

Employer's guide to recruitment

Part 1: How to find and attract talent



Go to the source

Schools and career fairs

An easy way to reach out to a wider range of applicants is through direct engagement with schools and community organisations.

Give talks at career events or organise workplace visits and placements to inspire young people to embark on a career in your business, sector or industry.

To set up links with schools and colleges go to the online tool **Marketplace**. All you need to do is register and then outline the opportunity you want to offer, such as a talk. Marketplace posts your opportunity on its online noticeboard for schools and colleges to book. It's that simple.

Skills Development Scotland also runs events across the country that you can get involved with. For more information contact Equality.Apprenticeships@sds.co.uk

Who are your ambassadors?

The people who represent the public face of your organisation can say a lot about who you hire.

Try to ensure you have a diverse mix of employees represented when you attend career fairs or events.

Positive role models inspire young people and challenge stereotypes. People are more likely to apply for a job if they feel they will be welcomed by an organisation.

Showcase employees who started as an apprentice or trainee and have progressed in your business.

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This helps highlight that your organisation can provide career opportunities to people who want to advance.

Make it clear

Tell schools and students that your doors are open to a wide range of people, not just those who typically consider your sector. Being explicit reinforces your inclusivity goals.

Identify untapped talent

It is useful to track who is applying for your vacancies and getting the jobs so that you know which groups you need to attract. One way to do this is through equality monitoring forms.

These forms can be used as part of the recruitment process but bear in mind that people from minority groups may be nervous about completing this information when applying for a job.

You should explain why you are asking for the information and make clear it will not be used as part of the selection process. If possible, the forms should be removed before applications are reviewed for shortlisting.

By monitoring your recruitment you can identify if there are any groups who tend not to apply for your vacancies. Use local organisations or events to promote your business to these potential recruits, for example community organisations working with refugees or carers.

Equality organisations can also give you specialist advice to reach out to the individuals they support.

They can also help you through the recruitment process and beyond.

Use the calendar

National events such as International Women's Day can provide a great platform to promote your commitment to tackling the gender imbalance in your sector, for example. You'll also raise the profile of your organisation.

For more ideas speak to our team at Equality.Apprenticeships@sds.co.uk

Not a big organisation?

Consider whether there are others you could work with as a partner including training providers or those in your supply chain.



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Apply positive action

You cannot recruit someone just because they are from under-represented groups but you can take “positive action”.

This refers to steps that employers can take to “level the playing field” to encourage more people to apply from these groups.

To illustrate, an engineering company with an all-male staff could not recruit a woman simply to create a more balanced workforce. This would be unfair on male candidates and is unlawful.

But they could take steps to attract more women to apply and make sure their selection process is fair. Examples include:



Holding women-only open days to allow potential candidates to learn more about the job



Promoting vacancies through local community groups who work with women

Here's how others did it... Our case studies



Scottish Water promoted apprenticeship opportunities to Asian communities by participating in a careers event at the Edinburgh Mosque.

Beith Community Development Trust held an open day for apprenticeship opportunities and promoted this to the Ayrshire College. Additional Support Needs team to try to attract more disabled young people to apply.

Microsoft ran a taster day to inspire girls in S3 to consider a career in technology.

DigiGirlz, a Microsoft YouthSpark programme, gives girls opportunities to learn about careers in technology, connect with Microsoft employees, and participate in hands-on workshops.

Applied Arts Scotland has promoted their apprenticeship opportunities through equality organisations such as **Enable Scotland**, **BEMIS**, **All in Edinburgh** and **Barnado's**.

BAE Systems offer work experience placements to girls that explain the different routes into the organisation and how to apply.