

Case Study

The Company- Toyota

Toyota are one of the largest automobile manufacturers in the world, producing around 10 million vehicles per year and have a UK site based just outside of Derby.

The Challenge-

- Toyota were interested in working with Derby Jobs and Increasing awareness of the Production and Maintenance Apprenticeship opportunities including supporting the school's engagement programme and wider recruitment support across the local area.

Support Received

- Derby Jobs engagement enabled Toyota to attend various local careers fairs and job events which they had not done previously.
- The Team brokered DWP engagement and new links including, YMCA and YES partnership whilst also introducing Toyota to Derby College and Care leaver events.
- Derby Jobs hosted the Derby Jobs Live webinar at Toyota which was attended by 180 plus residents and students, leading to 66 applications from this event.
- We strengthened Toyota's connections with careers links across the local area engaging with schools and partner organisations including HMP and probation services.

The Result / Impact:

Following the success of the Toyota advertising campaign for 2023 apprenticeships which has resulted in recruiting candidates for Production and Maintenance apprentices Toyota aim to further develop and strengthen their strategy for next year, with a key focus on wider engagement across multiple platforms which have been accessed due to Derby Jobs Support.

Derby Jobs recruitment support has assisted Toyota with the following candidates who are now in the final stages of the apprenticeship recruitment process.

Applications total

- 142 production apprenticeship
- 224 maintenance apprenticeship
- Total applicants = 366

Open Evenings

- Production open evenings- 186 visitors across both evenings (tickets sold out)
- Maintenance open evenings - 251 visitors across both evenings (tickets sold out)
- Total visitors = 437

Due to the success of the Derby Jobs engagement in promoting the apprenticeships and open evenings and access to residents Toyota will now continue to support and attend careers events outside of the recruitment period to make local residents aware of Toyota vacancies. Applications have increased by over 250 on last year due to the success of the Derby Jobs activity.

Quote:

The support Toyota have received from Derby Jobs has been truly outstanding. The team have connected us to a vast array of opportunities, significantly improving our advertising reach and engagement with the local community. It was a pleasure to partner with them in November to host a live webinar, allowing us to showcase our excellent apprenticeship opportunities to a wider audience. Thank you from Toyota for your amazing work.

Rosie Logue, Toyota Human Resources

