

INCLUSIVE RECRUITMENT + FINDING YOUR TEAM

SHAKING UP YOUR HIRING GAME

THE PILOT

ROLE

Social Clubs Programme Coordinator

East London Cares

WHAT

A task based application process

Five tasks designed directly to reflect the role in practice

Two job information sessions

A chance to informally meet the team and ask questions before (or while) applying

Feedback survey

WHY

Creating a more **equitable** recruitment process (myth of meritocracy)

Widening the **pool of potential applicants**

Clarity of the role

Demonstration of skills rather than work history

Aiding the search and shortlisting process

People-centred – recruitment isn't a way to trick people

Stewardship of future applications or volunteers

Demonstrating and working by **our values**

Challenging a sector-wide dated system

Recruitment as a form outreach

HOW

RESEARCH

Speak to people (eg. Just Like Us)

Keep a note of organisations you admire - what are they doing, what would you change?

Who can you approach to help spread the word?

What information is already out there?
#CharitySoWhite, BAME Fundraising Conference, ACEVO reports

Reflect on your own experiences. What do you want applicants to remember about their experience with you?

PLANNING

Creating your tasks and writing your job application pack

Plan your job information sessions – utilise Eventbrite for free advertising space

Set your dates – give yourself enough time

Test your process – how would you like to receive applications? How will you store peoples details?

Create and plan your social media content

Invite an interview panel and make sure they're aware of dates

HOW

ADVERTISING

Social media (both paid and free posts)

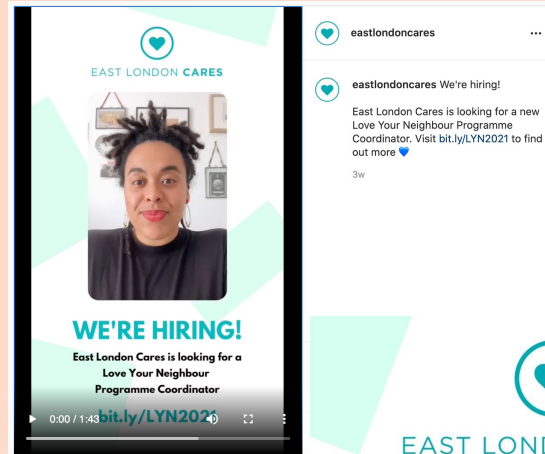
Explore free advertising opportunities – GOV.UK, local VCS newsletters, community partner networks and other networking groups

Create a video – show who you are

Direct asks

Be honest about trying something new

Use Canva and keep it simple



HOW

SHORTLISTING + INTERVIEWING

Create a scoring grid and be really clear on what you're looking for in each application

Task only shortlisting – CVs and cover letters weren't accepted

Give yourself enough time – reviewing and scoring each application took 15-30 minutes

Send out a feedback survey – window open between job ad closing and before interviews were confirmed

Make sure applicants know what will happen with their work (intellectual property)

Have a scoring structure to use during interviews

Make your feedback clear, and specific, not “Another candidate had more experience”

Offer strong candidates a follow up meeting

Think about other ways people can get involved or if there are other orgs you can introduce them to

OUTCOMES AND LESSONS LEARNED

FEEDBACK SURVEY

33 people applied, 14 completed the tasks

22 people attended our job information sessions

From those sessions, 7 applied, 4 were interviewed

16 applicants completed our survey
(anonymously)

Open text boxes to allow people to self identify

Explain why you're asking and how you'll use the information

50% of those who completed the survey described themselves as white, while the remaining 50% described themselves Black, Chinese, Indian, Mediterranean, Mixed Race and Tamil

43% were LGBTQIA

68% found the job through social media

6 of the 7 applicants interviewed had at least one protected characteristic (that we know of)

OUTCOMES AND LESSONS LEARNED

SURVEY RESPONSES

*"I have really enjoyed the application process. I think that the opportunity to meet the team and ask questions about the organisation offered a really **engaging way to learn more about the role and get to know the 'vibe' of the team and organisation.** I think that through doing a task-based application it also offers the opportunity to show a little more about how you might work and **engage in tasks that will be a part of the role.**"*

*"I really appreciated being able to answer different tasks instead of just sending a c.v. It gives the opportunity to commit to something practical and **demonstrate at least some skills.**"*

*"It was refreshing to apply for a job in a completely different way. It felt a fairer process and it was good to not fall into the usual generic processes involved with applying for a job. **It gave everyone a fair chance of demonstrating talent, rather than demonstrating a skill at filling in forms.**"*

OUTCOMES AND LESSONS LEARNED

SURVEY RESPONSES

*“Definitely **took more time to complete** which could be worth baring in mind for any future applications, but made the experience much better and gave you a taste of what the job itself would involve.”*

“I thought this application process was completely unnecessary for an organisation like this and a role like this. Far too many steps which would be understandable if it were a role in a more prominent organisation/firm but this is a small charity. A simple application form or CV/cover letter would’ve been more than enough for a position of this stature.”

OUTCOMES AND LESSONS LEARNED

PROS

No wading through CVs and trying to match experience with skills

More transparency, both for you and the applicants

Just trying something new to challenge old systems has an impact - the ripple effect

Knowing someone's complete work history wasn't missed

Job information sessions had a big impact and eased nerves

Much better sense of who people are

CONS

Reviewing tasks takes time

Most applications come in during the final hours

Task were time consuming for applicants

Process may have made things more difficult for people applying for lots of jobs

Feedback that the process was difficult for those who are neuro-diverse

You won't please everyone, particularly those whose CVs read well

WHAT NEXT?

Process has now been used for 4 more roles across The Cares Family (including 3 senior roles)

At ELC we made changes based on the feedback including less tasks (3 max) explaining why the tasks are relevant

Sharing what we've learned – “Recruitment Renegades” meeting, 11th Aug 10am email roxanne.rustem@eastlondoncares.org.uk to join

Links to [Social Clubs job pack](#) and latest [Love Your Neighbour job pack](#)