

# Employer Engagement Back to Basics

An overview of the Kent Supported Employment approach

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## SEQF feedback



**“Up-to-date local labour market information is shared across the team”**

**“Staff can eloquently articulate the business case and see employers as their customers with business needs to be met too”**

**“KSE has a strong and varied approach to engaging with employers using a mixture of broad-brush and targeted approaches, across a variety of sectors”**

**“Employer engagement is set out in a clear flow chart and policy with dedicated resource for broad-brush approaches and co-ordination of the employer engagement process”**

**“Each employer has a single point of contact sheet, so contact is appropriate and professional. Data is collected and analysed and informs employer engagement. The service supports employers with information advice and guidance, with recruitment and selection, and uses job carving as appropriate”**

## Employer Feedback

**“KSE have been instrumental in propelling our vision to increase accessibility in employing people with disabilities. KSE have a creative approach to reducing barriers and creating a positive ambassadors and advocates for increasing employment of people with disabilities. I am looking forward to continuing working with KSE”**

Matt Dodwell, NHS



**England**

## What employers are saying about us!

### • **Email from employer letter**

*Morning*

*I hope this email finds you well.*

*I was wondering if you could assist us, we are looking for a couple of additional relief staff to assist us in answering the phone and booking appointments in the office and was wondering if you had anyone that could fit these position, ideally this would be for a month but could lead further. I know you had concerns about the access of getting up stairs but we could set up a 'office' downstairs if it would assist.*

*Regards,*

*Michael  
Finance Director  
JVA electrical*

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The Broad-brush and Targeted approaches to employer engagement

**The Broad-brush approach:**

Engaging with employers at a high level

Selling the service

Discussing their needs

Keeping employers engaged

**The targeted approach:**

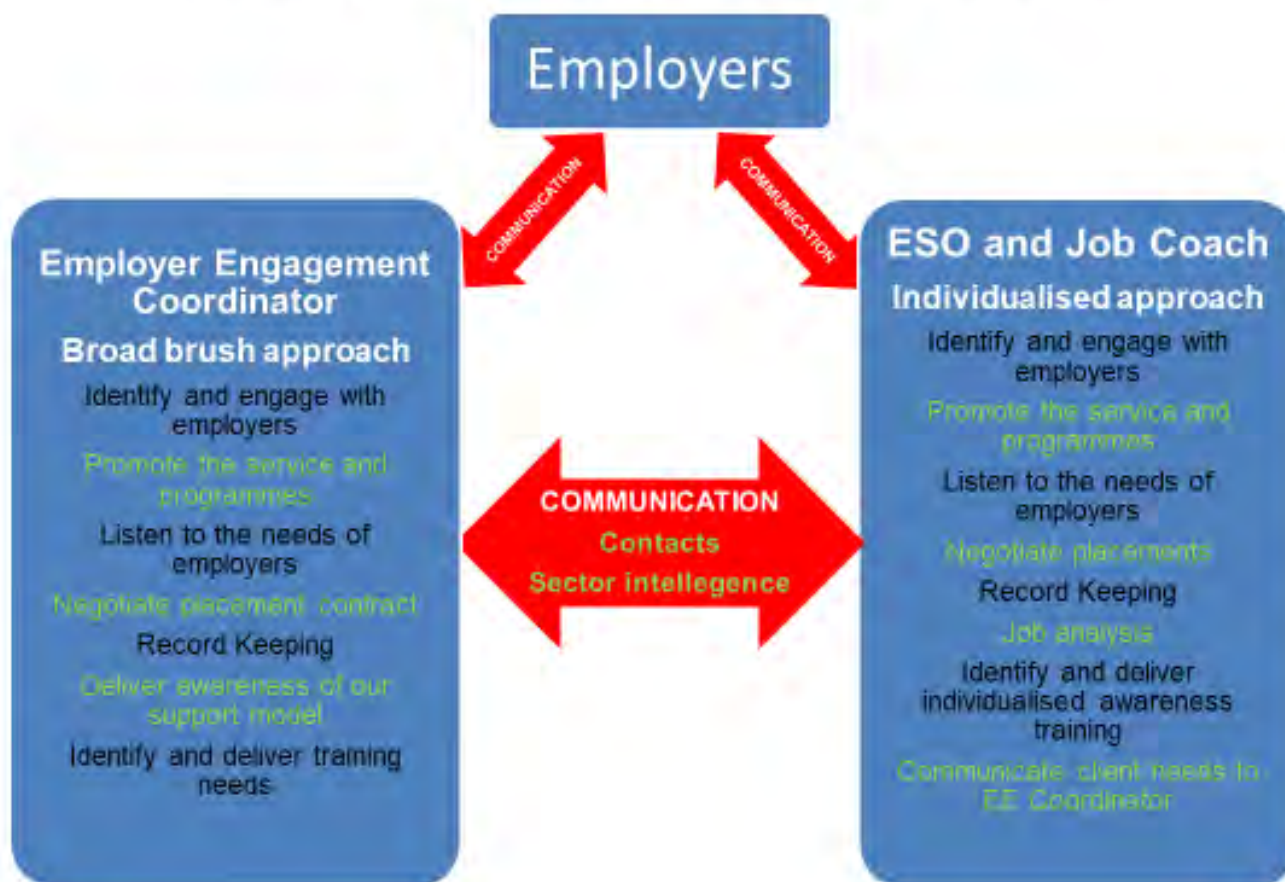
Engaging with employers

Selling the individual

Discussing what support is needed

# Our strategy

## Kent Supported Employment Employer Engagement Strategic Model



## Broad-brush cold calling with employers

Group exercise!

How to find employers

Careers fairs, face to face (door knocking), social media, YouTube and vlogging, networking events (FSB, Chamber of Commerce), Barclays Digital Eagle Lab, Tech start-ups.

- Who best speak to
- Listening to the needs of the employer
- What we have to offer
- Setting next steps with employer



First meeting and starting a process

## Aone+ Case study

***“KSE have provided valuable support and advice throughout the work experience process, positively engaging with A-one+ and their clients on job matching, interviews, risk assessments and providing discrete in-work support for both clients and the business without intruding on the day to day operation.***

***As the work experience candidates grew in confidence in their placements the KSE adapted the level of in-work support and when any further advice was required were on hand to provide this to both the candidate and the business. It has been a genuinely positive and rewarding experience for A-one+ to work with Kent Supported Employment and their clients”***

*Chris Sheppard, Manager, A-one+*



Communicating with small employers

## Federation of Small Business 30/30 events



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Keeping employers warm and how to find and build “preachers”

## Paul Andrews case study



**“I fully support the work KSE does for people who may have a disability or disadvantage in gaining paid employment, they are doing a great job of helping employers recognise the untapped talent available”** Paul Andrews, CEO Jobs in Kent

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Thank you

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