we’re tmp.worldwide

University of Oxford

Working Guide - Recruitment

December 2020
Our services

Candidate sourcing & engagement
Research & Employer Branding Team
Creative services incl video
Digital design & production
Technology incl web development
Social Media Strategy
Search (PPC) team
Media planning & buying team
Social Media Advertising (SNAP)
Campaign management
Assessment services

TMP
For more information, please click here

Your team

Lauren Bailey
Client Service Manager
07957 824 257
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- Campaign or strategic based advertising support
- Senior, complex, ‘hard to fill’ or high volume roles
- Explores alternative routes to market and cost efficiencies
- Oversees and ensures overall service meets your expectations

Abigail Smith
Client Service Co-ordinator
020 8501 9722
Abigail.Smith@tmpw.co.uk

- Day to day transactional support
- Media advice
- Quotes
- Provides proofs
- Manages advertising placements
Snapshot of steps to success

SNAP (Social Network Amplification Platform)
• Builds reputation with passive audience in their social space
• Reaches out to individuals who may be open to changing roles, but not actively job hunting
• Targeting based on JD/advert
• Design and creation of brand led visuals
• Engagement encouraged in the form of shares/retweets, likes/reactions, comments and clicks
• Optimisation after 1 week of activity to ensure productive use of budget

Costs are tailored to individual projects and start from £1,850.

Campaign Measurement (CM/MI)
• Monitors its campaign effectiveness against key objectives
• Optimises campaign performance
• Maximises return on investment

CM/MI is strongly recommended when advertising on 3 or more online channels.

Costs are dependant on the types and number of media platforms being used, please ask for further details.

Executive Search & Specialist Sourcing
• A retained, thorough and senior level search
• Focuses on a fresh talent search for every assignment
• No ‘little black book’, no recycled candidates, no sales environment
• Reduced costs (compared to traditional head-hunting approaches)
• Inclusive of Social Media advertising
• Inclusive of OP Assessment

Costs are tailored to individual projects and are typically 50% that of standard agency fees.

Talent Finder
• Focuses on a fresh talent search for every assignment
• Pipeline builder
• Engagement with candidates over a two to four week period to field questions and encourage applications
• Production of a market search report based on candidate feedback

LinkedIn+
A light touch alternative to Exec Search, and Specialist Sourcing and Talent Finder, LinkedIn+ involves:
• Identification of a set number of suitable candidates (targets)
• Design and creation of brand led communication
• Engagement with candidates over a two to four week period to field questions and encourage applications
• Production of a market search report based on candidate feedback

30 targets - £1,500 75 targets - £2,800
50 targets - £2,200 100 targets - £3,300

‘Register Your Interest’ (RYI) Portal
• Short, mobile optimised form
• Reduces dropout rate from candidates transferring to a PC to apply
• Engagement with your Recruitment team at an earlier stage of process leads to increased number of applications

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The advertising process

Identify need for advertisement

Send advertising request, JD/PS/advert & budget to TMP

Standard Advert

- TMP: Liaises with media to obtain stats/cost

Re-advertisements/Senior/’Hard to fill’ roles

- TMP: Takes phone brief from client and hiring managers
- Completes attraction briefing form and liaises with media put together attraction strategy

TMP: QA then sends schedule to client

Written sign-off/approval & PO provision

Copy requirement?

TMP: Liaises with Copy Writer
- QA then sends copy to client

Written sign-off/approval

TMP: Records order on system
- Books media space
- Dispatches advert and logos to media

ADVERT APPEARS

TMP: QA & provides client with live links

*dependant on resource availability
we’re tmp.worldwide

we help employers recruit and engage the right talent

@tmpworldwideuk

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