



In-house Recruitment Network presents

Recruitment Trends

Within the Public and Charity Sector

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Introduction

In-house Recruitment Network were delighted to host 30 management-level In-house Recruitment and HR professionals for an in-depth breakfast event on Recruitment Trends in the Public and Charity Sector.

We were lucky enough to hear from four specialist speakers who gave us some wonderful insights into future recruitment trends within the public and charity sectors. Topics such as attracting candidates through social media, Employee Value Proposition and the candidate centric market were discussed.

These inspirational presentations were accompanied by our hugely valuable roundtable discussions, where experts of the recruitment industry gathered to share their views on the topics covered.

A very special thank you to
Our Speakers



Caroline Nugent,
Director of HR & OD
OneSource



Vicky Murphy,
Resourcing Business,
Cancer Research UK



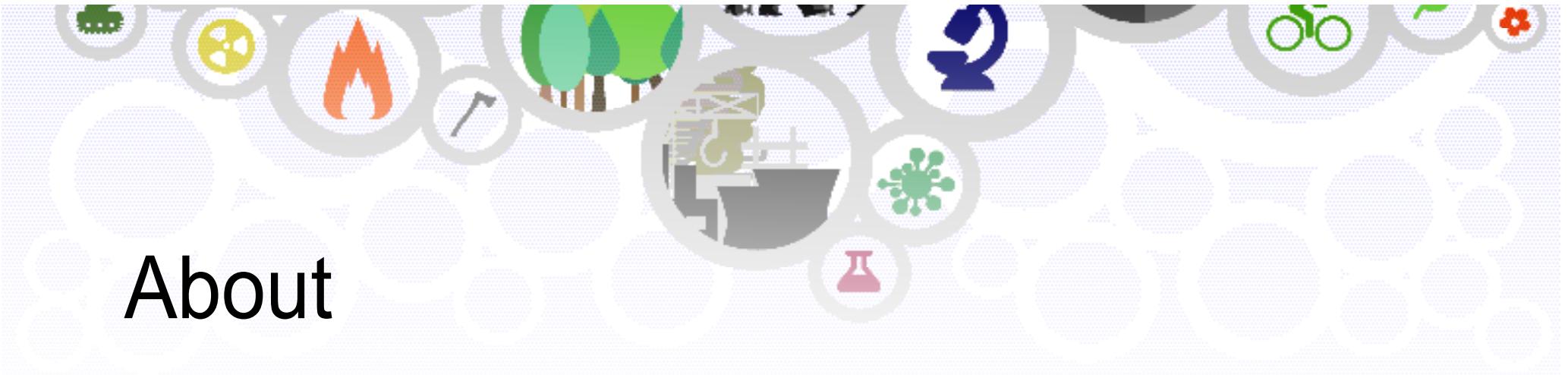
Nichola Newbery,
Head of Client
Partnerships,
Jobsgopublic



Carl Du Plessis,
Deputy Director of HR
London North West
Healthcare NHS Trust

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About

The [In-house Recruitment Network](#) is the industry's fastest growing community of In-house Recruiters and HR professionals.

Members of the community benefit from specialist breakfast events, influential conferences and the hugely popular In-House Recruitment Awards.

With 10,000 members, In-house Recruitment Network is the largest and most active professional network of In-house Recruiters.

The In-house Recruitment Network hosts over 25 high-calibre events and gatherings each year, making it the ideal environment for specialist peer-to-peer discussions and networking.

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[Jobsgopublic](#) will help you with all of your public sector recruitment needs.

With nearly 20 years' experience, they know where candidates can be found and what they are looking for.

In an ever-changing market, Jobsgopublic continue to update their services and products to reflect their clients' needs.

To get a better understanding of their work, you can read two case studies on the recruitment campaigns they organised for Bath and North East Somerset Concil and for Cambridgeshire Council at the bottom of this whitepaper.

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What are the biggest challenges for this sector?

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Attracting the Right Talent

The prospect of working in the public and charity sectors may not necessarily possess the same appeal as working in the private sector for many employees for numerous reasons.

With that in mind, there is a genuine challenge for public sector organisations to reach out to the talent they require and build an attractive proposition that competes with the popularity of the private sector.

Graduates often have their hearts set on a particular career path; something the public and charity sectors struggle to offer. However, this doesn't mean that many graduates would be swayed by the idea of working some of their lifetime within these sectors.

Engaging with Candidates

If you're already playing catch up in a recruitment race, it's vital that you're doing everything you can to get the attention needed to compete.

Graduates will often assume that they are better off seeking out private sector opportunities - yet the public and charity sectors can offer so much to their careers. The problem is, potential candidates simply aren't aware of these benefits.

Having a strong presence on popular candidate gathering hotspots such as social media - Twitter, LinkedIn, Facebook, Reddit etc. is fundamental to getting your company known.

4 out of 5
public & charity sector companies say competition for talent has increased

Knowing the Talent Pool

Another major problem with recruiting for the public and charity sectors is that many of the candidates who make up your talent pool may have a recent background in the private sector.

Many roles that the public and charity sectors require are highly skilled, so it's essential that these roles are filled by qualified candidates.

Persuading these candidates to switch from the private sector can be very difficult, especially if you struggle to compete. It is therefore essential to know exactly what it is you need, as all the investment put into your recruitment strategy can then prioritise a specific talent pool.

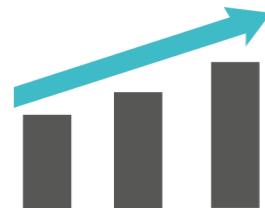
Short, medium and long-term best practice advice

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During the event's round table session, we asked our attendees to share their short, medium and long term plans to improve their recruitment delivery in the public and charity sector. Below were some of the most common goals heard throughout the room:

Short Term

- Continue attending events that are relevant to your industry
- Review the job listings on your website and make them attractive to candidates
- Engage in digital advertising of roles
- Set goals for hiring



Medium Term

- Organise open days
- Set out plans for a consistent way of recruiting
- Develop leadership opportunities/senior roles in-house
- Retain talented employees



Long Term

- Rethink the induction and development strategy
- Consider a renewed employer brand
- Work closely with more schools and universities in the local area



Reshaping public and charity sector recruitment

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Engagement

- Make sure people know who you are/can see you on digital channels
- Keep your social media regularly updated with a mix of attractive job prospects, company information and engaging topics
- Introduce a variety of job roles to attract all workforce demographics

Processes

- Train candidates in-house for the step up to more senior roles
- Avoid depending on candidates from the private sector to fill senior roles - identify fast and cheap alternatives
- Work on the candidate experience - is it smooth, enjoyable, easy?

Competition

- If you can't compete with the private sector or London-based salaries, push other benefits of the role
- Be transparent about salary expectations and what you can realistically offer

Goals

- Set goals that you'd like to achieve by a certain time
- Are you reaching the number of applications you'd like?
- Is there anything you'd like to learn more about in recruitment that you don't know already?

Modernise

- Are you aware of what your talent pool wants from a career in the public and charity sectors?
- Is the interview/candidate journey based on modern demands?
- Are you tech-savvy? Many applications will come through mobile so ensure your website is mobile-friendly

Hiring

- If salary or competition is an issue, consider hiring talented juniors into roles where progression is possible
- Target candidates who are keen on a lifestyle change, or who want to improve their work/life balance
- Push the option of flexible working hours etc.

Understanding the issues faced within the sector

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Engaging Your Audience

Without a strong enough presence on social media, reaching out to potential public and charity sector candidates can be very difficult.

The private sector has benefitted immensely from social media outlets such as LinkedIn, but if public or charity sector businesses struggle to compete with the salaries and progression guarantees of the private sector, how can they benefit from strong social media marketing?



Social media is an excellent platform to advertise roles, demonstrate the benefits of working in the public or charity sectors and creating engaging, relevant content about your business that will get potential candidates interested and talking about your brand.

Social media simply offers too much to be ignored, and it won't cost you a penny to get started.

6pm

is the best time to be posting on your social media channels

Vicky Murphy - Cancer Research UK

As social media is so popular, it also offers a wonderful platform for candidate networking.

You will find many potential candidates discussing the roles you advertise and sharing it with their friends.

What's more, you can use social media to really emphasise the benefits of your organisation, as opposed to worrying about salary expectations and competition with the private sector.



Top Tip

Another great method of engagement recommended by Vicky Murphy of Cancer Research UK was a 'speed dating' event - where candidates move around in a room and chat about their desired roles with employers

Understanding the issues faced within the sector

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Working on Processes

Your processes should be defined by your employer brand; the two tend to go hand-in-hand when recruiting in most cases.

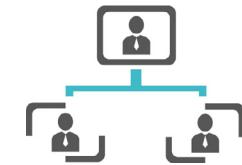
If your processes aren't up to scratch then you could quite easily end up wasting all the hard work you put in to engaging candidates in the first place.

Whether you are dealing with passive candidates or those seeking a specific role in the public or charity sector, your processes should always be well thought out and aim to please.

As we've mentioned already, one of the key processes for the public and charity sectors is engagement.

If you engage with your candidates throughout the application process from start to finish, you can interact with them and discover exactly what it is they're looking for.

Whether they are looking for a specific role or are one of many passive candidates, they are far more likely to come back to you with questions about your organisation and what it is you have to offer.



Ideas for building positive processes

- Review your on-boarding strategy, this should emphasise the benefits of your organisation to potential candidates through a strict and continuous contact process
- Use the technology that's available to you - many applicant tracking systems can significantly improve the application process for candidates as you look to reply to multiple applications

Understanding the issues faced within the sector

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Modernising Your Approach

It's really important that recruiters working in the public and charity sectors are aware of modern trends.

These will shape the way in which your employer brand comes across and determine the best ways of attracting potential candidates to the roles you have on offer.

Before taking this step however, first ask yourself what would motivate someone to apply for the role you are offering.

What are they looking for and how can you meet their demands in the long term?

Putting yourself in your candidates shoes is an excellent way of starting out. The first thing to do is type in your organisation on Google and see what comes up.

These results will be displayed to any candidate who looks to seek out your organisation directly, so you want to be absolutely certain of your employer brand and message in your meta description and title.

Next you should review your EVP. Is it valuable to your potential candidates? Combine this with your employer brand and you could see high retention rates as well as an increase in applications.



Top tips for reviewing your employer brand

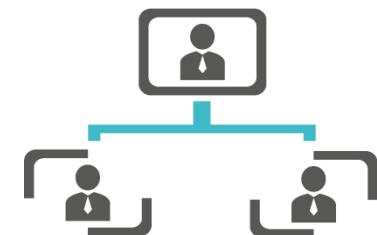
- If you're planning on modernising your employer brand, take a step back and focus on the basics before introducing new features
- Candidates will be expecting a lot from your employer brand - make sure you provide answers to questions on future career prospects and positive experiences - two fundamental aspects of any public or charity sector organisation

3 top tips for public and charity sector recruitment strategies

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1. Flexible Working

This is a key point to focus on as many private sector companies cannot offer this. With public and charity sector organisations there is often an opportunity to work flexible hours that offers more freedom to employees. Use this to your advantage when competing with the private sector.



2. The Real Benefits

The struggle to compete with organisations prepared to pay candidates more money for similar roles is an issue; although many highly skilled candidates and graduates are seeking roles based on other aspects of their working life such as relocation, happiness or career progression.

3. Graduates, Apprentices and Interns

All three are likely to be interested in a role within the public or charity sectors, so this gives you plenty of options when it comes to identifying your talent pool. Interns may expect low pay, whereas apprentices may have the skills and experience you're looking for less.



Recruitment Trends in the Public and Charity Sectors - The Presentations

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OneSource



Vicky Murphy,
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Cancer Research UK



Nichola Newbery,
Head of Client Partnerships,
Jobsgopublic



Carl Du Plessis,
Deputy Director of HR,
NHS England

Conclusion

'The public sector gets negative press - you can change this with your employer brand'

There are many reasons why recruiting for the public and charity sectors is particularly difficult and it's not just about the competition.

If you've found recruiting difficult due to negative press, it's time to put your employer brand first. It should always be your top priority.

Many new graduates are keen to have a positive impact on the public sector and use this as experience for their career progression.

Along with the huge number of passive candidates you can target through search engine marketing, you are guaranteed to find the skills and inspiration you're looking for in graduates who are keen to do something positive for their community.

Recruitment Trends in the Public and Charity Sectors - Client Case Study (1)

Recruitment Trends in the Public and Charity Sectors
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This campaign won Best Frontline Recruitment at 2017 PPMA Awards.



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All Roads Point South West - Highway & Traffic Service Bath & North East Somerset Council Case Study

Briefing

The remit of the Bath and North East Somerset Council Highways and Traffic service is varied. Not only have they been tasked with preserving the rich heritage of the area, but also building a strong legacy for the future. On top of this, they take responsibility for the safety and quality of life for their many residents, workers and visitors.

BathNES came to us with an exciting proposition. They needed to fill a number of vital roles within the service. The roles would vary not only in specialism, but also seniority. This would require specific targeting of a wide range of candidates.

The council specified their desire for committed professionals who would be drawn by the proposition of being able to take control of projects from beginning to end. The offer also included significant training and development opportunities that they hoped would attract more ambitious individuals looking to continue their learning and progress in their careers.

Solution

With a number of varied roles and a significant offer on the table, it was clear that a dedicated micro-site would be crucial to act as a central hub for all recruitment activity. This would showcase the diversity of the work and the region itself, as well as communicating the vision and values held by the service.

The campaign's tagline "All roads point south west" not only referenced the fact that it was a highways service but labelled Bath and North East Somerset as the employer of choice in this discipline.

We implemented a significant, multi-platform attraction campaign, utilising various social media

platforms, search engine marketing, display advertising and online search. This approach would ensure that the range of candidates required for the variety of roles were all effectively targeted.

For the more senior roles, we also used our renowned executive resourcing service, SmartSearch.

The use of our Campaign ATS provided a bespoke, easy to use online application form and collected all applications in one place allowing us to filter them and shortlist.



Recruitment Trends in the Public and Charity Sectors

- Client Case Study (2)

Recruitment Trends in the
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This campaign won
Best Value for Money
at the 2017 PPMA
Awards.



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Cambridgeshire Social Work Cambridgeshire County Council Case Study

Briefing

Cambridgeshire County Council approached Jobsgopublic with an urgent need to fill a range of social care vacancies. They were experiencing a growth in vacancies at all levels, combined with significant agency costs. Cambridgeshire recognised the need to take a proactive approach to a challenging situation.

Previous recruitment campaigns had not delivered the required quality of candidates and they were struggling to attract sufficient numbers. Cambridgeshire had set themselves an objective of filling 24 vacancies, at varying levels. This would not only require attracting more applications than in previous campaigns but a higher quality of candidate.

Solution

The council were confident in their offer, recognising the expert knowledge that their social workers possessed and giving them autonomy in their roles. This allowed their people to make their own informed decisions regarding the care of the service users, knowing they have the full support of the service.

Cambridgeshire had also placed significant focus and investment in training. This ensured that their people were not only fully equipped to deliver the best possible care but also supported in their development and future progression.

Recognising the strength in the council's offer, Jobsgopublic recommended the implementation of

a careers microsite. This would provide a platform through which the offer could be properly communicated. Jobsgopublic rewrote all job adverts to ensure that they effectively highlighted the benefits of the roles, the service and the council.

Jobsgopublic recommended widening the reach of the campaign and targeting those who otherwise wouldn't have thought of applying for Cambridgeshire County Council. This was achieved through using advertising platforms, such as Google and social media. The specific targeting capabilities of these platforms would reach a new audience and ensure that all traffic being driven to the site was relevant to the vacancies.





Thanks for reading!

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