

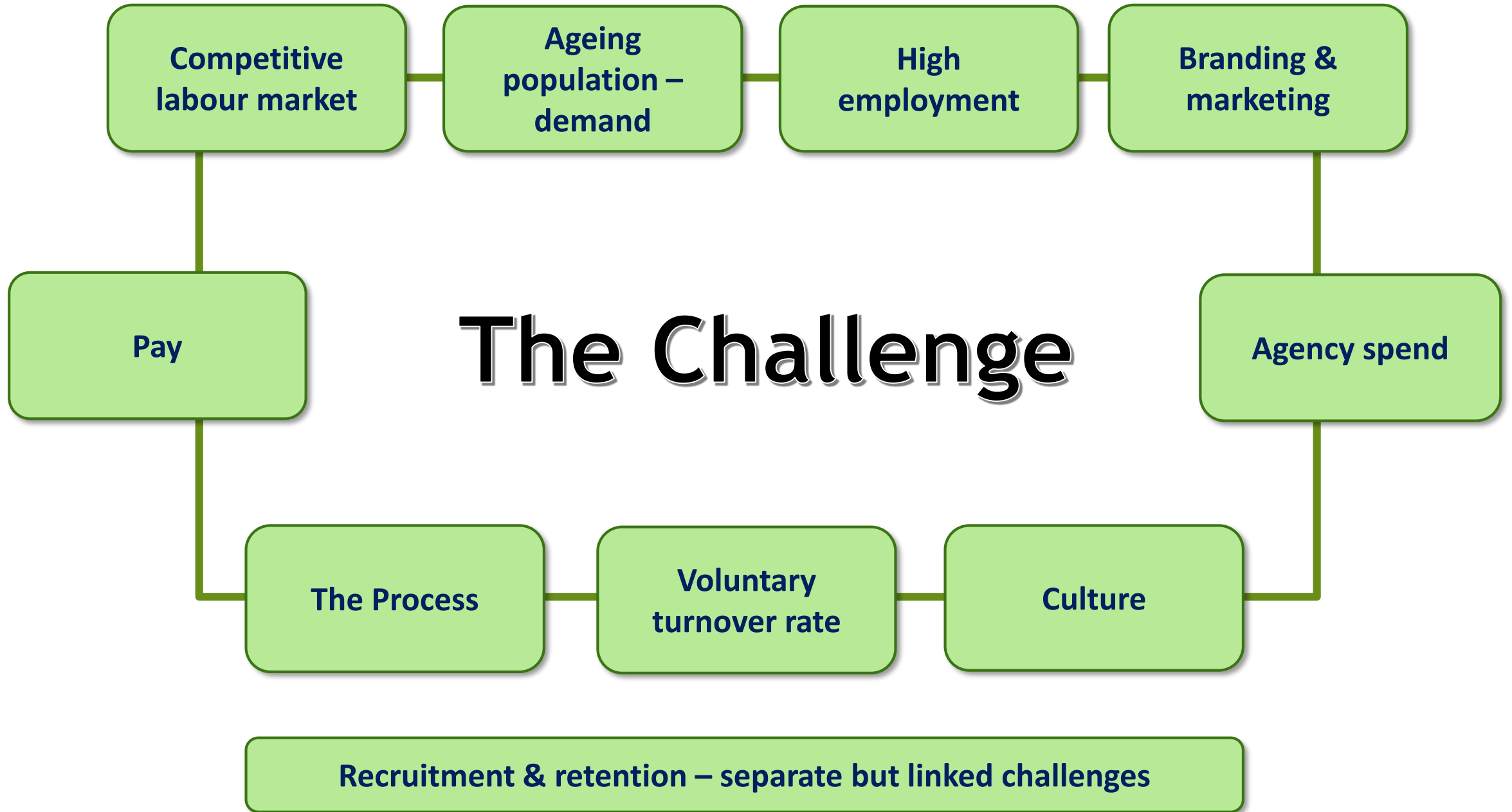
Employment Committee – 26 September 2019

Recruitment and Retention Presentation

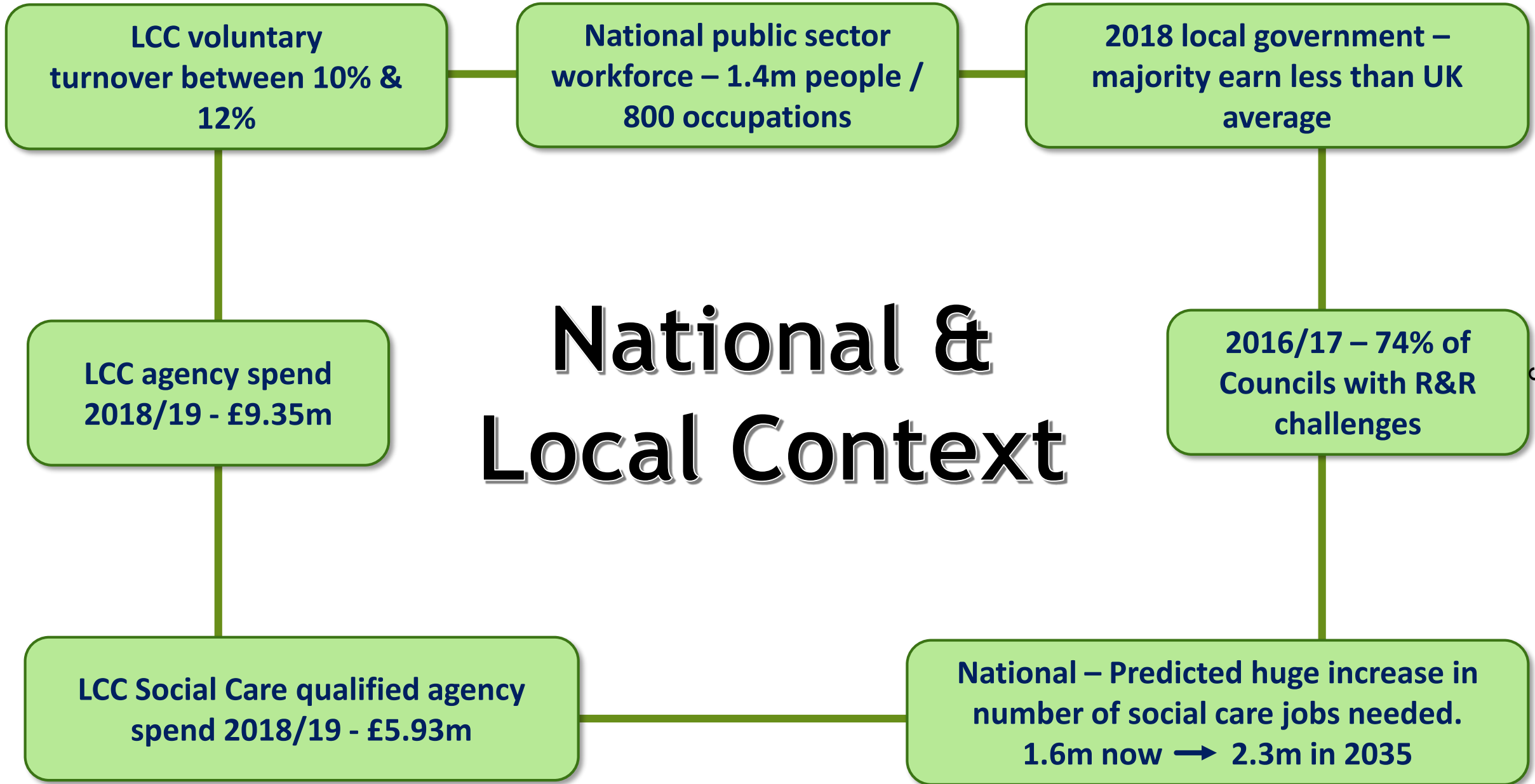
Gordon McFarlane

Assistant Director, Corporate Services

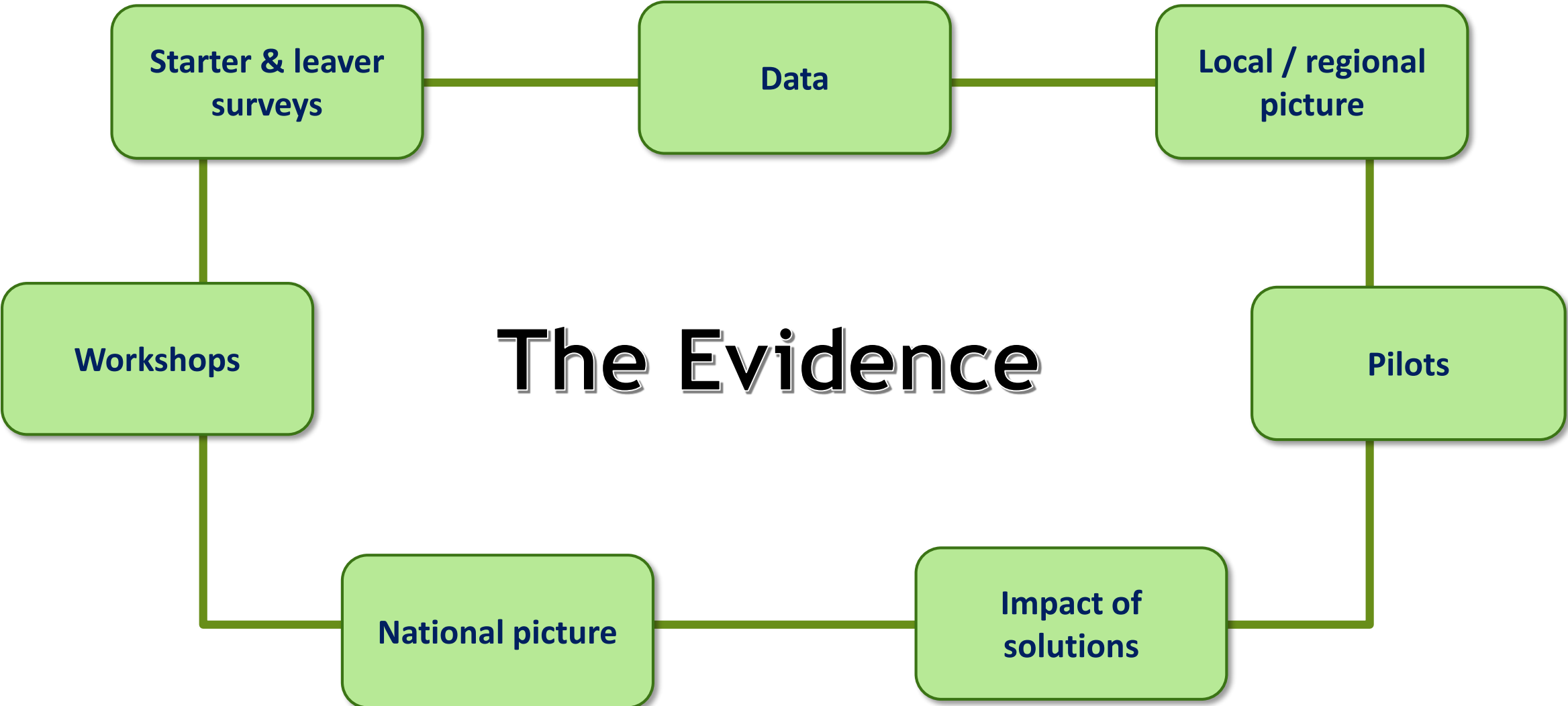
The Challenge



National & Local Context



The Evidence



The Solutions

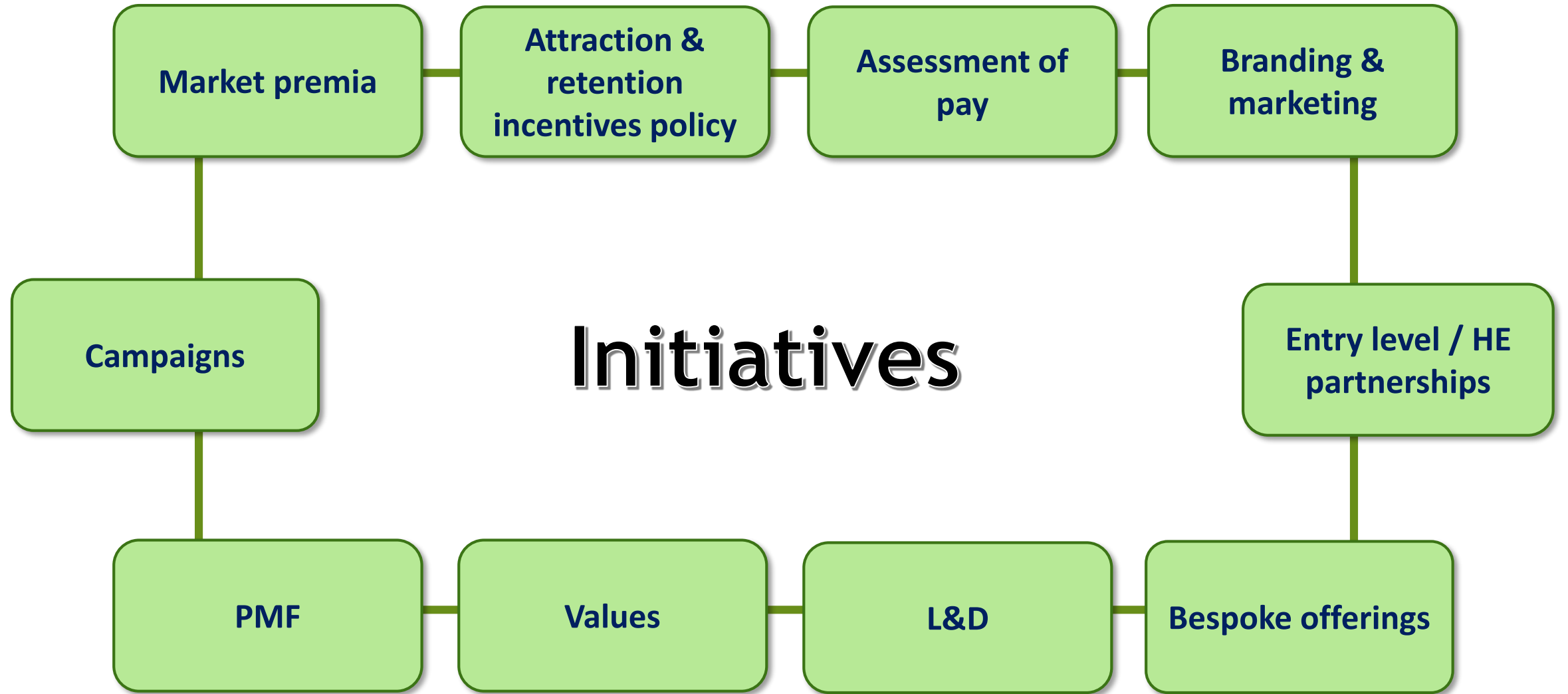
No silver bullet

Investment of resource (HR, Comms, departments)

Partnership – departmental solutions / corporate initiatives

Data – inform priorities

Tangible / practical, but also cultural



Medium Term

Some successes to date, but no room for complacency

Programme of work – focus on things that really matter

Business cases – what's financially viable?

Modernise – Ways of working / investment in technology

Workforce & succession planning

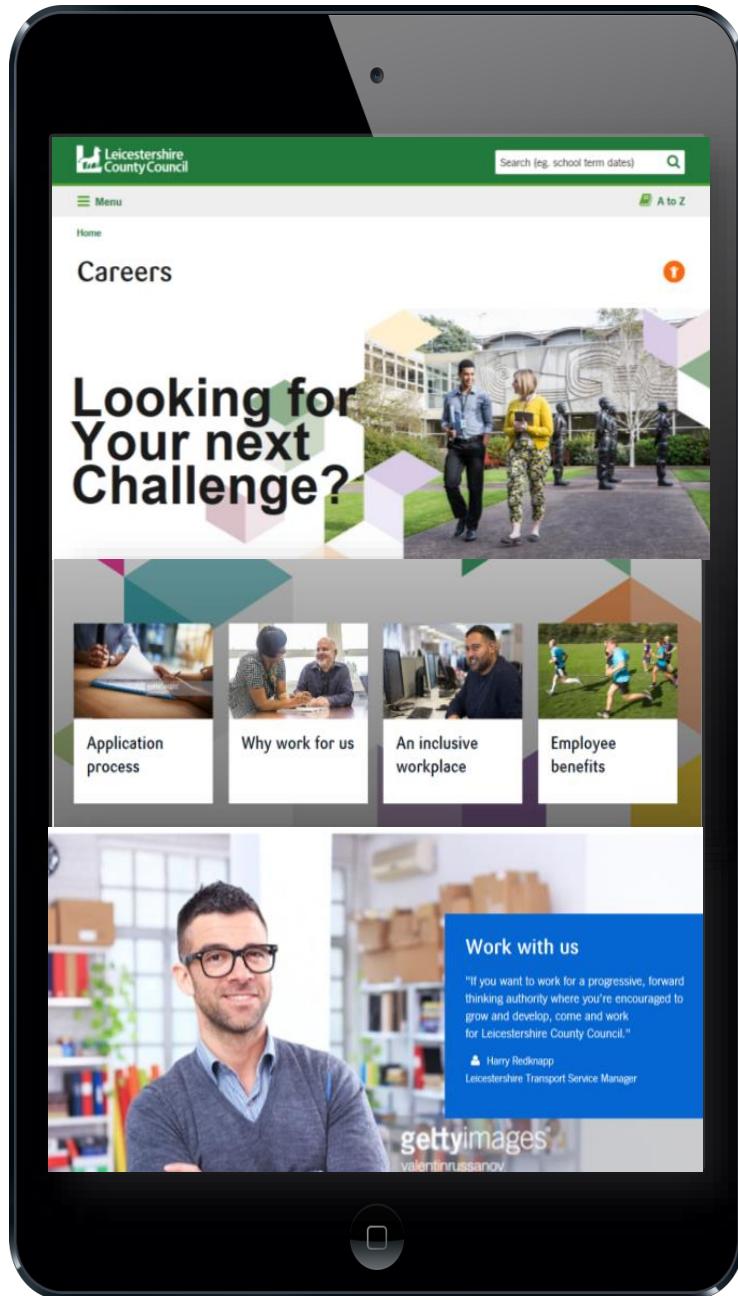
Longer Term

Changing markets / demands e.g. adult social care

Growth and investment in the region

Changing nature of work

Expectations of future workforce



Draft 'microsite' ready to populate

Signposting to all departmental vacancies

Showcasing apprentices

Focusing on 'brand' and selling points

**Social media adverts for Customer Service Centre,
E&T and Adult Social Care**

Copywriting and targeted social media

**CSC ad reached 6,500 people in 3 days
organically**

**Average click-through rate 10%, which is 10x
average**



Leicestershire County Council

Environment & Transport

Making Leicestershire a better place for everyone

Re-start your career with us

Looking for flexible opportunities or are you returning to work?

Do you enjoy or have skills in:

- Driving including HGV drivers
- Being good with people
- Attention to detail and being organised
- Working outside
- Administration
- Managing projects
- Statistical analysis

Then we can have exciting full and part-time opportunities for you.

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Leicestershire County Council

Have you got the drive and enthusiasm to join our team?

Why not join us on the road to success at our highways, transport and waste management recruitment day?

Friday 10 May 2019
11am - 6.30pm

Leicestershire County Council Members' Lounge,
County Hall, Glenfield, Leicestershire

We have a variety of part-time and full time positions available, including:

- Fleet Drivers
- HGV Drivers
- Highways operatives
- Driver escorts
- Waste Site Advisors
- School Crossing Patrols

For more information, or to register your interest, email XXXX@leics.gov.uk, call 0116 305 XXXX or visit www.leicestershire.gov.uk/XXXX



Leicestershire County Council

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including Solicitors and Paralegal.

Leicestershire County Council is one of the best performing councils in the country. Our legal team support our work by providing high-quality legal advice, playing a vital role and supporting our democratic processes.

We're looking for people to join our growing team and help deliver great service – through hard work, creativity, determination and commitment.

In return, we offer the things you might expect – a salary of up to £44k, excellent annual leave and pension package...but we want you to get more from working for us. We offer:

- **Work life balance.** We expect our people to be flexible, but we want you to achieve a good work life balance – working, when, where and how you need to. Unlike the private sector, there are no fee earner time recording targets.
- **Career Development and Training.** We're looking for experience, but we'll also consider newly qualified legal professionals, so don't count yourself out. We want people to build a career with us.
- **A supportive working environment.** Where employee health and wellbeing is a high priority.
- **Leading edge case management systems and access to legal research websites.** We'll give you the tools you need to achieve results.
- **A place where you can be yourself.** Our people drive our success, and we value their individuality.

So if you'd like to join our experienced and highly regarded Legal Services team, take the next step...

- Contact **Anthony Cross** for an informal discussion on 0116 305 6169 or email anthony.cross@leics.gov.uk
- Find out more about working for us at leicestershire.gov.uk/jobs
- View our vacancies and apply at jobs.emss.org.uk/lcc.aspx (we're sorry, but we can't accept CVs).

Logos: timewise foundation, Stonewall DIVERSITY CHAMPION, disability confident EMPLOYER, MINDFUL EMPLOYER

