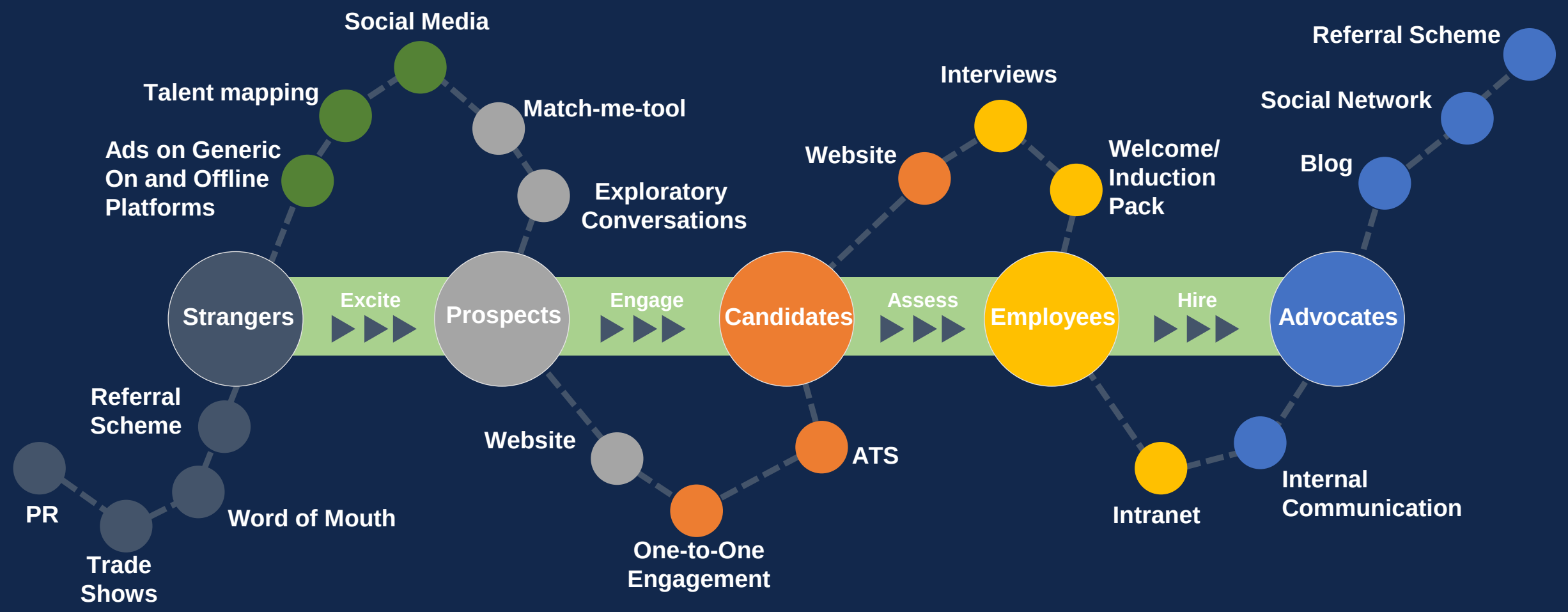
Amanda Strange
Client Manager

Dedicated Account Executive Team

Q: Who Are TMP?

A: The Recruitment Marketing & Candidate Management Partner of DEFRA Group

The evolving candidate journey



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TMP Services

Audience Research & Insight

Creative Services & Film Making

Digital Development & Design

Assessment Services

Media Planning & Buying

Social Media & Content Marketing

Campaign Measurement & Insight

Project or Full RPO

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Q: We want to run a campaign. What is the process?

Standard Requests

1. Complete Ad request form (including detail of volumes and locations)
2. Supply evaluated JD(s)
3. Approve costs for copy (if required)
4. Send to Defrainbox@tmpw.co.uk

TMP cannot begin planning or provide recommendations if any of the above are missing

DEFRA

TMP

Media schedule is created

Copywriting (up to 2 pieces, if requested) is created

Up to 2 full working days

Department happy with copy/schedule

Yes

Department to raise PO

No

Offer specific changes required to copy/schedule

TMP to amend copy/schedule

Up to 2 full working days

Department confirm approval to proceed with Client Manager and provide:

1. *Approval of media schedule*
2. *Approved Ad copy*
3. *Live links to the role(s)*
4. *A PO*

Media cannot be booked if any of the above items are missing

Client Manager to book with media team

Media Team:
- Trigger financials approvals
- Liaise with 3rd parties
- Format content for posting
- Media Tagging (if applicable)
- QA checking
- Await 3rd party confirmations

TMP send live links to Department

2-5 full working days dependant on CM/MI inclusion

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*All timeframes are indicative and extreme adjustments can alter timeframes

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Large campaigns (budget over £15k)

1. Complete Ad request form for large campaigns (including detail of volumes and locations)
2. Supply evaluated JD(s)
3. Approve costs for copy (if required)
4. Send to Defralnbox@tmpw.co.uk

TMP cannot begin planning or provide recommendations if any of the above are missing

DEFRA

TMP

Optional briefing call

Media schedule is created

Copywriting is created

Up to 5 full working days

Department happy with copy/schedule

Yes

Department to raise PO

No

Offer specific changes required to copy/schedule

TMP to amend copy/schedule

Up to 5 full working days

Department confirm approval to proceed with Client Manager and provide:

1. *Approval of media schedule*
2. *Approved Ad copy*
3. *Live links to the role(s)*
4. *A PO*

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Client Manager to book with Media Team

Media Team:
- Trigger financials approvals
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- Format content for posting
- Media Tagging (if applicable)
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Q: How long does it take to plan a media campaign?

Process	SLA
Brief in to receive schedule –under £15k	2 full working days from receipt of brief
Brief in to receive schedule –over £15k	5 full working days from receipt of brief
Copywriting – up to 2 pieces	2 full working days from receipt of brief
Copywriting up to 5 pieces	3 full working days from receipt of brief
Copywriting – 6 pieces plus	TMP to advise dependent on scope of requirement (more than 2 full working days)
Go live – no CM/MI	2 full working days from approval
Go live – with CM/MI	5 full working days from approval
Receive dashboards	Earliest one week after 1st insert date
CM/MI Dashboard/Reporting calls	Dashboard provided by TMP (not before 1 week of activity) - Weekly calls for campaigns over £5k - End of campaign dashboard call to be requested by DEFRA if required
Campaign extensions	2 full working days notice required

Q: What do we need you to provide?

1. For a Schedule	2. For Copywriting	3. In order to 'Go live'
• Completed ad request form including the following info • Job title • Job description • Salary • Number of vacancies • Number of hires • Number of Jobs links • Locations • Timeframes for live campaign (start and close dates) • Budgets • Any channel requests	• Candidate pack or JD • Language preferences • Essential points to include • Approval of cost for copywriting	• Approval of schedule • Final copy/content provided or approved • Jobs live link(s) • PO

Custom Advert Copy

Q: Why is custom advert copy important?

A: This will be your first point of contact with candidates so you want it to stand out and sell your opportunity, in order to drive quality applications

Q: Can vacancy holders provide their own copy?

A: Yes, of course, however we need this to be in the exact format you would like this advertised on external media, alternatively we can write this for you at £45 per advert

Q: How long does advert copy need to be?

A: Around 450 words or less

Q: What should the advert include?

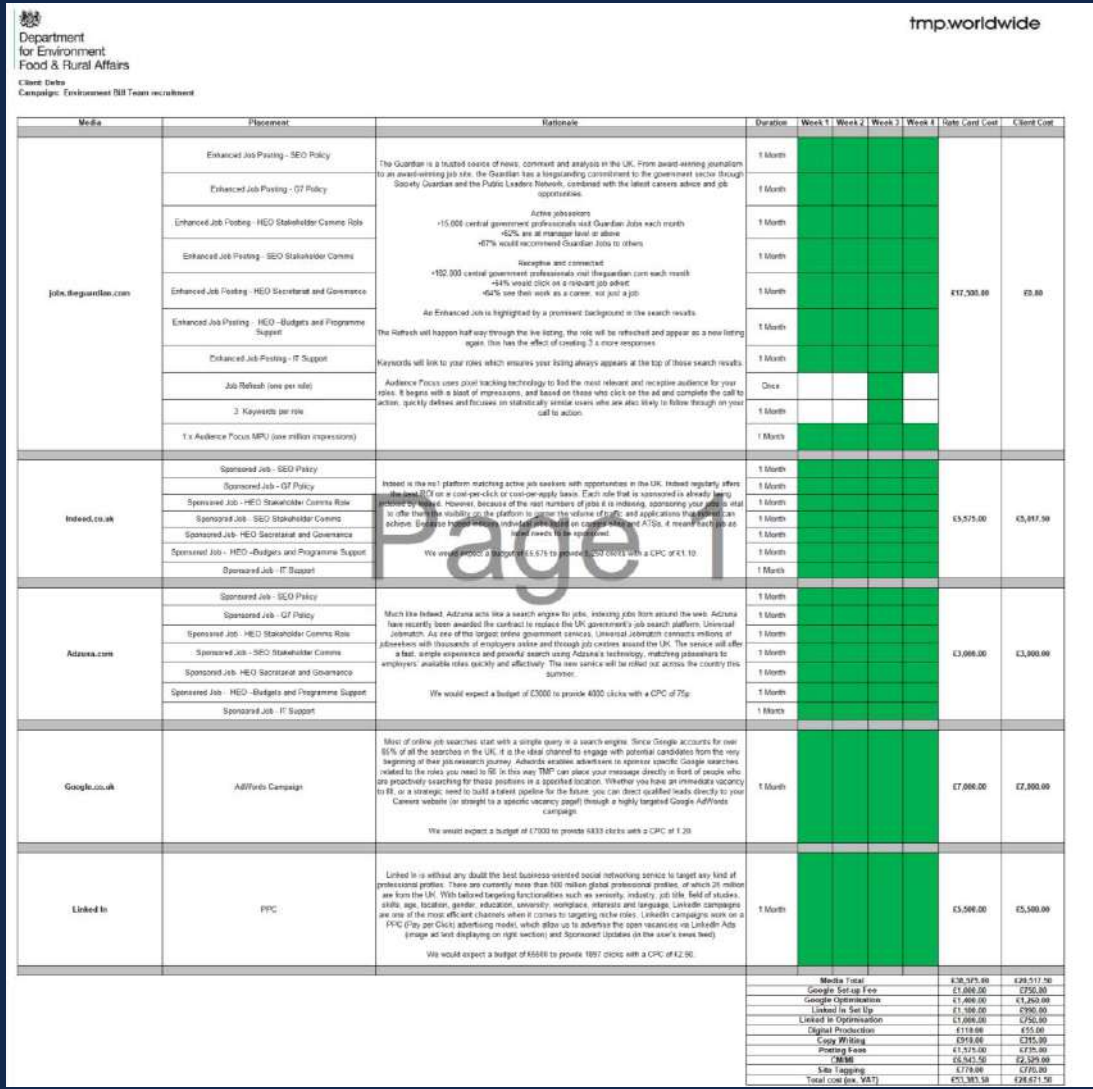
A: Job title, locations, salary, closing date as well as information about the organisation, role, candidate requirements and any benefits, please ask if you would like to view a template

Q: Can we send a link to the role on our ATS for you to take content from?

A: We ask that the final copy is sent in a word document (one document per role for large campaigns), to minimise risk of copying the wrong parts of the text

Q: What will the media recommendations look like?

- Data driven, custom recommendations for each campaign focusing on the relevant target audience
- Tailored recommendations targeting relevant audience to maximise ROI which could include channels to target passive, active, volume and specialist
- Inventory recommended is determined by multiple variables, reflective of the way candidates search for jobs and the appropriate candidate journey as subsequent advertising/pricing models supplied by media



Department for Environment Food & Rural Affairs

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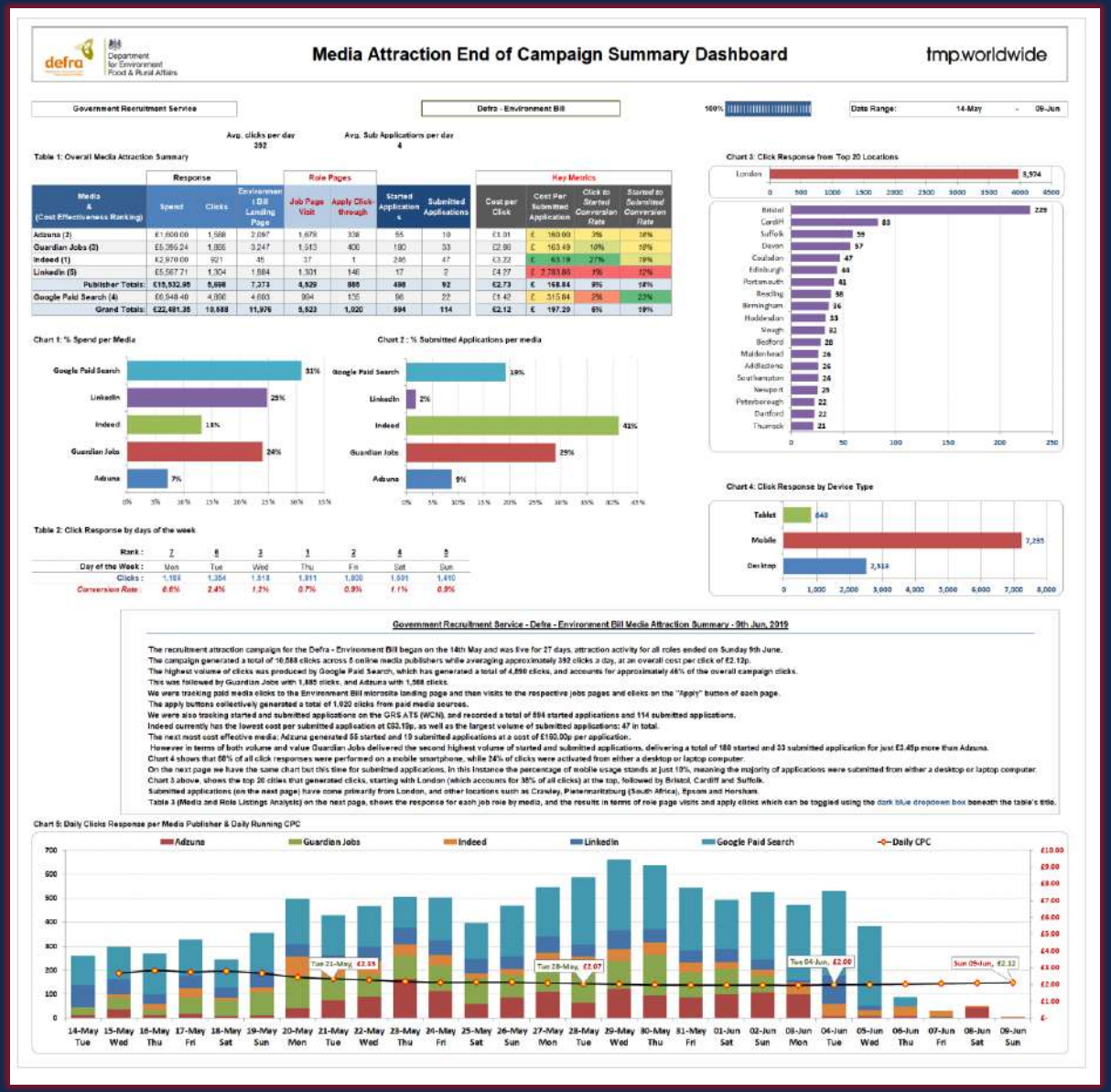
Client: Defra
Campaign: Environment Bill Team recruitment

Media	Placement	Rationale	Duration	Week 1	Week 2	Week 3	Week 4	Rate Card Cost	Client Cost
jobs.theguardian.com	Enhanced Job Posting - SEO Policy	The Guardian is a trusted source of news, comment and analysis in the UK. From award-winning journalism to an award-winning job site, the Guardian has a longstanding commitment to the government sector through Society Guardian and the Public Leaders Network, combined with the latest careers advice and job opportunities. Active jobseekers +15,000 central government professionals visit Guardian Jobs each month +62% are at manager level or above +67% would recommend Guardian Jobs to others Receptive and connected +192,000 central government professionals visit theguardian.com each month +44% would click on a relevant job advert +64% see their work as a career, not just a job An Enhanced Job is highlighted by a prominent background in the search results. The Refresh will happen half way through the live listing, the role will be refreshed and appear as a new listing again. This has the effect of creating 3 x more responses Keywords will link to your roles which ensures your listing always appears at the top of those search results. Audience Focus uses pixel tracking technology to find the most relevant and receptive audience for your roles. It begins with a blast of impressions, and based on those who click on the ad and complete the call to action, quickly defines and focuses on statistically similar users who are also likely to follow through on your call to action.	1 Month					£17,500.00	£0.00
	Enhanced Job Posting - G7 Policy		1 Month						
	Enhanced Job Posting - HEO Stakeholder Comms Role		1 Month						
	Enhanced Job Posting - SEO Stakeholder Comms		1 Month						
	Enhanced Job Posting - HEO Secretariat and Governance		1 Month						
	Enhanced Job Posting - HEO -Budgets and Programme Support		1 Month						
	Enhanced Job Posting - IT Support		1 Month						
	Job Refresh (one per role)		Once						
	2 Keywords per role		1 Month						
	1 x Audience Focus MPU (one million impressions)		1 Month						
Indeed.co.uk	Sponsored Job - SEO Policy	Indeed is the no1 platform matching active job seekers with opportunities in the UK. Indeed regularly offers [illegible] ROI on a cost-per-click or cost-per-apply basis. Each role that is sponsored is already being promoted by Indeed. However, because of the vast numbers of jobs it is indexing, sponsoring your role is vital to offer them the visibility on the platform to garner the volume of traffic and applications that Indeed can achieve. Because Indeed is indexed and ranked based on capital allocated ATSs, it means each job ad needs needs to be sponsored. We would expect a budget of £6,676 to provide 6,250 clicks with a CPC of £1.10	1 Month					£5,575.00	£5,017.50
	Sponsored Job - G7 Policy		1 Month						
	Sponsored Job - HEO Stakeholder Comms Role		1 Month						
	Sponsored Job - SEO Stakeholder Comms		1 Month						
	Sponsored Job- HEO Secretariat and Governance		1 Month						
	Sponsored Job - HEO -Budgets and Programme Support		1 Month						
	Sponsored Job - IT Support		1 Month						
Adzuna.com	Sponsored Job - SEO Policy	Much like Indeed, Adzuna acts like a search engine for jobs, indexing jobs from around the web. Adzuna have recently been awarded the contract to replace the UK government's job search platform, Universal Jobmatch. As one of the largest online government services, Universal Jobmatch connects millions of jobseekers with thousands of employers online and through job centres around the UK. The service will offer a fast, simple experience and powerful search using Adzuna's technology, matching jobseekers to employers' available roles quickly and effectively. The new service will be rolled out across the country this summer. We would expect a budget of £3000 to provide 4000 clicks with a CPC of 75p	1 Month					£3,000.00	£3,000.00
	Sponsored Job - G7 Policy		1 Month						
	Sponsored Job - HEO Stakeholder Comms Role		1 Month						
	Sponsored Job - SEO Stakeholder Comms		1 Month						
	Sponsored Job- HEO Secretariat and Governance		1 Month						
	Sponsored Job - HEO -Budgets and Programme Support		1 Month						
	Sponsored Job - IT Support		1 Month						
Google.co.uk	AdWords Campaign	Most of online job searches start with a simple query in a search engine. Since Google accounts for over 85% of all the searches in the UK, it is the ideal channel to engage with potential candidates from the very beginning of their job research journey. Adwords enables advertisers to sponsor specific Google searches related to the roles you need to fill. In this way TMP can place your message directly in front of people who are proactively searching for those positions in a specified location. Whether you have an immediate vacancy to fill, or a strategic need to build a talent pipeline for the future, you can direct qualified leads directly to your Careers website (or straight to a specific vacancy page) through a highly targeted Google AdWords campaign. We would expect a budget of £7000 to provide 5833 clicks with a CPC of 1.20	1 Month					£7,000.00	£7,000.00
Linked In	PPC	Linked In is without any doubt the best business-oriented social networking service to target any kind of professional profiles. There are currently more than 500 million global professional profiles, of which 26 million are from the UK. With tailored targeting functionalities such as seniority, industry, job title, field of studies, skills, age, location, gender, education, university, workplace, interests and language, LinkedIn campaigns are one of the most efficient channels when it comes to targeting niche roles. LinkedIn campaigns work on a PPC (Pay per Click) advertising model, which allow us to advertise the open vacancies via LinkedIn Ads (image ad text displaying on right section) and Sponsored Updates (in the user's news feed). We would expect a budget of £6668 to provide 1667 clicks with a CPC of £2.50	1 Month					£5,500.00	£5,500.00
			Media Total					£38,575.00	£29,517.50
			Google Set-up Fee					£1,000.00	£750.00
			Google Optimisation					£1,400.00	£1,260.00
			Linked In Set Up					£1,100.00	£990.00
			Linked In Optimisation					£1,000.00	£750.00
			Digital Production					£118.00	£55.00
			Copy Writing					£918.00	£315.00
			Posting Fees					£1,575.00	£735.00
			CMS					£6,543.50	£2,329.00
			Site Tagging					£778.00	£770.00
			Total cost (ex. VAT)					£53,383.50	£36,671.50

Q: Can we measure media performance?

Yes. CM/MI is a paid additional service, charged at 12% of the total media cost. It provides you:

- Continuous monitoring of media effectiveness
- Weekly reporting dashboards
- Ongoing optimisation to maximise ROI
- Device usage reporting
- Insight into product usage by time of day/day of week
- Analysis to assess the most effective media channels to better understand the media landscape and plan more effectively
- TMP will recommend when this is necessary



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Q: Why don't we recommend using Diversity Media?

- Data indicates that diversity sites do not provide a good return on investment
- Candidates search based on skills and capabilities over diverse characteristics
- Diverse audiences are attracted to organisations that can demonstrate their commitment to ED&I through content and comms
- We recommend reviewing content to ensure it is inclusive and resonates with diverse audiences
- Strategy overview including Employer brand/reputation as well as Talent mapping
- When creating ad copy, in the absence of professional copywriters, usage of software such as Ongig is recommended

Media & (Cost Effectiveness Ranking)	Spend	Clicks	Landing Page Visits	Submitted Applications	Cost per Click	Cost Per Submitted Application	*Click to Apply Rate*
Diversity Network (9)	£10,687.50	14,441	+61	0	£0.74		*0.0%*

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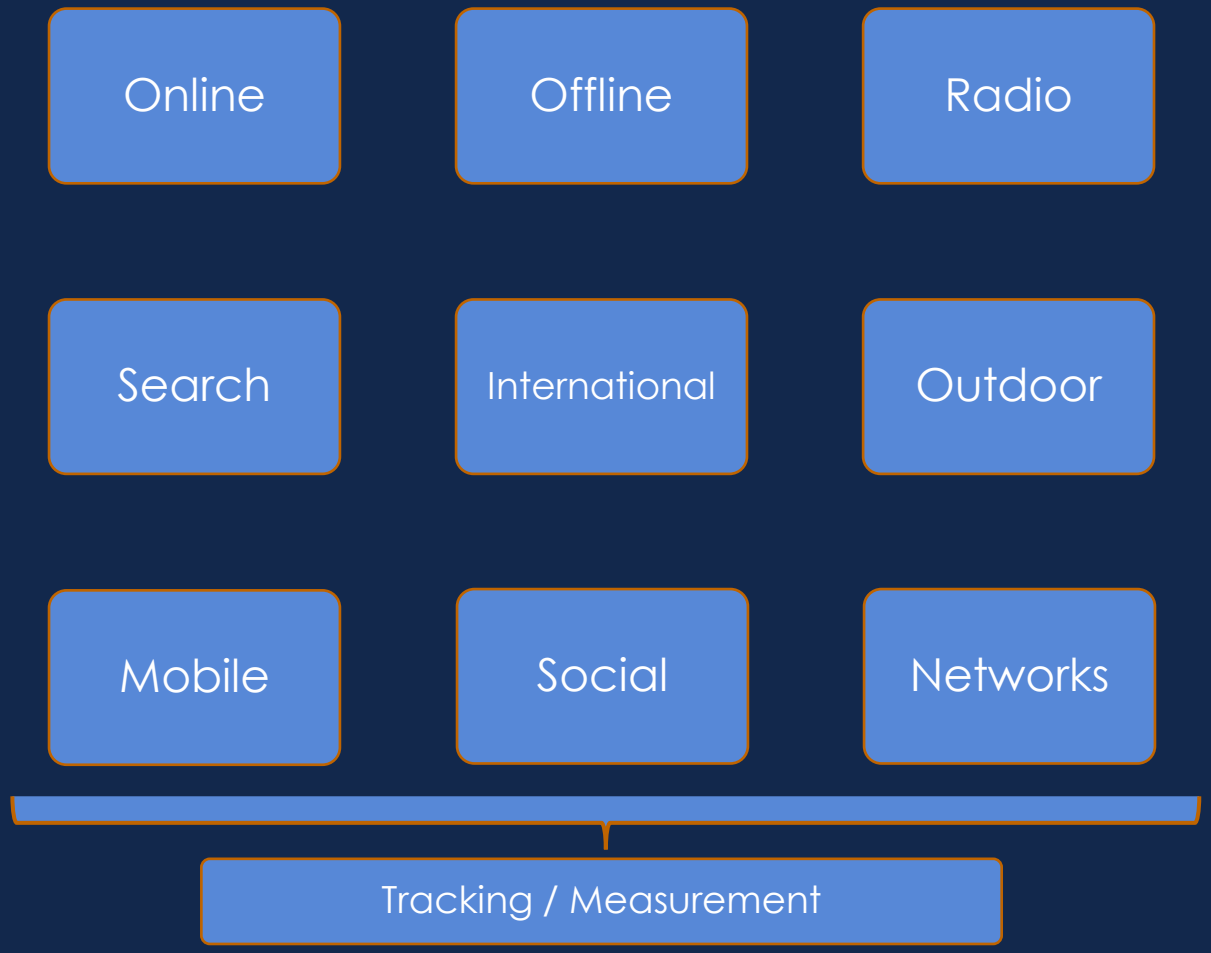
Q: Can you tell us more about the services we can access from TMP?

Channel Options

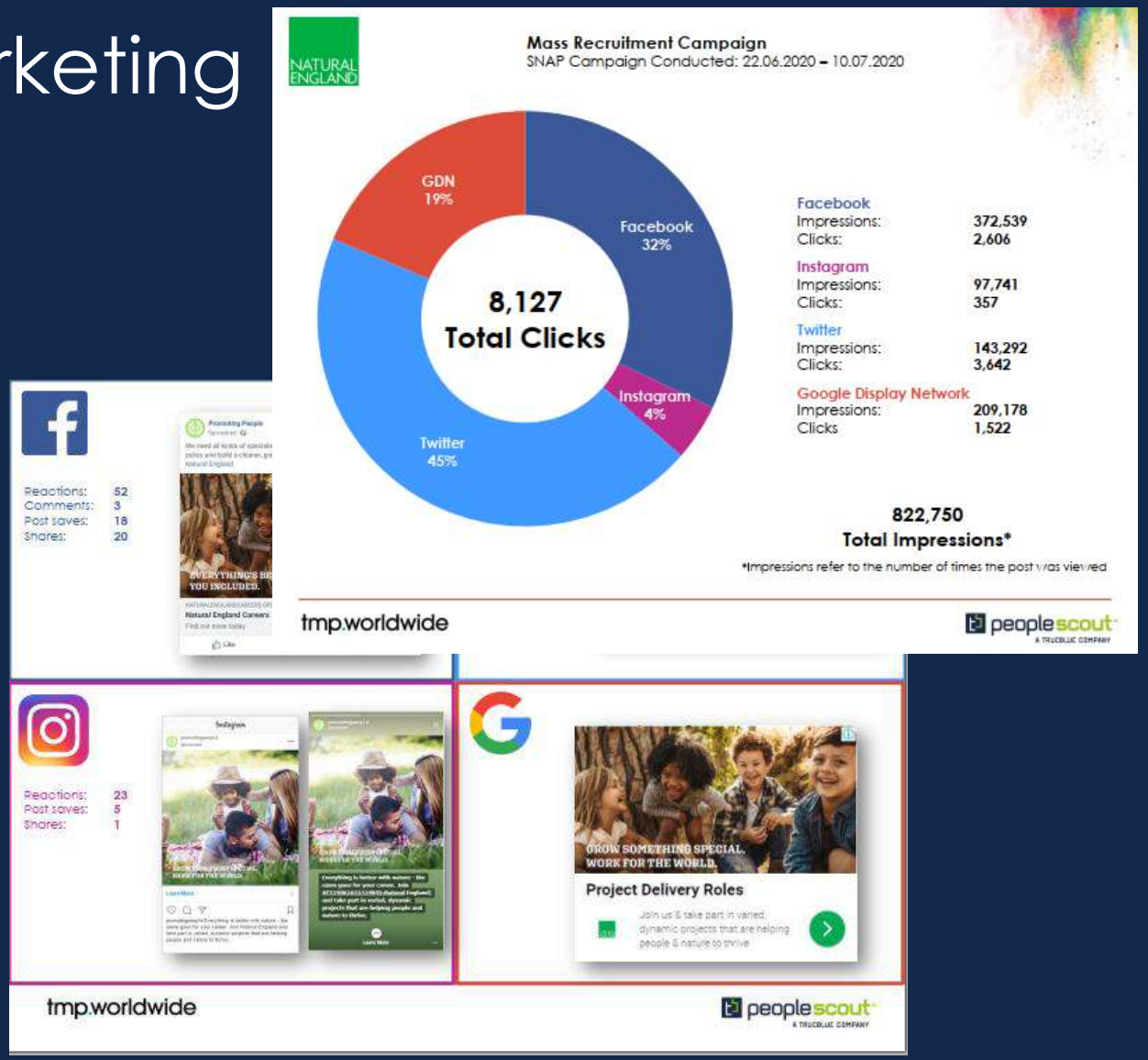


SNAP – Social Media Marketing

TMP's Social Network Amplification Product, or SNAP, seeds your opportunities to your target audience through social media.

Passive candidates account for as much as **70%of the global workforce**.

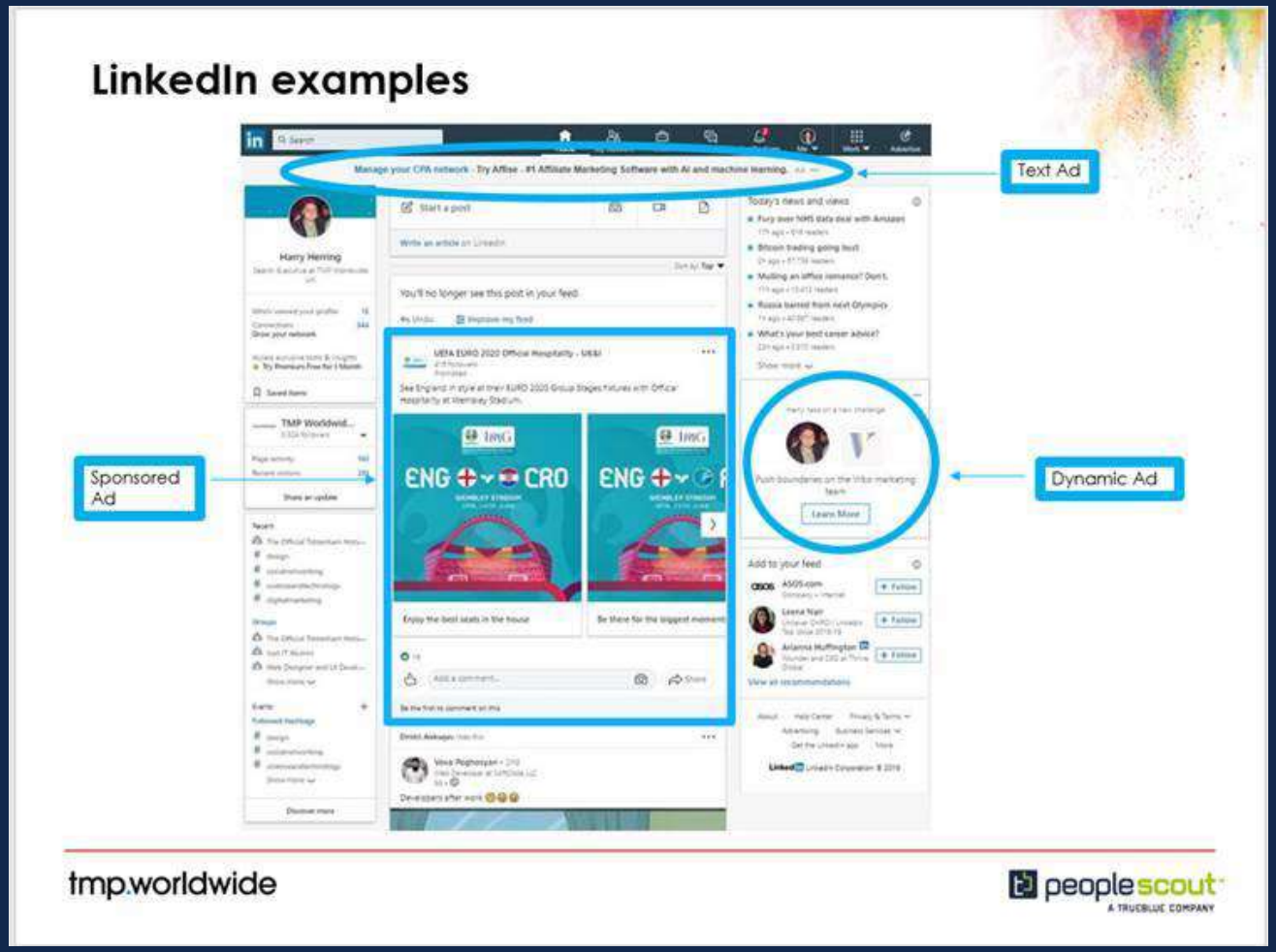
The tool gets in front of **passive candidates** – those who may not be actively looking for new roles, or those who many not have considered you as a viable option for their next role.



LinkedIn Advertising

Alternative ways of using the platform through TMP

- World's largest professional networking site
- Visibility of over 875 million global professional profiles
- 34 million of these are in the UK
- Target large volumes of passive candidates
- Highly targeted using job title, skills, location, education, workplace and more
- Market recruitment content to relevant audiences
- Pay per click (PPC) model - you get out what you put in!



Social Engagement Solution

Engage passive senior talent or those with niche and scarce skills

When?

- £50k + salary roles
- You want to engage passive candidates (73% of the market)
- Media listings wouldn't make the necessary impact on the target audience

What?

- Qualified shortlist of engaged candidates
- Market mapping techniques used with social media engagement throughout
- Thorough market reports to capture all conversations/feedback on the opportunity

Why?

- More targeted than standard media advertising
- Engages the right talent through innovative social media interventions
- Real-time reporting on process at all times

How?

Briefing call → Social search to engage with diverse talent pool → Weekly reporting → Candidates apply through CS jobs → Quality hires

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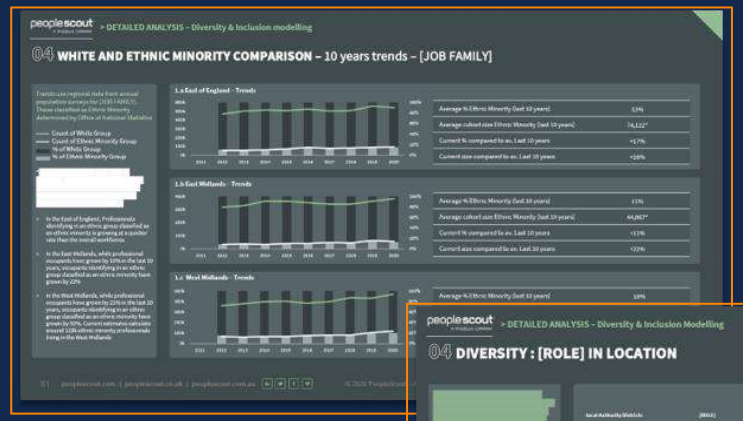
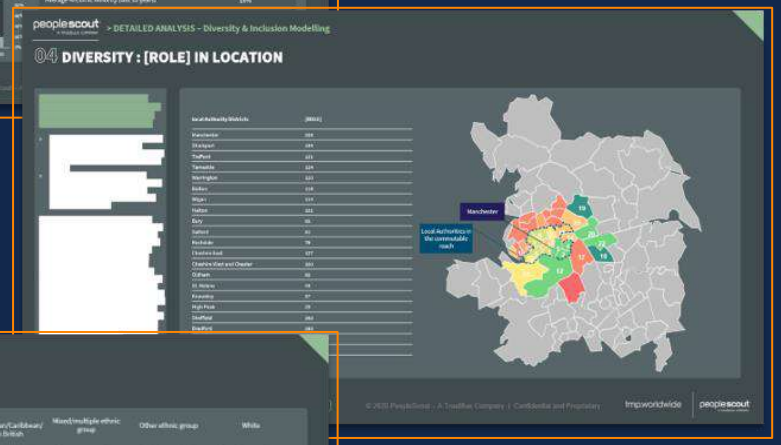
Market insight / Diversity data analysis

Understand where diverse talent with the right skills are located

What can be explored?

- **Gender** by occupation (Grouped by Male and Female)
- **Age** by occupation (Multiple groups from +16 to +65)
- **Ethnicity** (Grouped by Asian, Black, Mixed, Other and White and/or BAME)
- **Social Mobility** and Deprivation of total population
- **Education** levels of workforce (Broad Job Families)
- **Religion** by occupation





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TMP / PeopleScout – RPO Service

A global RPO business with a UK focus

YOUR GLOBAL TALENT PARTNER FROM NOW TO NEXT

TMP / PeopleScout delivers the edge in the people business by helping solve the toughest talent challenges through superior technology and deep human expertise, a seamless balance that takes our clients from now to next.

Offering **RPO & Total Workforce** Solutions

Ranked **Enterprise RPO Leader** by **HRO Today 2006 - 2019**

More than **350,000** Hires per Year

More than **25,000** Active Contractors

Serving **70+** Countries

Corporate Headquarters In **EMEA, NA** and **APAC** Regions

Achieving **96%** RPO Client Retention

Expanding **95%** of Existing RPO Contracts

Driving industry-leading results, proven through industry recognition

HRO Baker's Dozen Customer Satisfaction Ratings Enterprise RPO 2019 Winner

HRO Baker's Dozen Customer Satisfaction Ratings 2019 Managed Service Programs PeopleScout

HRO Baker's Dozen Customer Satisfaction Ratings 2018 Enterprise RPO PeopleScout

HRO Baker's Dozen Customer Satisfaction Ratings Total Workforce Solutions 2018 Winner

HRO Baker's Dozen Customer Satisfaction Ratings Global RPO 2018 APAC Winner

TEKTONIC AWARDS

NelsonHall NEAT Leader 2019 RPO

RSI

Everest Group PEAK MATRIX

Staffing 100

2019 Global POWER 150 Women in Staffing

HRO Global

2022 RECRUITMENT MARKETING AWARDS

2019 RECRUITMENT MARKETING AWARDS

Talent Board Candidate Experience Awards

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Full or Selective Cycle RPO

Nimble/flexible talent solution offerings for Defra Group

CANDIDATE ATTRACTION

- Candidate Profiling
- Recruitment Marketing

CANDIDATE APPLICATION

- Application Portal

SCREENING

- Step 1: Initial Application Screening
- Step 2: Candidate Assessment
- Step 3: Candidate Interview
- Step 4: Candidate Shortlist generated
- Step 5: Hiring Manager interview scheduled

ASSESSMENT

OFFER MANAGEMENT

- Soliciting hiring manager/candidate feedback
- Issuing / Chasing Offers
- Offer Negotiation

PRE-EMPLOYMENT CHECKING

- Requesting/chasing pre-employment documentation

ONBOARDING

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Campaign Showcase

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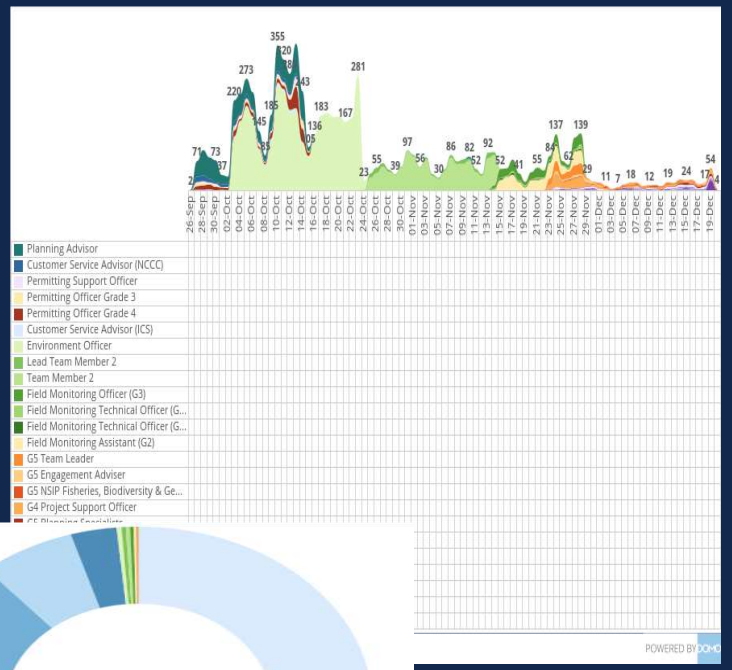
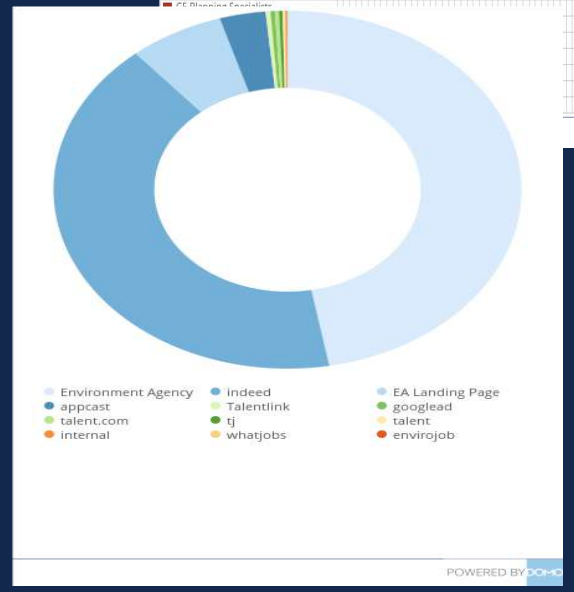
Environment Agency

Delivering full RPO service

PROGRAMME HIGHLIGHTS

- ✓ Exceeded the expectation to hire 75 niche roles and delivered 120 hires through receiving 3600 applications and interviewing 500 candidates
- ✓ Creation of talent pools comprised of pre-screened candidates for niche roles expediting time to hire for future vacancies
- ✓ Achieved on average a 400% uplift on applications for complex Fisheries inspection, Flood & Coastal Erosion, Groundwater Contamination roles





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Environment Agency

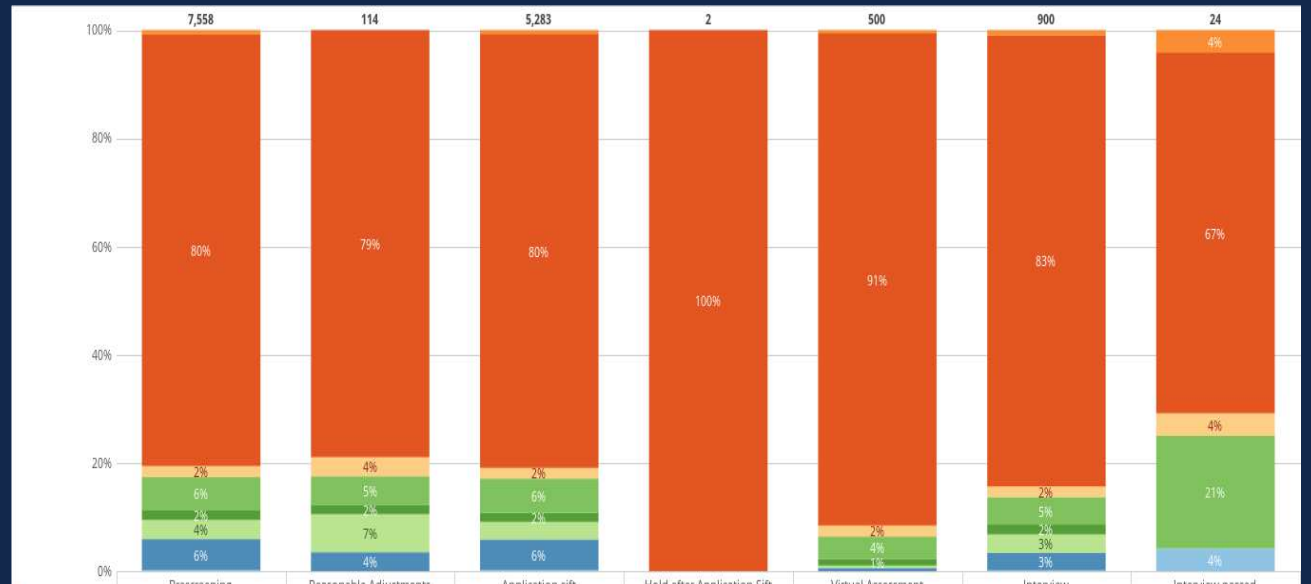
Delivering full RPO service

CUSTOMER HIGHLIGHTS

Volume of candidates

Speed of delivery

Data & analytics



	Prescreening	Reasonable Adjustments	Application sift	Hold after Application Sift	Virtual Assessment	Interview	Interview passed
Arab	13		9			1	1
Asian	434	4	301		3	29	
Black	268	8	171		2	31	
Mixed	130	2	89		6	16	
Other	467	6	333		21	46	5
Prefer not to say	154	4	105		10	18	1
White	6,035	90	4,240	2	455	750	16
White - Other	57		35		3	9	1

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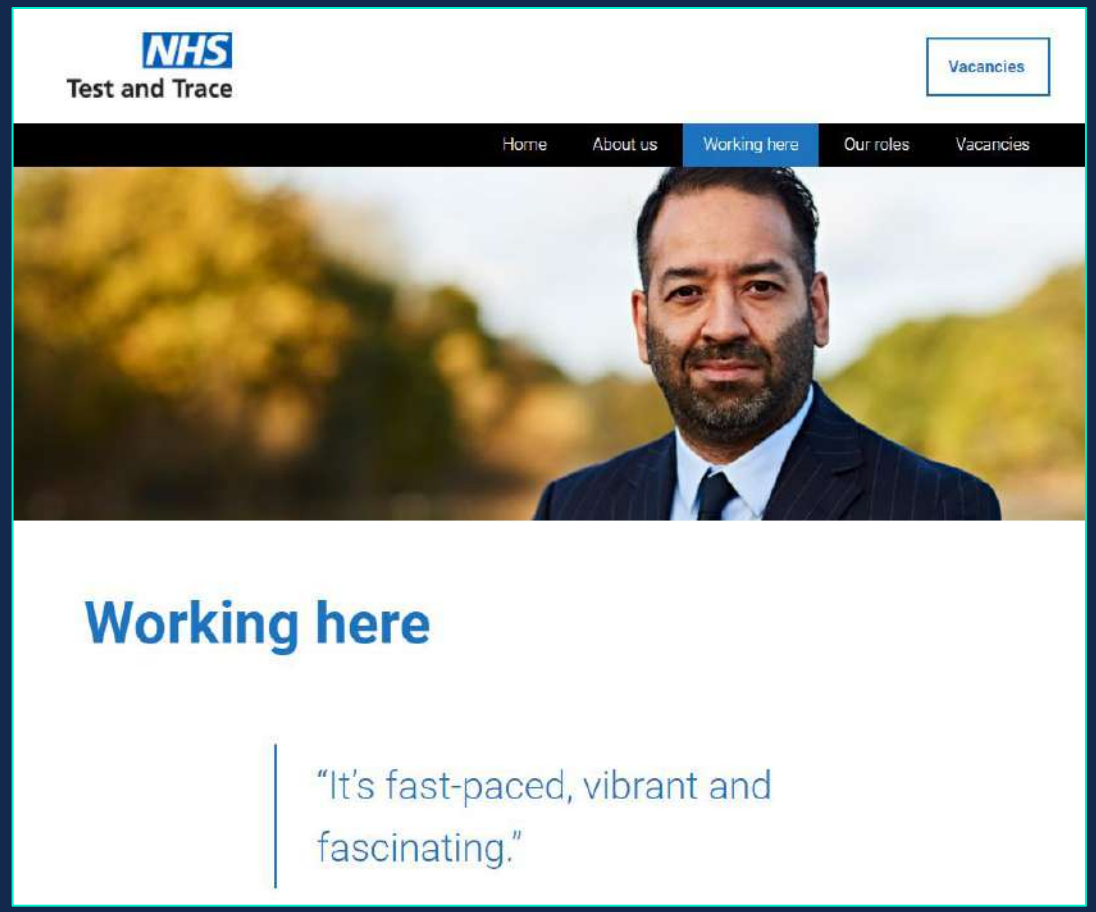
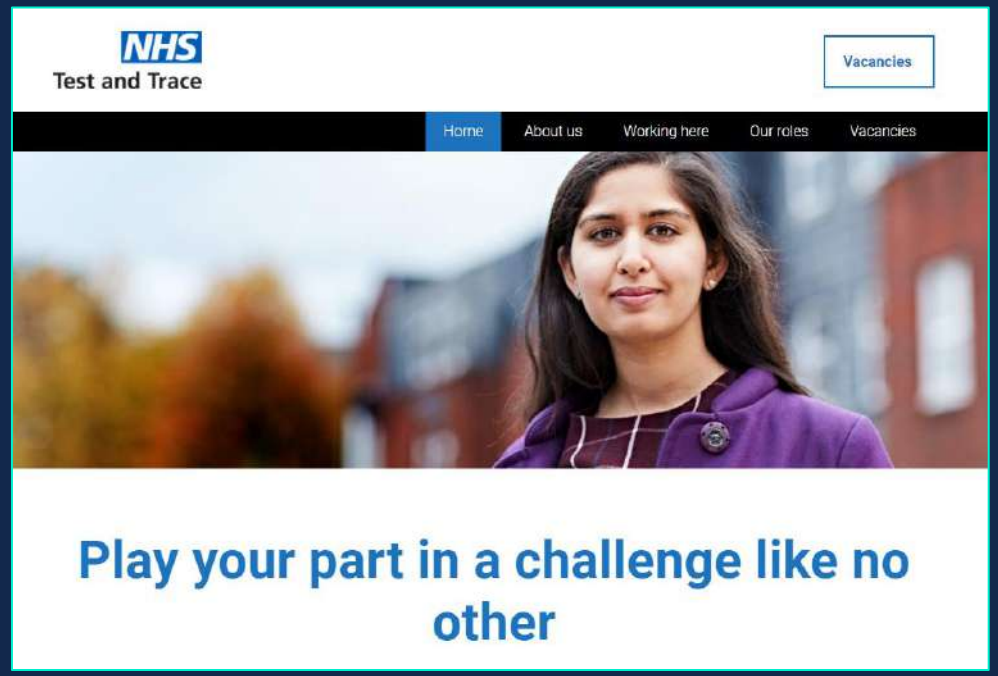
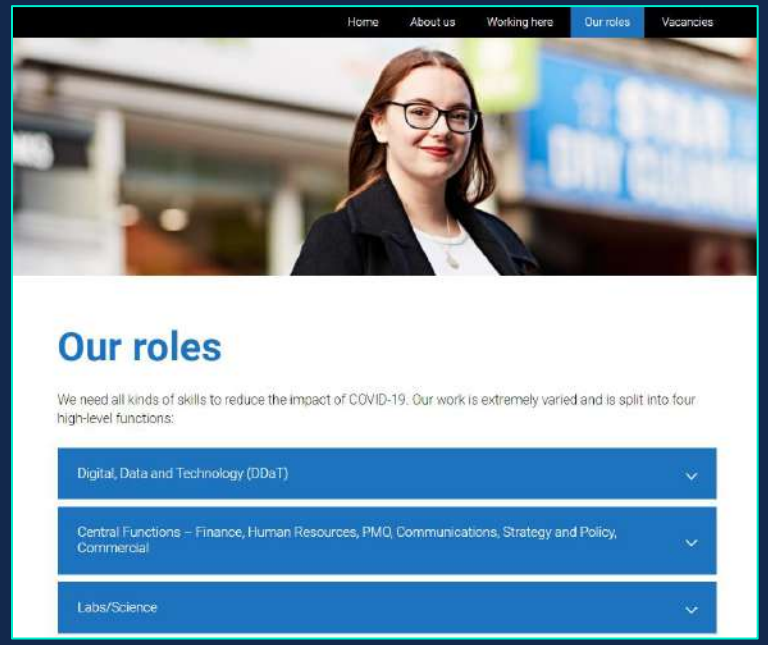
NHS Test & Trace

Shaping an organisational brand from scratch







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NHS Test & Trace

Social Library

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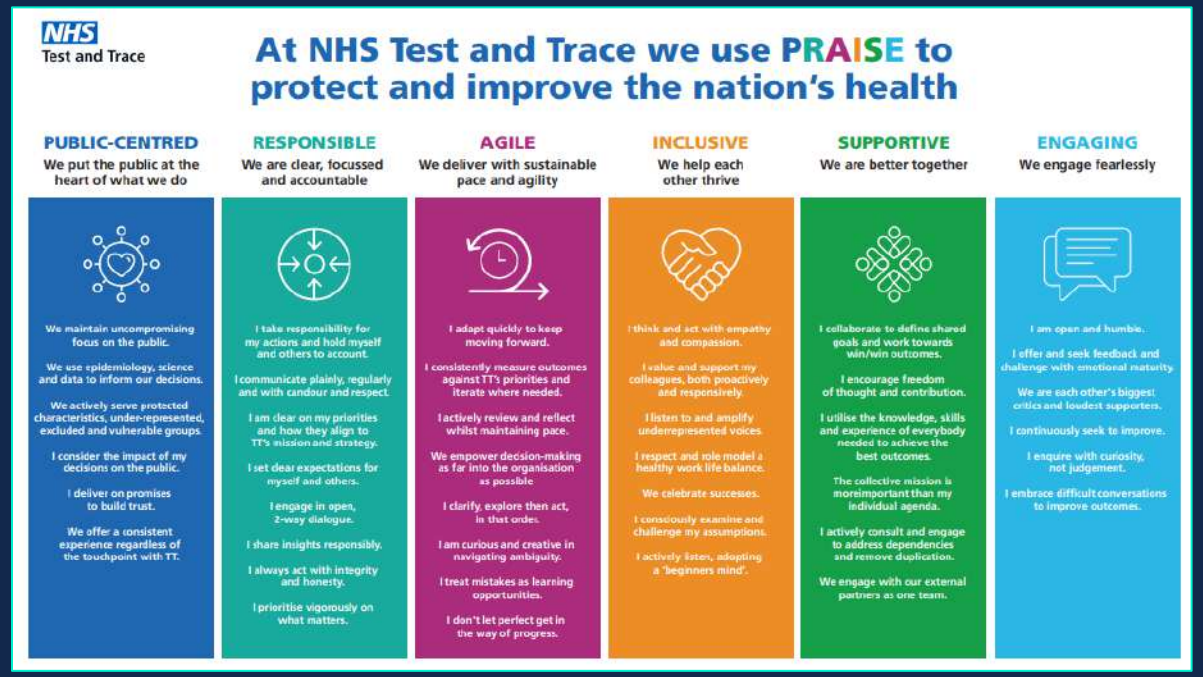
Values development



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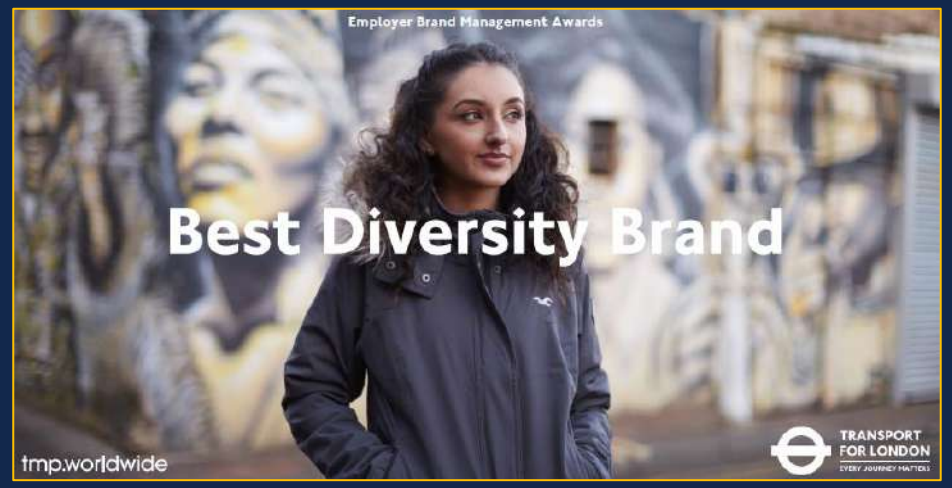
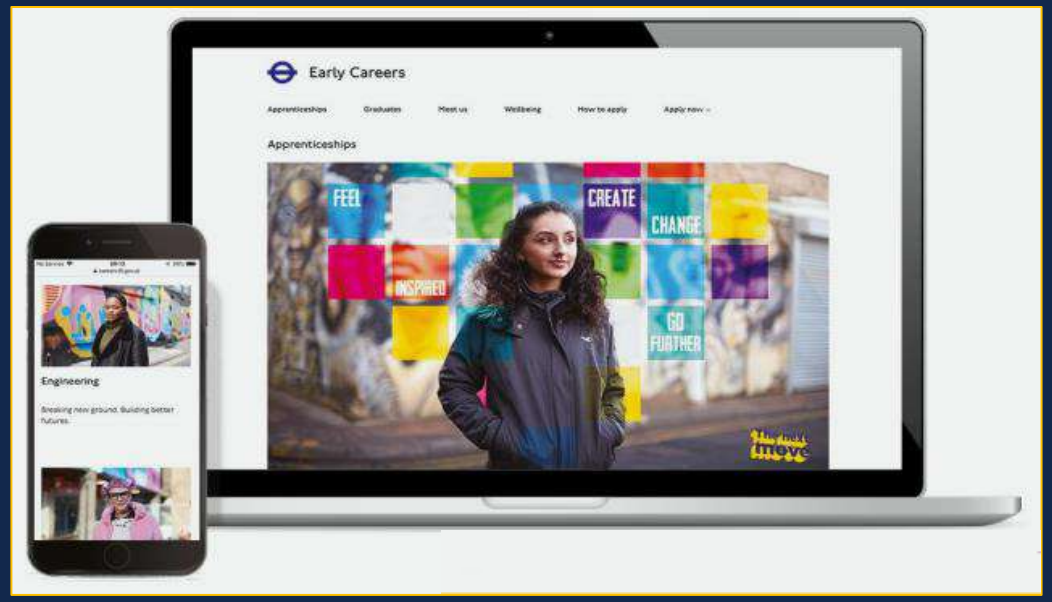
Transport for London

Attracting Diverse Apprentices

TfL values the importance of social mobility. Being representative of London is something their success is measured on.

We made TfL relevant and accessible to a low socio economic background target audience.





Apprenticeship Hires by Ethnic Group 2018	Apprenticeship Hires by Ethnic Group 2019	Key highlights	Apprenticeship Hires by Gender 2018	Apprenticeship Hires by Gender 2019	Key highlights
BAME **35%**	BAME **36%**	**+1%**	Female **20%**	Female **36%**	**+16%**
LU Apprenticeship Hires by Ethnic Group 2018	**LU Apprenticeship Hires by Ethnic Group 2019**	**Key highlights**	**LU Apprenticeship Hires by Gender 2018**	**LU Apprenticeship Hires by Gender 2019**	**Key highlights**
BAME **38%**	BAME **52%**	**+14%**	Female **0%**	Female **19%**	**+19%**
Graduate hires by Ethnic Group 2018	**Graduate hires by Ethnic Group 2019**	**Key highlights**	**Graduate hires by Gender 2018**	**Graduate hires by Gender 2019**	**Key highlights**
BAME **27%**	BAME **54%**	**+27%**	Female **18%**	Female **29%**	**+11%**

MOD - Engineering

Film outputs

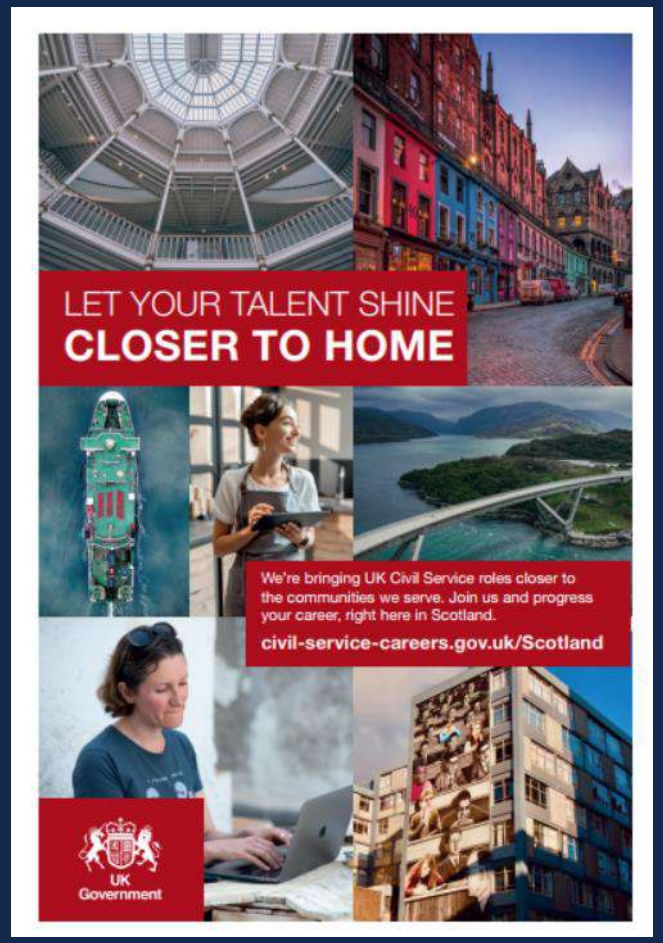
Content suite for all films

- Continued use for rec team
- Unlimited use across MOD social channels
- Authentic storytelling

MOD HERO FILM CUT 5 on Vimeo

Closer To Home

Levelling up!



Scotland film

Outdoor campaign

Dual language advertising

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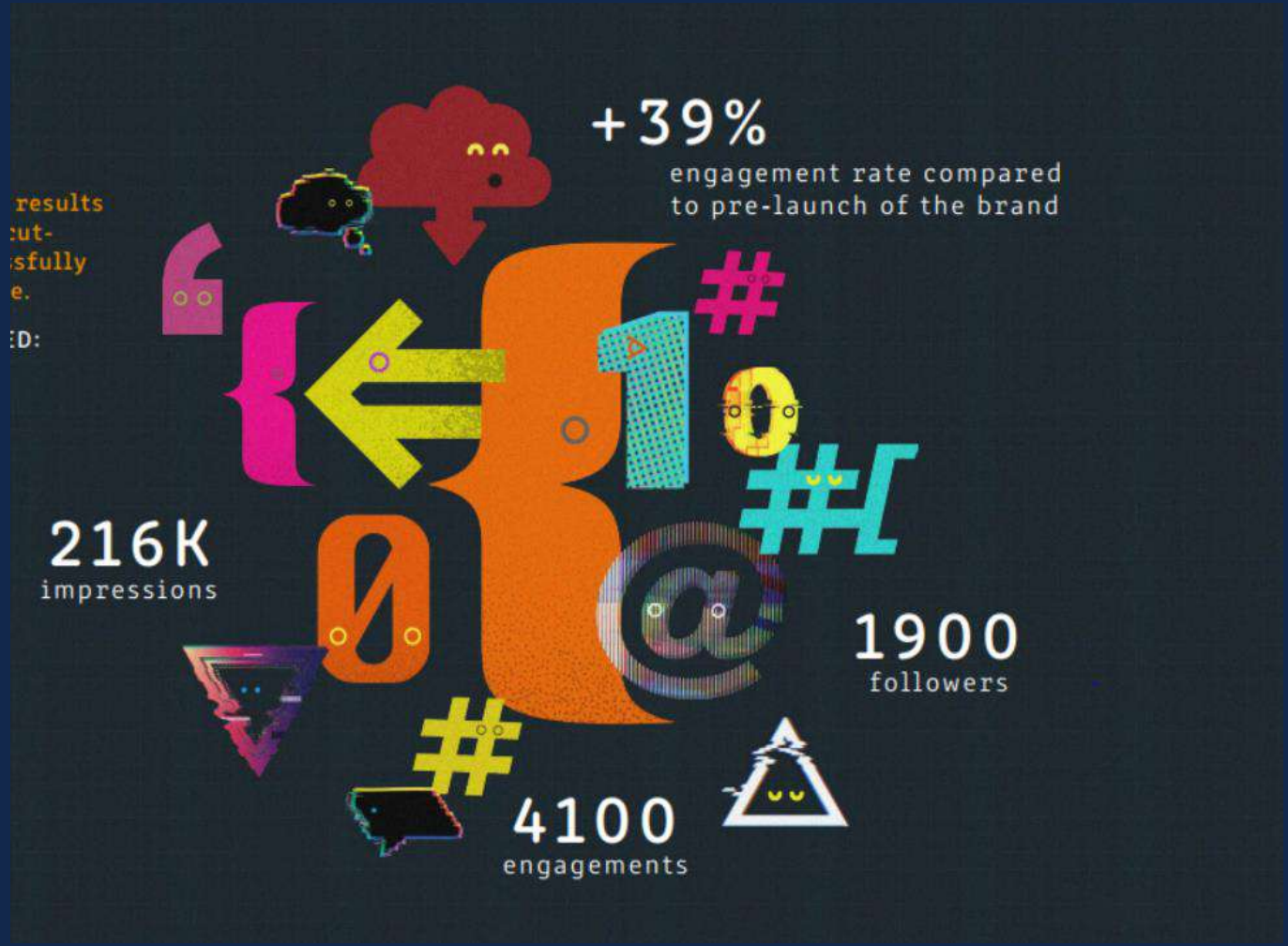
Sainsbury's Digital Tech & Data EVP



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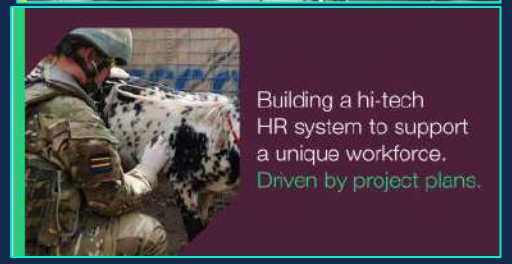
MOD - Project Delivery

Content suite

Candidate Pack

Social Media



https://vimeo.com/user/13091914/folder/4736029

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Thank you

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