

Attracting Talent

Supporting Data

September 2016



In 2015...

28,000

average views on recruitment pages per month

10,900

people applied for externally advertised jobs

93%

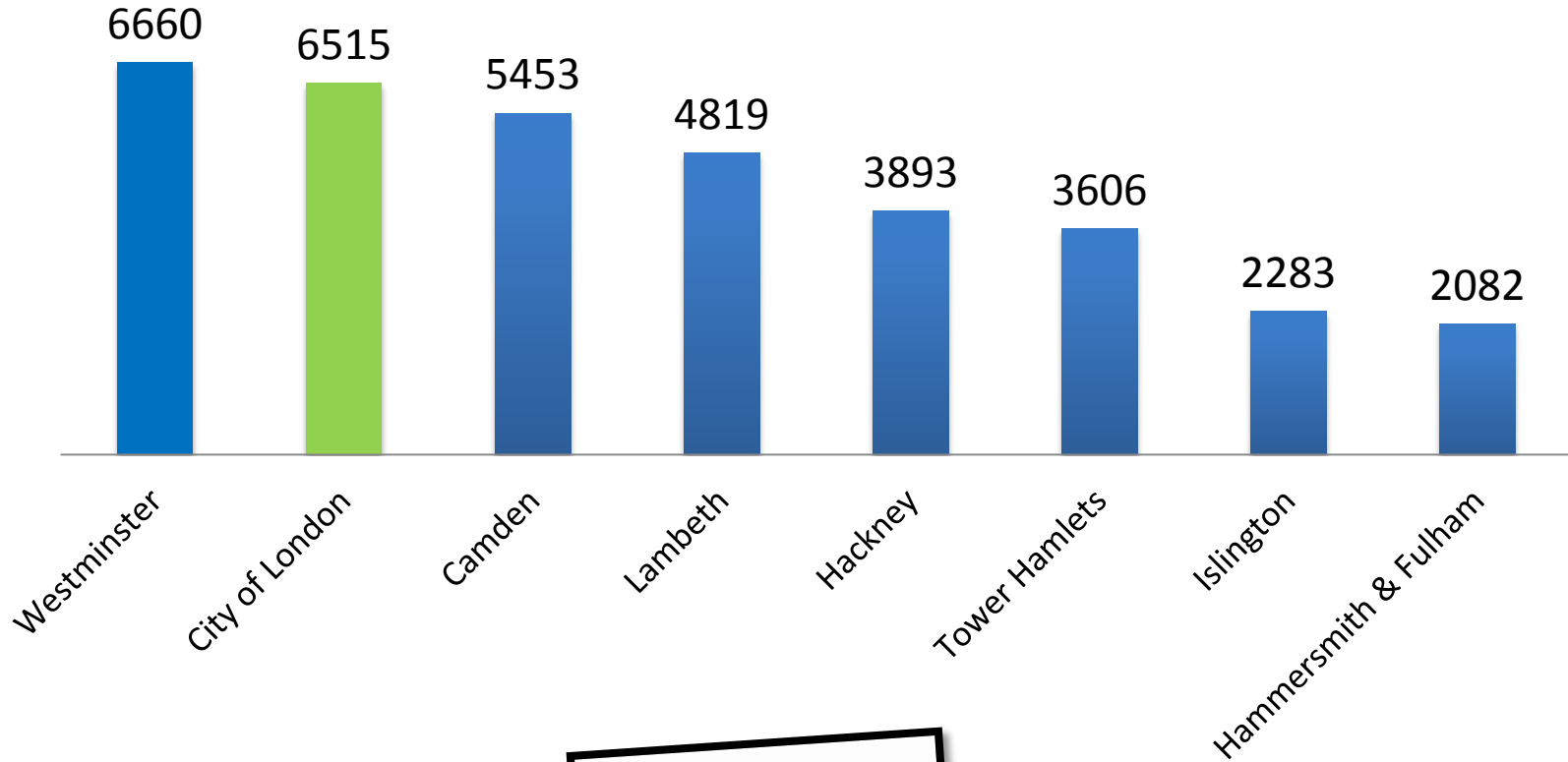
applied online.

345

people hired (meaning 10.5k received rejections)

Our Social Media following is strong

LinkedIn Followers



6,515

followers on LinkedIn as at July 2016, and growing...

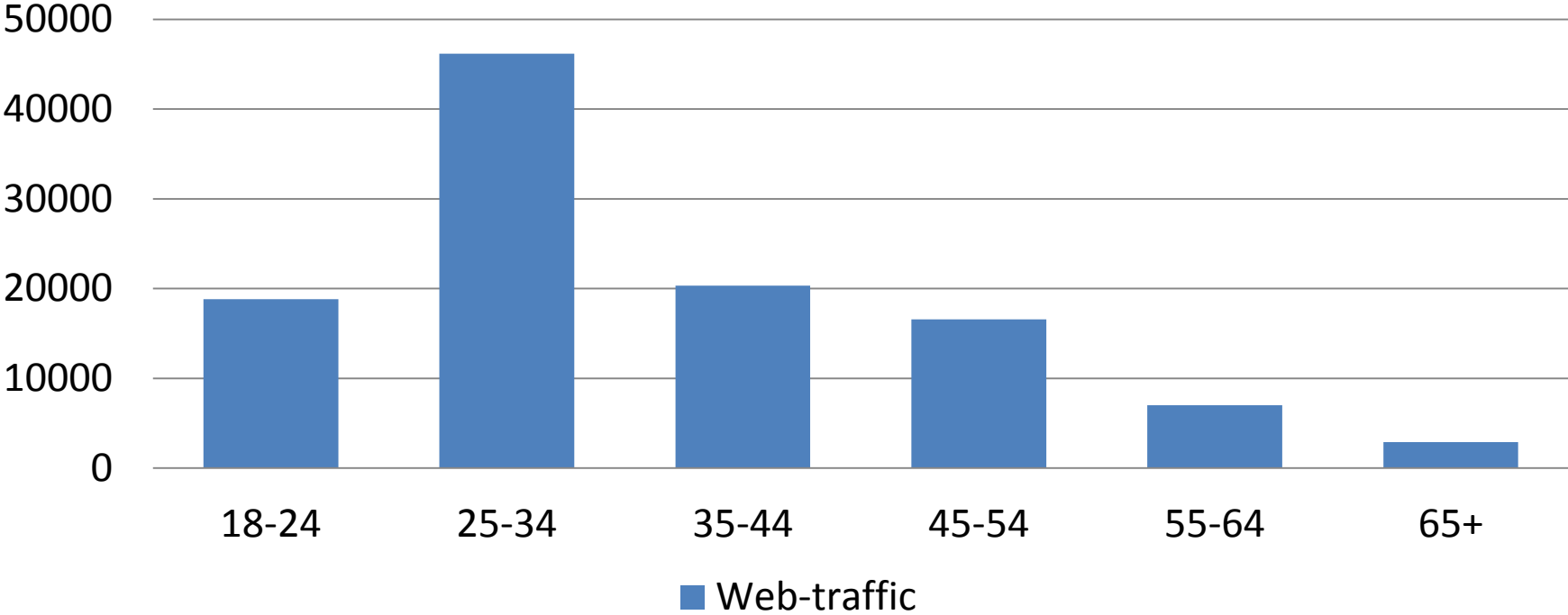


5,590*

followers on Facebook as at Feb 2016, and growing...

Who is looking to work at the City Corporation?

Web-traffic by Age Group in 2015

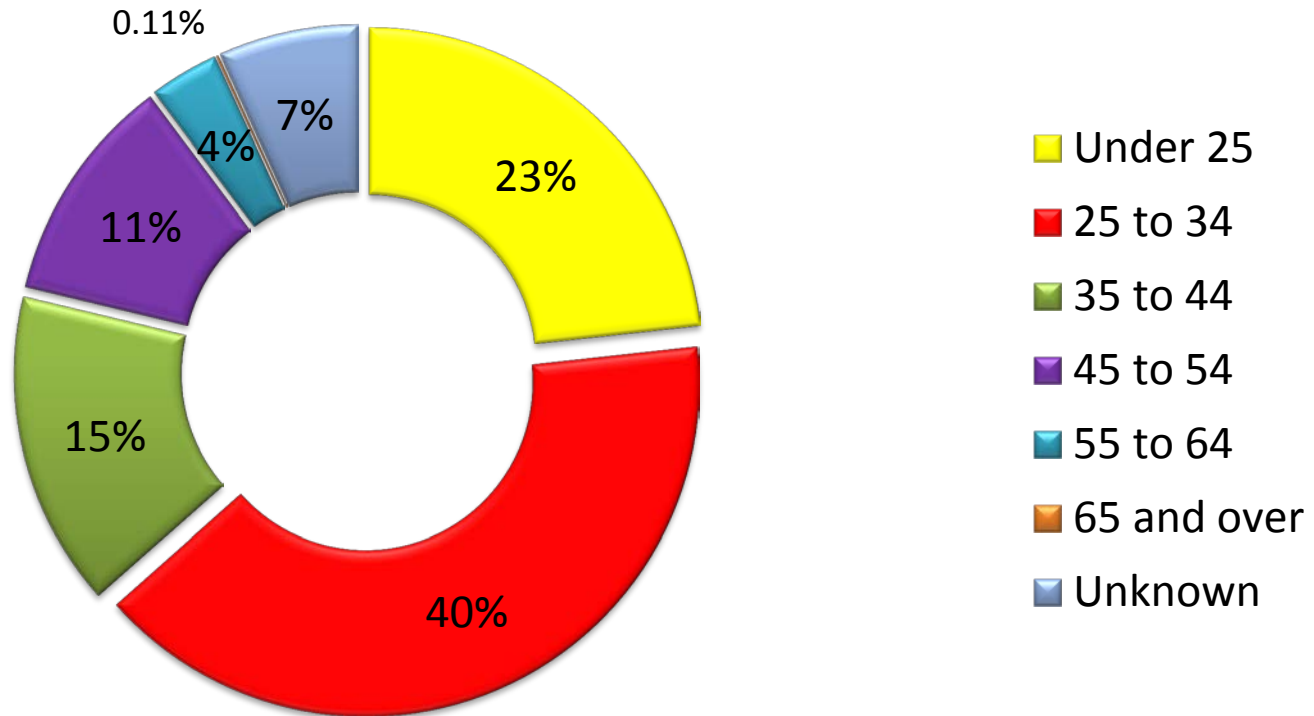


Commentary

- i. The City’s prime consumers of recruitment content are situated within the 25-34 year age group, suggesting that they are early to mid “career-developers”.

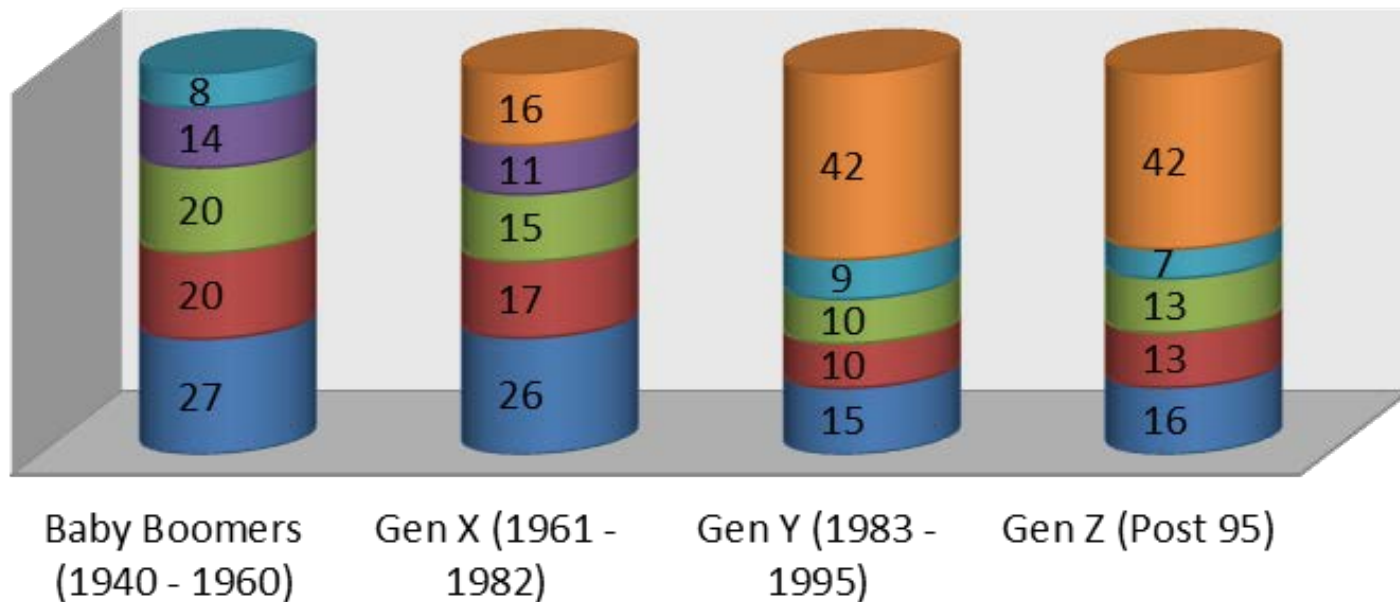
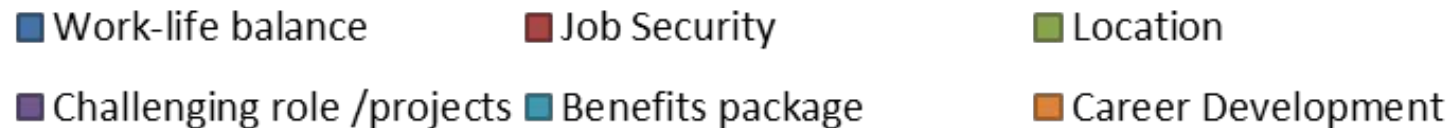
Who is applying to work at the City Corporation?

Applicant Ages (2015)



- i. Under 34's make up 63% of our applicant base, with 25-34 year olds making the up the largest proportion of this.
- ii. Indications are that our prime candidate group are likely to be career-developers in the middle stages of their career and seeking to establish themselves as experts in their field.

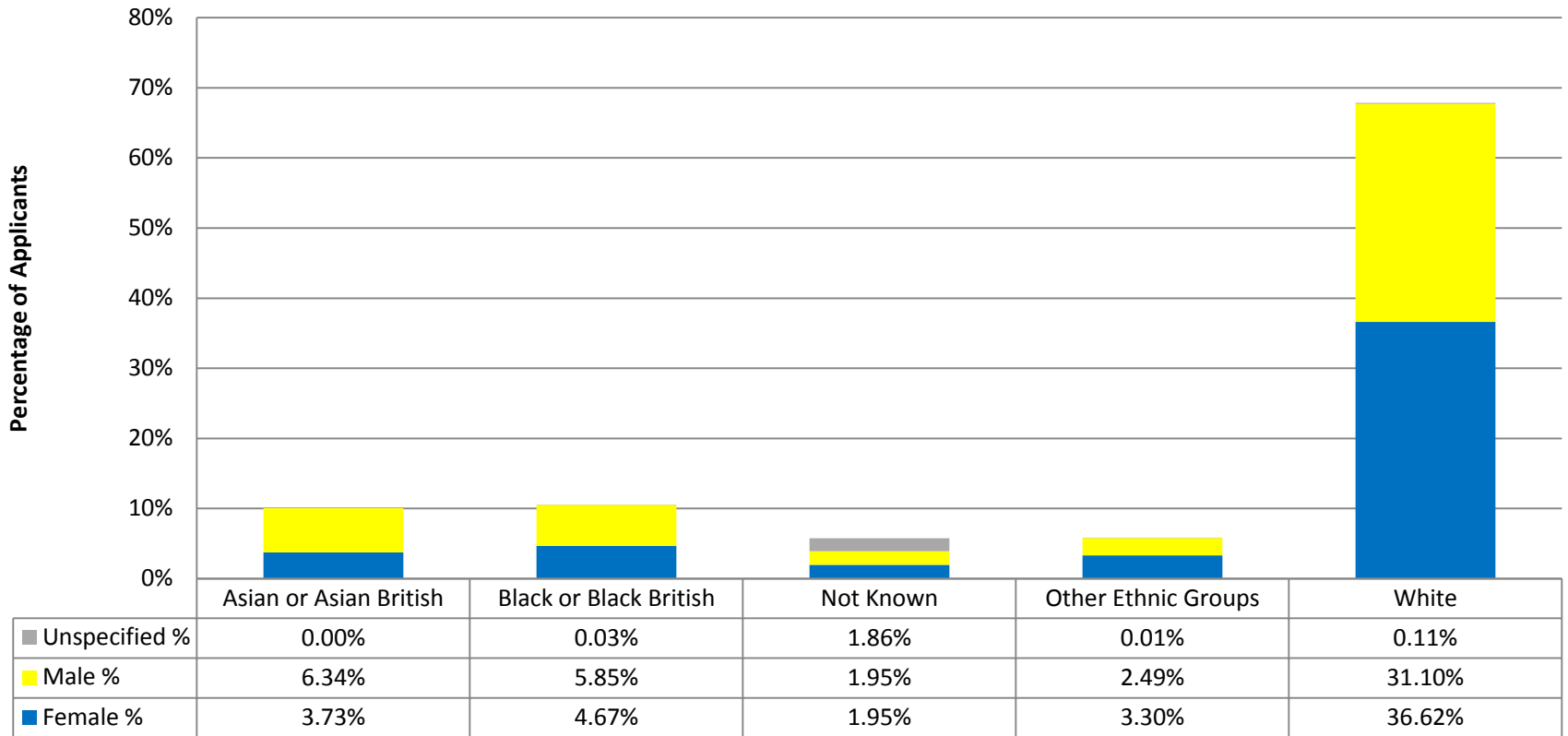
Top 5 most important factors for candidates when considering a change in jobs by generation (Hays, 2016)



- i. The workforce of the future, Gen Y and Gen Z are almost identical in terms of job expectations, and see Career Development as the single most important factor when considering a role.
- ii. This information will be used to refresh the employer brand to ensure that we market out Employee Value Proposition (EVP) accordingly.

Myth: The “Male-Dominated” Workforce

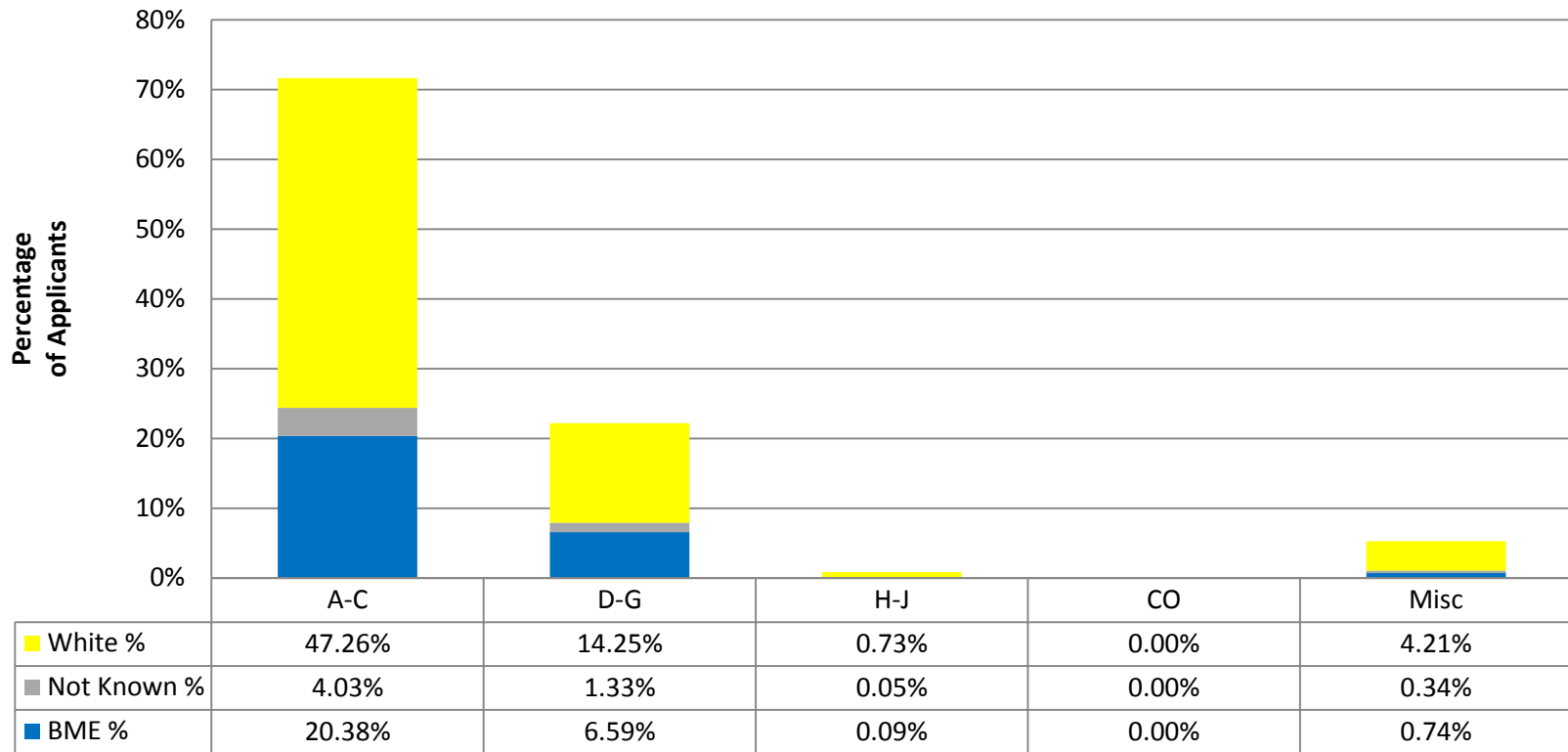
Applicants by gender and ethnic group (Jan – Dec 2014)



- i. This chart primarily illustrates the gender split of applicants, further segmented by ethnic grouping.
- ii. Workforce plan analysis suggested that departments felt the City Corporation was a male-dominated workforce. The workforce gender split is currently around the 50:50 mark.
- iii. The sentiment that the City’s is a male dominated workforce does not bear out in the data, and in fact female applicants outnumber their male counterparts.

Looking at applicants

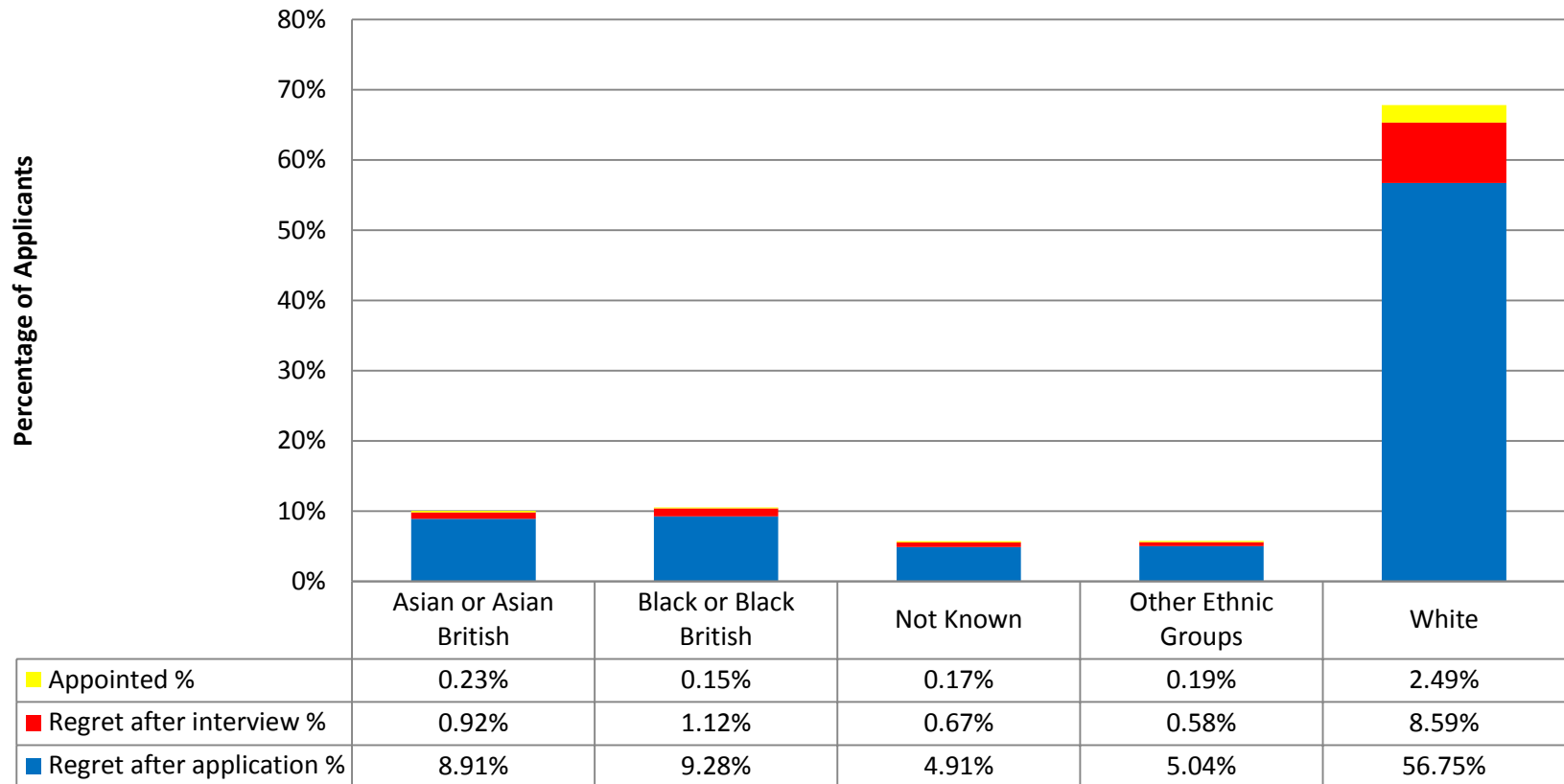
Applicants by Grade & Ethnicity - 2014



- i. This chart illustrates the ethnicity of all job applicants amongst each grade grouping.
- ii. As expected, the number of applicants gradually decreases in correlation with seniority of grade.
- iii. Drawing attention to applicant ethnicity, it is evident that White applicants outnumber all BME applicants by over 2:1 in every single grade banding.

Looking at shortlists and appointments

Where do BME applicants fail?



- i. This chart illustrates the spread of candidates attracted, interviewed and appointed through January to December 2015.
- ii. Applicants that are not shortlisted for interview are highlighted by the blue segment.
- iii. Applicants that are interviewed for each demographic grouping are highlighted by the red segment.
- iv. Appointments for each demographic grouping are highlighted by the yellow segment.

Greater detail around appointments

Applicants by Ethnic Group & Stage	Total Applicants	Appointed	Percentage of total applicants who were appointed
Asian or Asian British	1,329	30	2.26%
Black or Black British	1,394	20	1.43%
Not Known	760	23	3.03%
Other Ethnic Group	766	25	3.26%
White	8,958	329	3.67%
Grand Total	13,207	427	3.23%

Jan – Dec 2014

- i. This chart provides further detail around applicants and appointments for each ethnic grouping.