



G4S Security Services

Mass Recruitment of Security Officers

Objective

As a major employer, with over 40,000 people in the UK, G4S Security Services is a supplier to many blue chip companies. After winning a major new retail contract, we were advised of a need to urgently recruit 300 people between October 06 and February 07. It was therefore critical that we created a really effective recruitment campaign that could appeal to people from all walks of life. The client particularly wanted to appeal to older people, manual workers and retail and hospitality staff, some of whom would have a skewed perception of what a career in security would actually entail.

Methodology

We created an advert campaign that focused on the idea that being a security officer with G4S is a really varied role, with no two days ever the same. We ran adverts with images of people doing what are perceived as being typical Security jobs, but the copy then set out to contradict this via a range of different headlines such as 'Don't want to spend eight hours a day just opening doors for people? Neither do I' and 'Don't fancy standing in the same spot all week, staring at passers by? Neither do I'. We planned a national campaign going into both national press and local press going over several months. We also recommended that the client use job fairs and rolled this campaign out to create branded exhibition stands.

Results

We placed adverts in a few titles such as the Evening Standard and The Sun and G4S found that the response was so good that they did not need to use all the other media suggestions we had scheduled in. The exhibition stands were used at various recruitment fairs and open days to create a professional feel and help position G4S as an employer of choice.



Don't want to spend eight hours a day just opening doors for people? Neither do I.

"That's why I got a job with G4S. Obviously, guarding is a major part of what I do, but there's so much more to it than that. I meet hundreds of people each day, and it's up to me to identify and handle potential problems. Every day's different, and that's what makes it all so interesting."

City of London Division Security Officers

Excellent pay, paid training to obtain SIA license & benefits

There's so much more to working for the UK's leading provider of security services. There's the responsibility for a start. There's the job security too, and the chance to join an elite team within a nationwide workforce. And there's the opportunity to build a lasting career with a global company - one that offers an exceptional range of potential career paths.

Working with some of the biggest names in the City, you'll provide a highly visible and professional front-of-house security service. This varied role will involve much more than just checking people in and out of the building, and you'll create a secure yet welcoming environment for staff, customers and visitors alike in everything you do. Client expectations are high and the need for effective security is paramount. But this just makes it all the more interesting.

With comprehensive training provided, security experience isn't essential. However, you'll need to be vigilant, alert, customer focused and well presented, as well as confident dealing with potentially important people. You must either hold, or be willing to gain, an SIA License.

In return you can expect four weeks holiday, free uniform, pension scheme, life assurance and healthcare options, incentives and pay while training. So if you're looking to build a lasting career with exceptional job security and clear paths for progression, get in touch.

Please come and join us at our Open Day on 18th December 2006 - please call 0870 010 8378 to confirm your attendance and to gain a candidate ID before attending.

