



Recruitment 2023-2024

The Journey So Far



Recruitment Timeline 2023

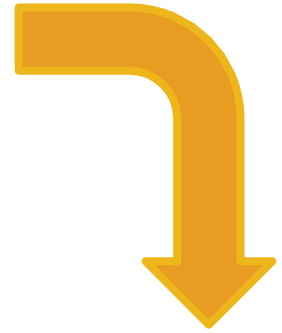
January – March 2023

- Resourcing Advisor & Resourcing Administrator join WBC
- New recruitment process mapped and introduced
- First campaign led by Resourcing team, leading to successful appointment
- New candidate application method introduced
- Successful recruitment of x2 SM2 Level appointees



April – June 2023

- New ATS user guides for Hiring Managers
- Increased social media advertising (each vacancy)
- Introduced multi job board platform significantly widening advertising reach
- Collated Adult's & Children's advertising on Community Care, reducing cost and increasing advertising reach (better ROI)



July – September 2023

- New hiring process introduced, reducing time to hire and increasing first time success
- Reduction in use of recruitment agencies
- Attended first careers fair promoting opportunities at WBC



October – December 2023

- Collaborated with Digital to create our own Microsite for Senior recruitment
- Successful appointment of Manager at WBC's first Children's home
- Successful appointment of the permanent Director of Children's Services



Results Overview

- Increased average application by 45%
- Reduced average time to hire by 36%
- Increased success for first time appointing by 26%
- Reduced Adult's & Children's advertising spend
- Saved £129,000 on recruitment agency fees
- Approval of Social Work Academy

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Recruitment report Q3 2023-2024 Summary

Jobs and applications as per ATS

No. of jobs advertised	110
No. of applications	993
Avg apps per advert	9.03



Media job board ROI as per ATS

Total visits	146759
Apply clicks	3617
Submit clicks	992



Time to hire

42 days



Recruitment highlights

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Adult Social Care

- 9 Social Care vacancies recruited (87 applications)
- Compliance Lead recruited

Chief Executive

- IT Infrastructure Manager recruited (34 applications)
- Senior HR BP recruited (69 applications)

Childrens Services

- DCS recruited (40 applications, plus £36.5k saving on agency spend)
- Head of Education, Access & Sufficiency recruited

Place & Growth

- Head of Housing recruited (66 applications)
- Climate Emergency Service Manager recruited

Resource & Assets

- Corporate Investigation Officer recruited (36 applications, plus £6.5k saving on agency spend)
- X3 Lawyers recruited across Property, Regulatory and Planning
- Recovery Admin Apprentice recruited

Savings

- £43k on agency spend



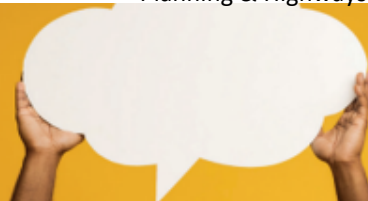
Recruitment report Q3 2023-2024 Summary

Hard to Recruit

As outlined within other reports we provide there are a number of roles that we struggle to recruit into however they are nationally known as hard to recruit into

Through more strategic and collaborative approaches in how and where we advertise, the Resourcing Team have been able to support Managers in now recruiting into roles where we previously had low, no or unsuitable applicants.

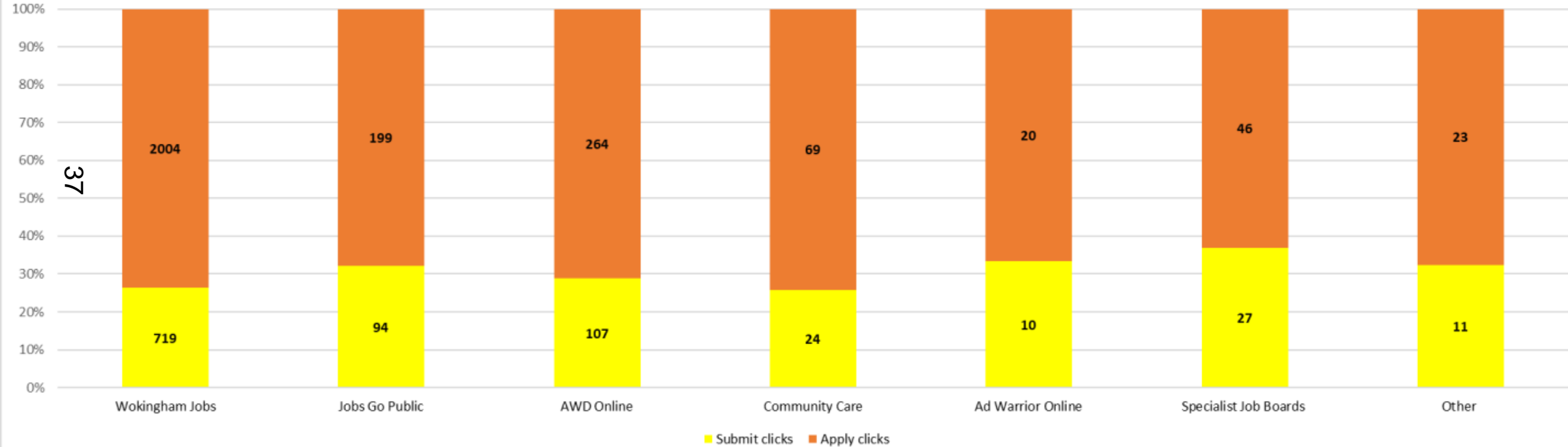
Building Surveyor	No
Enhanced Partnership Officer Highways	No
Senior Network Engineer	Yes (Filled 2nd Time)
Corporate Investigation Officer	Yes (Filled 2nd Time)
Senior Social Worker - Long Term Team	No
Senior Social Worker/AMHP	No
Specialist - Traffic Management, Parking & Road Safety (Technician)	No
Specialist – Senior Traffic Management, Parking & Road Safety Engineer (TMPRS)	No
Quantity Surveyor Highways	No
Occupational Therapist	No
Social Worker - Primary Care Networks	Yes (Filled 2nd Time)
Senior Case Officer (ASC)	Yes (Filled 2nd Time)
Commissioning Manager - Early Intervention and Prevention	Yes (Filled 2nd Time)
Head of Service - Commissioning, Transformation and Programmes (Adult Services)	No
Adult Social Care Compliance/Inspection Lead	Yes (Filled 2nd Time)
Area SENCO	Yes (Filled 2nd Time)
SEND Assistant Manager	Being readvertised for a 2nd time
Senior Lawyer	Yes (Filled 2nd Time)
Planning & Highways Lawyer	Yes (Filled 2nd Time)



Media job board ROI as per ATS (% apply that submit by job board group)

Total visits 146759 Apply clicks 3617 Submit clicks 992

% apply that submit by job board group - zero count removed from graph



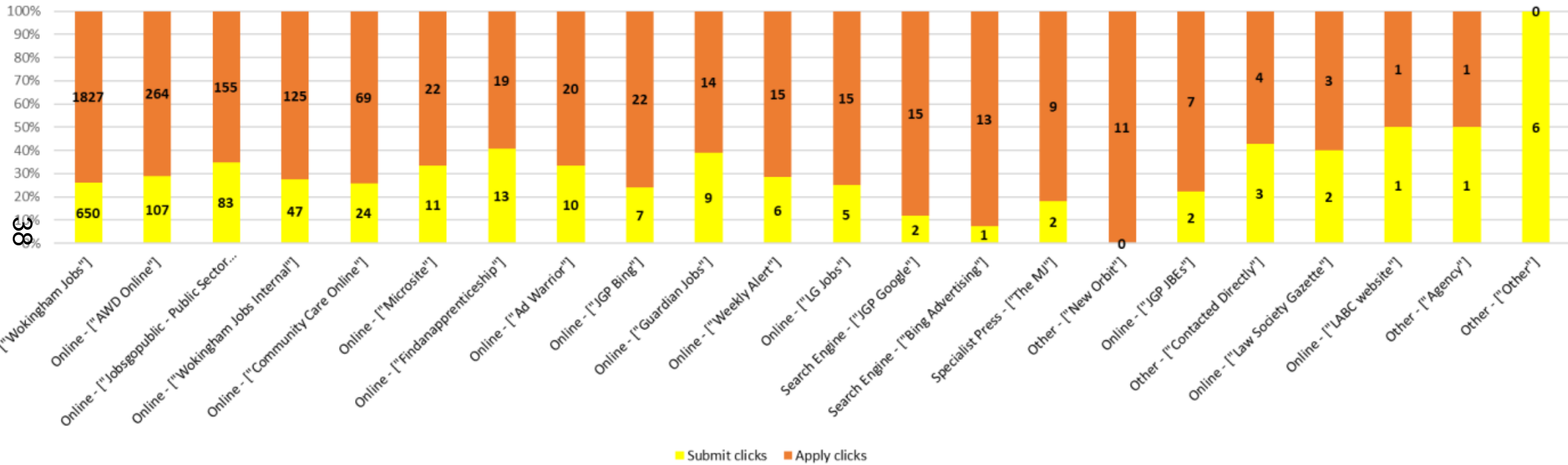
Listen | Learn | Improve



Media job board ROI as per ATS (% apply that submit)

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% apply that submit - zero count removed from graph



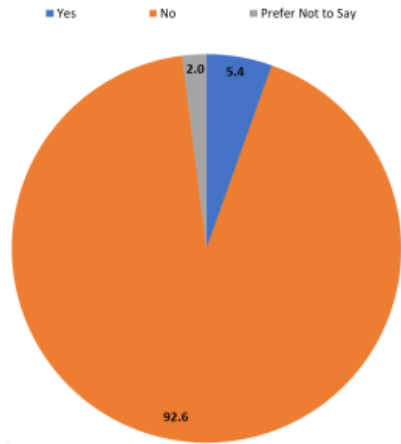
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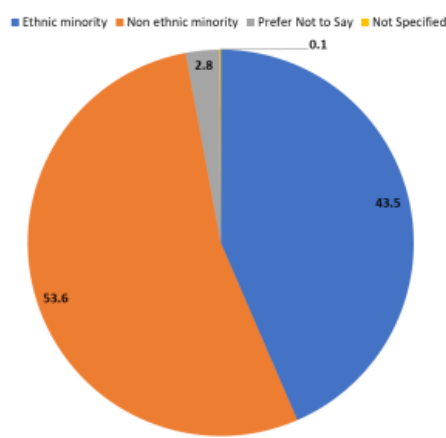
Recruitment EDI report Q3 2023-2024 Summary

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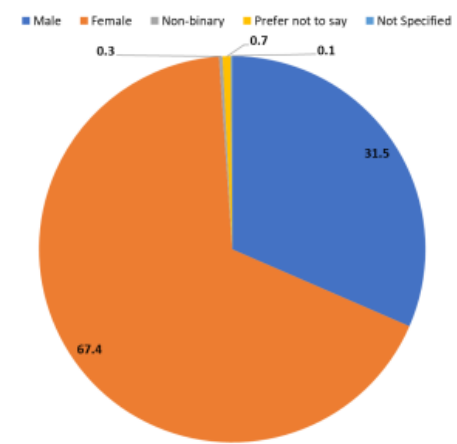
Disability %



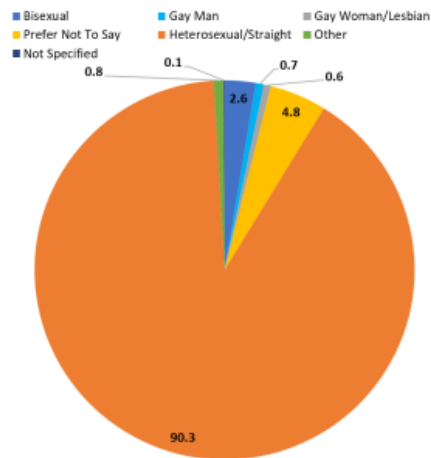
Ethnic Origin %



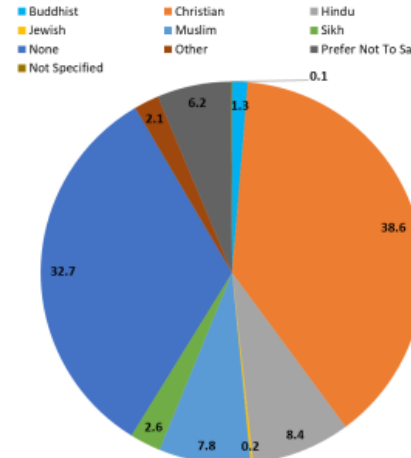
Gender %



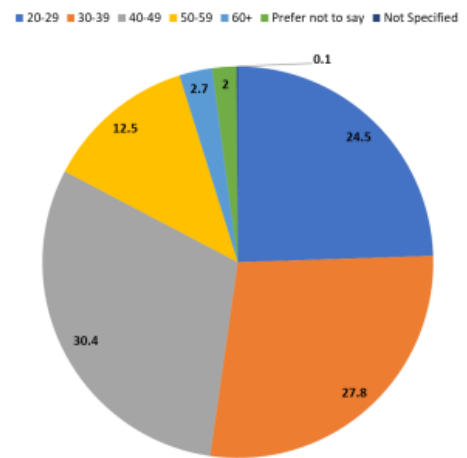
Sexual Orientation %



Religious Belief %



Age Group %



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Appendix A

Reports Used – all reports run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024

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Slide 2 - Recruitment report Q3 2023-2024 Summary	
Jobs and applications as per ATS	ATS equal opportunities report run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024
Media job board ROI as per ATS	ATS media ROI report run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024
Time to hire	HR Ops Recruitment & Admin Tracker report filtered with criteria as APF submit date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024
Recruitment highlights	Input from Lee Partridge
Slide 3 -	
Recruitment report Q3 2023-2024 Summary (cont) Pie Charts	ATS equal opportunities report run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024
Slide 4 -	
Media job board ROI as per ATS (% apply that submit by job board group)	ATS media ROI report run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024

Slide 5 -	
Media job board ROI as per ATS (% apply that submit)	ATS media ROI report run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024
Slide 6 -	
ATS Equal Opportunities – Disability and Ethnicity	ATS equal opportunities report run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024
Slide 7 -	
ATS Equal Opportunities – Gender and Sexual Orientation	ATS equal opportunities report run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024
Slide 8 -	
ATS Equal Opportunities – Religion and Age	ATS equal opportunities report run with criteria as closing date being end of reporting quarter – 31/12/2023 for Q3 2023 - 2024



Appendix B

Slide 4 - Media job board ROI as per ATS (% apply that submit by job board group)

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Wokingham Jobs
Online - ["Wokingham Jobs"]
Online - ["LG Jobs"]
Online - ["Wokingham Jobs Internal"]
Online - ["Microsite"]
Online - ["Weekly Alert"]
Jobs Go Public
Online - ["Jobsgopublic - Public Sector Vacancies and Careers"]
Search Engine - ["JGP Google"]
Online - ["JGP JBEs"]
Online - ["JGP Bing"]
Online - ["JGP LinkedIn"]
Online - ["Jobsgopublic Banner Adverts"]
Other - ["JGP Targeted Email"]
AWD Online
Online - ["AWD Online"]
Community Care
Online - ["Community Care Online"]

Ad Warrior Online
Online - ["Ad Warrior"]
Specialist Job Boards
Online - ["LABC website"]
Online - ["Guardian Jobs"]
Specialist Press - ["The MJ"]
Online - ["Findanapprenticeship"]
Online - ["Law Society Gazette"]
Online - ["Guardian Job Slot"]
Social Media
Social Media - ["LinkedIn"]
Social Media - ["LinkedIn Advertising"]
Social Media - ["JGP Facebook"]
Social Media - ["Council Facebook"]
Social Media - ["Twitter"]

Other
Other - ["New Orbit"]
Other - ["Contacted Directly"]
Search Engine - ["Bing Advertising"]
Other - ["Agency"]
Online - ["HBinfor"]
Online - ["Wirral-Schools"]
Search Engine - ["Google Advertising"]
Online - ["Estates Gazette"]
Other - ["Other"]
Online - ["Diversity Jobs Group"]
Online - ["Indeed"]
Online - ["PFjobs.co.uk"]
Online - ["Prospects"]
Search Engine - ["Google Display Advertising"]
System Default - ["Email"]
System Default - ["JobCentre Office"]
System Default - ["Referred by Friend"]
System Default - ["Search Engine (e.g. Google)"]



Recruitment Moving Ahead

Further improvements

Recruitment Process

- Enhance recruitment process following feedback and gaps identified in year 1
- Roll out process across wider organisation
- Monitor additional areas for improvement
- Adjust SLA's to ensure a fair and productive recruitment service

Recruitment Spend

- Further reductions in the use of recruitment agencies
- Collaborating with apprenticeships & Agency/Matrix for interim positions to provide the most cost-effective solutions
- Negotiate Corporate packages for Community Care (ASC & CS) and AWD Online for Organisational wide recruitment

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User Guides

Updated user guides for hiring managers covering:

- Applicant tracking system
- Shortlisting
- Interview techniques & questions
- Delivering verbal offers

Marketing

- Enhanced marketing across Social Media platforms
- New video content across Directorates including success stories, a day in the life of and myth busters on Local Authorities
- Senior leadership video content
- Microsite for Senior recruitment

Consistency

- Regular contact with candidates
- Weekly updates on marketing campaigns
- Maintaining a 6-week average time to hire
- One Team approach to achieve best outcomes

