

National Grid has five separate recruitment programmes, the largest of which is their graduate intake. They wanted to avoid using a consultancy firm so they needed a totally managed service. Which is what we gave them.

We provided National Grid with a comprehensive solution. We delivered everything from candidate attraction and communications to assessment process design and candidate management. We've worked with them for over three years, and achieved a number of successes.

We took a holistic view, sharing information between our teams to continually improve and innovate. When we started working with National Grid, the cost per hire of a graduate was over £7,460. Now (three years later) it is £3,130.27. That is a saving of 59%. And it's just one of the successes we've achieved with them.

NATIONAL GRID FRESH TALENT

work
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CASE STUDY NATIONAL GRID

GRADUATES

THIS IS GAS
THIS IS ELECTRICITY
THIS IS NETWORKS
THIS IS LIGHT
THIS IS HEAT
THIS IS POWER
THIS IS ENERGY
THIS IS INTERNATIONAL
THIS IS 24/7
THIS IS 365
THIS IS THE BUSINESS

nationalgrid

National Grid doesn't have a consumer brand. And invariably it avoids publicising what it does. Which all serves to make the job of graduate recruitment that much harder. This meant our solutions needed to be that much more imaginative – building brand as much as attracting the right people. We developed a suite of materials positioning National Grid as the 'power behind Britain', providing the network and infrastructure that helps everyone everywhere, everyday

We road-tested all materials and media strategy with graduates. It ensured we were saying the right things in the right places and to the right people, which has delivered great benefits, as we are receiving more applications from better-qualified people.

We've also made significant advances in the candidate assessment and selection process.

Feedback from our candidate tracking of previous years allowed us to confidently make the decision to move an increased proportion of the campaign online. We also added more categories for tracking and tracing candidates; used more email communications; introduced pre-screening questions with automatic regretting to those not meeting minimum criteria; and enhanced the reporting functionality to extract more meaningful data.

We have also completely redesigned the application form. These measures have delivered a more effective service. For example, this year 24% of candidates were rejected after initial screening, saving valuable resources.

As a result, we had a 57% success rate at assessment centres this year, and cost per hire was reduced by 59% compared to three years ago. We needed to fill 30 vacancies. We filled 35.

This is gas
This is electricity
This is networks
This is light
This is heat
This is power
This is energy
This is international
This is today
This is tomorrow
This is all of us
This could be yours

Graduate Development Scheme

nationalgrid
The power of action

Aim high. About 160,000ft high.

160,000 feet above us is the atmosphere. And after it is part of our realm. We're helping to protect it by reducing the country's CO2 levels. As well as constantly improving the UK's entire electricity and gas networks, we're also dedicated to safeguarding the environment for future generations. What's more, you and the skills you develop on our Graduate Development Programme will help us achieve this.

We're National Grid. We're the largest utility in the UK. North to south, east to west - we provide reliable, safe and reliable energy. We own and operate the electricity transmission network in England and Wales, the gas transmission network in Great Britain, and electricity transmission networks in the northeastern US. We are also responsible for the operation of the electricity transmission network in Scotland. And with 24 million electricity customers, as well as 25 million gas customers, we're the second largest utility in the UK.

We look after 20,800 kilometers of overhead lines and 180,000 kilometers of gas pipelines. We employ more than 150,000 people in the UK, there's a FTSE 30 company. And we're a pioneering company that's improving greater energy supply as well as the careers of the professionals who make it happen.

Brochure spreads

Lighting up the future for everyone.

About the schemes.

Engineering
From day one you'll be able to get stuck into some real hands-on work. You won't be trapped in a classroom day in, day out. Instead, you'll be working in the very same environment as our own engineers. You'll embark on an 18-month Graduate Development Programme that will see you complete three placements (two in specialist fields and the last across the entire business) so you can gain a broader understanding of how we all work together. What's more, while becoming a professional engineer, you'll pick up all the essential skills and expertise you'll need for a successful career.

Commercial
You'll join a £1 billion organization with a growing and diversifying network. This scheme will help you to experience many different roles like trading, energy strategy, business development and contracts.

Whatever scheme you join, you'll have a Business Coordinator as a mentor who will let you know what you're doing, and guide you through the programme. Importantly, though they'll give you every opportunity to develop your knowledge, including supporting you to set up a dissertation with your relevant institution.

You'll require a 2.1 in Physics or a degree in the engineering fields of Electrical, Mechanical, Chemical or IT applying to our Great UK's Business, Physics and/or Commercial. You'll need the same in Business Studies, Management, Economics, Maths, Statistics, Logistics/Supply Chain Management, Business Information Systems Technology or Finance. If in all, you'll experience a graduate programme that will not only ensure you're prepared, but inspires ahead.

Training & Development

We offer graduates something many other employees can't: the complete package. We understand that money's important and we recognize that added benefits can make all the difference to your choice. For starters, not only will we give you a competitive salary, we'll give you an accommodation allowance and provide you with a replacement if you're living in a higher-cost area. We'll even throw in £2000 as a welcome bonus. Obviously, this is all on top of the company-matched pension scheme, 25 days holiday and our other flexible benefits.

We give you a graduate salary and more reliable power for the entire nation. We work to ensure the network that serves every home, factory and office across the country is an energy efficient as possible. We're committed to safeguarding the environment for future generations. And you and your career are no exception.

For more information and to apply, visit www.nationalgrid.com/fresh Talent/Graduate

Make pipe dreams a reality.

The five National Grid Fresh Talent schemes:

30 Graduates for Engineering and Commercial Programmes • 30 Industrial Placements Year in Industry Placements • 12 Foundation Engineers • 23 Apprentices



CASE STUDY NATIONAL GRID

THIS IS THE BUSINESS THAT EQUIPS YOU FOR THE FUTURE

Kings Lynn

This is National Grid. This is the business that brings electricity and gas to the nation. This is one of the leading companies in the UK and one of the largest utilities in the world. Do you have a real interest in technical operations and want hands-on training at a state-of-the-art facility? If so, then check out our opportunities to earn while you learn. We offer a great mix of work, support and development. You'll get training away from the job and then be able to apply your new skills by working on live projects with experienced people.

Advanced Apprentices

We recruit apprentices into a number of different areas and locations within our business. Salaries start at c.£11,500, increasing to at least £16k at the end of the programme. You'll get excellent rewards and benefits, which among them include 25 days' holiday a year (plus statutory holidays), mobile phone costs and, when you qualify, a toolkit.

Visit us at www.nationalgrid.com/freshtalent to learn more about the programme, view profiles of trainees and apply. Places are filling up quickly!

www.nationalgrid.com/freshtalent

APPRENTICES

nationalgrid
The power of action

APPRENTICES

National Grid recruits apprentices from a wide variety of locations across the country. Some are extremely remote. Some are in areas of very high employment. Many people don't understand what it means to be an apprentice. And we faced the added issue of a largely unknown brand. We had our work cut out.

Three years on and we have a well-established apprentice recruitment programme. We are able to find talent in remote corners and to flex our service according to changes in demand. These are just some of the major successes:


We built our messaging around feedback from applicants and entrants. As small a detail as it may seem, every new apprentice mentioned

how great it was to be given a toolkit of their own – and considering these are the tools of their work, this proved to be a real gem in the creative messaging. We made the connection between the tools they use and the impact they have on the power network of Britain.

We set up and ran assessor training for all recruiters and line managers. This has ensured a great experience for apprentices and a more rewarding experience for assessors. There was some early resistance to the new approach – interviewing was seen as something instinctive and many experienced assessors didn't see the need to go through training. We overcame this by running two-hour workshops so that people could cover the material in short bursts.

We put a postcode search on the website to help apprentices immediately find opportunities in their area, cutting down on wasted applications. We also introduced a WAP site to allow apprentices to access more information about the scheme wherever they are.

Our attraction and assessment process worked so well for Apprentices that there was a 56% success rate at assessment centre, ensuring a good pipeline of people. All in all the intake of 2008 was hailed as the 'best ever intake' in the history of the apprenticeship scheme.



And it works
just as well with
experienced hire.

In addition, we've recently run a hugely successful experienced-hire campaign for Power Systems Engineers. They needed 20 engineers to work in their control room. But, even within the engineering industry, many people don't recognise the brand or fully appreciate what the business does.

From the control room, the PSE's power the country, maintaining the energy supply that is crucial to life as we know it in Britain. No other organisation offers engineering work on this scale. This informed our proposition, 'Power the country. The whole country.'

The creative work was key in bringing the brand to life. The imagery used demonstrated the fact that this was a chance to make Britain work, using dramatic lighting to illustrate power. Whether small-scale or large-scale, whatever happens National Grid makes it possible. Which delivered a real sense of shared pride felt by all engineers.

By building brand awareness and allowing National Grid to take ownership of relationships with candidates, as well as recruiting the right people, we raised their profile in a competitive marketplace. We hired 2- PSEs at £4,189 cost per hire, saving National Grid approximately £60,000 in consultancy fees.

