



Recruitment Update

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Agenda

- What job applicants want
- How did RBC compare in April 2018
- Progress to date
- Future developments



National employment rate **75.7%**

Unemployment rate in Reading **0.9%**

Reading has the **4th** highest average weekly wage in the UK



What job applicants want

1. Application process which is transparent, authentic and gives the full picture
2. An efficient process
3. Personalised communication and good engagement
4. To feel welcomed



RBC in April 2018

Candidate perspective:

“Work for the Council? What on the bins?”

- No employer brand – i.e. what’s it like to work for RBC, what careers are on offer?

“I’m interested in working for the Council – how do I?”

- Posts often not well advertised - just RBC website and Job News
- Poor job search function on RBC website
- No social media advertising

“You don’t make this easy – do you want me?”

- Long application form – CVs not allowed
- Long gaps in process i.e. between closing date and shortlisting
- Delays in start dates due to paper DBS checks (6-8 week turnaround time)
- No personal contact – only standard emails



RBC in April 2018

Manager's perspective:

“It takes too long”, “There’s no support”, “It’s painful”

- No strategic ownership or support for recruitment in HR
- Limit of 8 jobs advertised per week regardless of business need due to resource constraints in HR (only 2 admin staff)
- No performance data; time to recruit, number of unsuccessful attempts and cost etc

Outcome:

- Frequent failure to recruit permanent staff - Fill rate c50%
- Average tenure of agency staff covering recruitment gap - 10mths
- High agency use - £14.2m in 2017/18 rising from £4.9m in 2013/14



Progress to date

Appointed new team in HR to increase skills and resource to support effective recruitment:



Responsible for all resourcing needs - whether agency or permanent



Progress to date

- All jobs now advertised nationally – on REED.com, social media (Facebook or LinkedIn) and RBC website as standard
- Bulk purchase of REED online adverts has reduced cost from £436 per advert to £17 per advert
- Improvements to search function on RBC website
- Aim to have RBC job adverts appear on first page of Google search
- Will shortly accept CVs with supporting statement – reducing time to apply significantly



Progress to date

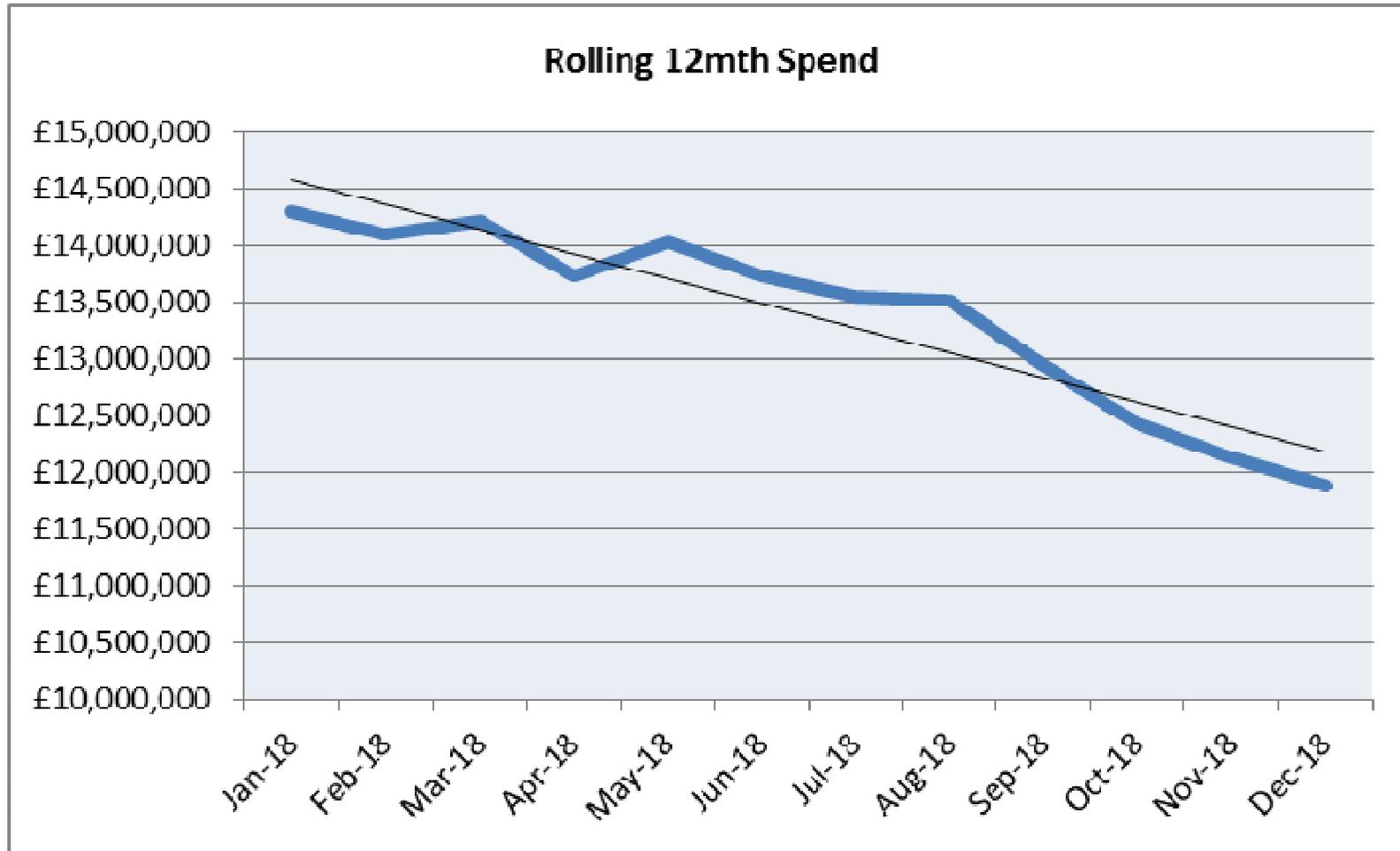
- All shortlisted candidates receive telephone contact at least weekly from their Resourcing Advisor and/or every time we email them until first day of joining
- Conditional offer letter and written contract sent within 3 working days of verbal offer
- DBS checks now completed online (5 day turnaround time) – reducing delays in start dates
- Corporate induction workshop in first month of joining for all new staff
- Streamlined process and paperwork for benefit of managers

Outcome:

- Faster, more successful recruitment, first time
- Better engagement with candidates, even if unsuccessful (advocates for RBC)



Temporary Staffing



Future Developments

- Employees and managers promoting the Council as a great place to work (social media 'likes', Glassdoor reviews etc).
- Further work to develop and promote our 'employer brand' on media channels and through the recruitment process
- More development of the RBC jobs website
- More planned and proactive approach to resourcing and workforce planning
- Roll out HR recruitment system to managers
- Onboarding system introduced so that new employees can access employment documents and start induction before they even join us
- Development of key data to help drive faster, more successful recruitment



Thank you

Any questions?

(Like and share)

