

Your Workforce: Your Future

Recruitment: Best Practice and Advice

Hello



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What we will cover...

- Current recruitment trends within the charity sector
- Best recruitment practice
- Advertising techniques to engage talent
- Equality, diversity and inclusion methods

Key trends to help inform your future recruitment

- Candidate-driven market
- Selective applications
- Diversity, equity & inclusion
- New ways of working
- Purpose not pay
- Recruitment free from bias
- Storytelling / Employer branding
- Focus on retention
- Cost of living
- Longer notice periods



Impact on organisations of poor recruitment practices

In the UK, 27% of companies say a bad hire costs more than £50,000, with the impact of a wrong decision seeping into everything from overall employee productivity through to lost sales income.

Yet despite this financial risk, a recent report from the Recruitment & Employment Confederation reveals that UK businesses are failing to find the right person for two out of five roles.



What Does Best Practice Look Like in Recruitment....

- Research and plan before putting your role out there to ensure it is competitive and clear to candidates what is expected and on offer
- Clarity in advertising and JD's
- Show the salary, hybrid working options, flexible working, job share, hours, location
- Clarify the application process, supporting statement, questions, form?
- Interview format, will these be virtual, in person and is there flexibility on dates/times
- EDI considered in your process
- Candidate stewardship and ensuring feedback

Current Trends

ONS Labour Market - September

- Number of pay rolled employees has increased to a record of 29.7 Million
- Unemployment rate at lowest rate since May 1974
- Number of job vacancies June to August 1.25 Million

Candidate Job Market Survey

- There is more resistance from passive candidates to change roles
- There was greater interest from candidates around the longer-term security of a role

Employer Job Market Survey

- 74% of employers planning to take on new staff
- 39% focusing on upskilling staff
- 38% advertising more roles as flexible

Rate Increases

- Charity Job 8% rate increase

Technology

Indeed

65% of candidate traffic is from mobile phones

Charity Jobs

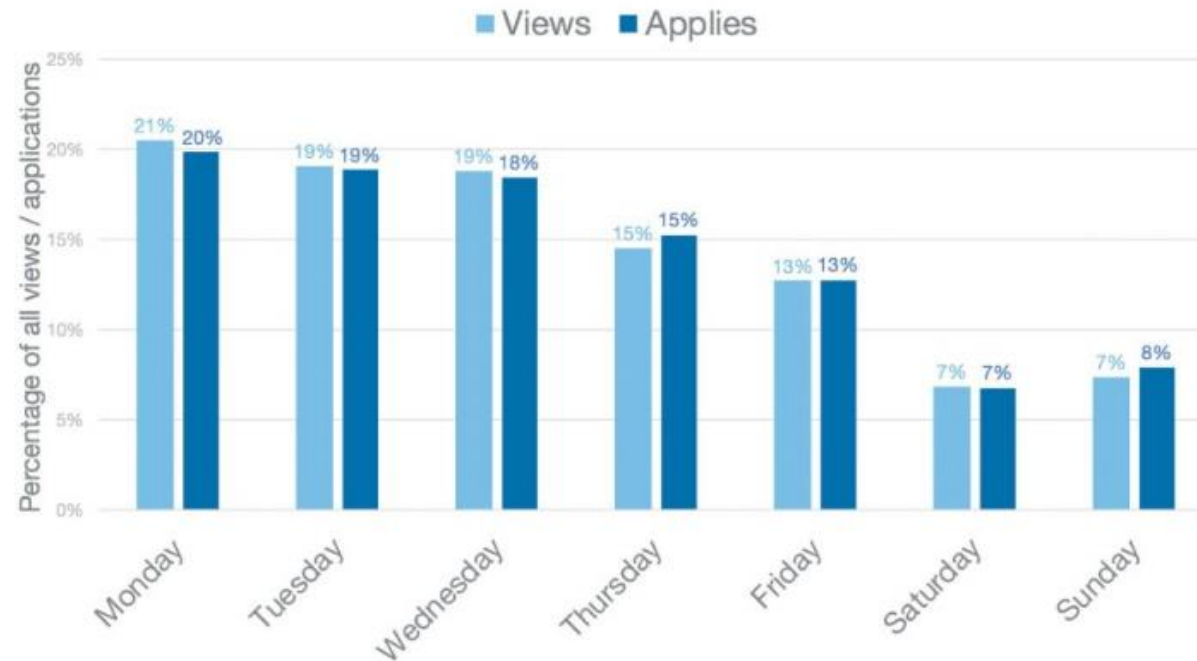
50% of candidate traffic is from mobile phones

Prospectus Website

49% of candidate traffic is from mobile phones

Advertising

Candidate job views and applications distributed by day of the week



Quick Wins – Advert Copy

Show me the
Money

Digital Overlord
– Website
Manager

Formatting

Drop the non-
essentials

Benefits, benefits,
benefits!

Approach to Advertising



Methodology

What are the
candidate
motivations?

Where are
they?

How do we
reach them?

Prospectus EDI Commitment

Embedding best practice

- Review our processes
- Challenge bias
- Open and inclusive techniques
- Publicly sharing our diversity stats
- Offer all candidates alternative application methods
- Develop understanding of how diverse candidates progress through a recruitment process.

Amplifying voices

- Events and podcasts with sector leaders and voices.
- Internal Diversity, Equity and Inclusion Working Group
- Surveys to sector
- Capture data and publish clear DEI narrative

Investing for the future

- Bespoke training with Clear Company and Disability Confident Scheme
- Partnered with the EY Foundation to deliver over 50 placements in the sector through the Kickstart scheme, opening up new career paths for diverse, talented young people.

Be intentional about EDI

- In our experience, being intentional about diversity and inclusion during a search is key to achieving the desired outcomes.
- Framing the language and imagery to shape the explicit narrative of the recruitment, will promote inclusion and remove many barriers.
- Demonstrate your commitments
- Make your processes accessible

Diversity in our placements

Statistics cover candidate placements from June 2020 to July 2021

Black and People of Colour

32%

Declared a Disability

7%

LGBT+

11%

Women

70%

Q & A

