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ATTRACTING TALENT

# The MAJIC Apprenticeship Recruitment Model

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Intelligent hiring is a goal for all recruiting organisations and sets out to answer the question of:

## How can we hire the right candidate for the right role at the right time, every time?

Candidate attraction, engagement, recruitment and onboarding is often a lengthy process which requires considerable investment. All too often, mistakes are made at the risk of costing more time and money. Hiring incorrectly can also have knock-on effects to the business, including staff retention and stress.

Done right however, and hiring the right candidate can propel an organisation and its workforce to new levels of success.

So, in looking for your next intake of candidates, here's five areas that will help you evolve your candidate attraction.

# The MAJIC

Model 5 Elements

## **M**EAASURE

What does 'good' look like in your recruitment campaign and how to do you measure it? If you can see the gaps, you can make the change.

## **A**LWAYS ON

A continuous and evolving campaign over a longer period of time is going to drive far better-quality recruitment results.

## **J**OURNEY

How do you make your candidate journey as simple and enjoyable as possible?

## **I**NFORM

Provide your target candidates with as much relevant information about your vacancy so that they can make an informed decision in applying for it.

## **C**OMMUNICATE

If you know the exact type of candidate you want to hire, pro-actively go and find them. Why wait for applications to roll in when you can go and create them?

# Scorecard

	We do not know / do this	We somewhat know / do this	We know / do this
<b>MEASURE</b>			
We measure campaign performance metrics to monitor successes, including open rates, click rates, heatmapping etc	1	2	3
We measure the number of candidates who intend to apply against those who actually do	1	2	3
We measure the satisfaction score of those who do apply, as well as those who do not	1	2	3
We measure the diversity of candidates in each part of the application process	1	2	3
We use text analysis tools to identify messaging gender popularity and ensure we can relate to all genders and audiences	1	2	3
<b>ALWAYS ON</b>			
We have a consistent brand presence, even when not recruiting	1	2	3
We don't regularly spend more money on top-up campaigns	1	2	3
We provide opportunities for candidates to engage with our brand even when not recruiting for vacancies	1	2	3
We use 'sign ups' and pre-applications as a way of monitoring engagement during the year	1	2	3
We maintain a presence on job boards and careers platforms when not recruiting	1	2	3
<b>JOURNEY</b>			
We've mapped out our entire end to end candidate journey (s) from search engine/job board (etc.) to application and offer	1	2	3
We have shortened our candidate journey as much as we can in terms of clicks and the time it takes whilst providing them with as much information as we can throughout that journey	1	2	3
We have altered our journey to appeal to diverse personas to build more inclusive relationships	1	2	3
We utilise more than one channel to attract candidates into our journey	1	2	3
We have a thorough and valuable journey for those who are unsuccessful in our recruitment journey at each stage of the process	1	2	3
<b>INFORM</b>			
We share and break down the salaries of our vacancies by month, week, day and hour	1	2	3
We share the progression opportunities for our vacancies, information about our company culture and a typical working day	1	2	3
We state grade requirements in new and old GCSE scoring mechanism	1	2	3
We state specific equivalent grades for other qualifications e.g. BTECs	1	2	3
We actively use role models across attraction activities and differ these accordingly to the audience we're targeting	1	2	3
<b>COMMUNICATE</b>			
We use candidate pooling/a talent community to capture active students details for retargeting purposes	1	2	3
We proactively reach out to candidates to attract and engage them	1	2	3
We run digital events and engagement opportunities for candidates to meet apprentices before applying	1	2	3
We use augmented intelligence to recommend candidates for our vacancies that we might not have considered originally	1	2	3
We engage with influencers such as parents and careers advisers	1	2	3

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# Review your score



ELEMENT	TOTAL SCORE
Measure	/15
Always on	/15
Journey	/15
Inform	/15
Communicate	/15
<b>Total MAJIC score</b>	<b>/15</b>

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## Scoring results

If your score falls between:

- 15-30:** Please read the tips and further resources below
- 31-40:** You are normal but there is plenty of room for improvement
- 41-50:** You are above average but there is still room for improvement
- 51-60:** You are well above average
- 61-75:** This is where most end up eventually. This is your goal

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## Tips for next steps

It's important not to get hung up on your score, but instead look to where improvements can be made. Perfection is often out of reach but you can look for a constant improvement culture within the business

We recommend reviewing your MAJIC score twice a year to look for improvements and measure your progress

If you've scored highly, challenge yourselves again and get other members of the team to review and see if they agree. How could you score even more highly and get closer to 75?

Benchmark your score with another employer in your network, compare and contrast where you both scored and how you could improve. How would you score the other employer?

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**Looking to learn  
more?**

Get in touch to review your score and arrange a 1-1 session to identify where and how you could improve.

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