



## Case study :: Barclays Wealth

---

### The Client

Barclays Wealth is a leading global wealth manager and the UK's largest, with total client assets of £151.2bn. It is the wealth management division of Barclays.

With offices in over 20 countries, Barclays Wealth focuses on private and intermediary clients worldwide, providing international and private banking, investment management, fiduciary services and brokerage.

### Their Recruitment Challenge

They set up a green field Operations Control Centre to bring all the Barclays Wealth Scottish entities together in one centre of excellence. Bright Purple was selected as a key partner in the supply of staff for this Glasgow project. Our proposal included a high profile campaign to recruit a team of key permanent staff, including a number of Heads of and an entire testing team.

### Finding the Solution

The approach was simple and straight forward involving branded advertisement. These were placed in the Glasgow and Sunday Herald to target West Coast candidates and The Scotsman and Scotland on Sunday for East Coast candidates. We also ran non-branded adverts in all the main Scottish and UK wide job boards, backed up with targeted web advertising, banner advertisements, emails and a networking and referral program. An example of the advert is below:

The advertising campaign was followed up with two Open Evenings in the Glasgow Hilton over two weeks where candidates were not only screened and "sold" the concept of working for Barclays Wealth but were also put through the Barclays interview process on the evening. This resulted in the Line Managers being able to progress with offers and approval to hire quickly with the lead time cut down to 4 weeks or less from the usual 8 weeks. It also allowed Line Managers to identify potential candidates for forthcoming roles and interview them rather than having to start from scratch once the roles were approved. Bright Purple kept in touch with these candidates to enable a quick turnaround once the roles are approved. A photo of each candidate was taken on arrival to help the managers easily identify each applicant after the event.

There were 15 permanent placements made with the following job titles:

- Test Manager
- Senior Test Analyst
- Test Analyst x 3
- Head of Databases
- Storage Support Manager
- Middleware TDA
- DBA x 3
- Middleware Support Analyst x 2
- Exchange Support Manager