

THE CLIENT/ROLE REMIT

The Education and Training Foundation (ETF) is a registered charity and are the expert body for professional development and standards in further education and training in England.

TPP has supported ETF with recruitment services since 2015 and became a preferred supplier in 2016, recruiting on an ad hoc basis for temporary, permanent and fixed term contract roles throughout the organisation.

In January 2020, we were approached by ETF to support with a large recruitment project. ETF had been awarded a contract by the Department for Education and needed to grow substantially to deliver to the contract. We were appointed as the sole recruitment partner to support with the delivery of this campaign.

TPP managed the entire recruitment process, including direct applications, for senior and specialists posts.



CHALLENGES

Due to the Covid 19 pandemic, there was an inevitable delay to commencing this project and both ETF and TPP had to adapt processes to ensure delivery.

For example, we were unable to run planned regional assessment centres for multiple vacancies and had to switch to a fully virtual recruitment and onboarding process. Despite these unprecedented obstacles, the project was a great success and was completed by March 2021.

SOLUTIONS

To replace the traditional printed recruitment pack, TPP created a recruitment microsite for ETF at the beginning of the campaign. This was search engine optimised to give ETF a wider audience for vacancies and further enhance and promote their employer brand. We also used a variety of candidate attraction methods to deliver to this project, including:

- Advertising on various job boards
- TPP's extensive network of candidates, including referrals
- Use of social media to advertise vacancies and raise ETF's brand awareness
- Search and direct approach of candidates via LinkedIn Recruiter

We conducted weekly internal meetings between relevant consultants and the TPP Client Relations team to ensure ETF's message was conveyed effectively and any queries or concerns were dealt with efficiently.

The TPP Client Relations team kept in regular contact with ETF to ensure the campaign was on track and to discuss any changes or improvements that could be made to ensure the campaign ran successfully. Planned monthly face to face meetings were replaced with telephone calls and virtual meetings due to the Covid 19 pandemic.



TPP provided comprehensive weekly management reports to ETF throughout the campaign. The reports included:

- Job title
- Region
- Number of positions
- Number of applications
- CVs sent
- Interviews (1st and 2nd)
- Outcome of Interviews
- Start date
- Salary information
- Placement fee
- Notes/concerns

HOW TPP HELPED - RESULTS ACHIEVED

TPP successfully filled 36 vacancies. Examples of some of the vacancies our specialist divisions recruited to for this project include:

- **HR:** Recruitment Administrator; HR Advisor
- **Education & Training:** Director of Design and Development; CPD Trainer; Employee Engagement Coordinator; National Head of Leadership and Governance; National Head of Safeguarding and Prevent; Regional Facilitator
- **Office & Specialist Support:** Business Analytics Manager; Performance Manager; Project Officer; Administrator; Membership Operations Coordinator
- **Finance, IT & Facilities:** IT Officer; Management Accountant; Finance Systems Specialist; Financial Accountant
- **MarComms & Digital:** Marketing Officer; Communications Officer; Digital Communications Officer



TPP continues to be a preferred recruitment partner to ETF and we look forward to our continued relationship supporting ETF with their recruitment strategy.

“TPP were a great support in assisting with a mass recruitment drive which ETF completed in March 2021. They have always been very responsive and helpful to assist with finding great quality candidates in what was difficult circumstances with Covid. We have worked with TPP since 2015 and will continue to do so moving forward.”

Ruth Davis, Head of HR, Education and Training Foundation

