

FRIDAY, 7 OCTOBER 2022



PEOPLE & CHANGE WORKFORCE UPDATE

Annex 1

Recent advertising examples- Recruitment Team

With job advert volumes continuing to [break record highs](#), it's becoming ever more important for Surrey to ensure our adverts are standing out to jobseekers. To achieve this, we are encouraging managers to be brave with their approach and language used to really showcase their team personalities and cultures. Having just recently advertised vacancies for the Recruitment team, we are now using the success realised from our advertising to showcase to hiring managers that it is now essential for us to attract talent through similar methods, especially given the challenges we face in the labour market.

Example 1.) Recruitment Attraction Manager Advert

The starting salary for this role is £41,127 per annum, working 36 hours per week. Whilst our offices are open for you to use as you need to, we usually meet once a month as a team so, outside of any urgent face-to-face meetings, we're happy for you to work where you're happiest working.

The role

The predecessor of the role is writing this (hello!) and, whilst she may be completely biased, she can confidently tell you this is a job that will bring you so much satisfaction and a smile to your face every day (okay, most days!). Supported by a very committed, engaged, and friendly team, the role requires a compassionate and outcome focussed leader who likes to get stuck in to the nitty gritty of recruitment.

Surrey County Council's workforce is made up of over 11,000 staff spanning a wide variety of roles within sectors such as hospitality, social care, environment and transport, executive recruitment, and everything in between. Supporting over 800 hiring managers, we process on average over 2000 adverts each year.

Through day-to-day operational management of our Applicant tracking system, job board partnerships and advertising budget you'll be ensuring our advertising is of high quality, effective, and attractive to the market we're reaching.

A curious thinker at heart, you'll use both internal insights and market-led data to inform your decision making, providing support to the attraction team with ongoing

campaigns and helping to lead our digital and social media efforts in promoting us as an employer of choice.

The team

The wonderful attraction team is made up of the following:

- x3 Recruitment Attraction Consultants
- x3 Recruitment Attraction Leads
- x1 Recruitment Data Lead
- x1 Recruitment Marketing Lead
- x1 Recruitment Marketing Assistant
- x1 Apprentice

This role would directly manage these positions, would be supported by the Assistant Head of Resourcing, and would also link in with the wider recruitment team.

Our culture

I won't beat around the bush- we're really proud of the culture we have built and maintained within the team. Our values and support for one another is intrinsic to everything we do and will be a key priority within the assessment for this post. We care hugely about wellbeing, allowing time for a good giggle and developing our team to be the best they can be. The management team is also extremely supportive so you'll never be alone if you need advice or guidance.

About you

We're open to transferable skills and we recognise that recruitment isn't about tick boxes. Whether you're a passionate recruiter looking for a meaningful career, a keen marketer who wants to expand their recruitment knowledge or you find yourself somewhere in between, we'd love to hear from you. We love developing a skills gap so don't be put off if you don't feel you hit every single marker below- we're looking for commitment not perfection.

To be shortlisted for this role, your application will evidence how you meet the below criteria or list any transferable experience in your personal statement:

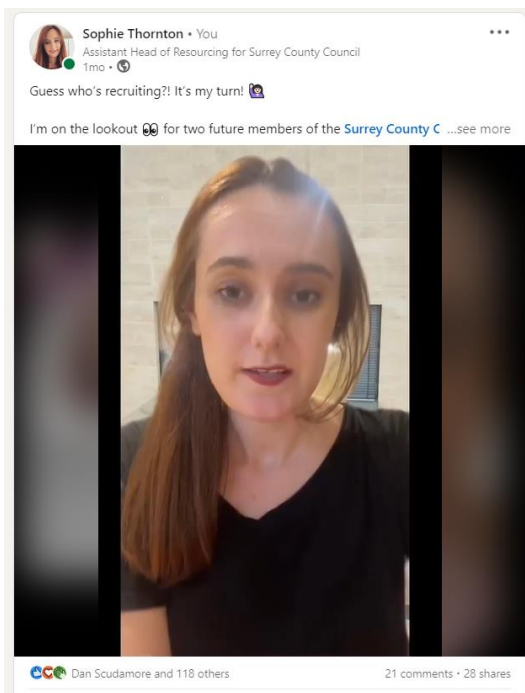
- An experienced leader who has supported, developed, and empowered a team
- Evidence of thorough recruitment or marketing experience or qualifications
- Experience of using data to build narratives and inform decision making
- A passion for driving continuous improvement
- Ability to build strong relationships with key stakeholders

For more information please find the full job description below and refer to this before submitting your application. We also invite you to read our Life at Surrey handbook to see insights of the culture at Surrey and how as a valued employee, you can help shape our Council.

Video advertising – primarily advertised on LinkedIn.

The aim of the video was to highlight our team culture which we know is one of our key strengths and selling points. We recognise that often candidates don't need polished and expensive videos and are usually looking for a glimpse of reality when they're considering new roles. The video was well received on LinkedIn with great engagement and led to many leads and conversations being booked in with potential candidates.

You can access the video [here](#):



Lucy O'Rourke (She/Her) • 2nd
Recruiter at LO Associates
Love this! Beats the normal way of advertising roles! So creative and different! I'm sure you will get loads of applications:) 🙌

Love · ❤️ 1 | Reply

Adam James Tolmie (He/Him/Hobbit) • 2nd
Expert in elevating jobseekers and guiding them through the minefield ...
Great way to recruit. Nice video.

Love · ❤️ 1 | Reply · 1 Reply

Dan Warner • 1st
Internal Recruiter at Essex County Council
Commenting for my network. Some amazing work being done at SCC.

Love · ❤️ 2 | Reply · 1 Reply

ced the advert as a motivation for applying, with two individuals stating they were not actively looking but saw the advert and were compelled to apply.

What has drawn you to apply to work at Surrey County Council?

Answer: When I looked at the way the job was worded it is innovative, creative and shows an inclusive approach to trying to attract new talent into the council. This also resonated with me that Surrey Council's core values are inclusive in action, actually enabling diversity and embedding into the recruitment process from the beginning and importantly support equality of opportunity to eliminate discrimination. This also indicates that throughout the organisation there is a process to support, direct and deliver inclusivity and diversity and to reach out to a wider pool of talent and then support them to get the best out of each individual.

What has drawn you to apply to work at Surrey County Council?

Answer: Other than the job itself, the tone of voice and language used in the advert was different enough to get my attention. Equally, I am attracted to working for an organisation that matches my own commitment to, and passion for, delivering the highest quality service possible.

What has drawn you to apply to work at Surrey County Council?

Answer: I was scrolling through the jobs section on LinkedIn and this role came up as a suggestion so decided to click on it out of curiosity, however, once I read the first paragraph of the job advert itself, my interest peaked. The tone is very warm, honest and welcoming and not like adverts I am used to seeing and made me want to find out more about the values and mission statement of Surrey County Council. Whilst on the Surrey County Council website, another detail stuck out to me; that the first value focused on the residents (community). The reason why I chose a career in HR, specifically in talent acquisition, was because I wanted to positively contribute to helping the community I lived in. I am a people's person and find it easy to interact with individuals from different backgrounds and walks of life. The above are the main reasons I was drawn to wanting to work at Surrey County Council.

Summary and future planning

The response above has really evidenced to the team why we need to continue to encourage managers to showcase their cultures and for us as a team to ensure we are continuously developing to showcase these messages in new and innovative ways.

Since this campaign, Daniel Scudamore, our Recruitment Social Media lead, has created a fantastic procurement video containing caricatures and bloopers amidst a backdrop of facts, data and vision. We're pleased to see hiring managers becoming more confident in this approach. You can find this [video here](#)

We are also working on similar projects within Children's Social Work where we are focusing less on the role of the social worker and more on selling the team, benefits, development and valuing the employee. We would be happy to share this work once completed.

Widening our reach

Whilst the above success has been something to celebrate, we also recognise the importance of not only using social and digital media platforms to market these messages. We are currently liaising with job centres, The National Citizen Service, Department of Work and Pensions funded organisations and job coaches on pulling together an offer whereby we can access more local jobseekers directly and present Surrey County Council as an employer of choice whilst equally providing employment support, updates on available jobs and therefore widening our reach.