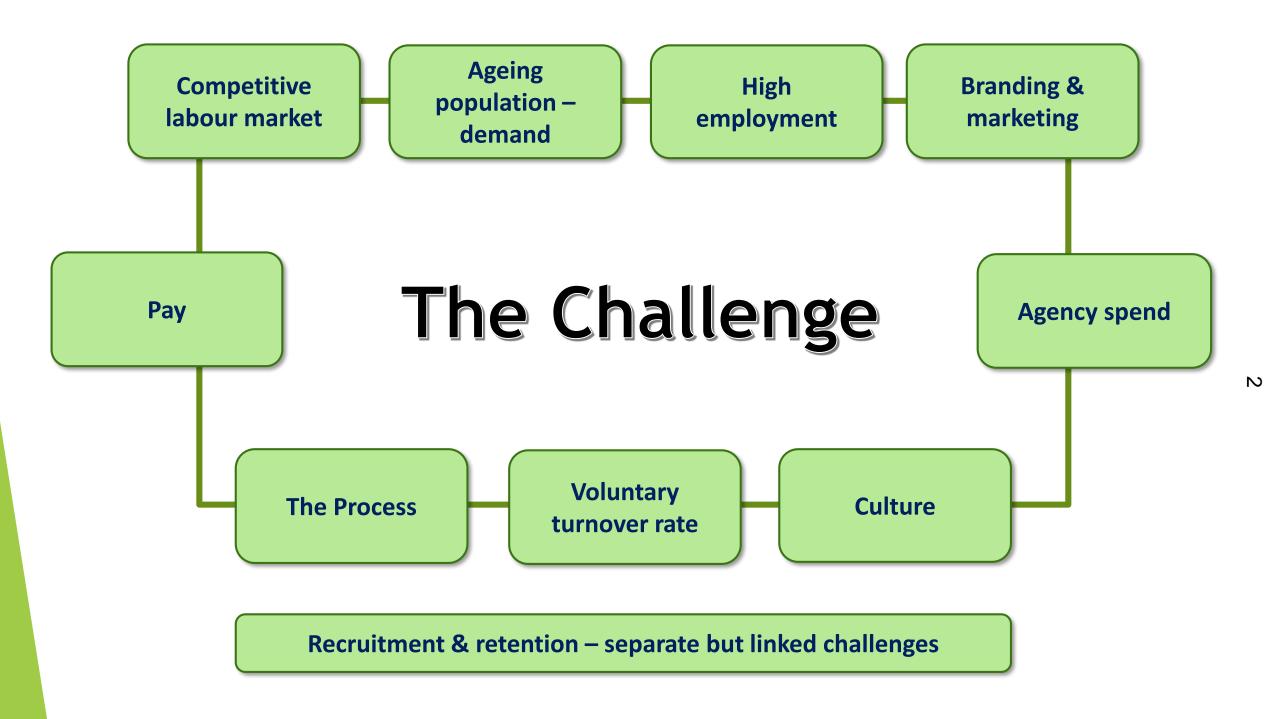
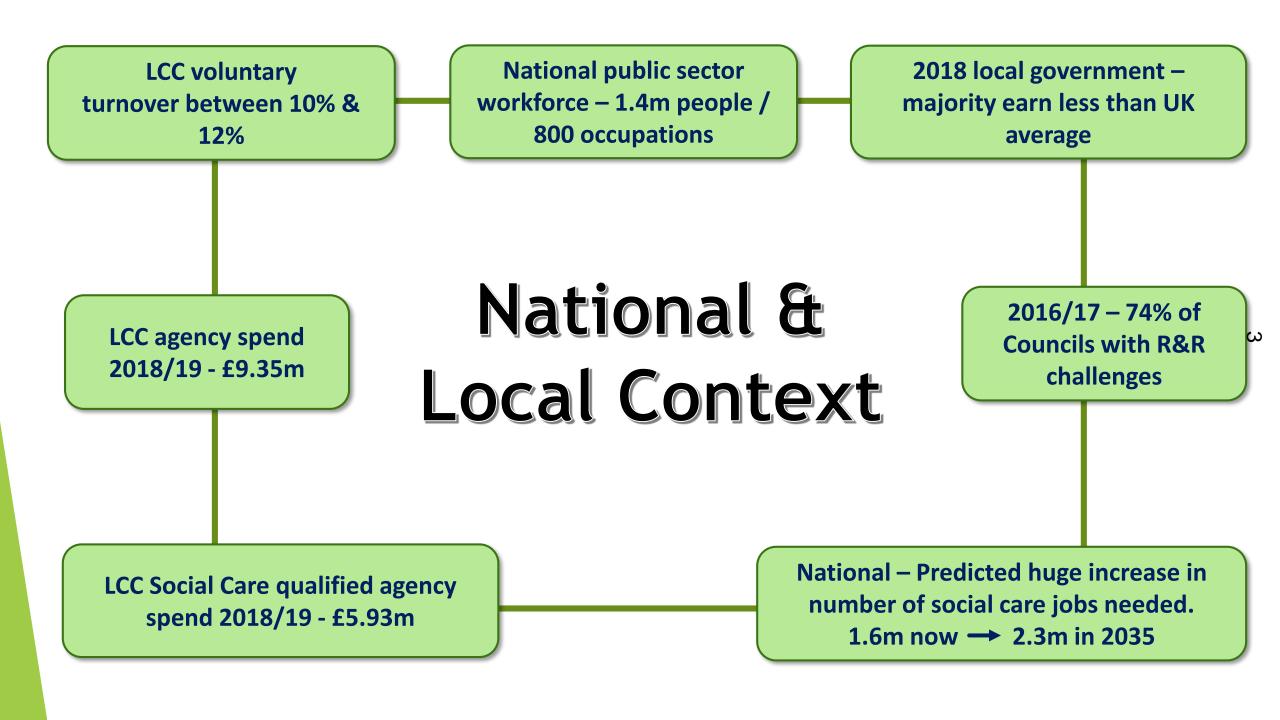
## **Employment Committee – 26 September 2019**

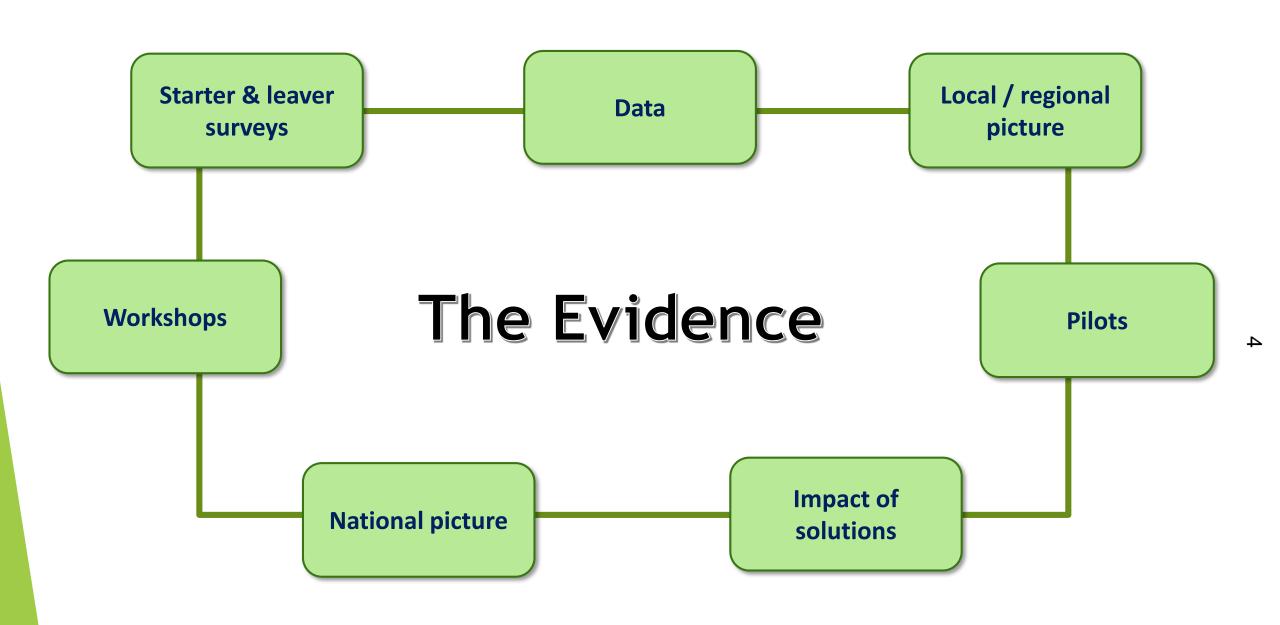
**Recruitment and Retention Presentation** 

### **Gordon McFarlane**

Assistant Director, Corporate Services







## The Solutions

No silver bullet

**Investment of resource (HR, Comms, departments)** 

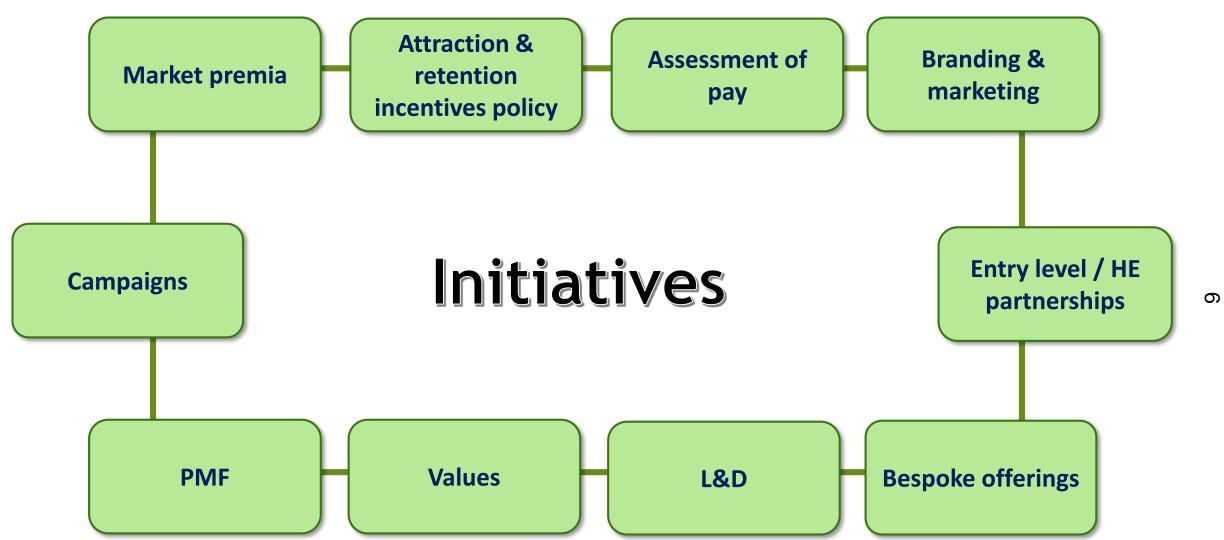
Partnership – departmental solutions / corporate initiatives

**Data – inform priorities** 

Tangible / practical, but also cultural

 $\Omega$ 





## 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** 

7

# Longer Term

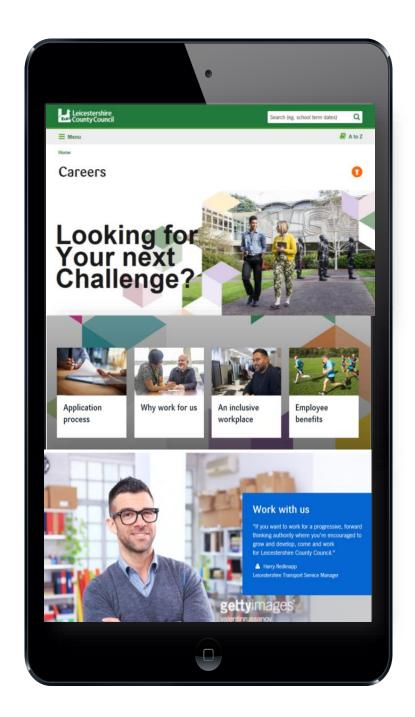
Changing markets / demands e.g. adult social care

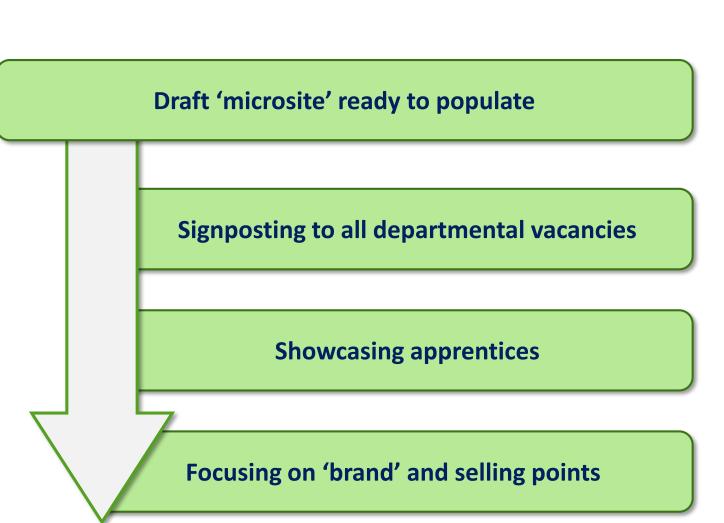
**Growth and investment in the region** 

**Changing nature of work** 

**Expectations of future workforce** 

 $\infty$ 





### 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

#### facebook

Email or Phone

Password

Forgotten account?



#### **Leicestershire County Council**

We're looking for people passionate about great customer service to help people with enquiries about our adult social care and environment and transport services. If you're patient, flexible, a problem solver and a good communicator, then visit the link below for more information...

Customer Service Advisor vacancies: http://ow.ly/rFOy30oc4XV





#### **Environment** & Transport

### Re-start your career with us

Administration

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
  Statistical analysis

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





Promoting a recruitment fair with **Environment and Transport** 

**Communications plan** 

**Targeted social media** advertising

**Designed materials for** event















#### Various positions 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).











**Copywriting** 

**Design / photography** 

Ad placement