

QA Recruitment Campaign for Top 5 Pharmaceutical Player

Due to the continuing expansion at AstraZeneca's manufacturing facility at Avlon Works their QA department were looking to significantly increase their core staff and planned to recruit 20 Laboratory Analysts and 2 Microbiology Technicians. It was anticipated that the recruitment would be phased over a nine month period and SRG was appointed to project manage the campaign to tight deadlines. This included advertisement response handling through to short listing via assessment centres as well as psychometric evaluation.

Active in more than 100 countries, AstraZeneca is one of the world's top five ethical pharmaceutical companies who are engaged in the research, development, manufacture and marketing of pharmaceuticals and the supply of healthcare services. They have over 50,000 employees worldwide, with 10,000 of those based in the UK. Backed by a strong research base and extensive manufacturing and commercial skills, they provide innovative, effective medicines that make a real difference for patients in important areas of healthcare.

They aim to be the first with new ideas and innovative in all areas of activity to create value for their customers, shareholders, employees and the communities in which they work and, in turn, expect the same high level of service and commitment from their suppliers.

SRG offers a service to recruit technical staff by applying their experience and knowledge of large-scale, on-going, rapid recruitment campaigns for candidates with the appropriate skills. Such business models have been developed by SRG and successfully implemented across a number of industry sectors. The aim is to ensure that their clients receive details of candidates with the right technical background and soft skills as measured against pre-determined criteria.

The model put together for AstraZeneca included:

- Targeted identification of candidates with a suitable background.
- Selection of candidates against established client's criteria and competencies.
- A proactive and organised campaign, initially to recruit 2 Microbiology technicians and 9 Laboratory technicians.
- Rapid, professional and efficient processing and management of candidates, to maintain the best possible image for client.
- A competitive and flexible fee structure to meet the needs of both AstraZeneca and SRG.
- Regular review and assessment of the recruitment process.



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Summary of Campaign Activities:

Three phases were agreed for the campaign, initially to recruit for 15 positions. Two full-page colour adverts were placed in New Scientist and SRG managed all elements of advert response, screening, assessment centres and short listing. AstraZeneca carried out second interviews and final selection.

Phase 1: The first advert in New Scientist generated a response from 107 candidates. Following this, seven assessment centres were held on four separate days both in Bristol and at SRG's head office in Slough, to which 23 candidates were invited and 21 attended. Of these, 20 candidates were short-listed and interviewed by AstraZeneca. Five permanent offers were made and accepted.

Phase 2: Further assessment centres were held over four days at SRG's head office to which 21 candidates were invited and 19 attended. Of these, 17 were short listed and reports on these were presented to AstraZeneca, who then interviewed ten candidates and offered permanent placements to four.

Phase 3: A second advert targeting A-level and graduate as well as experienced candidates, was placed in New Scientist, which generated a response from 105 candidates. Assessment centres were then held over three days at SRG's head office to which 21 candidates were invited. Of these 18 were short listed and reports were presented to AstraZeneca. 12 candidates were then interviewed and permanent offers were made to seven.

This phased campaign ran over a nine month period with a total of 212 candidates screened by SRG, of which 58 attended an assessment centre. Of these, 42 attended interviews with AstraZeneca and 15 offers were accepted.

Tim Asti, SRG's Strategic Account Director and a key member of the project team says, "This campaign demonstrates the abilities of SRG to deliver a complete and comprehensive recruitment campaign solution that is both bespoke to our client's needs and sustainable over a long period of time".

Make it Happen

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