



CASE STUDY

RPA 2021 Talent Attraction Partnership



Rural Payments
Agency



TheTalentPeople



RPA were looking to break the mould on their talent recruitment by engaging candidates in a way that allowed them to make informed decisions about their future. They wanted to fill 35 Level 3 Operational Delivery Apprenticeship vacancies with diverse talent, and above all else positively impact social mobility.

A concise and supportive candidate journey alongside a combination of activities helped achieve the desired results.

Inspire

Brand boosting helped achieve widespread acknowledgment of RPA to the [getmyfirstjob.co.uk](https://www.getmyfirstjob.co.uk) candidate audience and together with an employer profile, began to educate candidates on the organisation and what they could achieve with them.

Attract

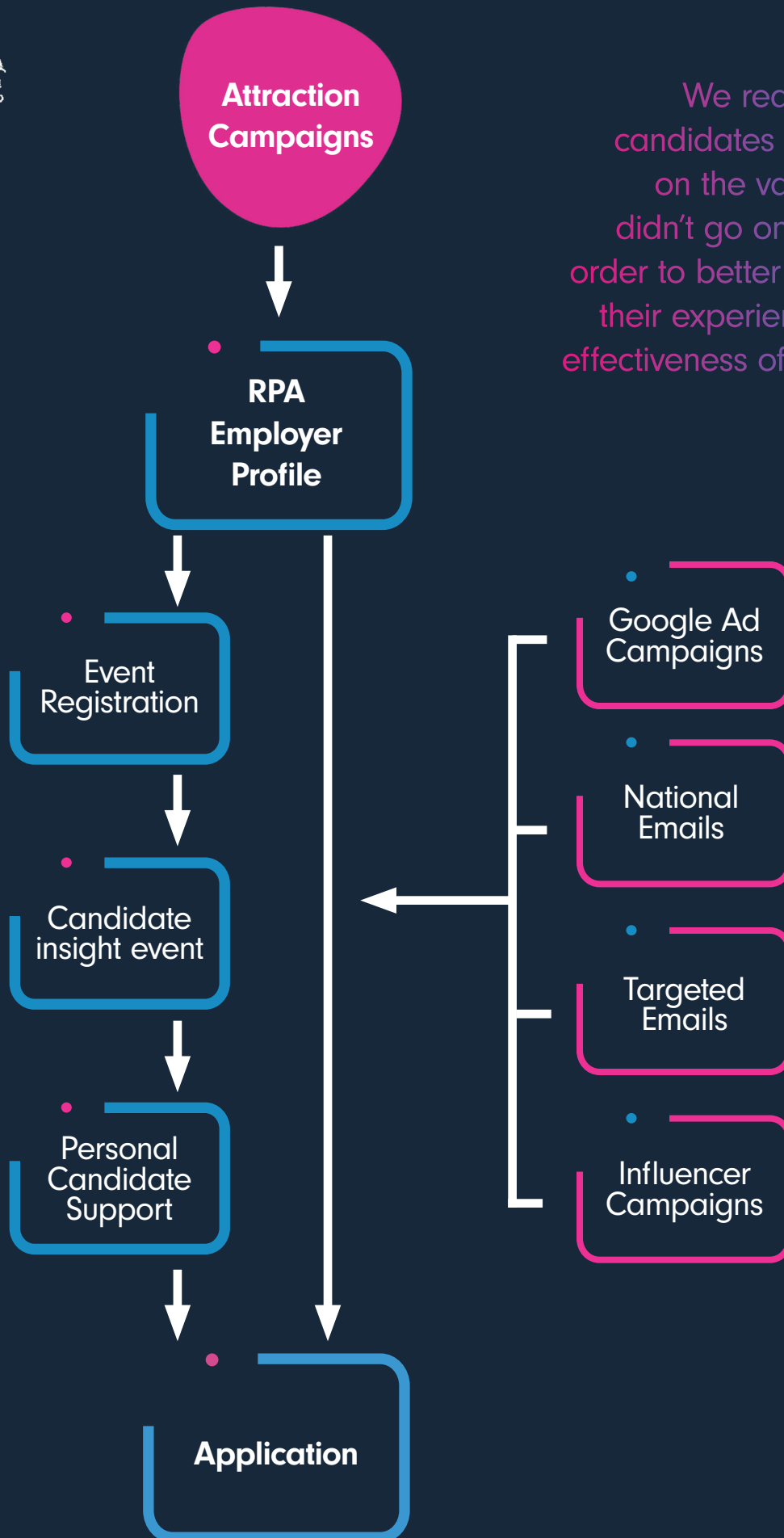
With RPA listed on [getmyfirstjob.co.uk](https://www.getmyfirstjob.co.uk), it was then up to targeted marketing efforts to attract specific candidates. A combination helped drive traffic and build a pre-engagement pool for:

- Google Ad campaigns
- National emails
- Targeted emails
- Influencer campaigns

Engage

Engagement took the form of a candidate insight event during the campaign, using candidate brand ambassadors and long serving staff members to explain in more detail what working for RPA is like, the company culture and the application process.

Subsequent to the event, candidates were then contacted personally through phone and text in order to assist them with the application procedure and any queries they had.



We reached out to candidates who clicked on the vacancies but didn't go on to apply in order to better understand their experience and the effectiveness of the journey they took.



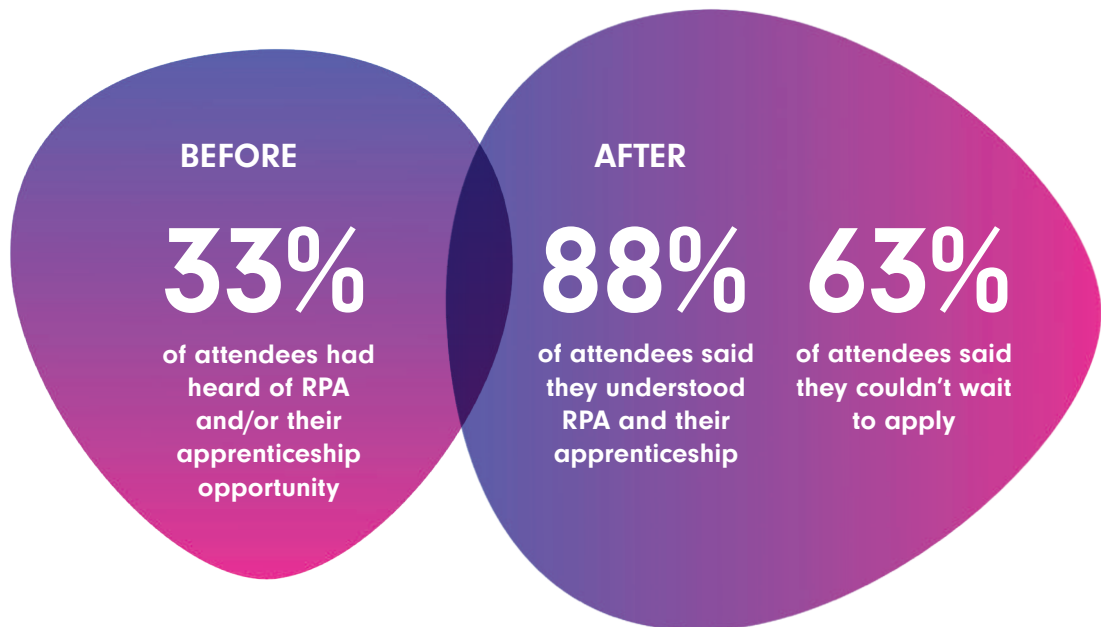
Key findings

Message testing

Testing subject lines and content across all attraction campaigns allowed us to create the most favourable and relatable content for candidates and boost activity. We even saw a 68% open rate and 11.2% unique click rate for certain emails.

Candidate Insight Event

The event allowed candidate queries and questions to be answered head-on and barriers to engagement and application removed.



The result?

100

Applications

66%

From low social mobility (IMD 1-4)

56%

BAME

46%

Female



Key findings

- Segment, subject line and message testing allowed us to achieve a 68% open rate and 11.2% unique click rate for certain emails.
- Candidates reacted well to specific subject line themes:

Customer Service Apprenticeships with the RPA - Apply today

Start a career in Customer Service with RPA
Looking for a Customer Service Apprenticeship?
The RPA have got you covered

Key themes - winning selection

Rural Payments Agency needs you!

Register your interest to join the RPA

Start your career in Customer Service with the RPA

See your impacts across the UK with the RPA

What is the Operational Delivery Apprenticeship?

Customer Service career with the RPA - Find out all you need to know

Google Ads Campaign had a significant impact on traffic.

40k

Impressions

7.2%

Overall click through rate

10

The word 'Government' featured in 3 of the Top 10 search terms on your campaign.



Government Apprenticeship

This phrase achieved a click through rate of **13.8%**

The campaign was successful in driving applications from diverse candidates as well as those from previously underrepresented groups.