

BAE Systems

In mid 2003, JAM Recruitment became a recruitment partner to BAE Systems in the UK. After being challenged and succeeding to fill a permanent Safety Engineer position in Weymouth, JAM was consequently added to the PSL and became the top permanent supplier to the business within 18 months.

Challenge

Due to the ever-imposing UK skills shortage, BAE Systems had limited access to candidates with scarce skills from Safety, ILS and Technical Authoring to Procurement, IT, Systems and Software. They were also struggling to keep candidates engaged in the recruitment process due to poor candidate management and salary expectations.

BAE Systems needed a recruitment partner with the ability to reach those hard to find skills, and one which would work in a collaborative manner to encourage continuous improvement of the recruitment process and candidate experience.

JAM's Solution

JAM employed a dedicated account team to work solely on BAE Systems recruitment. We analysed the existing process, reviewed the challenges and implemented the following:

- State of the art candidate tracking database, to identify and track the best engineering talent quicker and more efficiently than our competitors.
- Regular strategic reviews to cement best practice and foster a culture of continuous improvement.
- Market intelligence is gathered to ensure BAE Systems remain one step ahead of their competitors.
- Streamlined recruitment process to keep candidates fully engaged at all stages.
- Marketing solutions which include contractor new starter packs, contractor engagement events, social media campaigns and targeted email, sms and voice broadcast campaigns to promote hard to fill roles.

The Results

JAM is now one of only five contract suppliers to BAE Systems in the UK. Since becoming a recruitment partner to BAE Systems, JAM has made over 1,000 permanent and contract placements at multiple sites across the UK. Many of these placements have played an important part to some of the largest defence projects ever to be undertaken in the UK.

PROJECT SNAPSHOT

BAE SYSTEMS

CLIENT

- Multinational defence, security, aerospace and maritime company.

CHALLENGES

- Access to scarce skills.
- Poor recruitment process.
- Unable to meet candidates salary expectations.

JAM'S SOLUTION

- Candidate tracking database.
- Streamlined recruitment process with regular reviews.
- Market intelligence.
- Dedicated BAE Systems team.
- Marketing campaigns.

RESULTS

- Over 1,000 permanent and contract placements.
- Improved candidate experience.
- Work as a collaborative partner to BAE Systems.

JAM is now perceived as an integral partner to BAE Systems, and one that consistently sources hard to find skills for many of its high integrity products across the aerospace and maritime domains.

An example of this involves a recent requirement for over 80 Detail Designers with highly specialist skills. JAM and four other agencies were tasked with this project. Through the use of innovative and targeted marketing campaigns and high quality networking, JAM filled 40% of the vacancies.

JAM continues to evolve our service offering to find process improvements and to develop innovative techniques to find, attract and engage with the business and their target candidates.