

LIBRARY HSITIRIB

The British Library isn't a public lending library. You won't see people queuing to check out their favourite paperback. You won't find us stamping books. What you will find is a unique 15million-item collection that's home to historic treasures such as the Magna Carta, Shakespeare's First Folio and The Beatles' original hand-written lyrics. You'll find a range of resources that underpin the UK's contribution to world-class research, including the world's largest information supply service. It gives everyone - scholars, researchers, business, industry, the public - access to the world's knowledge. It charts our nation's history, from the Battle of Hastings through Chaucer's *The Canterbury Tales* in 1387 to the first English newspapers from 1642... And it attracts the cream of the world's talent to our specialist teams.

14-10-1066
1387
20 JUL 1643
15-6-1380
2 SEP 1666
1855
1966

1764
~~1841~~
21 Dec 1620
1480.
1453
1338
10 FEB 1841
24/06/314


1914
22 MAY 1751
12'5
1349
1841
E 21 OCT 1805

ALL OF WHICH MAKES HUMAN RESOURCES HERE AT THE BRITISH LIBRARY PRETTY UNIQUE TOO.

HR Operations Manager - London **HR Managers - London/Boston Spa**
Business Development Manager - London

Now, we're looking for HR professionals to be part of the progressive team behind an HR strategy that puts the people agenda centre stage. You'll need fresh ideas - lots of them. And you'll need experience of both developing and implementing HR strategy in a cross-disciplinary environment. But if you would like to learn more about these challenges, allow us to do what we do best and expand your knowledge.

For an application pack that contains all the information you need, please contact People Media Response on 020 7420 2060 or email info@peoplemedia.co.uk. Closing date: Friday, 7th May 2004.


www.bl.uk/about/vacancies.html

British Library – HR campaign

The misperception that the British Library has to fight is that it just loans out books. That was the issue we had to deal with when running these two HR ads. The way around it (and also the sell to the audience) was the Library itself.

In the 'stamp' idea we used a stereotypical library ticket with great historical dates on it to show this place was where the UK's greatest collection of historical documents, books and overall knowledge lay. In the 'book' advertisement, we simply wrote a story: the story of the British Library. Together these ads accounted for 259 enquiries. The roles were filled with high-quality professionals and both ads won industry awards.