

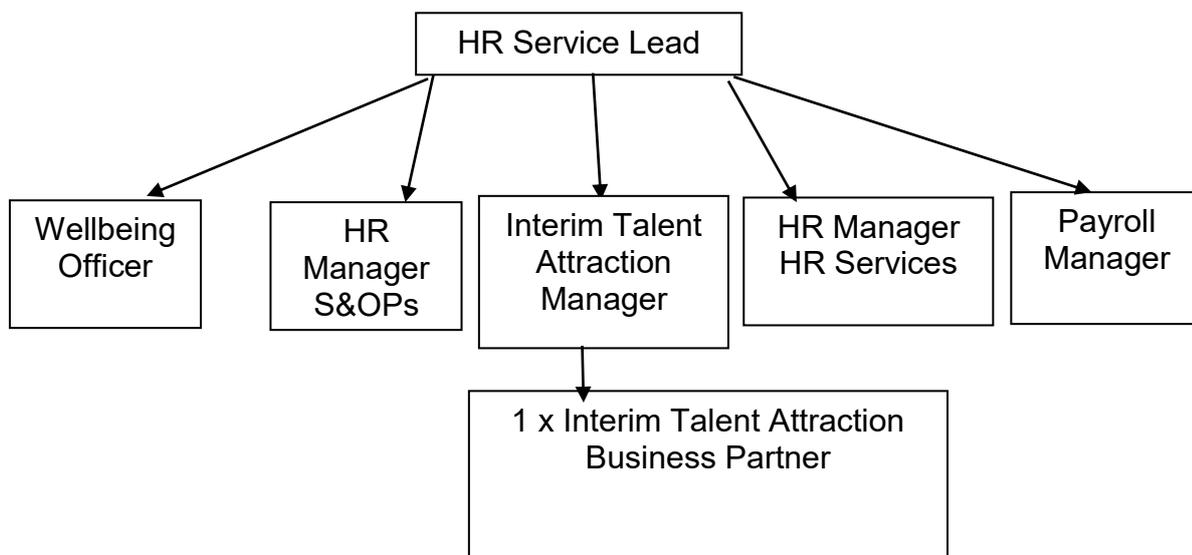
Job Description and Person Specification

Job title:	Talent Attraction Manager – Fixed term
Directorate:	Resources
Service:	Human Resources
Team:	Talent Attraction
Post number:	05241
Salary grade:	Grade L
Work location:	Market Street
Reports to:	HR Service Lead
Supervises:	Temporary Talent Attraction Business Partner x 1

Function

- To support WBC to lead the field in attracting, developing and retaining a diverse workforce who are highly engaged and motivated to deliver our strategy.
- To lead on the development and continuous improvement of the WBC Employer brand and Employer Value Proposition, and to lead on our engagement as a great employer, and a great place to work, externally and internally.
- To manage the relationships with third parties such as recruitment agencies, advertising agencies, marketing agencies relating to recruitment.

Structure Chart



Main Duties and Responsibilities

- To develop our employer brand and employer value proposition and take ownership of driving improvements in attracting talent.
- To co-design, co-produce and execute the attraction and acquisition strategy, appealing to those harder to reach talented people.
- Analyse the hiring needs of the Council, with a long-term talent strategy to help forecast and plan ahead.
- To support senior managers to resource roles, without the use of recruitment agencies, where possible.
- Develop and implement sourcing strategies to build talent pipelines and banks of people wanting to work with us.
- To attract a future talent pipeline to WBC through programmes such as Apprenticeships, Traineeships, Interns, Graduate Schemes and work experience programmes.
- To lead on employer brand and develop effective methods of communications, both internally and externally to market WBC.
- To build relationships with third parties contractors appropriate to talent attraction such recruitment agencies and others as added to the role.
- Responsible for identifying the talent needed, attracting talent and proactively maintaining a pipeline of resource to join the business as required.
- Supporting the overall people plan objectives and implementing the recruitment plan through driving the right talent to apply to join, and supporting others in terms of retention.
- Actively managing a complex recruitment pipeline, ensuring that candidates are available to be on-boarded at any time. Take appropriate action at each stage of a campaign to achieve results for the business.
- Proactively and energetically engage with candidate pool and potential future candidates. Monitor and interpret data that supports decisions made around talent attraction and recruitment activity.
- Responsible for internal and external stakeholder management with regards to recruitment and talent attraction activity.
- Managing part of the recruitment service, and working collaboratively with the wider recruitment department and HR function.
- Monitoring and continuously improving the external & internal candidate journeys whilst providing data to measure the effectiveness of our attraction strategy and to continuously improve our approach.
- Working with stakeholders and external suppliers to schedule and plan campaigns.
- Ensuring Employer Branding is at the forefront of all attraction.
- Continue to raise the profile and ensure it is seen as an attractive offering in the market.
- Writing update reports as required and presenting at boards and committees.
- Managing the key partnerships with third parties, holding service providers to account, and where required to participate in procurement processes to renew contracts or implement new contracts relating to talent attraction and recruitment.
- Managing the Talent Attraction team and associated budgets e.g. staffing budget, apprenticeship budget, etc.
- Undertake duties and one-off tasks as required by the HR Service Lead as described under the job purpose.
- Promote equality as an integral part of the role, treating everyone with fairness and dignity.
- Comply with WBC health and safety policies, procedures and rules, taking reasonable

Main Duties and Responsibilities

care of self and others.

- Adhere to the standards set out in the WBC behaviour framework.

Scope (impact on/control of resources, people, money etc)

This post has a key role in advising recruiting and coaching managers on how to attract and recruit talent to WBC to ensure a suitable pool of knowledgeable and suitable skilled employees to meet ensure services can be maintained to the public.

The advice and support needs to be proactive and in accordance with Council policies and procedures to ensure fairness, equity and value for money. Without a supply of talent, Council services will not be able to run effectively and costs of agency staffing might continue to rise which does not offer value for money if not managed effectively. The appropriateness and timeliness of advice can protect the authority against bad publicity, employment tribunal cases and consequent awards against the authority.

This post will be the lead for talent attraction and will work with the recruitment team to improve the BAU process for recruitment to meet customer needs, and will manage a Talent Attraction BP (Interim) and a permanent Talent Attraction Advisor in achieving that. This is a new team and so development of the roles and ways of working within WBC will be critical to the success of the team and to ensure meeting the Workforce Strategy and Council objectives.

The Council is currently seeing huge numbers of posts not being filled and relying on recruitment agencies and contractors to undertake hard to fill roles, with national shortages in some roles such as social workers, this role is critical to ensure both a current and future pipeline of talent for WBC to be able to ensure staffing resources are available and ensuring value for money in doing so. The use of agency and spend is currently on the corporate risk register.

The efficiency and effectiveness of the HR Team is necessary to ensure good customer care and to maintain the good reputation of the Council. If candidates have a poor experience of the recruitment process this could cause reputational damage and make it harder to attract potential talent. These posts will ensure that does not happen.

Failure to ensure that personnel documentation and data is up-to-date and processed in a timely manner can mean that payments to employees can be affected to their detriment and that the Council is unable to fulfil its' obligation to produce information on employment practices and trends.

Impact: Frequent contact with the Executive Directors, Service Directors and Senior Managers. The postholder will also work with third party external organisations in relation to attracting talent such as agencies, marketing and advertising organisations, recruitment assessment companies, and where appropriate for senior recruitment Members.

Employees: Advice and support to recruiting managers and potential future employees.

Decisions: Post holder is expected to work with limited supervision and must be able to work in a flexible manner to ensure that changing priorities are addressed.

Budget will be allocated for the costs of staffing for the team along with the apprenticeship budget. (Currently £570K per annum).

Person Specification		
Qualifications	Essential/ Desirable	Internal Use Only
GCSE English, Maths and ICT at grade C or above, or equivalent level of education	Essential	1
A levels or equivalent standard of education or experience	Essential	2
Educated to degree level or equivalent qualification in a relevant field; or able to demonstrate high levels of competence through relevant experience.	Essential	3
Evidence of continued professional development.	Essential	4
Level 5 CIPD Diploma or equivalent qualification or equivalent experience	Desirable	1
Experience		
Significant experience in a HR or related recruitment setting ideally with knowledge of recruitment agencies.	Essential	1
Substantial experience in designing and implementing talent attraction strategies and initiatives.	Essential	2
Substantial experience of co-ordinating talent attraction initiatives across large scale organisations with hard to fill roles.	Essential	3
Experience working with a diverse range of stakeholders.	Essential	4
Experience of apprenticeships and early careers talent schemes.	Desirable	1
Experience of managing a team.	Essential	5
Experience of managing budgets.	Essential	6
Experience of managing contracts with third parties.	Essential	7
Knowledge and understanding		
Sound knowledge of employment law and understanding of relevant legislation including the Equality Act, Health & Safety at Work Act, Mental Health Act, and Data Protection Act (GDPR).	Essential	1
A knowledge and understanding of a wide range of talent attraction and recruitment strategies.	Essential	2
Knowledge of talent attraction and recruitment best practice and legislation	Essential	3
Knowledge of recruitment agency contract processes and management	Essential	4
Understanding of learning and development at work, and of instructional design relating to recruitment and talent attraction	Desirable	1
Knowledge of graduate schemes, apprenticeships, intern and work experience programmes.	Desirable	2
Skills and abilities		
Ability to deliver a talent attraction agenda within a large organization and complex organisation	Essential	1
Excellent interpersonal skills and ability to provide advice and guidance to others on area of responsibility.	Essential	2
Ability to review and interpret data relating to talent attraction activities.	Essential	3
Ability to proactively work with others to address the filling of vacancies.	Essential	4

Competent user of Microsoft Outlook, and of web browsers to access information	Essential	5
Competent user of Microsoft Office (Word, Excel, PowerPoint etc)	Essential	6
Ability to manage a budget effectively	Essential	7
Good presentation skills and ability to present confidently to key stakeholders.	Essential	8
Able to prioritise work and meet deadlines	Essential	9
Able to develop and maintain effective working relationships and ability to work effectively with others to agree robust solutions to a variety of talent attraction and recruitment issues.	Essential	10
Good networking skills	Essential	11
Confidence in dealing with individuals at all levels within an organisation including executive level and Members.	Essential	12
Excellent communication (oral and written) and listening skills with the ability to negotiate with and influence others	Essential	13
Ability to identify and create opportunities for talent attraction programmes that best support employees.	Essential	14
Work-related personal qualities		
Professionalism and integrity	Essential	1
Customer focused	Essential	2
Quality focused and good attention to detail	Essential	3
Commitment to equality of opportunity/diversity	Essential	4
Calm under pressure	Essential	5
Effective team working	Essential	6
Problems solving skills	Essential	7
Credibility with managers and key stakeholders	Essential	8
Good project management skills	Essential	9
Other work-related requirements		
Able to attend out of hours meetings on occasions	Essential	1
This role has been identified as public facing in accordance with Part 7 of the Immigration Act 2016, and therefore the ability to fulfil all spoken aspects of the role with confidence in English will be required. Conversing at ease with members of the public, providing advice and using any specialist terminology appropriate to the role is essential for the post.	Essential	2
DBS Check?	No	n/a
Politically restricted post?	No	n/a