



# The Further Education Recruitment Landscape

How will you retain and attract Lecturer talent this year?

September 2015

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## How will you retain and attract Lecturer talent this year?

Whether you're on the frontline in a college or reading reports in the media, you'll be only too aware that the **further education landscape** in this country is rapidly changing. A number of factors are contributing to this, creating a **perfect storm**. The **adult skills budget** has experienced a swathe of cuts in the last few years and a shortfall of subsidies across the sector has led to industry leaders warning that **adult education** and training in England will simply not exist by 2020.

Amid these funding concerns, **retaining and attracting lecturing talent** for your college has never been more important.

At FEjobs we can ensure you are ahead of the game with a recruitment strategy designed to help you recruit the best candidates and advice for retaining existing talent.

If you are looking for a further education recruitment partner, talk to us. Whatever your staffing needs, our blended product and service approach will give you a solution bespoke to your requirements.

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## So what's happening out there?

Not only are we in the midst of a lecturer shortage crisis, we are also facing a looming skills gap with the number of skilled professionals decreasing – for further education lecturers, this means they have a huge role to play in developing a future skilled and productive workforce

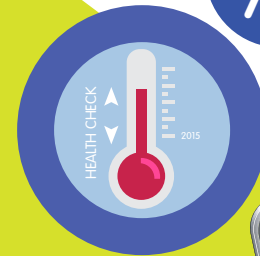
- **2 out of 5** lecturers leave the profession within 3 years – meaning retaining talent and having an effective recruitment strategy has never been more important
- In February 2015, the government announced funding cuts in adult further education of up to **24% for 2015-16**
- UCU estimates that the cuts could lead to a loss of more than **400,000 college students in 2015/16 alone**

### NEWS & facts



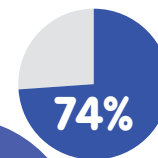
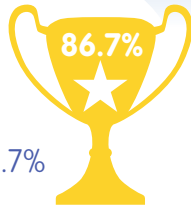
## How can FEjobs help you?

- To review your current recruitment process, **we would perform a 'Recruitment Health Check'** to allow us to ascertain the best recruitment strategy for your college and maximise available resource
- One of our FEjobs account managers will be able to advise you on maximising your recruitment budget and advise on retaining your talent
- Targeted correspondence to potential recruits through email and social media channels
- Targeted contact with candidates based on our learnings – utilising our knowledge of mobile stats and talent pools

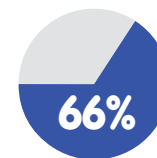


## What are you fighting for?

- Every year colleges educate and train over **3.1 million** people – with education and training success rates at 86.7%
- Over **1.2 million** courses in **STEM** subjects are undertaken by students each year
- Employers view 17 to 18-year-old college leavers as **better prepared** for work than school leavers of the same age



compared to



- At the most recent Ofsted inspections, **82%** of colleges were judged good or outstanding for their overall effectiveness.



# Maximising return on your recruitment strategy

## 1 Attract the best candidates quickly and easily

- Plan early and develop a proactive approach
- Develop a Multi-Channel Recruitment Solution
- Build your employer brand online
- Attract and capture candidates 24/7 - 365 days of the year
- Promote the benefit of working at the college
- Build local relationships
- International talent attraction
- Match your recruitment method to the challenges of each role
- Use activity to target passive candidates

## 2 Easily manage, automate and track the whole recruitment process

- A positive candidate journey from start to finish
- On-going vacancy performance monitoring
- Adopt a simple online recruitment process
- Candidate communication management
- Cultivate your own Talent Pool

## 3 Effectively induct and integrate new employees to maximise potential and improve retention with an on-boarding strategy

- Have a clear and consistent process
- Offer and reject letters are key to your candidate brand
- Reference and disclosure application methodology
- Online administration
- Manage expectations
- Develop a strong and robust 'Induction Programme'
- Maintain candidate communication

# A strategic recruitment solution

To secure **the right candidate** you need a **strategic recruitment solution** that seamlessly combines expert knowledge, cutting-edge technology and world class customer service. That's where we come in.

As leading innovators in further education recruitment for over a decade we understand the challenges you face.

With value for money at the heart of everything we do and an honest and consultative approach **we work in partnership with you.**

## Why choose us?

- We will provide you with a solution matched to the needs of your college as well as the needs of each individual vacancy; finding the right solution from our proven products and services to deliver the best candidates quickly, easily and cost effectively.
- Chosen by 200 colleges
- We have over 200,000 candidates in our database and attract over **7,500 new candidates** registrations each month
- Our website receives traffic of over **1 million unique visitors a month**



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## What makes us different?

Whether you need support advertising a single vacancy, placing lecturers in difficult to fill STEM and leadership roles, require interim staff or want help with managing your employer brand or planning your proactive recruitment strategy, we are here to help.

[www.fejobs.com](http://www.fejobs.com)  
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