



PATRICK BOUTON

When discussing your needs, remember to include budgeting aspects – for example, adaptations required for disabled employees. Your agencies should be able to advise you on local facilities and where to get financial support.

Ask the agencies to explain how they source candidates and what methods they use to ensure they come from all sections of the community. What percentage of candidates are from minority groups? Ask to see their diversity policy and examples of how they promote diversity in business. Check agencies' standards to see which companies they are affiliated to and whether they are members of official bodies.

Ask them what links they have with the local community – for example, job centres, youth groups, disability organisations, health clubs, colleges and schools. Do they hold targeted recruitment open days that are easily accessible? Do they advertise for positions in a variety of media?

Are the agencies having difficulties sourcing candidates themselves? Perhaps the skills you are requesting are found mainly in affluent white areas. Is it possible to train someone for the role? What have your agencies done to address the problem?

Ask the agencies to obtain information about your area by gaining feedback from candidates. This can provide you with reasons why certain candidates are not interested in accepting jobs with your firm.



CHARLES HIPPS

Managing director,
e-recruitment firm WCN

HE SAYS: There are a number of ways in which employers are using online recruitment to improve diversity in their workforce. E-recruitment gives you real-time reporting which would immediately identify that your recruitment is overwhelmingly white, male and able-bodied. You won't need to wait for your next diversity monitoring exercise: real-time reporting shows the impact of the campaign as it unfolds. You'll be able to see which of your adverts and agencies aren't generating a diverse pool and adjust your sourcing accordingly. The audit trail and the reports will highlight any indirect discrimination and identify line managers requiring re-training.

You can also use e-recruitment to embed best practice in your organisation. A good system will guide line managers through best practice workflows and provide interview

scripts and structured scoring templates. This will improve consistency across the firm.

Your managing director should be supportive of adopting online recruitment as it will not only help you to reflect your customer base but will improve the service to candidates and your firm's image. You'll be able to provide the managing director with regular top-line reports on costs, quality and the time taken to fill vacancies.

Online recruitment can be particularly useful in reaching disabled candidates. Make sure that your e-recruitment system follows web content accessibility guidelines which will ensure that it is widely accessible to people with disabilities. You may wish to consider using the system to facilitate the running of a guaranteed interview scheme: this is a scheme whereby disabled candidates who meet the minimum qualifying criteria are guaranteed an interview. Our clients have found online recruitment helpful both in ensuring that only eligible candidates reach the interview stage and in administering the minimum qualifying criteria.

You haven't mentioned age discrimination, but online recruitment can also provide age diversity reporting to enable you to take steps to rectify any discrimination.

Further info

If you have any queries or problems, please send them to troubleshooter@peoplemanagement.co.uk

THE SOLUTION