1. **Introduction/Purpose**

The ability to attract, recruit and retain the workforce is essential to the continued success and stability of every organisation, regardless of size.

This guide has been developed to highlight some top tips and key things you should consider when you need to recruit.

***#1 Your workforce is your greatest asset***

1. **What does your advert say about you?**

This is your first opportunity to attract individuals with the right skills, expertise and qualifications who will best match the aims and values of your business. Every post is different therefore adverts should be created to capture the interest of potential candidates, including any key/unique benefits you offer (what’s in it for them?).

***#2 What makes you memorable?***

As a recruiting manager it is your responsibility to understand and highlight the key selling points of your role/business to ensure you achieve maximum impact from your advert.

Care should be taken to ensure the wording of your advert is clear, accurate and does not inadvertently deter applicants from applying (CIPD 2018)

***#3 Remember to use positive language - This can make the difference in whether candidates decide read on or close down!***

1. **Is your advert compliant with relevant legislation?**

There is no single Act that governs recruitment, however you must ensure that your advert is compliant with current legislation, the most significant of which being the Equality Act 2010. Poor wording in advertisements may lead to a claim for discrimination in line with the Act.

***#4 If in doubt, speak out! - Talk to HR.***

1. **Style**

Use the advert as an opportunity to reflect the personality of the business.

Always use your business logo, colours and if appropriate, a strap line. This helps you showcase your employer brand and helps to differentiate you from others.

***#5 Check your advert reflects what it feels like to be an employee here– Do your existing employees believe in what you are selling?***

1. **Research**

Before advertising search to check whose recruiting for the same roles at the moment and where your competition could be.

***#6 Do your homework!***

The following questions may help you as you consider what your advert needs to say;

* Where you are now and where do you want to be? Are you on a journey and need this role to support and be part of it for example.
* Be clear on the role you need to fulfil and whether there is any scope to be flexible in the terms on offer. Restricting your advert to full time for example will deter those who can only commit to part time working – are you open to offers and more flexible discussions? Similarly you should be aware that failure to offer part-time working may also be considered as direct discrimination.
* Can you recruit the right skills and are they available? Assessing the likelihood of success enables you to formulate alternative plans/options upfront.
* Look at what your competitors are offering - Are you attractive? Do you pay the going rate? What more does your employment experience offer?
* Think about what is attractive to the workforce you are attempting to recruit - What do they want from an employer and do you provide it?
* Talk to your current employees – What do they value about working here?
* What does your location mean, what’s great about where you are based? Review *City Ambition* and the Welsh Government’s *Train Work Live* campaign for inspiration.

1. **Where to advertise?**

Your aim should be to widen your pool of potential applicants, for the least cost.

Best practice suggests you should advertise in at least two different places, as a minimum and you can find a list of suggested places to advertise different roles here (hyperlink to GPST list).

1. **Advert Structure**

***#7 One size doesn’t fit all!***

Every post and organisation is different - Your advert is your opportunity to showcase this. Whilst there is no standard template, a fluid structure can support you to entice potential applicants to read on and best practice suggests your advert should include the following areas, as a minimum

* Job Title
* Location
* Employment type/Working hours
* Salary/Reward package
* Short Introduction: *Aim to keep this short and informative, developed to grab peoples attention – This is the where you will be aiming to entice candidates to read on.*
  + Job requirements
  + Necessary and desirable criteria for job applicants: *What key qualifications and attributes are you looking for in your ideal candidate?*
  + Who to contact for further information and/or informal visits?
  + Details of how to apply?
  + Deadlines: Closing date / Interview date

Adverts should be less than 700 words (in total), and you should attempt to talk to applicants on their level and in the second person– ‘you’ and ‘your’. This enables applicants to create an image of what it would be like to be in that job/role.

1. **Advert Look**

***#8 Appeal to your audience!***

Pay close attention to the look of your advert, particularly when using social media platforms. Whilst most standard recruitment sites can only accommodate your logo and text, social media allows you to be more creative with the style and look of your advert.

1. **Failed to recruit?**

Don’t fall into the trap of just re-posting the same advert. Think about why your recruitment was unsuccessful;

* Did it attract candidates who don’t share your values? Review your advert.
* Did it attract candidates without the necessary qualifications? Review your advert
* Did it fail to attract any candidates? Review your advert, but also be prepared to think about what alternative options are available.

***#9 Contact the GP Support Team for access to Workforce support***

1. **Contact details**

Insert GP Support Team number/email

1. **Review**

This guide will be reviewed every 6 months, or in line with any employment legislation changes as required by a member of the Primary Care Workforce & Organisational Development Team.