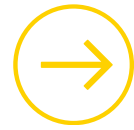


# GOVERNMENT ACTUARY'S DEPARTMENT: CASE STUDY

## STANDOUT CANDIDATE EXPERIENCES IN HIGH VOLUME HIRING INSIGHTS:



The Government Actuary's Department (GAD) plays a critical role in supporting the UK government and public sector. Its core mission is to help departments make sense of financial risk and uncertainty through expert actuarial analysis.

Attracting skilled graduate talent is essential to this work. However, a shift in the recruitment landscape introduced new challenges. The growing influence of generative AI has made it easier than ever for candidates to apply for multiple roles at once. Combine that with the continued appeal of the Civil Service for graduates and the result was a significant increase in applications for GAD's Graduate Actuary and Analyst roles.

Anticipated application numbers were around 1,000, however the total number received was over 3,700. This volume brought its own pressures. GAD needed to keep thousands of applicants engaged and informed while also identifying top-quality candidates. It was essential to manage the process without sacrificing the integrity of the recruitment journey or the experience of individual applicants. The department required a recruitment partner who could balance scale with a high level of candidate care and who understood what skills candidates require in a highly specialised environment.

### THE SOLUTION

Working in close partnership with Cohesion, a specialist in early talent recruitment with more than three decades of experience, they delivered a fully managed graduate campaign built on two foundations – strong processes and human connection. Every aspect of the project was designed to ensure a professional experience for both candidates and internal teams.

Key components of the campaign included:

- A structured recruitment process tailored to the needs of early career applicants.
- Time invested with GAD to understand the skills and behaviours of top-performing employees.
- A clear and consistent communication strategy to keep applicants engaged and informed throughout the journey.
- Supportive interventions and candidate coaching delivered at all stages to support engagement and deliver a great experience regardless of outcome.
- Dedicated delivery and support teams ensuring a smooth experience from start to finish.

### THE RESULTS

The campaign delivered outstanding outcomes in both performance and experience:

- Each role received an average of 340 applications, with 93% of invited applicants completing an online assessment.
- 98% of invited applicants completed an asynchronous video interview
- 98% of invited applicants attended the final in-person assessment centre, with all available roles being filled.

Perhaps even more importantly, the feedback spoke volumes:

#### From Candidates:

"Loved how informative you were, constantly keeping me updated on timelines for each stage"

"Really appreciated the consistent contact to inform me about the timeline"

"The application process was very informative and supportive, I was kept updated with regular emails and text messages throughout"

#### From the Client:

"We were thoroughly impressed with the early talent recruitment campaign provided by Cohesion. The entire process was seamless, well-structured and efficiently managed. The quality of candidates exceeded our expectations and the feedback from candidates was overwhelmingly positive. They appreciated the clear communication and support throughout. We look forward to working together again in the future"

— Dhanisha Sanghrajka, Government Actuary's Department

### THE OUTCOME

This campaign proved that high volume does not have to mean low quality. With the right partner and a well-designed process, GAD was able to maintain its high standards and deliver a smooth, supportive experience to every applicant.

Internal teams were able to focus on strategic priorities while Cohesion handled the delivery. At the same time, GAD's employer brand was strengthened through professional and responsive engagement with candidates from start to finish.

This collaboration is a clear example of how early talent recruitment can be scaled with confidence and care.

Interested in achieving similar results? Contact Cohesion on the details below.

🌐 [HTTPS://EARLYTALENT.CAREERS/](https://earlytalent.careers/)

✉ [INFO@COHESIONRECRUITMENT.COM](mailto:INFO@COHESIONRECRUITMENT.COM)

☎ 0121 713 8343