

The following presentation was given at:

SCAF Workshop
**“Recruitment, Retention and Professional
Development”**

Tuesday 13th June 2017

The Conference Centre, Ribby Hall Village, Preston

Released for distribution by the Author

www.scaf.org.uk/library

Recruitment

Candidate attraction in a competitive market

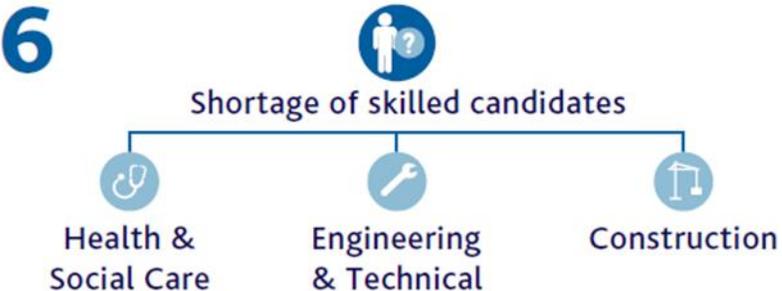
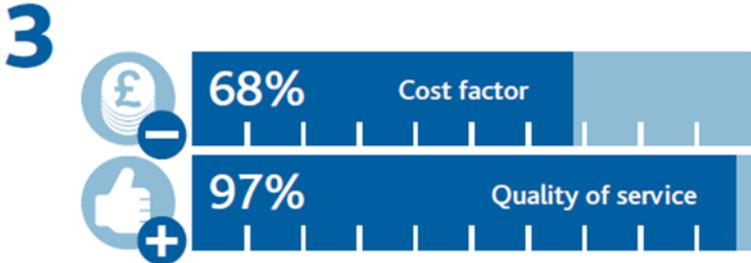
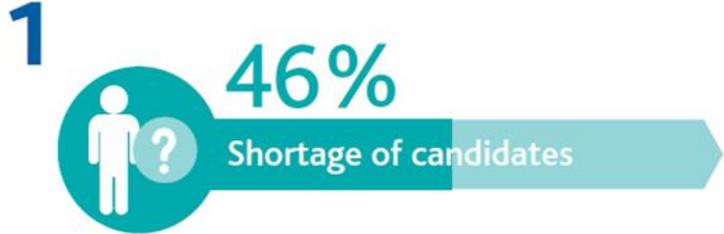
Presented by Mark Bull

6th June 2017

Agenda

1. Employment market conditions
2. How to improve your recruitment process
3. Q&A

Employment Conditions in the UK - Current



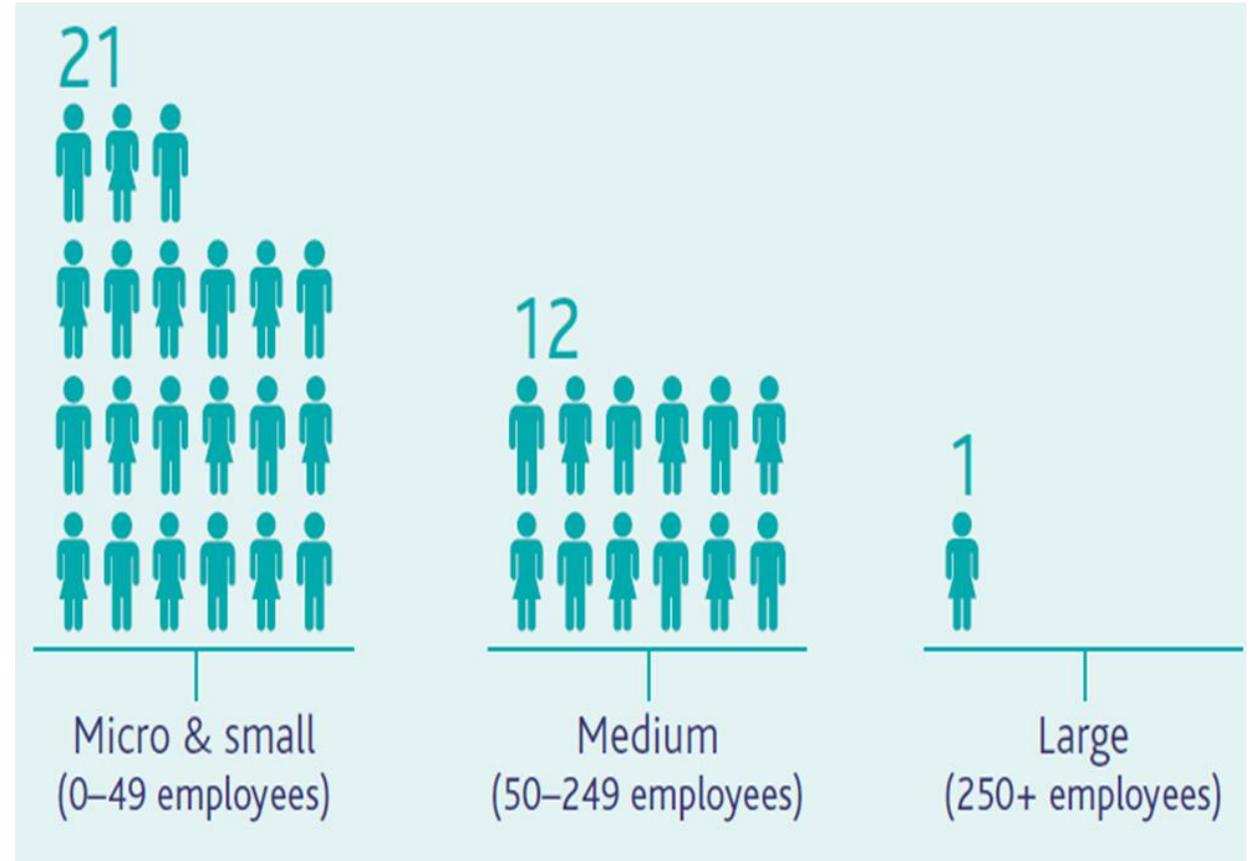
Employment Conditions in the UK - Permanent

- **Short Term (3 months)**
 - 95% employers planning to maintain or increase headcount
 - Trend is up on previous quarter
 - 2% of employers would be decreasing headcount
- **Medium Term (4-12 months)**
 - 92% employers hold or increase headcount
 - Up 4% on previous rolling quarter
 - Large companies least likely to increase headcount
 - Medium sized companies most optimistic about hiring



Employment Conditions in the UK - Contract

- Short Term (3 months)
 - 89% employers planning to maintain or increase headcount
 - Trend is up 5 points on previous quarter
 - 7% of employers would be decreasing headcount drop of 2 points
- Medium Term (4-12 months)
 - 89% employers hold or increase headcount
 - Up 3% on previous rolling quarter
 - Compared to London only 77% plan to increase or hold headcount with 18% saying they are planning to reduce numbers

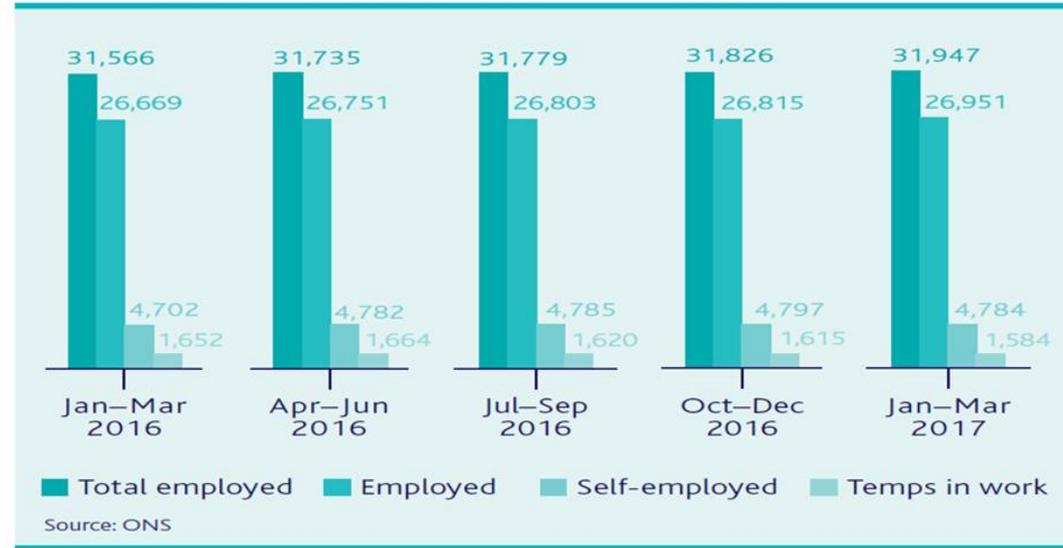


Employment Conditions in the UK

- Q1 Results

- UK Workforce increased by 112,000
- Year on year increase of 381,000
- Permanent employment increased by 350,000 year on year
- Self-Employment increased by 82,000
- Unemployment 152,000 lower than same period last year
- ONS expected to publish unemployment at 4.6% (8th successive fall) on 14th June

Total employment, employed and self-employed



- Lloyds Business Barometer*

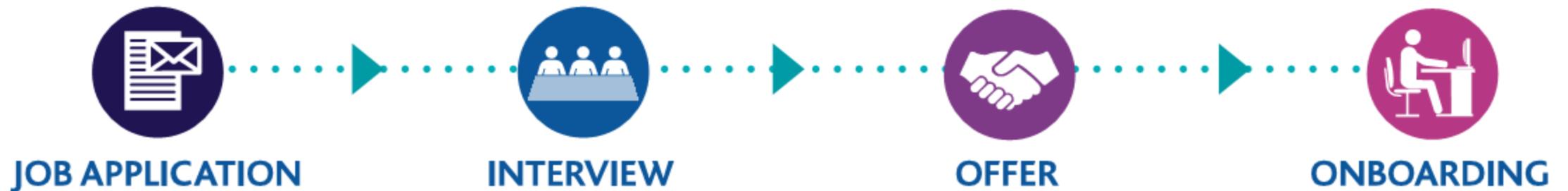
- Business confidence rebounded in April by 17 points
- Companies assessing their own prospects
- Optimism of the wider economy
- *Pre general election announcement



- Demand for UK goods and services from other EU countries translates into 3.3m jobs
- UK increasingly reliant on service sector activities. 28% to 41% from 1997 – 2013
 - Financial Services
 - Business Services
- Some sectors may struggle more than others particularly in manufacturing
 - Cars
 - Aerospace
 - Computers & Electronics
 - Pharmaceuticals
- Shrinking Talent Pool
- Weaker £

The candidate strikes back!

How to improve the recruitment process for your candidates



* Source: REC



JOB APPLICATION



“You need a really clear job specification and an understanding of where you fit in the organisation.”

- 11% of workers: “Improve the job related content that’s available to applicants.”
- 8% Of Workers: “Tighten the screening questions to reduce number of applications.”
- 22% Of Workers: “Provide more feedback throughout the application process.”

Recommendations for employers:

- Be explicit about what candidates can expect as a job applicant and measure yourself against your stated expectations



INTERVIEW



“If the interview is about box ticking, I am not interested. I was interviewed by two people who didn’t say anything but what was written down in front of them.”

- 34% of workers: “Provide feedback for unsuccessful candidates.”
- 22% of workers: “Provide more feedback throughout the application process.”

Recommendations for employers:

- Provide clear and concise job descriptions which set out tasks and describe a typical day in the job
- Set out the culture of an organisation. Describe the specific benefits and features
- Be clear on timescales



OFFER



ONBOARDING



“Now I want people to sell me the job as well”

- 12% Of workers: “Reduce average time between interview and decision.”

Recommendations for employers:

- Give candidates an opportunity to discuss and demonstrate their skills and capabilities
- Show candidates the office environment to gauge the culture
- Provide training in interviewing skills for hiring and line managers. Monitor impact
- Provide clear, specific and personalised feedback for successful and unsuccessful candidates. Agree who does this at the outset: HR manager, hiring manager or recruitment
- Invite feedback on the recruitment process

The candidates strikes back: Key feedback

20% Of workers in Great Britain say they will leave their current jobs in the next year

58% Of workers and recent retirees applied for at least one job in the last five years

19% Of job applicants found out about their role by word of mouth

11% Of respondents describe their candidates experience as bad

80% Of respondents were not asked for feedback on the application/job interview

20% Of people who elected to withdraw from the process did so because they felt the process took too long

Summary

- Competitive market
- Shrinking talent pool
- Candidates perception of your recruitment
- Cost of hire
- Call to action

Q & A