



2020

RECRUITMENT
MARKETING
AWARDS

City of London Corporation

Recruitment website (up to £50K)

The site that changed
people's view of the City



A perception-changing careers site.

Showcasing a surprising diversity of opportunity.

Increasing accessibility and engagement.

Driving thousands of applications.



Context:

The City of London Corporation (CoL) had several talent attraction goals:

**Reduce barriers
to entry and create
a more diverse
workforce**

**Increase
BAME
representation**

**Increase
number of
senior females**

**Progress social
mobility internally
and externally**

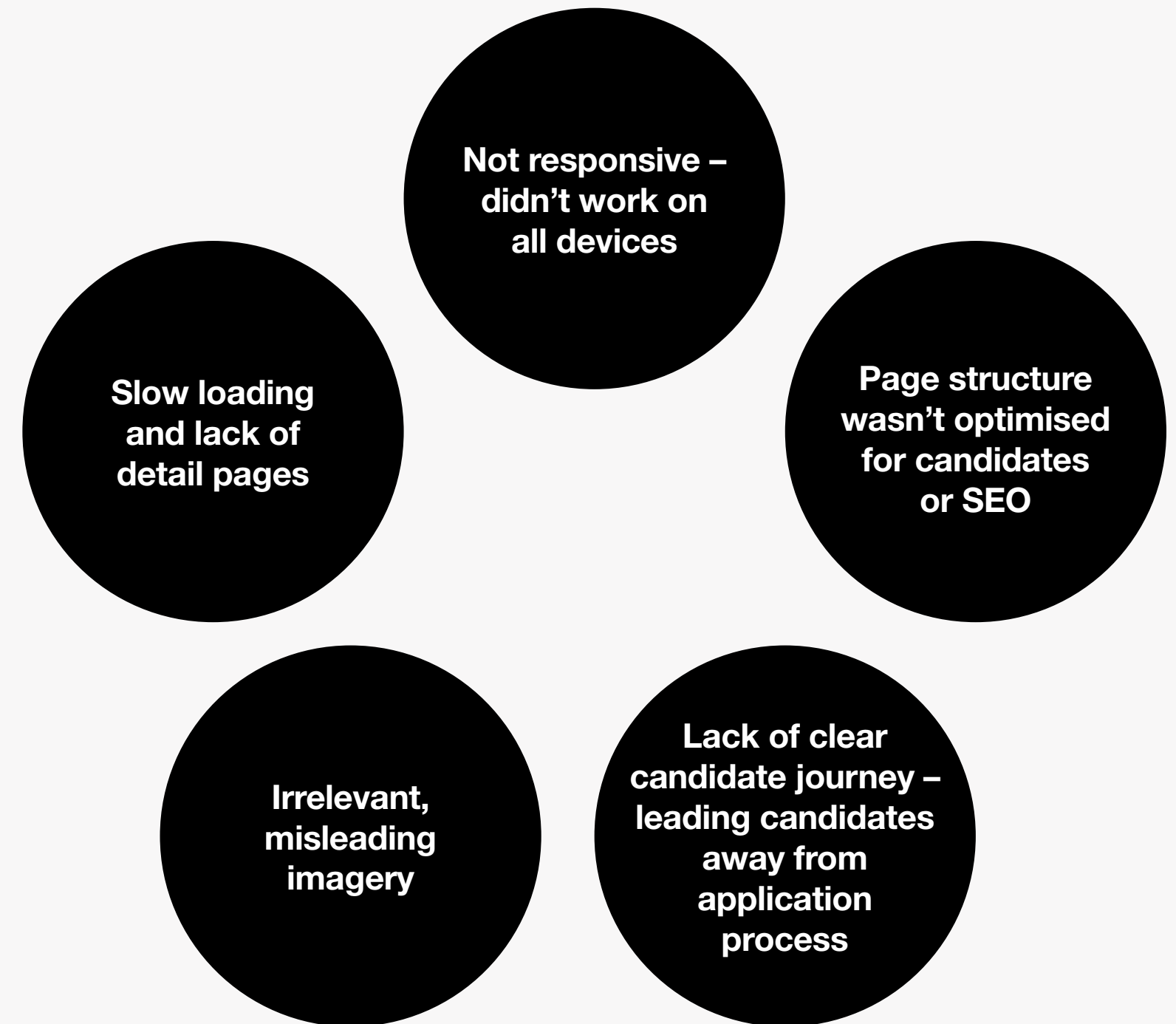
**Attract more
millennials
– Gen Y and Gen Z**

**Support
workforce plans
and succession
planning**

But they had a big obstacle to overcome first...

While staff were proud to work for CoL and saw them as an employer that offers unique opportunities and does invaluable work for its residents, people outside the business saw an inaccessible organisation that couldn't make quick decisions and suffered from an older, elitist workforce.

Their careers site was adding to these misperceptions of CoL being an outdated organisation too, with many issues including:



It was time for a perception-changing employer brand and, crucially, a complete overhaul of the site - which would be at the heart of the new brand launch.

Concept:

After extensive research, internally and externally, our subsequent EVP and employer brand development work repositioned CoL as a destination of career choice for everyone, regardless of background, ethnicity, gender, orientation.

It also demystified the Corporation, showing its breadth and reach beyond the Square Mile as well as its open spaces, animal reception centre, markets and schools.

It truly is 'The City of whatever you make it'.

A message this accessible and engaging needed a careers site to match.

So, we created a site that improved accessibility to applications, simplified and partitioned information, and allowed specific and relevant engagement across both roles and sectors.



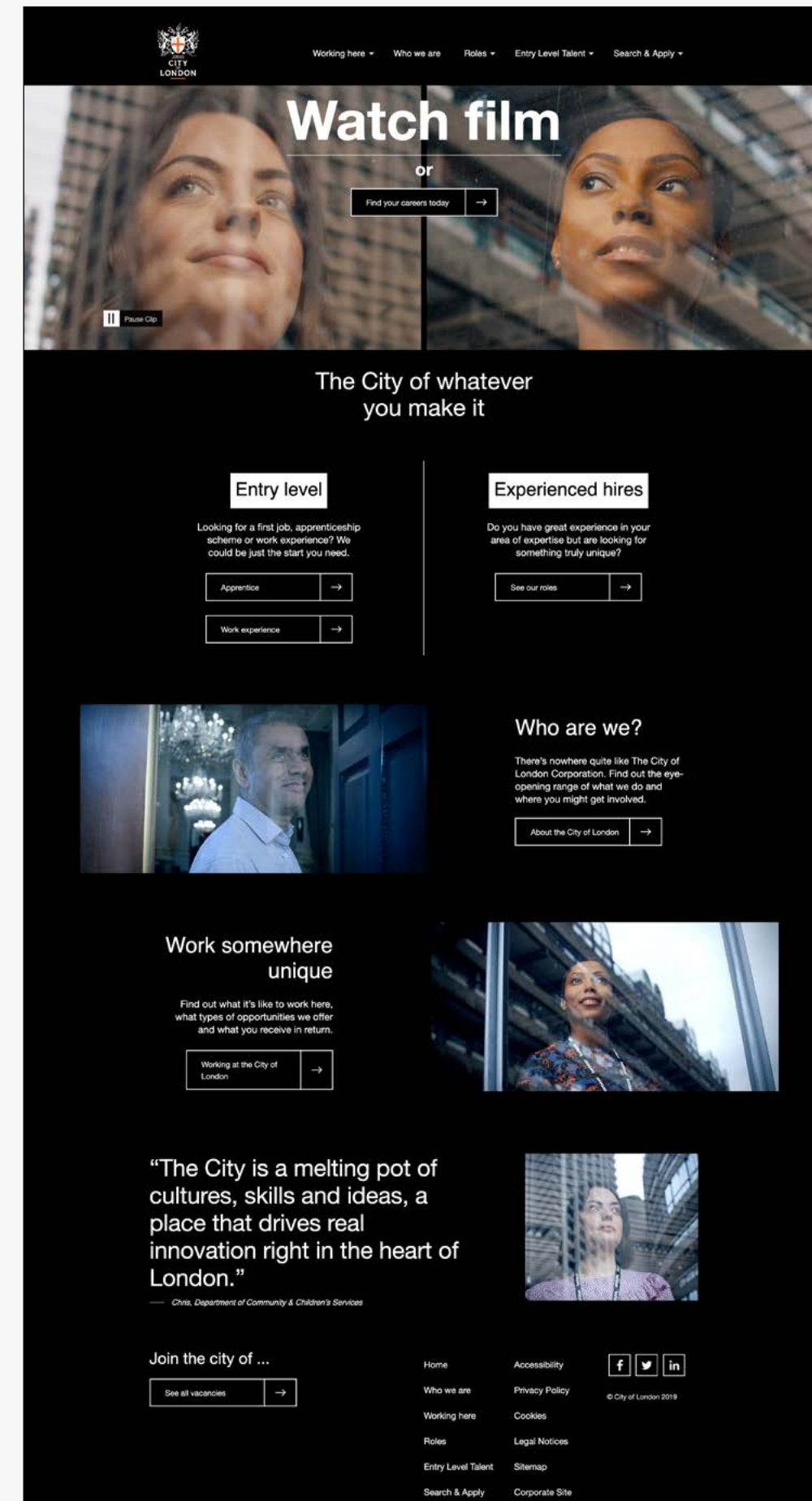
Clear calls
to action on
the home page

Execution:

We designed the homepage to showcase the EVP through the use of video in the banner, while still immediately giving candidates the option to jump straight into the application process with a large call to action.

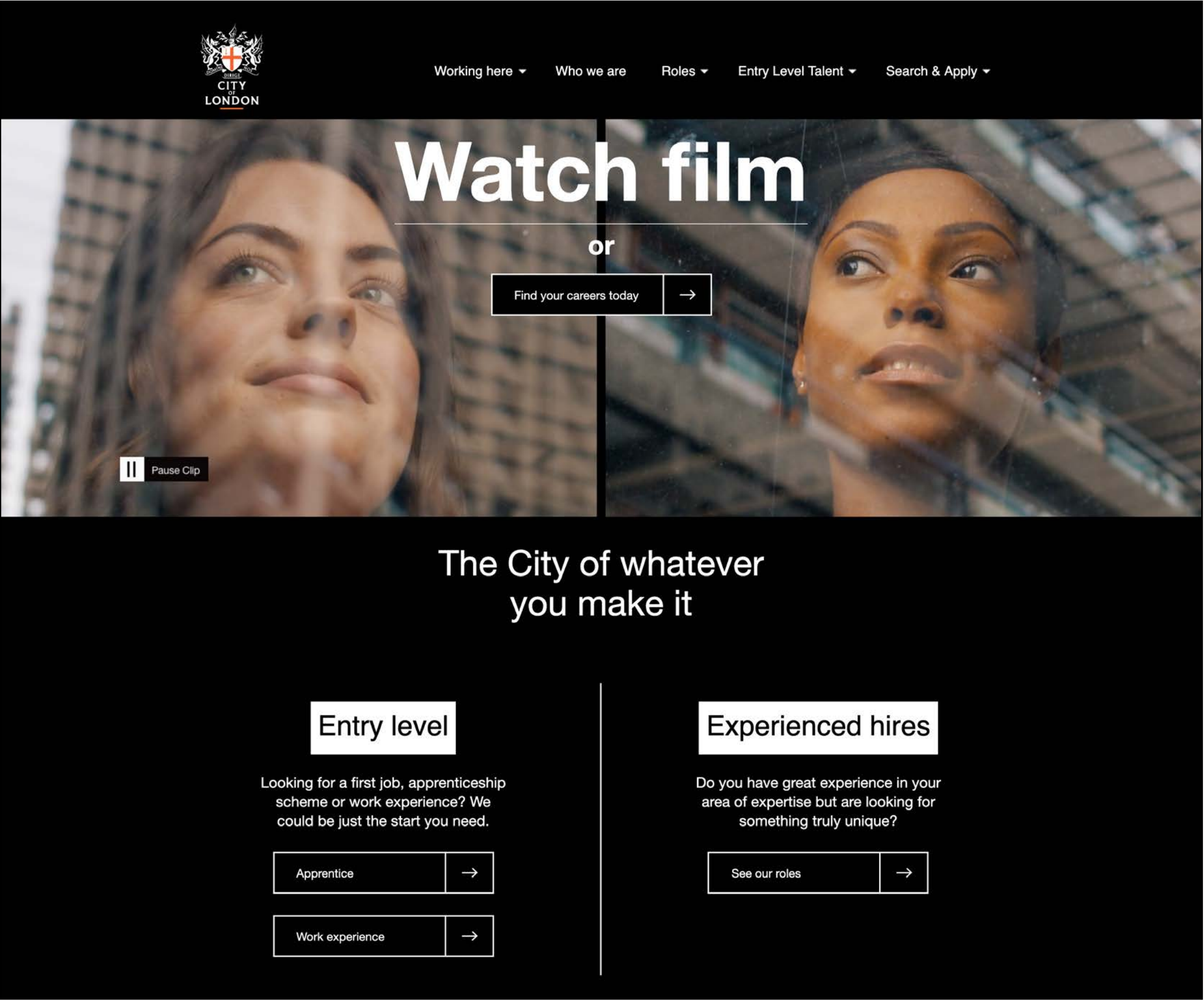
Clear call to
action to apply
at the bottom
of every page

[Click here](#)



Straight below the fold we addressed the three main areas of employment for CoL and helped different user types find the right area for themselves.

This was done through clear calls to action for Experienced candidates, Apprentices, and Work Experience.



Film content was crucial to driving engagement with the site. [Click here](#)

We created a complex, multi-location film which showed CoL staff across a variety of places in the City.

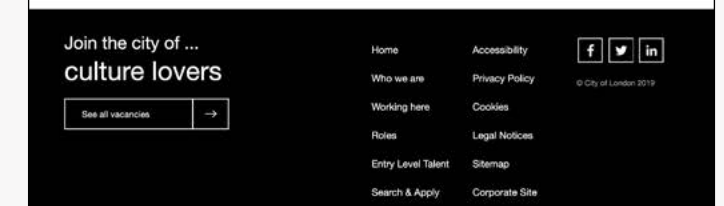
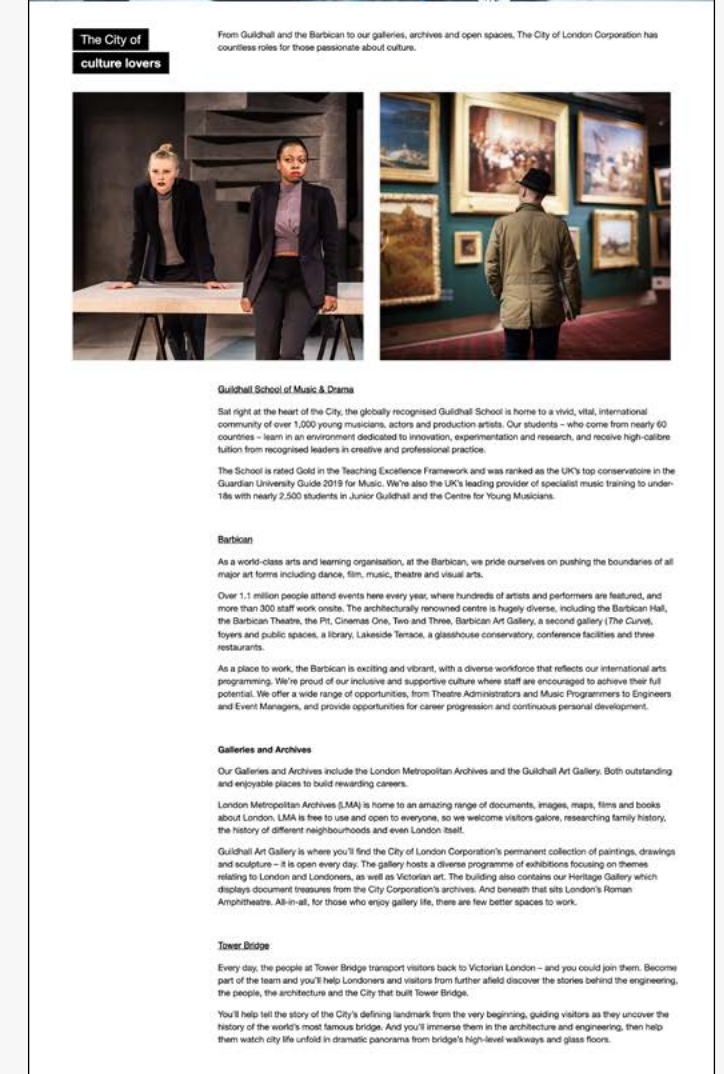
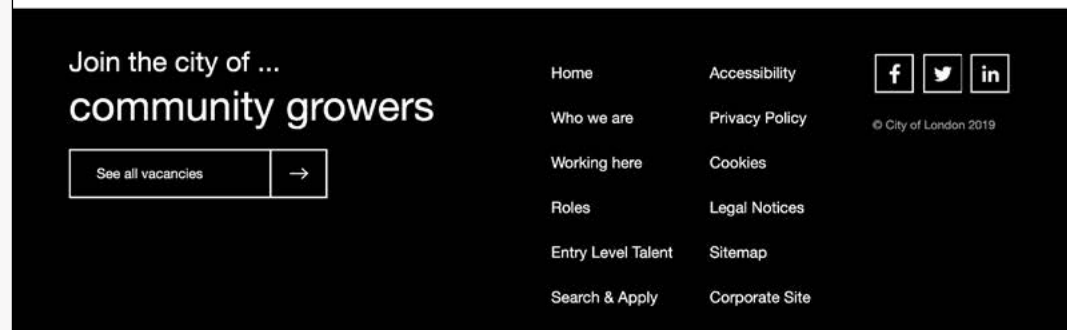
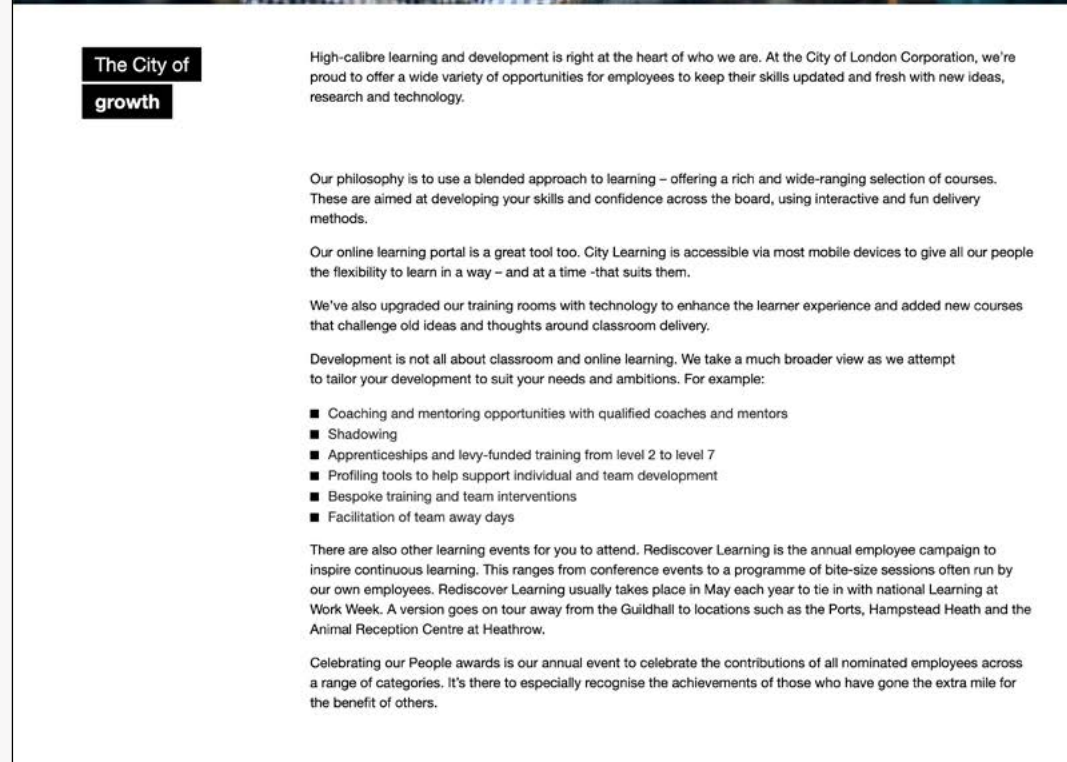
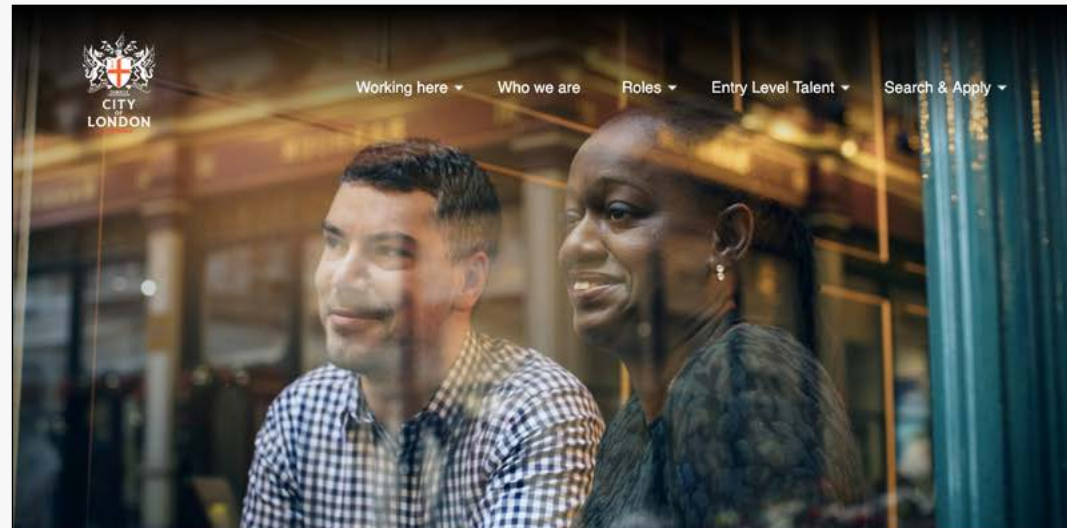
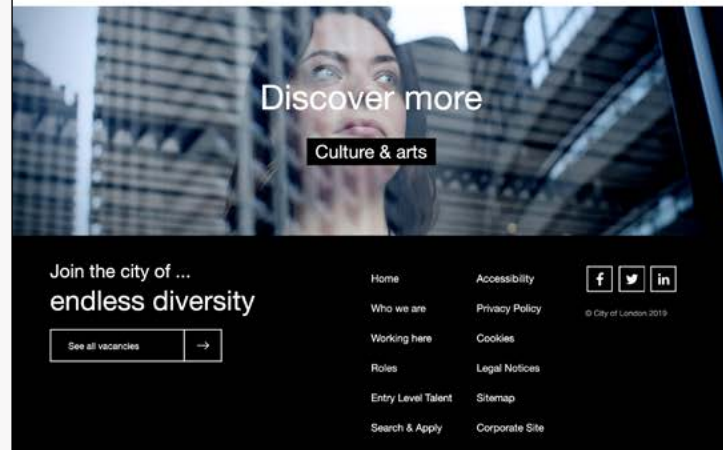
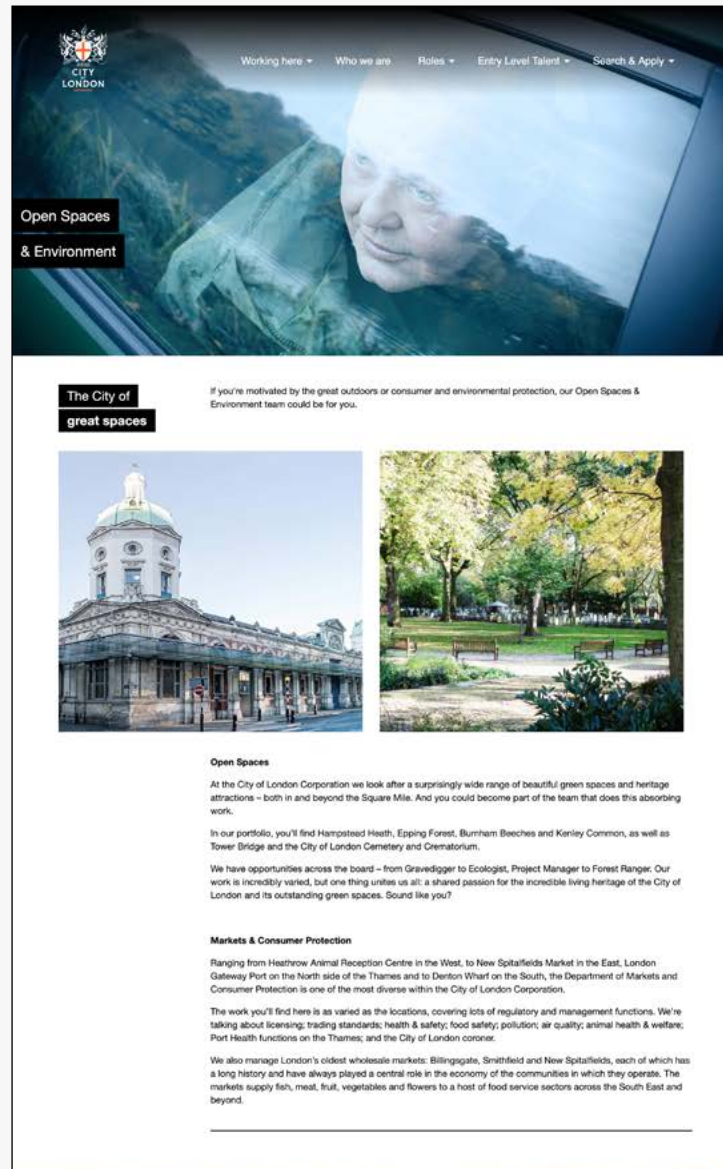
It reflected the diversity of the City and the people who work and live there – as well as highlighting the surprisingly wide variety of opportunities.

Clear link between imagery and role page content

The website helped reinforce the ‘The City of whatever you make it’ message at heart of the brand by personalising the messaging for the relevant sections.

So, for example, on the Family & Education page it’s ‘The City of community growers’, on the Culture and Arts page it’s ‘The City of culture lovers’.

Building a strong ‘City of...’ narrative across site pages





Effectiveness:

The site was a rousing success and achieved strong metrics across a wide range of categories:

Since 1st September 2019
launch to 27th April 2020:

Active sessions:
40,763 - industry
benchmark: 24,148
(+69%)

Pages viewed:
average 3.59 –
industry benchmark:
2.55
(+41%)

Homepage: **58K**
driving 53K to
'search and apply'
and **4,000** to
application

Naturally, CoL were extremely pleased with our efforts:

"The TMP team worked in partnership with us to ensure the careers site reflected the unique historical features of our organisation whilst adding a modern twist. We are very happy with the end result and feel it gives our audience a flavour of the broad range of roles we have at the City."

Claire Freeman – HR Operations Manager, City of London