



United Nations

Rebranding & Attracting Talent

United Nations

Special Interest Group for the Public Sector
ATP – Budapest
Sep 2014

Attracting Talent

- **Rethinking our brand**
 - Research
 - Brainstorming and consultations

- **Defining “who we are”**
 - International civil servants
 - Our mandates and work



Attracting Talent

- **Who we are looking for?**
 - People with integrity, who are fair and impartial and who:
 - make a difference in the world motivates them
 - are driven to be a part of a bigger purpose in the service of humanity
 - are dynamic and adaptable professionals who think creatively and are proactive, flexible and responsive.
will travel to and work anywhere at a moment's notice
 - thrive in an environment that:
 - is truly international and multi-cultural
 - respects and promotes diversity
 - functions at its best through team efforts



Attracting Talent

Brand - Before


United Nations
 Programme Director / Deputy Executive Director (D2)
 Capital Master Plan
 UN Headquarters, New York

The CMP project is the \$1.9 billion renovation of the existing United Nations Headquarters complex.

Reporting to the Executive Director, the Programme Director will:


UNITED NATIONS NATIONS UNIES

**Concours 2010 de recrutement
 d'interprètes de langue française**

L'Organisation des Nations Unies prévoit d'organiser le **29 juin 2010** un concours de recrutement d'interprètes de langue française.

Les candidats doivent :

- Avoir le français comme langue principale ;
- Avoir une excellente connaissance de l'anglais et du russe ;

Il sera fait appel aux lauréats inscrits sur la liste de réserve établie à l'issue du concours pour pourvoir les postes vacants ou qui le deviendront dans les services d'interprétation de New York, Genève, Vienne et Nairobi.

Les candidatures doivent être reçues le **14 mai 2010** au plus tard.

Les précisions sur les conditions d'inscription et le dépôt des candidatures sont disponibles à l'adresse internet ci-après :

<http://www.un.org/french/Depts/OHRM/examin/fexam.htm>
 (Veillez à respecter l'emploi des majuscules et des minuscules)

Brand - After

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careers



South Sudan Police Recruits at UN Supported Training Academy. They will provide security for the region's upcoming referendum, scheduled for 9 January 2011.
 Rajaf, SUDAN
UN Photo/Paul Banks

Peace and Security
Human Rights
Economic and Social Development

— Meet our Global Workforce —



Tégereda Asayehegn
Programme Management Assistant
 Addis Ababa, ETHIOPIA



Hao Cheng
Assistant Radio Producer
 New York, UNITED STATES



Mariela Garabedian
Human Resources Assistant
 Santiago, CHILE



Sudip Ranjan Basu
economic Affairs Officer
 Geneva, SWITZERLAND

Why work at UN?

Who we are

What we do

What can I do at UN?

What we look for

Job Networks

What are my career options?

Staff categories

National competitive

How do I apply?

Job openings

Creating your job



Selecting Talent

- Introduction of new Talent Management IT system (*inspira*), April 2012
 - Single global system integrating:
 - Staffing
 - Performance Management
 - Learning Management and Staff Development
 - Workforce planning



The scale of the task

- 193 Member States
- Equitable Geographical Representation
- Gender Parity particularly in the field and senior levels
- Over 50 per cent of our 44,000 staff work in field locations around the world
- Over 100,000 personnel in 16 peacekeeping and 13 political missions
- 1.2 million registered users through 2013
- 40,000 logins everyday on average
- 250 job openings posted every month
- 4,198 selections out of 764,268 applications for P2-P5 positions since 2010
- YPP:
 - 36,000 applications in 2011; 41,000 in 2012; 23,000 in 2013
 - 96 in 2012; 104 in 2013; 109 in 2014



Staffing Timeline



Current
208 days



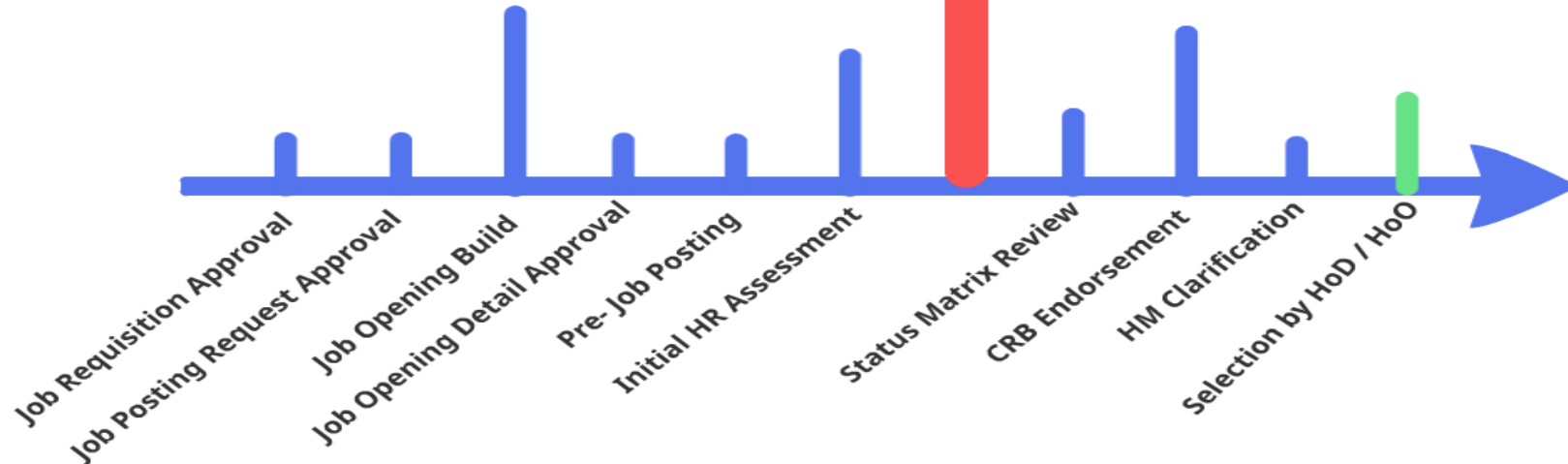
Target
143 days

**Recommendations of
Candidates**

Current
80 days



Target
40 days



High volume of applications



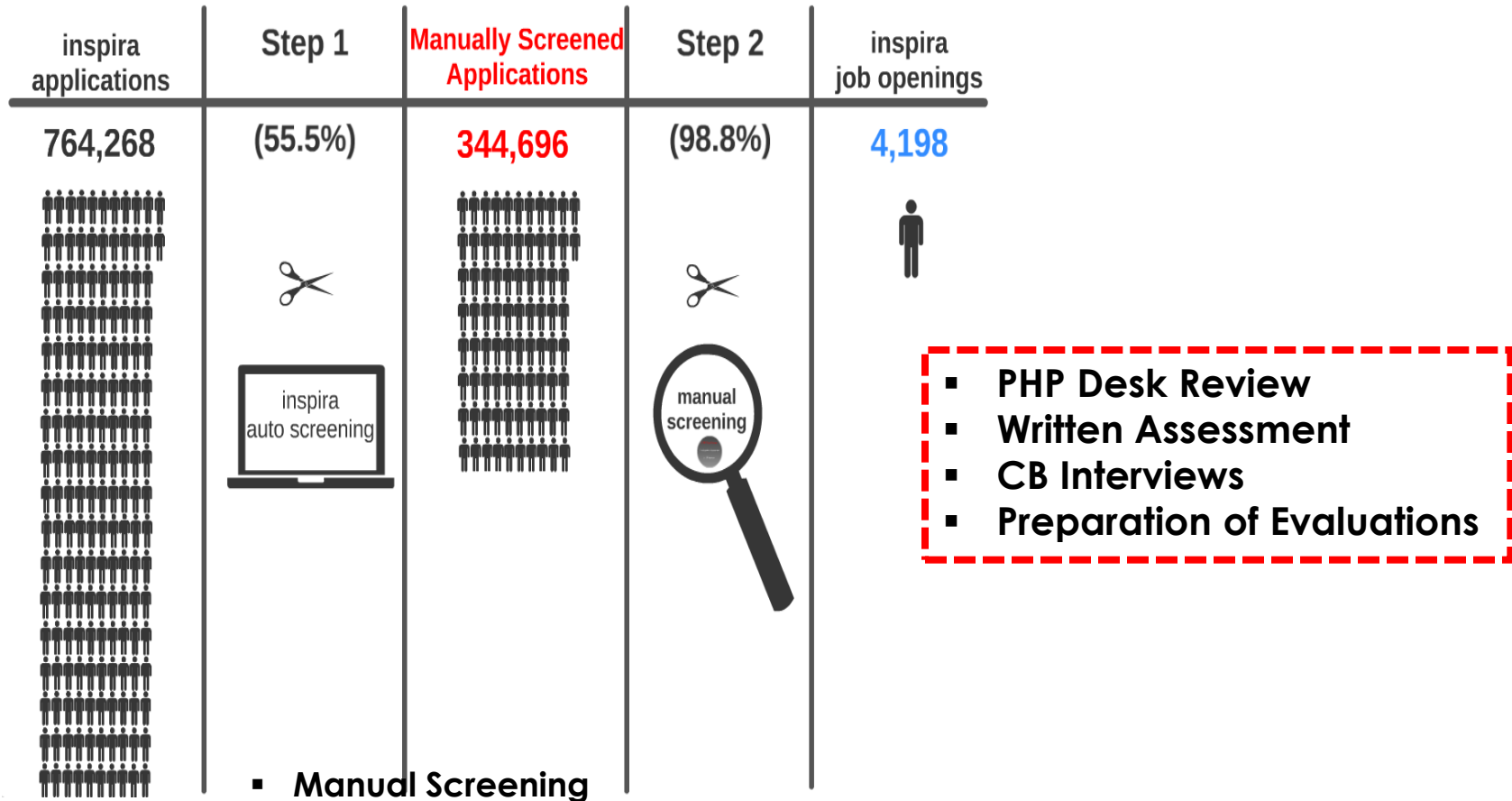
Too many applications to be reviewed by the hiring manager



Prolonged staffing timeline



Biggest bottleneck – Recommendation of candidates of candidates



- Biggest bottleneck ~ 80 – 100 days on average
- Volume presents biggest challenge
 - Average of 80 – 400 PHPs per JO
 - **514 JOs with 100+ screened in candidates in 2013**



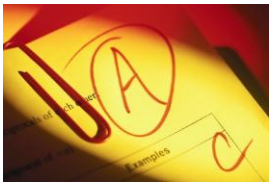
Assessment Project



Automated



Online



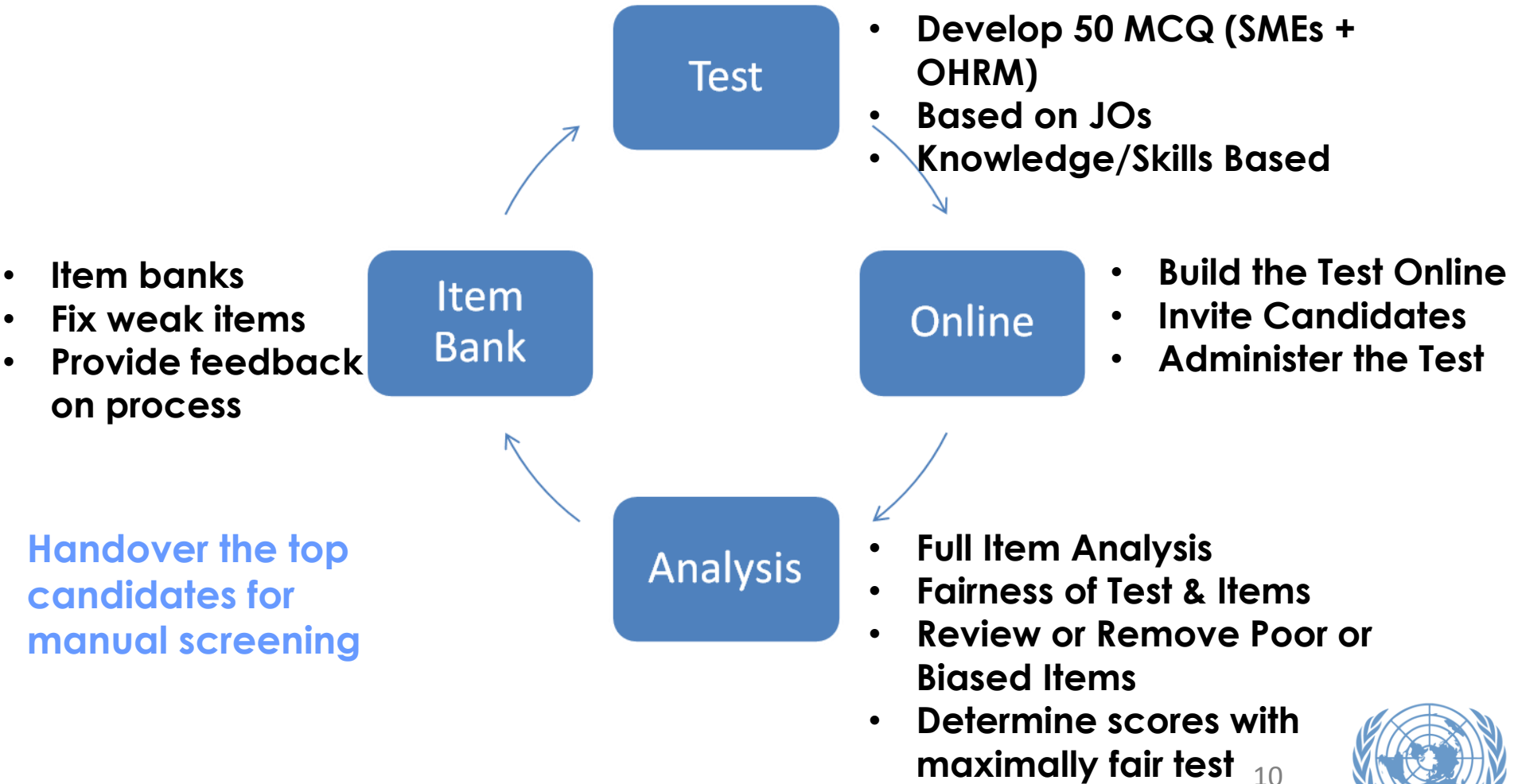
Substantive Assessment



Prior to Manual Screening



Assessment Project Process

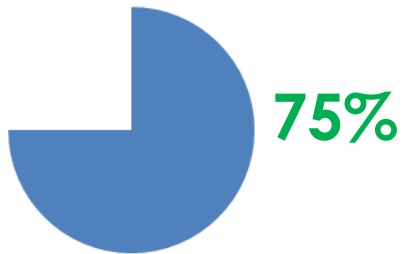


Pilot – Budget Office

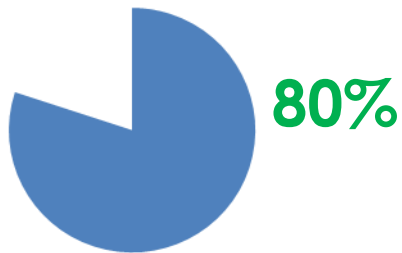
- New York JO Budget Officer P4 & P33
 - 1175 - Applications
 - 604 - Screened In Applicants
 - 493 - Participated in Online Test
- 50 Multiple Choice Budget Related Questions
- 30 candidates on average selected for Manual Review
- **604 / 100 m.hrs vs. 30 / 5 m.hrs of screening**



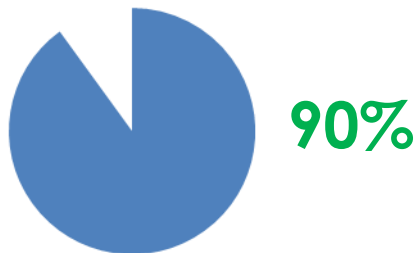
Candidates Feedback



Candidates who felt **"the test was fair in assessing the skills required for the position to which I applied"**



Candidates who **"completed the test without any technical difficulty"**



Candidates who thought **"the instructions to access & complete the test were clear"**



Advantages



95% reduction in application screening

- Efficiency gains over time
- Test Development prior to close of JO
- **Increased validity**
- **Reduced cultural & gender bias**



Employer Brand Ranking



2014 Canada Top 100 Ideal Employer Ranking – Liberal Arts: **2nd**

2014 US Top 100 Ideal Employer Ranking – Humanities: **4th**



50 Top Employers for College Grads 2010: Top 20



The World's Most inDemand Employers 2013: **68th**



Gracias

Merci

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www.un.org

<http://careers.un.org>

谢谢

Thank You

Спасибо

