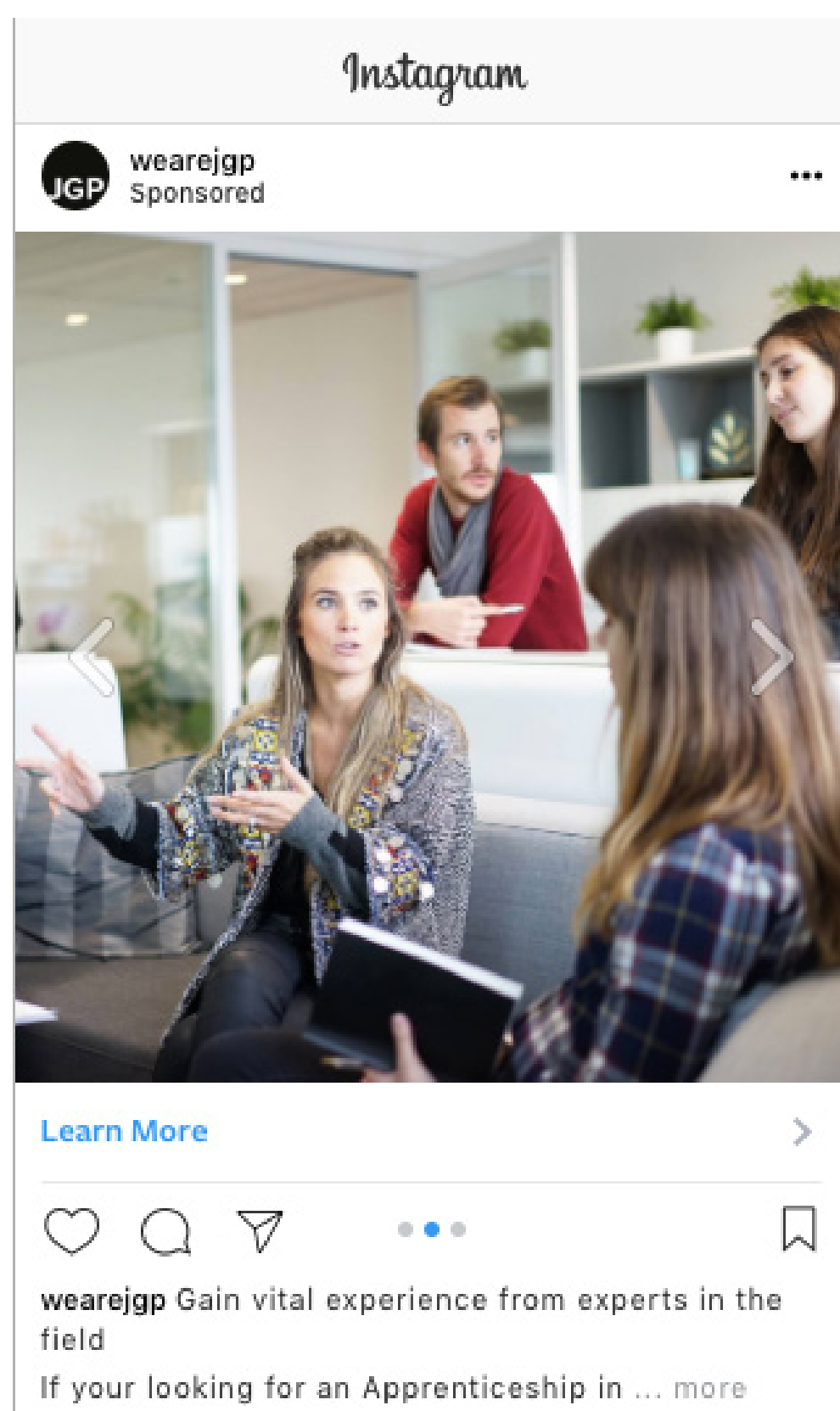


REACHING A NEW AUDIENCE

Despite previous success, Southwark had hit a wall when it came to apprentice recruitment. Embracing the opportunities presented through social media advertising gave them access to a previously untapped candidate pool.



TARGETED ADVERTISING

The targeted capabilities of social media advertising ensured that Southwark’s adverts were only served to those that matched specific criteria. This meant that budget could be used more efficiently.



ENGAGING CONTENT & EMPLOYER BRANDING

The visual nature of both Facebook and Instagram allowed for adverts to be highly engaging and showcase Southwark’s employer brand. This was especially important for an audience that may not have either known about or considered Southwark as a potential employer before.

“DELIVERED BEYOND EXPECTATION”

“We came to JGP needing to fill 19 apprentice positions within our Finance and Customer Service teams. We were confident that we would get a good response and the team delivered, even beyond expectation.

After JGP ran a targeted campaign on social media we received 122 applications. From these we were able to shortlist 80+ candidates. Needless to say, we filled all 19 positions.”

Angela Scott - HR Business Partner