
THE GRADUATE RECRUITMENT CLEARING HOUSE

A NEW APPROACH TO
GRADUATE RECRUITMENT

GRCH
SMITH HOWARD

Smith Howard is pleased to announce the launch of its new approach to investment banking graduate recruitment - **the Graduate Recruitment Clearing House or GRCH.**

By extracting economies of scale between investment banks with smaller graduate recruitment targets, the GRCH provides organisations with the opportunity to efficiently hire the highest calibre graduate candidates.

In addition, the GRCH solution eases the burden of an organisation's graduate recruitment process from campus branding and applications through to the initial screening of candidates.

The **GRCH** is a unique graduate recruitment solution...

... for the recruiter

- Significantly improves access to high calibre graduate and intern candidates
- Optimises the effectiveness of a graduate recruitment budget, reducing the cost for many organisations
- Establishes credibility and market presence through its leading process design
- Eases the administrative burden of graduate recruitment
- Provides access to the latest graduate recruitment practices at a fraction of the cost

... and for the candidate

- Acts as a single portal with access to information about numerous organisations and opportunities
- Enables candidates to apply for a larger number of positions through one application
- Offers a credible alternative to the larger graduate recruitment programs

A CHANGE IN GRADUATE RECRUITMENT

The GRCH eases graduate and intern recruitment for investment banking organisations with smaller graduate recruitment targets - enabling the recruiting organisations it represents to increase their reach to candidates and use the latest technology and practices in graduate recruitment.

Campus branding

Smith Howard is creating a significant on-campus presence for both its GRCH brand and its clients' brands

Applications

The GRCH acts as the gatekeeper for applications, with candidates only required to make one application

Initial selection

Selection tasks are standardised and designed by a former investment banker to ensure accuracy of initial selection

THE GRADUATE RECRUITMENT MARKET AND THE **GRCH**

The recent financial turmoil has left many students concerned about the stability of a career in investment banking, especially as the 'blue-chip' brand names, such as Merrill Lynch, Morgan Stanley, and Goldman Sachs have all been affected by the global crisis. This has led students to consider the smaller, independent investment banks as somewhere that can offer them stability, greater exposure and responsibility at the start of their career.

However, students struggle to find out information about the opportunities available at these smaller/independent organisations and are often discouraged from making applications due to the small numbers of positions available at each organisation. The GRCH solves these problems for both the candidate and recruiting organisation, giving a platform for organisations with smaller graduate programs to compete in what remains a highly competitive recruitment market.

The larger bulge brackets are pro-actively sourcing candidates earlier and earlier in students' university careers. Many of the larger organisations use their summer internship schemes (in a candidate's penultimate year) as the main route of entry for their graduate intake. The GRCH markets equally to both intern and graduate candidates, we believe the key to hiring graduates is to generate an on-campus brand which is accessible to students throughout their time at university.

AN EXTENSIVE CAMPUS PRESENCE

The GRCH not only increases the number of universities targeted, but also the intensity of presence in graduate recruitment resources and events. The level of campus branding achieved by the GRCH would simply not be viable on a standalone basis.

The GRCH will maintain a presence at the top tier UK universities which it has identified as institutions where the highest calibre investment banking candidates are located. This greater presence will significantly increase the number of candidates targeted for each GRCH member.

Students use a number of resources to investigate their career choice and companies to apply to in their chosen field. The GRCH takes care of this for its clients, creating a credible presence across the key resources to generate interest and applications for both internships and graduate positions.

Careers service
resources

Careers fairs

Campus
presentations

Third party
resources

Direct
marketing

Targeted
events

A STREAMLINED & EFFICIENT APPLICATION PROCESS

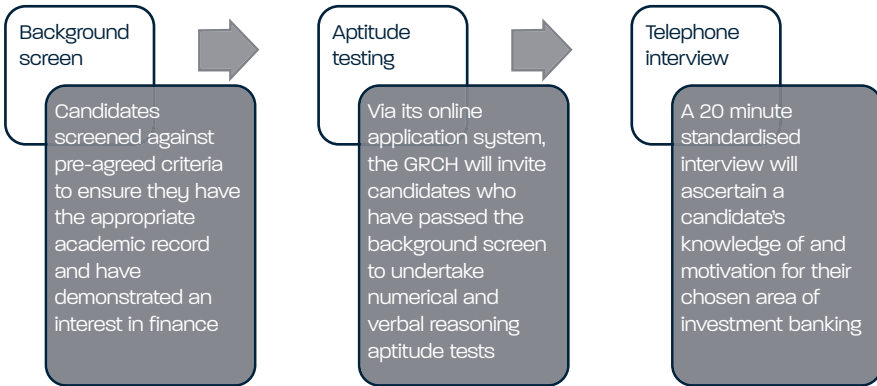
The GRCH accepts applications via its online WebSAF application system. Candidates can apply for graduate or internship positions by making one application via a tailored application form. This application form will require them to enter personal information, upload their CV and answer some initial competency questions. The WebSAF system is familiar to investment banking candidates and is used by many of the larger graduate recruiters including JP Morgan and Goldman Sachs.

All applications submitted are received and processed by the GRCH. The state-of-the-art online system ensures candidate communication is transparent and efficient – which is particularly important to applicants. The online system is used throughout the selection process to notify candidates of their stage in the process and to ease scheduling of interviews and assessment centres.

The collaborative and streamlined application process is a significant attraction for students. Graduate candidates who are interested in applying for positions at smaller investment banking organisations are often discouraged by the need to make numerous applications, each for only a smaller number of internship or graduate vacancies. The GRCH allows them to make one application to be considered for a higher number of positions, increasing the conversion from interested candidates to applicants.

HIGH CALIBRE PRE-SCREENED CANDIDATES

The GRCH also undertakes an initial screening of candidates, which provides GRCH members with sufficient background information to streamline their final selection. The initial screening includes:



Following this selection process, candidate shortlists will be regularly forwarded to GRCH members. These shortlists contain candidate details, their CV and a scorecard assessing how they have performed in the GRCH initial selection.

WHO SHOULD USE THE GRCH?

The GRCH has been specifically designed for organisations with smaller graduate recruitment targets and organisations whose graduate recruitment numbers are unpredictable, operating in the following areas of investment banking and related areas:

- o Corporate finance (including M&A, capital markets and corporate broking)
- o Sales
- o Trading
- o Research
- o Structuring
- o Asset management
- o Private wealth
- o Private equity
- o Hedge funds

The GRCH is aimed at organisations that currently administer their own or outsource their graduate recruitment, and for those organisations which have never hired graduates before.

WHY SHOULD YOUR ORGANISATION USE THE GRCH?

The GRCH will:

- Optimise the effectiveness/reduce your recruiting budget
- Increase the pool and calibre of your graduate and intern candidates
- Increase or maintain your on-campus presence
- Improve your credibility as a graduate recruiter
- Decrease the administrative burden of your graduate and intern recruitment
- Update your graduate recruitment process
- Increase your selection process accuracy

ADDITIONAL SERVICES AVAILABLE TO GRCH MEMBERS

Additionally, Smith Howard offers the following services to GRCH clients to further ease the process of investment banking graduate recruitment.

Assessment centre design and implementation

Smith Howard can design and host final assessment centres for individual organisations using the GRCH. Along with the GRCH, this eases the burden of graduate recruitment whilst allowing the organisations real access to candidates to determine which individuals will 'fit' with the culture of an organisation.

Initial training

Smith Howard recognises that initial training can also be another hurdle to hiring graduates. As such, Smith Howard offers initial training programs for graduates starting in 2010. Two-week training programmes, tailored to the area of investment banking the graduates are hired to work in are available. The training will be designed by former bankers to ensure that the graduates sourced by the GRCH hit the ground running.

BESPOKE GRADUATE RECRUITMENT

For organisations who wish to hire greater numbers of graduates, want to establish an individual on-campus brand, or are looking for a specific type of candidate, Smith Howard offers a bespoke graduate recruitment outsource solution. We can help in any of the following areas or by providing a total and hassle-free outsource solution.

- Market research
- Campus branding
- Process design
- Candidate sourcing
- Application processes and initial screening
- Assessment centre design and implementation
- Initial training

FOR MORE INFORMATION

If you would like more information about the GRCH or want to find out whether a bespoke solution would be better suited to your needs then please contact **Hazel Schofield** on:

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