

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

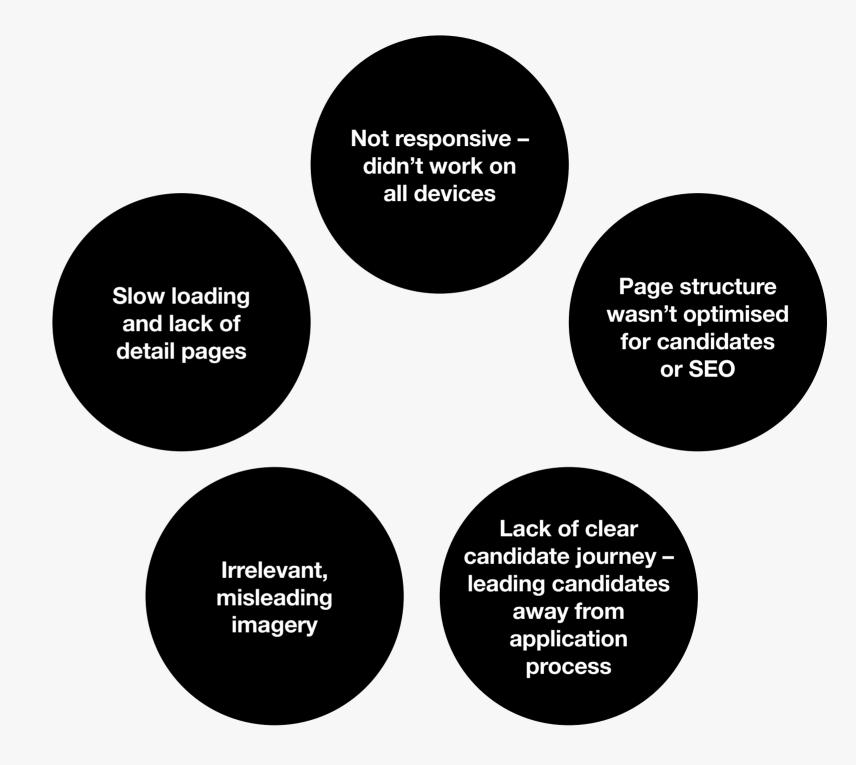
Attract more millennials
- Gen Y and Gen Z

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Their careers site was adding to these misperceptions of CoL being an outdated organisation too, with many issues including: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



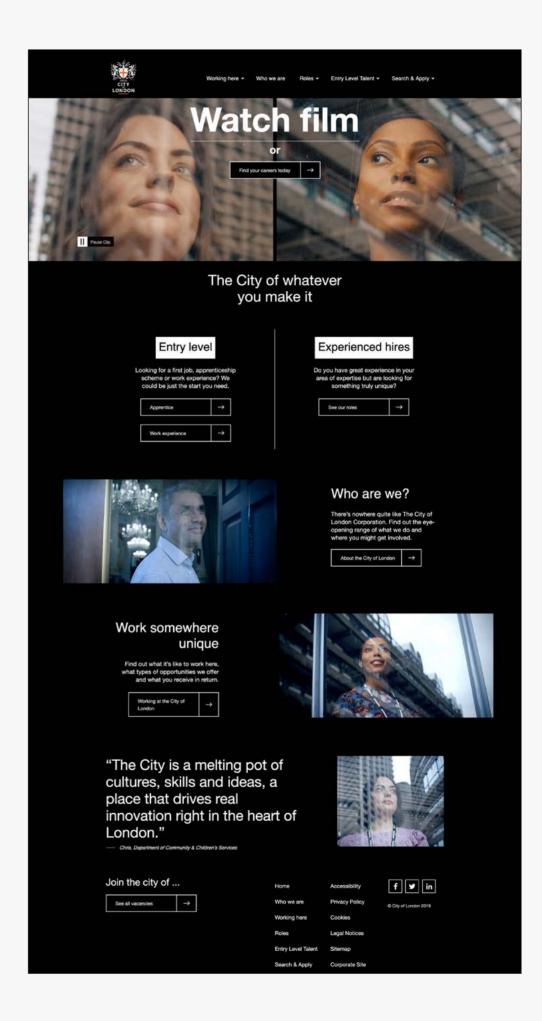


Execution:

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.

Click here

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



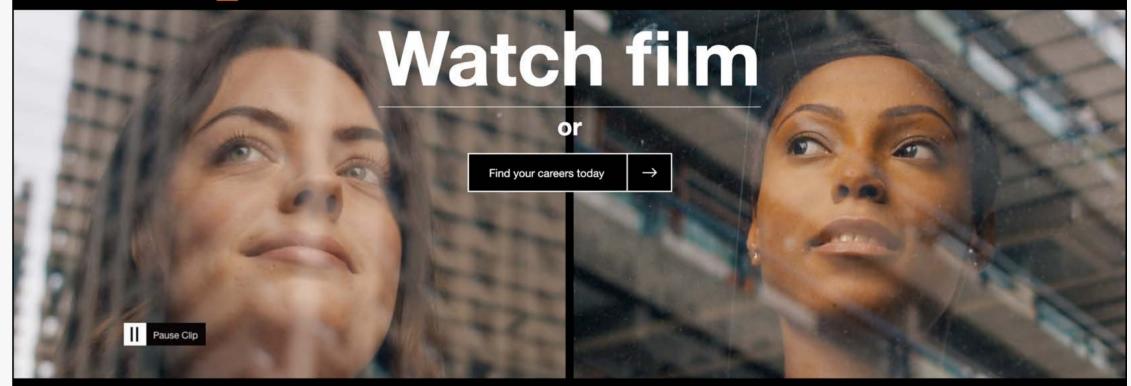
Straight below the fold we addressed the three main areas of employment for CoL and helped different user types find the right area for themselves.

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



Working here ▼ Who we are

Roles ▼ Entry Level Talent ▼



The City of whatever you make it

Entry level

Looking for a first job, apprenticeship scheme or work experience? We could be just the start you need.

Apprentice	\rightarrow

Work experience	\rightarrow
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Experienced hires

Do you have great experience in your area of expertise but are looking for something truly unique?

See our roles	\rightarrow
	7.

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.



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







Open Spaces

Dity of London Corporation we look after a surprisingly wide range of beautiful green spaces and heritage ons – both in and beyond the Square Mile. And you could become part of the team that does this absorbing

In our portfolio, you'll find Hampsteed Heath, Epping Forest, Burnham Beeches and Kenley Common, as well as Tower Bridge and the City of London Cemetery and Crematorium.

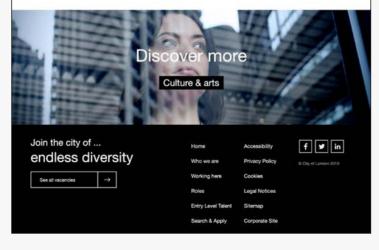
We have opportunities across the board – from Gravedigger to Ecologist, Project Manager to Forest Ranger, Our work is increabily varied, but one thing unities us all: a shared passion for the increabile living heritage of the City of London and its purchastoring onces sources. Sound like us of

arkets & Consumer Protection

Ranging from Heathrow Animal Reception Centre in the West, to New Spitalfields Market in the East, London Gateway Port on the North side of the Tharnes and to Denton Wharf on the South, the Department of Markets an Consumer Protection is one of the most diverse within the City of London Concession.

The work you'll find here is as varied as the locations, covering lots of regulatory and management functions. We're taking about licensing: trading standards; health & safety; food safety; polition; air quality; animal health & welfare; Port Health functions on the Tramers; and the Lifty of London corone.

We also manage London's cidest wholesale markets: Billingsgate, Smithfield and New Spitalfields, each of which he a long history and have always played a central role in the economy of the communities in which they operate. The markets supply fish, meat, fruit, vegetables and flowers to a host of food service sectors across the South East and







High-calibre learning and development is right at the heart of who we are. At the City of London Corporation, we're proud to offer a wide variety of opportunities for employees to keep their skills updated and fresh with new ideas, research and technology.

Our philosophy is to use a blended approach to learning – offering a rich and wide-ranging selection of courses. These are aimed at developing your skills and confidence across the board, using interactive and fun delivery methods.

Our online learning portal is a great tool too. City Learning is accessible via most mobile devices to give all our people the flexibility to learn in a way – and at a time -that suits them.

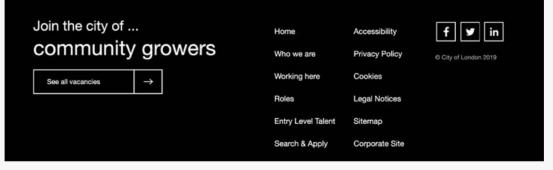
We've also upgraded our training rooms with technology to enhance the learner experience and added new courses that challenge old ideas and thoughts around classroom delivery.

Development is not all about classroom and online learning. We take a much broader view as we attempt to tailor your development to suit your needs and ambitions. For example:

- Coaching and mentoring opportunities with qualified coaches and mentors
- Shadowing
- Apprenticeships and levy-funded training from level 2 to level 7
- Profiling tools to help support individual and team development
- Bespoke training and team interventions
- Facilitation of team away days

There are also other learning events for you to attend. Rediscover Learning is the annual employee campaign to inspire continuous learning. This ranges from conference events to a programme of bite-size sessions often run by our own employees. Rediscover Learning usually takes place in May each year to tie in with national Learning at Work Week. A version goes on tour away from the Guildhall to locations such as the Ports, Hampstead Heath and the Animal Reception Centre at Heathrow.

Celebrating our People awards is our annual event to celebrate the contributions of all nominated employees across a range of categories, it's there to especially recognise the achievements of those who have gone the extra mile for the benefit of others.





The City of culture lovers

From Guildhall and the Barbican to our galleries, archives and open spaces, The City of London Corporation has





Guildhall School of Music & Drama

Sair right at the heart of the City, the globally recognised Guidhall School is home to a vivid, vital, international community of over 1,000 young musicians, actors and production artists. Our students — who come from nearly 60 countries—learn in an environment declarated to involvation, experimentation and research, and receive high-calibre fullion from recognised leaders in creative and professional practice.

The School is rated Gold in the Teaching Excellence Framework and was ranked as the UK's top conservatoire in th Guardian University Guide 2019 for Music. We're also the UK's leading provider of specialist music training to unde 18s with nearly 2500 students in Junior Guidrian and the Centre for Young Musicians.

Barbican

As a world-class arts and learning organisation, at the Barbican, we pride ourselves on pushing the boundaries of major art forms including dance, film, music, theatre and visual arts.

Over 1.1 million people attend events here every year, where hundreds of artists and performers are featured, an more than 300 staff work onsite. The architecturally renowned centre is happly diverse, including the Barbican Hore. Barbican Hore, astronic and latery, a second gallery. (The Curve, loyers and public spaces, a library, Lakeside Temace, a glassifrucise conservatory, conference facilities and three restaurants.

As a pace to work, the Barciscan is existing and vibrant, with a diverse workforce that reflects our international arts programming. We're proud of our inclusive and supportive culture where staff are encouraged to achieve their full potential. We offer a wide range of opportunities, from Theatite Administrators and Music Programmers to Engree and Event Managers, and provide opportunities for curree progression and continuous personal development.

Galleries and Archives

Our Galleries and Archives include the London Metropolitan Archives and the Guildhall Art Gallery. Both outstanding and enjoyable places to build rewarding careers.

London Metropolitan Archives (J.MA) is home to an amazing range of documents, images, maps, films and book about London. LMA is thee to use and open to everyone, so we welcome visitors galore, researching family histo the instery of different neighbourhoods and even London itself.

Guidhall Art Gallery is where you'll find the City of London Corporation's permanent collection of paintings, draw and soutplare — it is open every day. The gallery hosts a diverse programme of exhibitions focusing on theres relating to London and Londoners, as well as Visition's an The building also contains our Hertilige Gallery which displays document freeziness from the City Corporation's archives. And beneath that sits London's Roman Ameritheaths, although to the control control of the City Corporation's archives. And beneath that sits London's Roman Ameritheaths, although the roles who wrise rules for the maps after builder cannot be work.

Tower Bridge

Every day, the people at Tower Bridge transport visitors back to Victorian London – and you could join them. Becor part of the team and you'll help Londoners and visitors from further afield discover the stories befind the engineers the people, the architecture and the City that bull Tower Bridge.

You'll help tell the story of the City's defining landmark from the very beginning, guiding visitors as they uncover the history of the world's most famous bridge, And you'll immerse them in the architecture and engineering, then help them watch oil; file unfold in distantic panorams from bridges high-rivel walkways and glass floors.





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:



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