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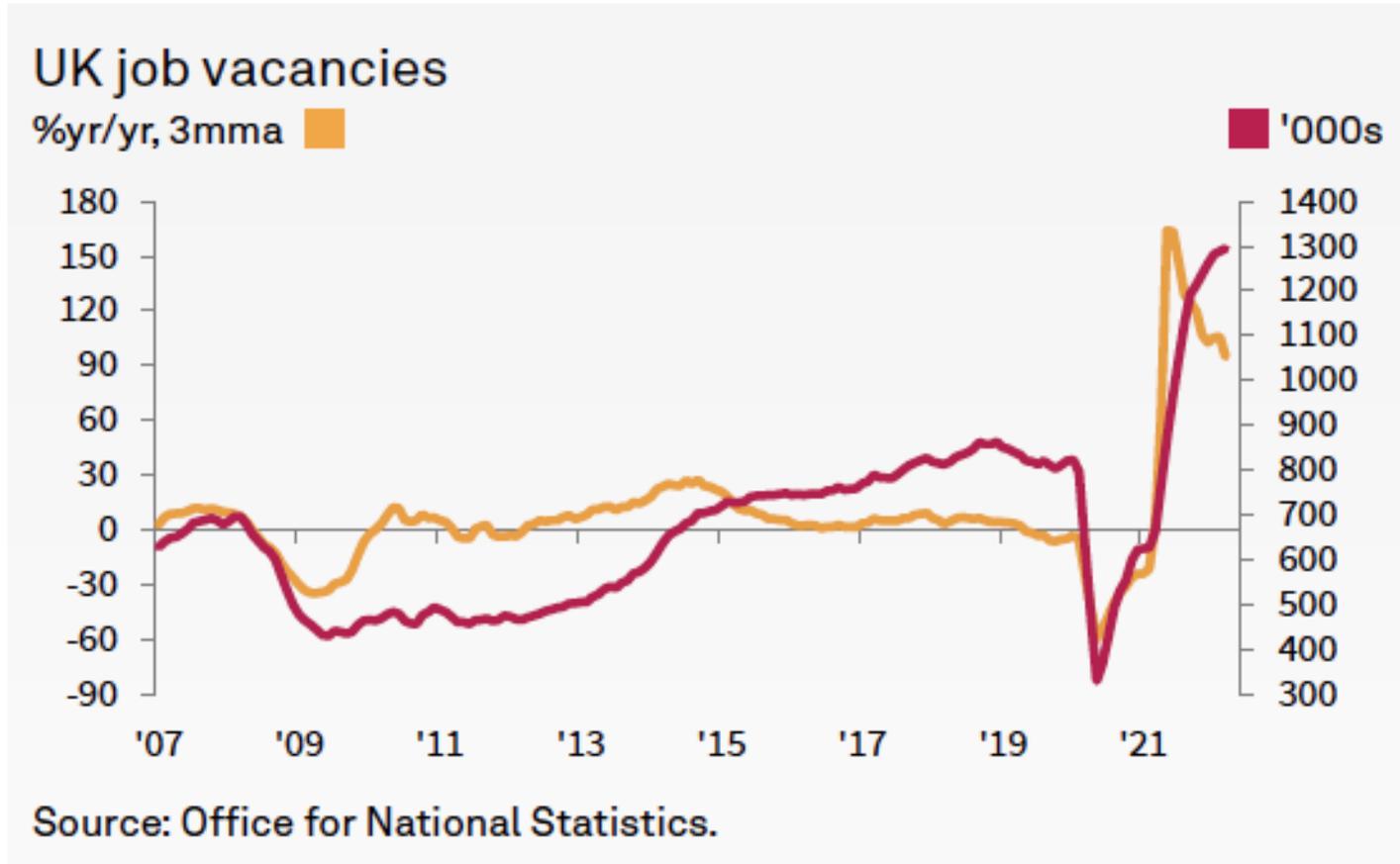


Engaging candidates in a competitive market

GetMyFirstJob

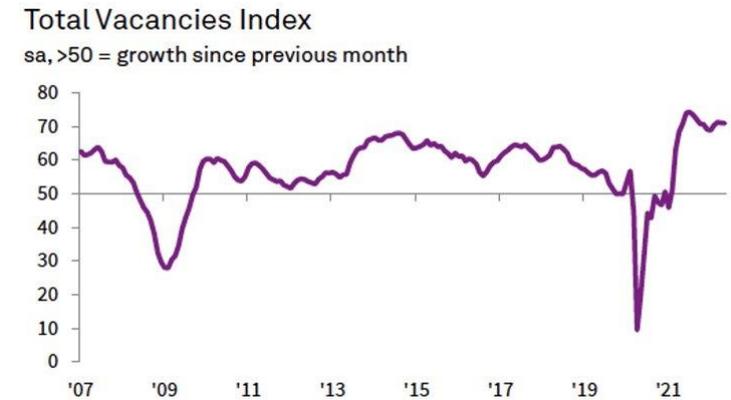
 GetMyFirstJob  TheTalentPeople

Market Context - Vacancies



Vacancies at an all time high

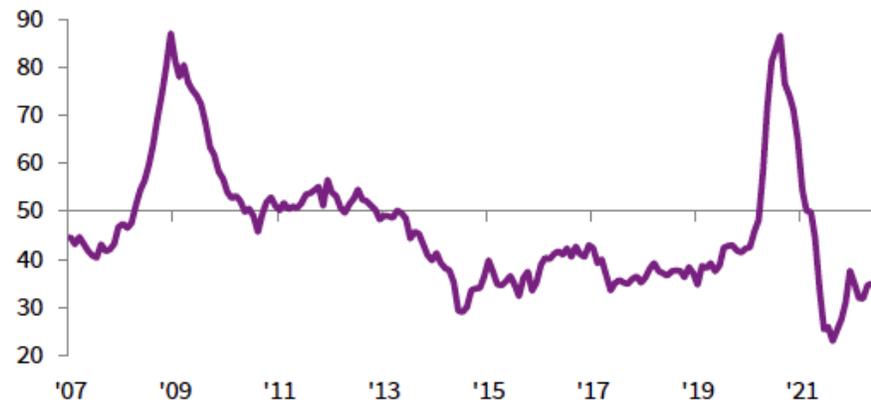
Vacancies across the UK have hit 1.3million



Market Context - candidates

Total Staff Availability Index

sa, >50 = improvement since previous month



Candidates at an all time low

1.25 million candidates available
If all candidates had jobs then we would still have vacancies left over!

Permanent Staff Availability Index

sa, >50 = improvement since previous month

	UK	London	South	Midlands	North
Dec '21	37.8	41.5	35.9	37.1	38.8
Jan '22	34.9	33.1	34.4	35.2	34.0
Feb '22	31.8	25.4	30.5	35.6	35.2
Mar '22	31.6	21.9	31.8	35.0	34.8
Apr '22	34.4	29.1	35.3	38.1	35.2
May '22	34.8	41.1	32.6	35.0	36.0



Recruitment
& Employment
Confederation

ADVERT QUALITY



Through the candidates eye



Search GetMyFirstJob before you even speak to the employer to see what their competition looks like.

Knowing what the competition looks like, helps you understand what you need to do to make your advert stand out from the crowd.

1. Go to GetMyFirstJob
2. Search the area and industry
3. Look out for the average wages of the roles
4. Are the job titles interesting?
5. Are they showing the employer name and logo?



SPOTLIGHT



Job title

Using a job title 3 words or longer can increase applications by 170%.

But why?

1. When searching on GetMyFirstJob and other job boards, it's the only description candidates see without clicking into the role
2. Google Jobs will optimize adverts with 3 or more words in their job title

So rather than just: "childcare apprentice" or "early years practitioner" try....

Level 2 Early Years apprenticeship in Sheffield

Apprentice Early years practitioner gaining level 3



SPOTLIGHT



Wage



The current average wage across GetMyFirstJob is £7.08 per hour.

In this competitive market, a good wage will really make your vacancy stand out. The current national average

We understand asking employers to increase their wage is difficult! But let's educate them together.

1. Gain insights into industry and local wages
2. Take a look on GetMyFirstJob to see what the competition is paying.
3. Remember that the higher the level, and the better quality candidate...the more you need to be paying
4. Paying just £1 more than the national minimum apprenticeship wage can improve applications by 100%
5. The extra £1 = £30 per week which can help with travel expenses or driving tests



SPOTLIGHT



Benefits

L2 IT technician with above average pension scheme" is a shiny job title!

Data from EMSI Burning Glass and GetMyFirstJob show that more adverts are showcasing the benefits of working in the company within the job title or short and full description.

- Free meals
- Retention bonus/ Signing on bonus 2.5 times more adverts mention these compared to pre-covid
- Extra holidays
- Gym membership
- Pensions Adverts mentioning pensions have increased 12% since 2021
- Healthcare
- Social events
- Car allowance
- Remote working Adverts showcasing this increased by 7% of since 2021



SPOTLIGHT



Writing a detailed advert

Completing ALL the information when adding an advert, could improve applications by 3000%

- Completing every field on the vacancy advert form
- Do not copy and paste information, each field needs to be unique
- Do not use templates, each advert should be tailored for the employer, region and role
- Do not pop NA into fields such as Qualifications required, instead showcase how they look for the right values and will train the candidate



SPOTLIGHT



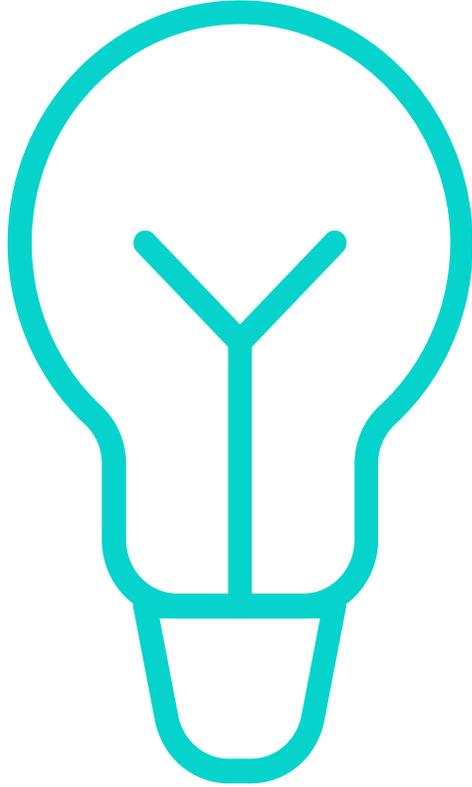
Employers and logos

Remember to showcase the employer and logo when advertising the role! It's a quick and easy way to engage more candidates

- Showing the employer information can improve applications by over 80%. It creates an element of trust and will build relationships quicker when the candidate is searching.
- Adding a good quality logo can improve engagement by 50%
- Adding the employer website to the vacancy will improve applications by 500%!

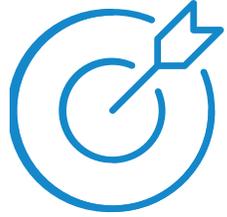


Make your advert neurodiverse friendly:



- Write in paragraphs or chunks
- Or use bullet points to break up large pieces of information
- Avoid metaphors and slang
- Refrain from using numbers
- Use simple and direct language
- Use keywords to emphasise points
- Repeat information using different vocabulary





How to paint a picture

- What will the work station look like?
- Where do they eat dinners?
- Who will they be working with?
- How long have colleagues worked there?
- What happens at the start of every shift?
- Where can they have a coffee?
- What social activities do you plan?
- How many people work on each shift?
- What are the company values?
- What is important to the colleagues?
- What does the off-site learning look like?
- What hours does everyone tend to work?



Two approaches to promoting apprenticeships

The examples below are excerpts from a couple of real-life, anonymised apprenticeship adverts, the one on the left being the old-school approach, and the one on the right being the newer recruitment-led approach. As you can see, the one on the left is very dry, and basically a list of tasks and responsibilities. The one on the right, by contrast, is all about inspiring a young person to want to work there with a vision of what it will be like, and the sorts of benefits they will enjoy.

Level 3 Apprenticeship: **Business & Administration**

Description of the role:

The role includes logging and processing import and export declarations; communication with stakeholders; internal and external systems' processes and updates; assorted admin processes; liaising with third party brokers; documenting processes for audit trail; and helping to manage processes and related recharges of the costs.

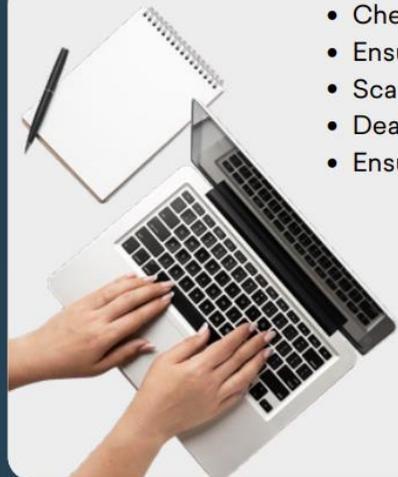
Duties of the role:

Reporting to the Customs Supervisor, you will be expected to:

- Check all relevant customs and trades documents
- Ensure accurate and timely data validation and entry
- Scan and file documents correctly
- Deal with enquiries by phone and email
- Ensure compliance is met at all times

Requirements of the role:

You will need a reasonable level of maths and English, as well as IT competency including knowledge of Microsoft Outlook, Excel and Word. Attention to detail is critical to this role, along with a willingness to learn new regulations, procedures and systems.



Of the two, the one on the right is far more likely to motivate potential candidates, and the reason for this is that whilst the Business and Administration advert is all about “what” they will be doing, the Catering and Hospitality one is all about “why” this is something they should do. Whilst the first feels like the apprentice will be a “cog in the machine” the second sounds like they will actually find fulfillment in their job, enjoy what they do, and use it as a springboard to realise their ambitions.

Level 2 Apprenticeship: **Catering & Hospitality**

We are seeking engaged, motivated, talented people to represent our well-known brand. If you have the desire and the drive to produce great food in a genuinely fun environment, we'd love to hear from you.

What can you expect from this role?

Working in our fast-paced kitchens, you'll learn a wealth of knowledge and experience of food preparation and food handling. With the ability to develop your skills across a variety of dishes and menus, this is a great opportunity for someone who has a passion for creating amazing fresh food dishes and who dreams of one day becoming a Head Chef.

Who are we looking for?

If you have a passion for making food, want to work as part of a dynamic team, and are excited by the catering industry, you are who we are looking for.

Why work for us?

As well as a highly competitive salary, you will benefit from a package which includes pension scheme; discounted meals; flexible working hours; ongoing training; progression opportunities; discounts with major retailers; and food and accommodation discounts.



What vs why

For further insights & advice contact

