



In-house Recruitment – Balancing Quantity with Quality

Joanna Chamberlain, Senior Recruiter, High Volume & Blue Collar

Balfour Beatty

Balfour Beatty High Volume and Blue Collar Recruitment

- Responsible for all of the High Volume and Blue Collar across all Balfour Beatty business units nationwide, identifying resource requirements, building relationships and supporting stakeholders, providing strategic resourcing direction.
- High Volume job family delivering 25% of hires across the Balfour Beatty business, out of a recruitment team of 12.
- Objective: to deliver on this volume, providing a positive stakeholder and candidate experience, whilst ensuring we work to a direct hire model.

High Volume and Blue Collar Approach

- Implemented a new way of working for the High Volume and Blue Collar job family by getting business buy in and delivering volume and blue collar recruitment in a cost effective manner.
- Introduced a number of new initiatives into the business.
- Introduced new strategies such as; Assessment Centres, Local advertising, HM Workshops, Group Interviews, Facebook Campaigns etc.

1

- Take time to understand the business needs and requirements to plan the most effective approach to such large volumes.

2

- Place roles in groups that require a similar approach.

3

- Spend time with stakeholders to discuss the recruitment process and what is required from them to ensure myself and my team are in the best position to fill their recruitment requirement.

4

- Look at re-occurring roles (such as Winter Maintenance Operatives) to see what we can do differently and understand why we have struggled in the past.

5

- Arrange regular feedback calls/meetings to address progress and indeed challenges, allowing us to keep on top of difficult to fill roles.

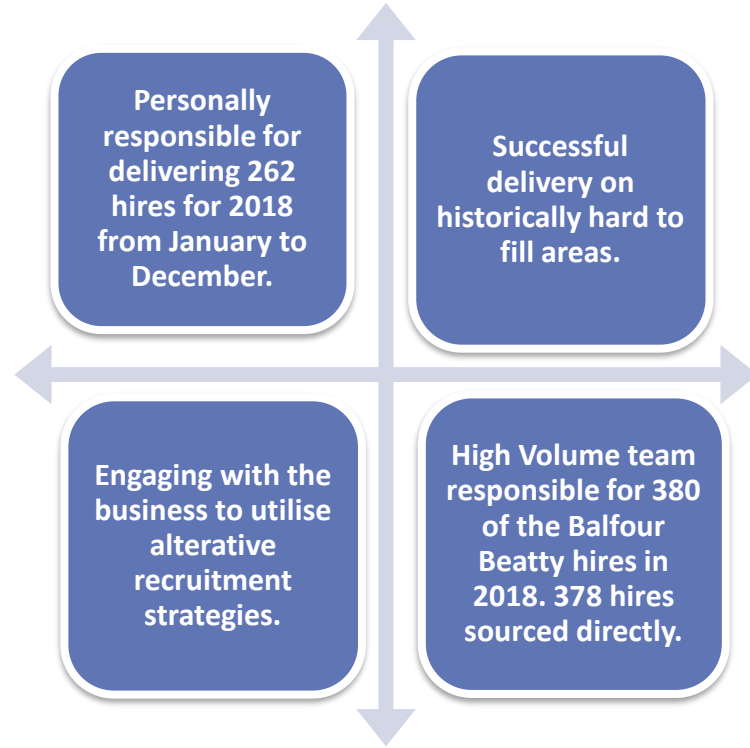
Challenges

- Sourcing candidates via the usual channels, LinkedIn, Job Boards etc. Blue Collar candidates generally not on these platforms
- Candidate retention – moving for more money etc.
- Working to high volume of roles, whilst providing a quality service
- Prioritising work load

Solutions

- Introduced a streamlined approach and looked at the routes to market. Acknowledging that previous attraction methods weren't always suited to the audience.
- Expanded Balfour Beatty's reach to the market by introducing local attraction campaigns alongside online media.
- Talent pipelining and talent pooling appropriate candidates in advance.
- Changed the way we approached volume hires.

Results



Questions

How to balance quantity with quality?

How to manage high volumes whilst still maintaining a positive candidate experience

How to retain volume candidates?

Dealing with challenges around large recruitment drives?

Filling challenging roles?

How to cope with the pressure?



Q&A's

Balfour Beatty