



Submission Details

Organisation or individual to which this submission relates (if different from above):	Government Project Delivery Profession
Approximate size of organisation (number of employees) if applicable:	1,400
Number of employees covered by the initiative if applicable:	N/A

Government Project Delivery Profession Project Planners

Challenge

There are currently huge transformation programmes being delivered across the UK Government which collectively equate to over £50 billion. With over 140 major projects in place to modernise the country's infrastructure, transform public services and safeguard national security, The Civil Service's Government Project Delivery Profession (GPDP) is relied on to support, manage and lead the related projects, programmes and corporate delivery portfolios.

It is vitally important that the GPDP have the right people in place to ensure the Government's ambitions are realised, but demand for Project Planners outstrips the specialists in the market.

As such, TMP was set the challenge of recruiting at least 25 Project Planners across 3 salary grades: HEO (low), SEO (mid) and G7 (high). Roles were available in London and regional locations such as Sheffield, Manchester, Leeds and Hampshire, with opportunities across 10 departments: HM Revenue & Customs, Department for Work and Pensions, Department for Environment, Food & Rural Affairs, the Home Office, Ministry of Justice, Office for National Statistics, Ministry of Housing, Communities & Local Government, Department for International Trade, Department for Education, and Department for Digital, Culture, Media & Sport.

One of the key barriers highlighted in early briefing meetings focused around potential candidates being unaware of the profession, with many suitable candidates not understanding the vital role that they could play in supporting the delivery of nationally-important projects. During the research phase, one of GPDP's current Project Planners also revealed that the role hasn't always garnered the respect that it deserves, and that there was a misconception that it was 'just' a planning and scheduling role.

Solution

With a set of challenges on so many levels (the volume of applications required, no established employer brand for GPDP, a hard-to-find target audience, plus higher earning potential for candidates within the private sector), it was crucial that TMP understood both the target audience's motivations, as well as the opportunity available to potential candidates.

We therefore undertook research with existing GPDP Project Planners to uncover what really made them tick, and to elicit more about what makes their role unique and exciting. The findings lead directly into the brief, and inspired the work that followed, predominantly catered around the depth and breadth of projects available to candidates.

Determined to make an instant impact and highlight the importance of the Project Planner role, we presented GPDP with a variety of strong, motivational and stimulating concepts and messaging which would support a targeted, multi-channel online recruitment campaign. Their chosen concept of 'Foresight is Everything', focused on the importance of the role and the significance of the scope, scale and variety of projects that candidates would have the chance to be involved in.

"Project Planners within the Government Project Delivery Profession sit at the heart of huge, complex Projects/Programmes and play an instrumental role in achieving outcomes with a major societal impact."

The team worked with a CGI artist to develop a bold conceptual image (seen below). Each element of the image focused on the many different departments a Project Planner can touch, such as the Ministry of Defence, the Department for Transport and so forth.

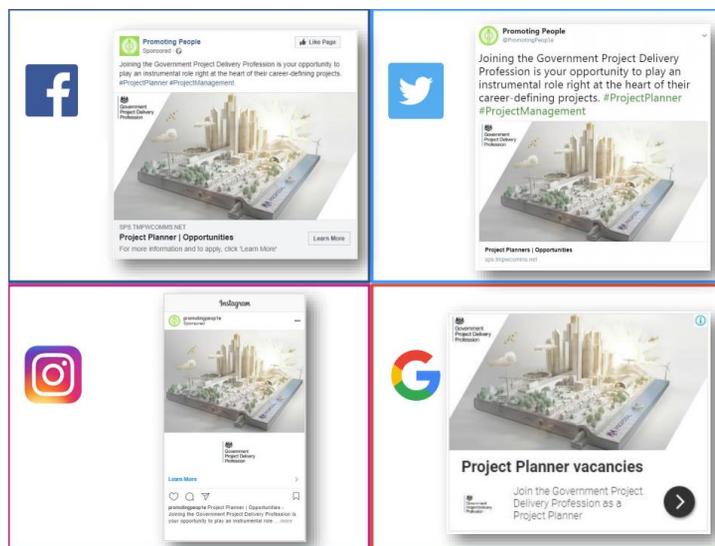


The proposition was that Project Planners play an indispensable role in delivering major projects by defining what, when and how project activities will be organised. The image produced was intended to deliver this message by detailing visuals which depict each of these major projects.

The message we relayed was this:

“Within the GDP, we deliver projects of incredible scope, scale and complexity, to modernise UK infrastructure, transform public services and safeguard national security. It takes teams of many talents to ensure these projects are translated from proposal paper into tangible outcome. At the heart of delivery, Project Planners are instrumental in achieving the right end result.”

The above image was then used across a number of different social platforms, delivering candidates to one of our bespoke landing pages – <http://sps.tmpwcomms.net/projectplanners/>



Results

The media campaign which used this creative approach to promote the Project Planner opportunities ran from the 19th June 2018 until the 15th July 2018. The campaign proved to be a huge success which the full data set provided below;

Total Impressions (Twitter, Facebook, GDN, and Instagram): 180,642

Total Media Clicks: 8,532

Total Landing Page Apply Conversions: 1,531

Total Applications: 1,120

Total Candidates Taken to Interview: 118

Total Hires: 28

Reserve list: 30

Testimonial

Rosie George - Project Delivery - Recruitment and Campaigns Lead

“We worked closely with TMP on our attraction proposition for our Project Planner recruitment campaign. Expert Project Planners have a niche skill set and are in high demand across industry. We worked with TMP to develop a concept based around the variety of opportunities and projects that are available across Government and the team came up with a creative visual to support the attraction approach which included use of social media, a landing page and more traditional job boards. Using this approach we had significant success and exceeded our expectations in terms of the number of offers we were able to make. We were impressed with TMP's innovative and collaborative approach that significantly contributed to the success of the campaign.”