

Employer engagement – back to basics and benefits of partnership working

Kathy Melling, Alicia Moyles and
Helena Jennings

Understand your offer

What are you offering employers?

A recruitment service!
Information, guidance and support
Ongoing training & support

Analysis & creativity
A focus on solutions
Reliable and prompt customer service
Credible service
Strong reputation & track record



The business case

Recruit from a wider availability of labour
Reduced recruitment costs
Supported selection process gives
accurate job-client match
Improved retention
Improved image & external reputation
Teambuilding & internal reputation
Diversity-improved services and products
Corporate social responsibility
Reflecting local communities

= Improved profitability



Warwickshire
Employer of Choice
Awards

Highly Commended
Large Employer Award

**employer
of choice**

Marketing your “brand”

- Understand your audience
- Develop a recognisable brand
- Market in the right places
- Use easy language – no jargon
- Avoid walls of print
- Use testimonials and case studies
- Signpost to detailed online info
- Back up using social media
- Get out and about – employer forums



A customer focus

Employers are key customers of our services
with their own needs

What drives repeat business?

- Reliable outcomes
- Customer service
- Attention to detail



Equal Opportunities vs. Diversity Management



Managing Diversity	Equal Opportunities
Ensures all employees maximise their potential and their contribution to the organization	Concentrates on issues of discrimination
No one is excluded	Perceived as an issue for women, ethnic minorities and people with disabilities
Concentrates on issues of movement within an organisation, the culture of the organisation, and the meeting of business objectives	Less of an emphasis on culture change and a meeting of business objectives
A concern for all employees, especially managers	Seen as an issue to do with personnel and human resource practitioners
Does not rely on positive or affirmative action	Relies on positive action

Contacting employers

Broad brush or targeted approaches?

CIPD / FSB

Sector initiatives

Business directories

Economic Development Units

Labour market Information (LMI)

Newspapers, websites and media

Local shops/supermarkets

Cold calling -Hit the road!

Verbal recommendations & personal experience

Remember supply chains



Partnership working between providers



Working with other providers on employer engagement to promote quality and create opportunities.

- Helena Jennings – Skillnet Group
- Alicia Moyles – Strategic Manager, Kent County Council
- Charlotte Burford – Team Co-ordinator Kent Supported Employment, Kent County Council

Group Exercise



Discussion around benefits and concerns of partnership working with other providers.

In groups, take 5 minutes to identify:

- 4 benefits you can see from working with other providers
- 4 drawbacks / concerns you have about partnership working

Aim:

To effectively engage with employers in order for them to value the talent and potential of employing a member of staff with a learning / physical disability or disadvantage.

What were our strengths:

- Good reputation
- Excellent outcomes
- Positive success stories
- Strong relationships

What were our weaknesses:

- Disorganised approach
- No joined up working
- No shared best practice
- (systems, processes and quality)

Objectives:

Create an effective way of dealing with employers which compliments their needs

Devise and implement a process for making the engagement process simple for the client, the employer and supported employment service.

Changes implemented:

- Single point of contact for employers - no more random phone calls from different members of staff
- Generic processes for use with employers - consistent paperwork, flowcharts and expectations
- Quality standards - consistent approach to engagement, shared practice between partners

Kent Supported Employment (Kent County Council) and SkillNet.

- Sharing good practice- we understand the clients and their needs, completely client centred
- Sharing good quality processes to achieve positive outcomes- we understand the importance of professional supported employment and not compromising on behaviours

Next steps:

- Sharing employers - understanding clients needs and matching them with appropriate employers we have knowledge of
- Looking at a memorandum of understanding between the two companies to look at a commitment to quality, integrity and best practice.
- Professionalising the supported employment model.