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1. INTRODUCTION

- 1.1 The Authority is the United Kingdom's economics and finance ministry. It is responsible for formulating and implementing the Government's financial and economic policy. Its aim is to raise the rate of sustainable growth, and achieve rising prosperity and a better quality of life with economic and employment opportunities for all.

2. PURPOSE

- 2.1 The Authority requires one consultant to provide expert input into the development of a high-quality graduate outreach programme for the Authority, to match those of the best of the leading private sector employers.

3. BACKGROUND TO THE AUTHORITY

- 3.1 The Supplier is required to provide services to the Authority's Workforce Planning and Talent Management Team in the Human Resources Department which oversees the Authority's graduate outreach activity. The Human Resources Department is part of the Authority's Corporate Centre Group.

4. BACKGROUND TO REQUIREMENT/OVERVIEW OF REQUIREMENT

- 4.1 The Authority returned to the Graduate Milk Round in 2014 after a gap for around 5 years. In 2014/15 the Authority successfully recruited around 90 graduates in two tranches and started to build links with ten UK universities. However, the graduate recruitment market is highly competitive and the Authority is keen to learn from the best private sector approaches to graduate marketing, outreach and recruitment to help the Authority to build on these experiences and compete for the strongest graduate applicants more effectively. To support the expert consultant, the Authority will have one additional staff member working on graduate outreach and one administrator.

5. SCOPE OF REQUIREMENT

- 5.1 The successful Supplier will have direct experience of managing the outreach element of graduate recruitment campaigns who can advise the Authority on how to refresh its existing approach and introduce new ideas to strengthen outreach activity. The Supplier will also have sound knowledge of recruitment best practice, the graduate recruitment market place and be competent in the use of Microsoft Excel and data analysis. The graduate outreach work provided will take place during the peak Milk Round period in Autumn 2015, with detailed planning in advance and a review afterwards.
- 5.2 During the course of the contract the successful Supplier will:
- Lead and develop the strategy for the Authority's graduate outreach activity, within the timescales outlined, to ensure a continuous talent pipeline of high calibre applications for the Authority's annual graduate recruitment round;
 - Build a high-quality outreach programme and create an annual cycle of activity that can be taken forward by successors in the role;
 - Oversee the design and delivery of a range of high impact innovative events on campus and in-house as well as the use of social media to raise the Authority's profile in the Graduate sector and build strong relationships with a range of targeted universities, students and candidates;

- Be visible to the Authority's senior stakeholders and manage their requirements regarding outreach activity, including participation in specific events;
- Take immediate steps to develop an understanding of the Authority's culture and requirements and adapt proposals appropriately to work in a public sector context;
- Oversee ongoing research to ensure the Authority's sourcing and branding strategy is relevant and stands out in a crowded market;
- Collaborate closely with the Authority's Recruitment and People Change Teams to ensure that outreach activities are fully aligned with the recruitment and induction processes;
- Build an effective working relationship with Civil Service Resourcing, seeking opportunities to collaborate more closely on outreach activity;
- Develop a suite of data to track and compare year on year progress in the Authority's outreach and graduate recruitment activities and the progress and retention of recruits; analyse the data suite for lessons learned and use it to keep the Authority's senior stakeholders informed.

6. SERVICE LEVELS AND PERFORMANCE

6.1 The Authority will measure the quality of the Supplier's delivery by:

- 6.1.1 Setting a clear set of objectives and priorities at the outset of the contract; reviewing progress on a weekly basis; seeking feedback from key stakeholders; measuring the impact of consultancy input on the outcomes of the graduate recruitment process (eg quantity and quality of high-quality applicants)

7. LOCATION

7.1 The location of the Services will be carried out at HM Treasury, 1 Horse Guards Road, London SW1A 2HQ, with occasional visits to the Authority's Norwich office where the Recruitment Team is based. The price quoted by suppliers should include any travel costs.

8. SECURITY REQUIREMENTS

8.1 The successful Supplier must be prepared to go through CTC level security clearance on contract commencement. The security clearance process will run in parallel to the contract.

9. BUDGET

9.1 The total budget for this contract will be capped at £60,000, including expenses and excluding VAT. The duration of the contract is initially three months, with the option to extend for up to a further 3 months.