



# Welcome to the In-house Recruitment Awards 2019

The In-house Recruitment Awards are here to discover and recognise the increasing achievements of UK In-house Recruitment teams and the individuals that form them.

Each year we receive a wealth of entries showcasing some of the very best work from across the industry.



**AWARDS CEREMONY**  
4th DECEMBER 2019



**ENTRY DEADLINE**  
July 31, 2019



**SOCIAL**  
[@InhouseRecNet](#) #IHRA19

# FAQs

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## Who can enter?

The In-house Recruitment Awards 2019 is open to any company, agency, creative or individual producing work specifically to recruit talent in the period from 1 August 2018 to 31 July 2019.

Joint entries where agencies and clients have developed and delivered the recruitment solution collectively are accepted.

## Judging

There are 25 award categories. Each entry is judged by a panel of Talent Acquisition professionals from major blue-chip companies, experts in creative, digital and account direction from some of the UK's leading recruitment marketing agencies, and recruitment technology specialists. All entries will be judged against the criteria indicated for each category.

## My company is based outside of the UK, can I still enter?

Entries from outside the UK are welcome providing that the company being entered has a UK presence and the entry is based on the work completed in the UK.

## Specifications

Entries must be submitted using the Entry Form provided for the requested category with all pertinent information included in this document. Links and illustrations can be included in this document. Video files should be sent via links.

Each section of the entry should not exceed more than 600 words. Additional documents and visuals may be included as separate attachments to enhance your entry but please note that these documents will not be reviewed in place of the Category Entry Form.

## Can the same entry be entered into more than one category?

Submitting the same entry into different categories is allowed. It is however advisable to tailor each to the category's specific criteria so they are not complete duplicates.

# FAQs

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## I missed the deadline. Can I still submit my entry?

Entries arriving after the closing date will be disqualified. Any entries received incomplete, illegible or not complying with the rules will be disqualified subject to the discretion of the judging panel.

## How will the entry be judged?

All entries will be judged against the criteria indicated for each category. Each entry is judged by a panel of Talent Acquisition professionals from major blue-chip companies, experts in creative, digital and account direction from some of the UK's leading recruitment marketing agencies, and recruitment technology specialists. Decisions of the judges will be final.

## When will the final shortlist be announced?

The final shortlist will be announced online week commencing 19 August.

## I entered but have not received a confirmation

If you have not received confirmation that your entry has been received please contact Thelma Pantazis on 0203 976 3464. No responsibility can be accepted for entries lost or delayed in transit.

## In what time period would my work have had to be run in?

Entry into the In-house Recruitment Awards 2019 is open to any company, agency, creative or individual producing work specifically to recruit talent in the period from 1 August 2018 to 31 July 2019.

## Entry deadline

**Deadline for entries is 31 July. There is no entry fee.**

# FAQs

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## What do I need to do to enter?

Entries must fulfil the definitions of the category in which they are entering (see category entry forms for details). Entrants should provide clear responses under the 3 headings listed in the entry form:

- Overview: The objectives/purpose/methodology.
- Achievements: The solution/strategy/delivery/details etc.
- Measurements of effectiveness

Entrants must clearly state the objective of the work where required. Where measurement is requested, statistics and/or specific data must be provided.

## How can I submit my work?

All work should be entered via email to [thelma@inhousetalent.co.uk](mailto:thelma@inhousetalent.co.uk). Video files can be uploaded or submitted via links provided by the entrant

## Will I be able to provide physical support materials in addition to the uploaded collateral?

If you have work which needs to be sent directly (e.g. literature, CDs, DVDs or where physical interaction is required) please inform Thelma Pantazis on [thelma@inhousetalent.co.uk](mailto:thelma@inhousetalent.co.uk) or 0203 976 3464. Additional material should be sent to:  
Thelma Pantazis, In-house Recruitment Awards, 4th Floor, 10 Lower Thames Street, London EC3R 6AF.

## Can my company enter more than one project into the same category?

Yes.

# Categories

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In all categories, the judges will evaluate effectiveness as a key criteria. By effectiveness, we mean demonstrable impact as a result of good practice / innovation / creativity. To evidence this, entries should include quantifiable industry metrics: for example, improved conversion rates, engagement rates, etc. Whenever possible, please use comparative data sets.

- Apprenticeship or School Leaver Campaign
- Candidate Engagement
- Candidate Experience
- Careers Site
- Diversity & Inclusion Strategy
- Employer Branding
- Employee Referral
- Executive Search Strategy
- Graduate Recruitment Strategy
- In-house Recruiter
- In-house Recruitment Manager
- Newcomer (Team)
- On-Boarding Strategy
- Onsite RPO Team
- Outstanding Contribution
- Recruitment Advertising Campaign
- Recruitment Innovation
- Recruitment Team – Financial / Professional Services Sector
- Recruitment Team – Not-for-Profit / Public Sector
- Recruitment Team – Retail / Consumer Goods Sector
- Recruitment Team – Technology Sector
- Recruitment Team – less than 1,000 employees
- Recruitment Team – more than 1,000 employees
- Use of Social Media
- Use of Video

# Category Information & Entry Criteria

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## Apprenticeship or School Leaver Campaign

Times are changing for early careers recruitment. Academic success doesn't guarantee expertise in the workplace and with the rising cost of higher education, people are considering alternative routes into their careers. Running a successful campaign for school leavers, or taking advantage of the recently introduced will provide you with a wider talent pool to engage, connect, retain and grow into a successful part of your organisation.

### Judges will be looking for evidence of:

- A clearly defined campaign brief, outlining the specific target audience, detailing desired outcomes
- Innovative approach to the delivery of the campaign
- Consistent delivery of messaging and creative across all touchpoints
- Providing a positive, consistently on-brand candidate experience
- Evidence of effectiveness

## Candidate Engagement

This category recognises an individual's outstanding service, care and attention for candidates, highlighting an exceptional, positive experience throughout the hiring process. The winning individual will be able to demonstrate outstanding levels of candidate engagement backed up by evidence which includes stats, facts and figures.

### Judges will be looking for evidence of:

- A comprehensive, personal, considered approach to engaging with candidates
- Consideration for the sourcing approach and methodology
- Understanding how and where to communicate with the target audience
- Going above and beyond the call of duty
- Clarity and communication of the hiring process
- Consistent delivery of a candidate-first approach
- Positive impact on candidates
- Effectiveness

# Category Information & Entry Criteria

## Candidate Experience

This category recognises outstanding service and care for candidates, highlighting an exceptional in-house recruitment operation that provides a uniquely positive experience throughout the hiring process. The winning entry will clearly demonstrate outstanding levels of candidate experience backed up by evidence which includes stats, facts and figures.

### Judges will be looking for evidence of:

- A comprehensive, integrated approach to providing a positive candidate experience
- Considerations on the inclusiveness and accessibility of the hiring process
- Clarity and communication of the full process
- Consistent delivery of an on-brand experience
- Positive impact on candidates
- Positive impact on the wider business
- Effectiveness

## Careers Site

Successful entrants to this category will be able to clearly highlight to the judges how their career website reflects the company's brand ethos, whilst providing an engaging and helpful user experience that engages the jobseeker and provides them with the necessary information and understanding of the role and company whilst also being visually appealing.

### Judges will be looking for evidence of:

- Visual appeal and on-brand synchronicity
- Opportunities to engage and interact
- Providing knowledge of the company, for example; culture, benefits, values etc.
- Technical quality of the career site; responsiveness, user experience etc.
- Considerations and compliancy on the inclusiveness and accessibility of the application process
- Consistent delivery of an on-brand experience
- Positive impact on traffic and conversion

# Category Information & Entry Criteria

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## Diversity & Inclusion Strategy

This category recognises the consistency, sustainability and creativity required to develop a contemporary and effective strategy in attracting and engaging an inclusive workforce. The winning entry will provide evidence that their D&I recruitment strategy has made a positive impact to the organisation in terms of diversity metrics and company success.

### Judges will be looking for evidence of:

- Accessibility to a diverse range of backgrounds and abilities
- A clearly defined strategy in response to either a particular challenge or business commitment to improving diversity
- Campaign or initiative execution; creativity, innovation, channels etc
- Positive impact on diversity metrics and company success

## Employer Brand

Entrants to this category will demonstrate triumphs in creating or developing an employer brand which reaches new heights, elevating it to be perceived as a 'great place to work'. A successful and impactful Employer Brand is an integral part of the candidate journey that acts as an enhancement in the attraction, engagement and retention of talent.

### Judges will be looking for evidence of:

- A clear understanding of the EVP and evidence of its incorporation into the Employer Brand
- A strategic, well-planned methodology
- Consistent delivery of messaging and creative across all candidate touchpoints
- Tangible results
- Evidence of creative collateral is also required as part of this entry. Please send over as a separate PDF document or link

# Category Information & Entry Criteria

## Employee Referral

This category recognises organisations that have been successful in the creation, innovation and efficiency in the development and execution of an employee referral strategy. Entrants will demonstrate its effectiveness in engaging existing employees to recruit family, friends and associates, with success in achieving desired targets in efficiency, quality and retention.

### Judges will be looking for evidence of:

- Full understanding of employee's motivations and integration into the referral programme
- A clearly thought-out, defined programme in response to either a talent shortage in a function or as part of a wider business scheme
- Consistent delivery of messaging and creative across all candidate touchpoints
- Evidence of effectiveness in employee engagement, retention and cost reductions
- Evidence of creative collateral is also required as part of this entry. Please send over as a separate PDF document or link

## Executive Search Strategy

Performing executive search for senior hires requires a range of skills and initiatives often distinct from the ordinary process. Entrants to this category will demonstrate success in achieving targets around cost, timelines, number and quality of desired executive level hires, whilst displaying an innovative approach to the overall executive search strategy.

### Judges will be looking for evidence of:

- A strategic operating model highlighting a clear market understanding
- Acting as a true business partner to the overall business and in particular, Hiring Managers
- Providing a positive on-brand candidate experience
- Understanding and foreseeing wider business plans which could include succession planning, internal mobility, inclusivity etc.
- Evidence of effectiveness

# Category Information & Entry Criteria

## Graduate Recruitment Strategy

Recruiting graduates requires a range of skills and initiatives often distinct from the ordinary process. Entrants to this category will demonstrate success in achieving the recruitment of graduates for multiple positions against targets around cost, timelines, number and quality, whilst displaying an innovative approach to the graduate-attraction strategy.

### Judges will be looking for evidence of:

- A clearly defined campaign brief, outlining any specific focus areas and detailing the required outcomes
- Innovative approach to the delivery of the campaign, differentiating you from any competitors
- Consistent delivery of messaging and creative across all touchpoints of execution
- Providing a positive, consistently on-brand candidate experience
- Evidence of effectiveness

## In-house Recruiter

Within any team there is often a stand-out performer. The winner of this award will be the individual that has demonstrated an exceptional level of attainment: going beyond the call of duty; or consistently identifying the best talent for the business; or creating the most dynamic recruitment strategy; or some other stand-out performance. What has defined them in the past 12 months?

### Judges will be looking for evidence of:

- Efficient, proactive approach to the recruitment process and delivery of candidates aligned to defined targets
- Business, culture and stakeholder understanding leading to full comprehension of recruitment needs
- Consistent, on-brand recruitment delivery
- Impact of recruiter offering – acting as a true business partner
- Evidence of success

# Category Information & Entry Criteria

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## In-house Recruitment Manager

Every successful recruitment team needs strategic leadership. The winner of this award will be the individual that has shown a consistently high level of team management, leading from the front to develop an entirely productive and efficient in-house recruitment team. Leadership and management take many guises.

### Judges will be looking for evidence of:

- Proactive approach to the development and refinement of the business' recruitment strategy
- Business understanding and the required recruitment operations to meet them
- Business, culture and stakeholder partnership
- Strong leadership and management skills
- Evidence of effectiveness

## Newcomer (Team Award)

Starting an in-house recruitment function from scratch takes an enormous effort and this category invites entries from those companies that are new to in-house recruitment and have demonstrated success in a vastly challenging environment.

### Judges will be looking for evidence of:

- A clearly defined recruitment strategy
- Improved efficiencies in recruitment processes e.g. technologies, employer brand, candidate experience etc.
- Evidence of effectiveness with a particular focus on time to hire, cost reductions and business partnership, where possible.

**Entrants would not have had a dedicated in-house recruitment function in place prior to 2018.**

# Category Information & Entry Criteria

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## On-Boarding Strategy

Having a structured on-boarding process for new recruits plays a vital role in the retention and engagement of your employees. An effective process allows new hires to acquire the necessary knowledge, skills and behaviours not only for their role, but in understanding the company and how they fit. Thus, allowing the recruit to become a successful, engaged member of your organisation.

### Judges will be looking for evidence of:

- A clearly defined and purposeful step by step process flow
- Successful execution and delivery across all new hires
- Consistent delivery of messaging and creative across all touchpoints
- Providing a positive, consistent, on-brand candidate experience
- Evidence of effectiveness

## Onsite RPO Team

Entrants to this category will accentuate the proposed RPO model and be able to evidence how their service improves the recruiting process for organisations. RPOs should act as a strategic partner to a business through technology, methodologies, and reporting resulting in the improvement of such items as the candidate pool, costs and governmental compliance.

Please note this category must be submitted by the RPO company and be based on the methodologies and business solution, using case studies to back up your findings and metrics. Please note that entries will not be accepted unless signed off, in writing, by the on-site client.

### Judges will be looking for evidence of:

- A clearly defined RPO model
- Consistent approach to processes, reporting and candidate quality
- Business knowledge, understanding and partnership
- Improved efficiencies regarding time to hire, cost per hire, quality of hire
- Successful roll-out and implementation of tools, technologies and other initiatives
- Evidence of effectiveness

# Category Information & Entry Criteria

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## Outstanding Contribution

Every industry has an individual who goes above and beyond, contributing and making a difference, and In-house Recruitment is no different. This peer-nominated award will recognise individuals that have significantly contributed to the success and evolution of the In-house Recruitment industry as a whole and we welcome nominations for those that you believe are at the top of innovation, passion and delivering a positive change.

We are welcoming nominations from across the industry so whether you're an in-house recruiter, manager, consultant, ambassador or somewhere in between, this award is for those making a significant difference.

## Recruitment Advertising Campaign

Recruitment advertising includes all communications used by your organisation to attract talent to work within it, whilst simultaneously building your employer brand. Entrants to this award should demonstrate a successful recruitment advertising campaign that was innovative, functional and, ultimately, productive.

### Judges will be looking for evidence of:

- A clearly developed link between a specific challenge and the subsequent attraction strategy developed
- A well-planned strategy and effective go-to market methodology
- Purposeful use of channels, tools and techniques
- Consistent delivery of on-brand messaging and creative across all content and candidate touchpoints
- Tangible results
- Evidence of creative collateral is required as part of this entry. Please send over as a separate PDF document or links

**The campaign must have run between August 2018 - July 2019.**

# Category Information & Entry Criteria

## Recruitment Innovation

Recruitment Innovation is defined as 'doing something different to gain a competitive advantage'. This category invites entries from those with demonstrable and effective innovation of either strategy, new internal processes, marketing, use of resources, department collaboration, technology or any other area of difference. We're looking for industry firsts and evidence of meeting a challenge head-on with an innovative, never seen, solution.

### Judges will be looking for evidence of:

- How your entry is innovative. Does it challenge thinking or perception? Has it been seen within the corporate recruitment industry before? Or is it something else?
- A clearly developed link between the challenge/s faced and solution developed
- Consistent delivery of an on-brand experience
- Illustration of effectiveness

## Recruitment Team – Financial / Professional Services Sector

Entries are open to in-house recruitment teams within the Financial or Professional Services sector who can showcase their collective achievements of recruitment goals, development and/or refinement of recruitment strategy, innovation, effective campaigns, working closely with stakeholders (corporate, line managers, candidates, etc) and impact on their organisation.

### Judges will be looking for evidence of:

- Development and/or refinement across key recruitment components
- Improved efficiencies in recruitment processes
- A clearly defined recruitment strategy, aligned to business needs
- Consideration of candidate care and understanding of talent market
- Business understanding and partnership
- Evidence of effectiveness

# Category Information & Entry Criteria

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## Recruitment Team – Not-for-Profit / Public Sector

Entries are open to in-house recruitment teams within the Not-for-Profit or Public sector who can showcase their collective achievements of recruitment goals, development and/or refinement of recruitment strategy, innovation, effective campaigns, working closely with stakeholders (corporate, line managers, candidates, etc) and impact on their organisation.

### Judges will be looking for evidence of:

- Development and/or refinement across key recruitment components
- Improved efficiencies in recruitment processes
- A clearly defined recruitment strategy, aligned to business needs
- Consideration of candidate care and understanding of talent market
- Business understanding and partnership
- Evidence of effectiveness

## Recruitment Team – Retail / Consumer Goods Sector

Entries are open to in-house recruitment teams within the Retail or Consumer sector who can showcase their collective achievements of recruitment goals, development and/or refinement of recruitment strategy, innovation, effective campaigns, working closely with stakeholders (corporate, line managers, candidates, etc) and impact on their organisation.

### Judges will be looking for evidence of:

- Development and/or refinement across key recruitment components
- Improved efficiencies in recruitment processes
- A clearly defined recruitment strategy, aligned to business needs
- Consideration of candidate care and understanding of talent market
- Business understanding and partnership
- Evidence of effectiveness

# Category Information & Entry Criteria

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## Recruitment Team – Technology Sector

Entries are open to in-house recruitment teams within the Technology sector who are able to showcase their collective achievements of recruitment goals, development and/or refinement of recruitment strategy, innovation, effective campaigns, working closely with stakeholders (corporate, line managers, candidates, etc) and impact on their organisation.

### Judges will be looking for evidence of:

- Development and/or refinement across key recruitment components
- Improved efficiencies in recruitment processes
- A clearly defined recruitment strategy, aligned to business needs
- Consideration of candidate care and understanding of talent market
- Business understanding and partnership
- Evidence of effectiveness

## Recruitment Team – less than 1,000 employees

Entries are open to in-house recruitment teams with less than one thousand employees who can showcase their collective achievements of recruitment goals, development and/or refinement of recruitment strategy, innovation, effective campaigns and working closely with stakeholders (corporate, line managers, candidates, etc) resulting in a positive impact on their organisation.

### Judges will be looking for evidence of:

- A clearly defined recruitment strategy, aligned to business needs
- Development and/or refinement across key recruitment components
- Improved efficiencies in recruitment processes
- Consideration of candidate care and understanding of talent market
- Business understanding and partnership
- Evidence of effectiveness

# Category Information & Entry Criteria

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## Recruitment Team – more than 1,000 employees

Entries are open to in-house recruitment teams with more than one thousand headcount who can showcase their collective achievements of recruitment goals, development and/or refinement of recruitment strategy, innovation, effective campaigns, working closely with stakeholders (corporate, line managers, candidates, etc) and impact on their organisation.

### Judges will be looking for evidence of:

- Development and/or refinement across key recruitment components
- Improved efficiencies in recruitment processes
- A clearly defined recruitment strategy, aligned to business needs
- Consideration of candidate care and understanding of talent market
- Business understanding and partnership
- Evidence of effectiveness

## Use of Social Media

Social Media is an ever-increasing phenomenon but how effective is it as a recruitment tool? This category recognises entries that can evidence a defined strategy in attracting, engaging or recruiting their target audience through social media with tangible results for both time and cost ROI. If your company has proven track records of a successful social media recruitment strategy and execution, this award is for you.

### Judges will be looking for evidence of:

- Why social was chosen as a method of attracting/engaging/recruiting
- A strategic, well-planned methodology
- Purposeful use of channels, tools and techniques
- Consistent delivery of on-brand messaging and creative across social content and interaction
- Tangible results
- Evidence of creative collateral is advisable as part of this entry. Please send over as a separate PDF document or links

# Category Information & Entry Criteria

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## Use of Video

The ever-increasing use of video as part of a modern world has lent itself to incorporating itself into the world of candidate attraction and engagement. Use of video has the opportunity to accentuate an employer brand, so the need for initiative and creativity increased. This category recognises these traits as employers look to stand out from the crowd through video.

The video might be stand-alone or part of a wider social/digital strategy, but it must be a video in its own right, and not a collection.

### Judges will be looking for evidence of:

- An initial brief and understanding of its purpose
- Deliberate use of channels, tools and techniques in reaching target audience
- Strong execution and delivery through the chosen channel
- Creativity and originality – consistent on-brand messaging, innovation, audio, visual etc.
- Evidence of delivering the brief

Good luck and  
we can't wait to  
read your  
inspiring  
entries!