

Overview

This standard concerns making different marketing approaches to engage employers' commitment.

You will need to agree objectives and levels of service with the employer; use the campaign medium to attract the most suitable applicants; ensure that vacancies and submissions are kept up to date and employers and applicants are also kept up to date with progress.

Performance criteria

You must be able to:

- 1 maintain safety of self and others at all times in line with organisational policies and procedures
- 2 apply required security, data protection, health and safety regulations and organisational policies and procedures throughout own working duties
- 3 secure the commitment of employers to the job-related campaign in line with regulatory and organisational policies and procedures
- 4 agree with employers the level of application sifting to be carried out by each party in line with organisational policies and procedures
- 5 develop a vacancy plan meeting employers' objectives in line with regulatory and organisational policies and procedures
- 6 agree the vacancy plan with all parties in line with organisational policies and procedures
- 7 select the campaign medium needed to attract suitable applicants in line with organisational policies and procedures
- 8 check that vacancies are processed within timescales stated in the vacancy plan
- 9 provide feedback to applicants to improve the quality of submissions in line with regulatory and organisational policies and procedures
- 10 update employers with progress at agreed intervals in line with the vacancy plan, including:
 - 10.1 developments
 - 10.2 issues
- 11 check that vacancy amendments and cancellations are kept up to date within organisational timescales

Knowledge and understanding

You need to know and understand:

- 1 organisational policies and procedures for job-related services
- 2 legislation and regulations for job-related services, including:
 - 2.1 health and safety regulations
 - 2.2 security regulations
 - 2.3 data protection regulations
 - 2.4 legislative requirements
- 3 how to engage the commitment of employers
- 4 the characteristics of the local labour market
- 5 influencing and negotiation techniques
- 6 how to give clear and accurate information and advice
- 7 the selection criteria for vacancies
- 8 how to write a detailed vacancy plan
- 9 the strengths and weaknesses of the different campaign media
- 10 available resources and any constraints attached to them

Support employers to engage with job-related services

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