

Recruiting and advertising

If you've had a bad experience with your recruitment in the past, try a different approach. How flexible can you be? If a candidate has the right attitude, can you train them to suit your specific needs?

The job description

- Is it clearly biased towards one group of people?
- Or genuinely open and fair?
- Can you get an independent opinion?

www.businessballs.com/jobdescription.htm

What not to say

- Stay on the right side of the law.
- You know the obvious, but can still slip up.
- Here's a checklist.

www.tpp.co.uk/legal-aspects-of-recruitment

Terms & conditions

- Fair and legal?
- Free advice from ACAS.

www.acas.org.uk/index.aspx?articleid=1360

Flexibility

Can the job be done

- part time?
- shared?
- based at home?
- with flexible working hours?

www.gov.uk/flexible-working/overview

Training

- Do you recruit for attitude and train for skills?
- What's available for successful candidate?
- Any government grants available for training?

www.grantsexpert.co.uk/grants-towards-your-training-costs.html

Apprenticeships and other work placements

- Financial help available.
- Do you talk to your local colleges?

www.apprenticeships.org.uk/Employers/Other-Questions.aspx

Free advertising

- Can your own staff spread the word?
- Social media such as twitter, facebook and linkedin can reach new people.
- Search online for other networks.

www.businessweek.com/debateroom/archives/2011/12/word_of_mouth_is_the_best_ad.html

Radio

- Local radio stations can make your vacancy a news item and raise the profile of your company
- An offbeat proposition could get interest from national broadcasters such as BBC and ITV
- Is there a phone-in you can call?

www.wikihow.com/Get-Free-Radio-Advertising

Newspapers

- Writing a good advertisement
- There's a newspaper or newsletter for every community
- Search online for local interest groups and email them details
- Is the ad on your website?

www.recruitingblogs.com/profiles/blogs/9-simple-steps-to-writing-a

Events

- Meet your new recruits at a public event
- Check the South Gloucestershire Council website for What's On
- Team up with other local employers to visit schools or colleges

www.southglos.gov.uk/Pages/Core%20Pages/WhatsOn.aspx