

## Spotlight on ... Post-Pandemic Recruiting

The UK **unemployment** rate, in the three months to January 2021, was estimated at **5.0%**, 1.1 percentage points higher than a year earlier

The **redundancy rate** for the latest quarter was estimated at **11 people per 1000** employees

The total number of **weekly hours** worked was 968.0 million, **down 83.1 million hours** on the same period the previous year

Looking at the base statistics, many **employers** may start their **post-pandemic** recruitment campaigns thinking that they're the ones **in charge** and that they will be spoilt for choice regarding candidates.

However, things may **not** be quite that **straightforward**.



Firstly, the downward trend is **turning**.

The latest Jobs Recovery Tracker reveals that there were 146,000 new job adverts posted in the third week of March 2021, following 179,000 in the previous week. These were the two highest weekly figures since the pandemic hit the UK, and could indicate a growing number of businesses looking to hire new staff as lockdown restrictions are eased.

[www.Rec.uk.com](http://www.Rec.uk.com)

There is a very positive narrative in the recent data with both permanent and contact placements above the February 2020 levels.

APSCo Recruitment Trends Snapshot, Powered by Cube19



Secondly, all **industries** and all **positions** have not been impacted equally.

In comparison with a year earlier, four industries had more jobs in December 2020, these being public administration and defence, compulsory social security (a rise of 54,000); real estate activities (a rise of 24,000); financial and insurance activities (up 5,000); and professional, scientific and technical services with a rise of under 2,000. *ONS.gov.uk*

In contrast, most industries have seen a contraction in the number of jobs. In terms of number of jobs lost, the hardest-hit sectors have been accommodation and food services with a fall of 289,000 (11.4%) since December 2019; administration and support services activities with a fall of 212,000 (7.0%); and wholesale and retail trade with a fall of 149,000 (3%). However, the hardest-hit sector in terms of percentage of jobs lost has been arts, entertainment and recreation, down 13.3% (which equates to 141,000 jobs). *ONS.gov.uk*

So what does this mean for your recruitment strategy? Firstly, do your research. Is your **industry** doing well despite the pandemic? Has the **role** you are recruiting for been heavily affected by redundancies? What do the trends look like for your **sector**?

How should you recruit for roles that remain or have become **more competitive**?

How do I attract the best candidates?

Write an engaging job advert

Regularly review your job advert to appeal to different candidates

Review your employee benefits and shout about them!!

Be flexible about interview formats and flexible working policies

Benchmark your salaries

Be honest, let candidates meet your staff, tell them the highs and lows

Use government schemes to tap into newly available talent

Whatever your recruitment situation, and particularly if you're recruiting for a role that has been **heavily affected** by the pandemic you should ensure you follow a thorough process.

Conduct a thorough **screening** process

Avoid time-wasters. Begin by asking what they actually know about **your company**

Have a clear **job description**

Use consistent and non-discriminatory screening **questions**

Ask candidates about their short-term **career goals**

Consider a weighted **scoring** system

Be sure the job you are offering **aligns** with the applicant's skillset and ambition

Too many applicants to sort through

How do I make sure they stay?

There are lots of ways to attract great new talent

## KICKSTART SCHEME

The number of **16-24 year olds** claiming **unemployment** related benefits is **515,905**.

This is an increase of 2,730 or 0.5% in the last quarter and 281,413 or **120% on the previous year**.

The **Kickstart Scheme** provides **funding** to create **new job** placements for 16 to 24 year olds on Universal Credit who are at risk of long term unemployment. Employers of all sizes can apply for funding which covers:



100% of the National Minimum Wage (or the National Living Wage depending on the age of the participant) for 25 hours per week for a total of 6 months



associated employer National Insurance contributions



employer minimum automatic enrolment contributions



one-off payment for selected start-up costs

You can spread the start date of the job placements up until **the 31<sup>st</sup> December 2021**.

Other government schemes include:



High quality **traineeships** - the government will fund employers who provide trainees with work experience, at a rate of £1,000 per trainee



**Apprenticeship** support - £2,000 available for every apprentice hired aged 16 to 24, £1,500 for those aged 25 and over



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