

PPMA Excellence In People Management Awards 2017

Category: Best Senior Leadership Advertisement

Client : Crossrail

Agency : TMP Worldwide

BACKGROUND

Crossrail needed to recruit seven Service and Infrastructure Managers to run their Route Control Centre to play a key role in controlling the flow of rail traffic and power across the new Elizabeth Line when it opens for customers in 2018.

The CIPD's Labour Market outlook stated that Engineers were the second most difficult role employers were having difficulty filling. But this picture becomes even more bleak when you look at it within the context of the Public Sector, which has the added challenges of funding challenges and lack of awareness and understanding of Engineering within the Public Sector.

So, we knew these people were going to be difficult to recruit and needed to draw on what Crossrail could offer candidates.

Thankfully we had lots which could do this.

Why this work was different to work we normally undertake

There can be few opportunities providing the size, scope and investment of the Crossrail initiative.

Europe's largest infrastructure project, their focus is on creating the railway experience and the railway skills of the future. A core element of Crossrail's success will be through the contribution of the Route Control Centre. This will be a truly game-changing initiative, looking to the future, rather than reinventing the past.

How we involved key stakeholders

We undertook internal and external research which helped to distil perceptions down to the following positioning statement:

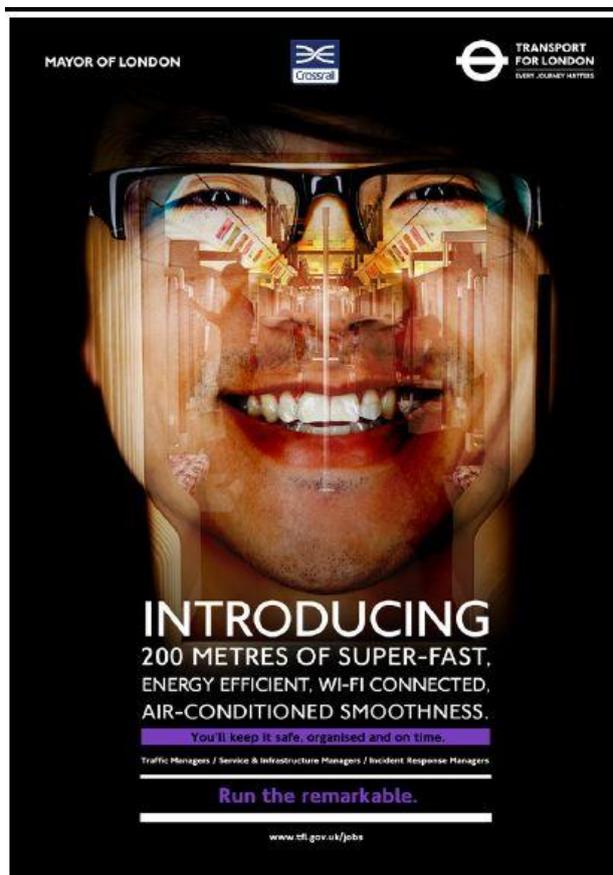
This is the opportunity to shape a railway and a career for tomorrow, shaping not inheriting a culture and a whole way of working.

Using this positioning statement, we created a campaign creative using the headline 'Run the remarkable' focusing on the remarkable people that are required to build and run this remarkable project, and the remarkable career-defining opportunity that this offers.

We tested the initial creative ideas with the divisional leadership to ensure they resonated.

In addition we liaised with Communications at Crossrail to ensure our concepts were brand compliant and gain their buy-in to share across Crossrail's social media channels.

To showcase the creative, we created an attraction plan which included print and online advertising in trade journals Rail Professional and Rail Staff, plus Search advertising on Google and Google Display Network, and Social Media attraction across Facebook, Twitter, LinkedIn and Instagram.



The impact your work has been had on the organisation and how we measured this

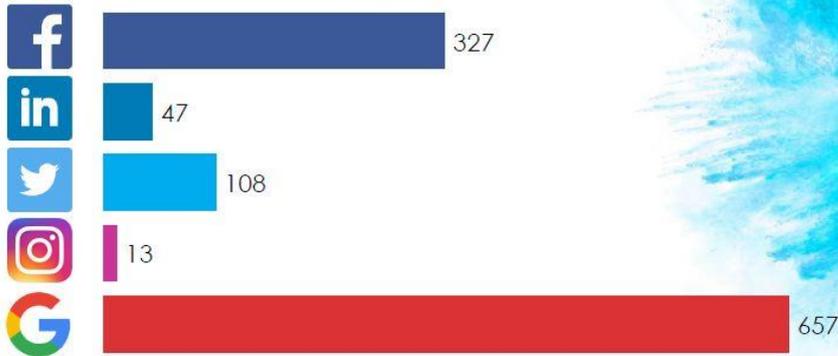
The campaign generated 17,111 clicks online and 1,166 applications.

SNAP Campaign Report



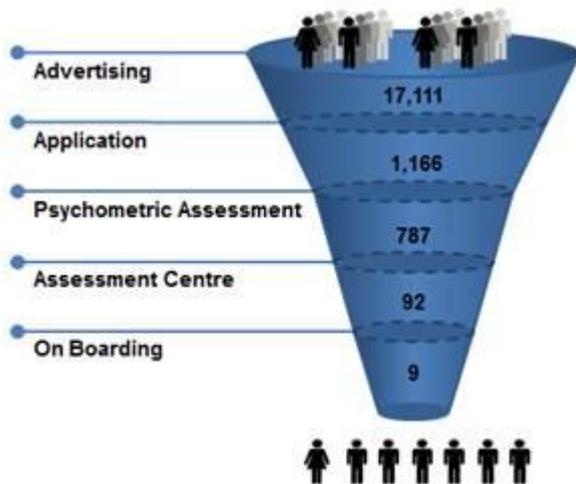
Crossrail – Service and Infrastructure Manager
SNAP Campaign Conducted: 25.10.2016 – 14.11.2016

Total Clicks: 1152



tmp.worldwide

The client put 787 candidates through psychometric assessments and saw 92 at assessment centres.



They hired nine – two more than they initially anticipated – because the quality of the candidates was so high and the breadth of experience and backgrounds from the candidates was so vast, as shown below.



Feedback from Jimi Adenekan, Recruitment Consultant, from Transport for London:

“This was a really successful campaign as Crossrail’s intention was to capture candidates from various backgrounds and this worked perfectly”.