

Case Study - Beacon Government Solutions

■ The Challenge:

Beacon Government Solutions is focussed on the delivery and support of integrated Management, Analysis and Planning Systems (MAPS) to the Public Sector. These solutions help organisations implement and execute strategy by linking strategic, tactical and operational plans, and encompasses planning, budgeting, forecasting, financial consolidation, management reporting, and analysis.

As the result of a major project win for their core application, there was a need to recruit an entire project delivery team comprising of business and technical positions (12 in total) within a very tight timeframe.

Best International was exclusively engaged to handle this project.

■ The Solution:

Scoping:

Beginning with a thorough scoping of each role required as the first stage in Best International's Best Practice™ recruitment methodology, the nature of each role was clearly defined together with the precise level of skills required and more importantly the inherent characteristics that needed to be present in each individual in order to be able to perform the role.

Attraction Strategies:

Once these criteria were defined and agreed, a media campaign was evolved to reach the most talented candidates in each job family. This aspect of the recruitment process was vital to the success of the project – in actively targeting quality applicants using a range of proven sourcing channels, as opposed to selecting the first available candidates sourced from the same pool of candidates as every other recruiter, Beacon could be assured of attracting a high quality shortlist of candidates motivated to complete the recruitment process.

SENIOR TESTERS

DO YOU WANT TO...

- Work with the best intellects in your field?
- Work on a project that will manage hundreds of billions of dollars?
- Work on a long term contract?

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To execute the media campaign, Best International engaged recruitment advertising specialist Beeley Callan Euro to formulate an innovative press and internet advertising campaign to tap into the entire recruitment market place (targeting both active and passive candidates, with passive candidates typically being the most talented but harder to find). The resulting adverts appeared in The Australian IT (Tuesday), The Canberra Times and highly targeted online banner adverts in IT jobs related websites.

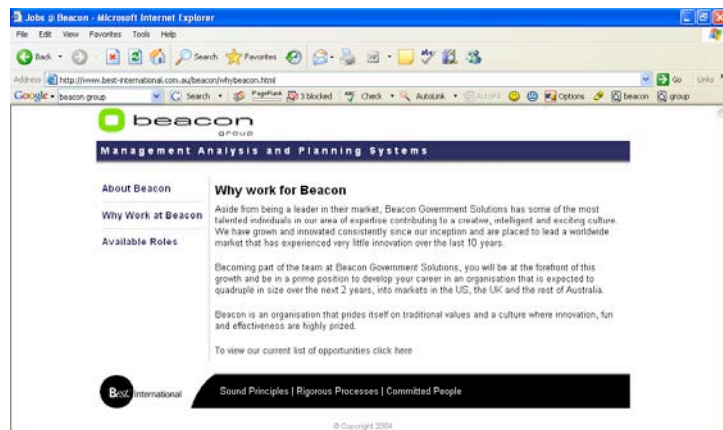
The banner adverts appeared on Seek and MyCareer and were specifically targeted to IT job searchers.

Narrowing the Response:

All responses from all media channels were then directed to a Beacon jobs microsite specifically designed by Best

International to communicate more in-depth information about both Beacon and each job opportunity. This strategy was extremely effective in helping to ensure that all applicants are well informed of the benefits of working for Beacon, and importantly, motivated to apply.

All applicants were then taken through an initial online screening process to ensure that the most talented applicants could be identified very quickly. Interviews were then immediately conducted, with the standard timeframe from application to shortlist for each role between 1 to 2 weeks.



Competency Based Interviewing & Testing:

As well as competency based interviewing to identify and probe the core competencies possessed by each applicant, psychometric assessment was also employed with aptitude testing to provide further insight into each applicant's suitability and cultural fit.

These assessments (a standard part of the Best Practice recruitment methodology) proved to be very insightful and provided a clear roadmap for all interviewing and referencing activities.

■ **The Result:**

Number of responses to media campaign and networking activity:	230
Number of face-to-face interviews conducted:	64
Number of candidates short-listed:	26
Number of people hired:	12
Ratio of short-listed to hired applicants:	2.6

The entire recruitment exercise (including media campaign, psychometric assessment and aptitude testing) resulted in a cost-per-hire to Beacon of less than \$10,000.

■ **How Can We Help You?**

We invite you to contact Best International for an obligation-free discussion regarding how we may be able to assist you in managing your next recruitment project. Please contact:

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