

To receive a report on the advertisement for the position of two Casual Caretakers and consider any actions and associated expenditure

Saltash Town Council approved the recruitment of two Casual Caretaker positions at precept stage, both are due to be advertised.

Saltash Town Council's recruitment policy states:

2. External advertising

Vacancies will be advertised on the Town Council website, notice boards and social media.

In addition, the vacancies may be posted on Indeed, cv library, Plymouth City Council recruitment web page (not charged). Other paid advertising (including local newspapers) where appropriate and felt necessary with the authorisation of the Town Clerk and or Assistant Town Clerk and Chair and or Vice Chair of Personnel.

Note:

Avoid using publications or employment agencies that focus on a niche market as this may limit the diversity of applicants and so constitute indirect discrimination.

Due to the required flexibility of the positions available, and the current recruitment market, further consideration is requested in relation to how and where the Town Council advertises the role of a Casual Caretaker to ensure a wider audience is reached.

Research:

Indeed

STC currently advertises for free on Indeed and has seen improved engagement with a larger audience. Further research into Indeed and the promotional options available to employers at a cost have been explored.

Two options are available for employers to ensure the advert is more prominent on Indeed's website and associated advertising streams. First option is to 'sponsor' a job post. Specific costs are difficult to ascertain on Indeed's website as the costs can vary from £1 - £15 per day dependent on the budget set by the employer.

The second advertising option available would be 'paid-per-click'. The employer will only pay when an applicant clicks on the advertised role. PPC adverts assist in recruitment by bringing traffic to the job listing by displaying it prominently in relevant search results.

This is achieved by matching keywords from the job description to the users searching for employment therefore driving traffic to the listing. There are many pro's for this option however many pitfalls too and would require monitoring to ensure the total cost accrued does not exceed any budget set.

Local Parishioners

The Administration Department contacted various local organisation's such as Age UK Cornwall, Saltash Community School and church congregations with the view to promote the roles within the local community at no cost to STC.

Many organisations are happy to share posts on social media. This option, should the Personnel Committee approve to progress on this occasion, assists with free advertising to a wider audience which may find the causal vacancies more appealing.

Budget Availability:

Personnel 6657 ST SNB Staff Recruitment Advertising
Available Budget: £6,150.00

Recommendation:

Paid advertising for the casual vacancies does not seem appropriate at this time due to the unknown costs and profile of the role.

Due to STC's recruitment policy not including advertisements within local organisation's permission to advertise through these additional identified avenues is required.

Therefore, the proposal to the Personnel Committee is as follows:

To give delegated authority to the Town Clerk to authorise alternative advertisement avenues deemed appropriate for the Casual Caretakers positions available.

End of Report
Administration Officer