

Module 9: Recruitment Process

Student resource

Introduction

In completing this module you will:

- Become familiar with different components that can make up the recruitment process and understand these may differ from one company to another
- Gain experience in identifying what job descriptions and person specifications are asking of candidates in the recruitment process
- Draft a personal statement to use when further developing your CV, or future applications for further study and / or employment

Recruitment is a fundamental function of any business. It is the process of actively finding and hiring candidates for a specific position or job. The recruitment process can vary from one company to another and may include components such as (but not limited to):

- Submitting a CV
- Completing a job application form
- Providing a covering letter
- Submitting a video profile of yourself
- Attending an interview face-to-face or virtually
- Completing an assessment or practically demonstrating skills e.g. presentations
- Applying direct to the company
- Applying through a recruitment agency who may sort or filter applications

While the process varies from company to company, there are some basic steps that most employers take as part of their recruitment process, including:

- Creating a **job description** that outlines the roles and responsibilities
- Clearly defining skills, experience, expectations and behaviours of the ideal applicant in a **person specification**

The company must then attract suitable candidates through advertisement or the use of recruitment agencies. Applicants are screened then take part in an interview or assessment process against predetermined criteria. When the ideal candidate is chosen, they are hired and inducted into the workplace and the recruitment process is complete. Companies place a high value on recruitment to ensure the workforce has the relevant skills and abilities to achieve the organisation's strategic goals and objectives.

Activity 1 (20 minutes)

This activity will provide you with an opportunity to better understand what the content in job descriptions and person specifications ask of candidates as part of the recruitment process. Completing this activity is designed to help you be more effective in writing your CV, personal statement or preparing for interview when applying to jobs in the future.

Using the job advert provided below (Alnwick Castle Retail Assistant), read the job description and person specification content thoroughly and start to identify what skills and qualities are being asked of candidates.

You may wish to use different colours to highlight relevant sections of the documents to help you. Your employer may provide an alternative job advert as part of this activity.



TOP TIP

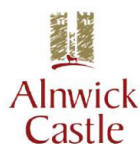
Job vacancies may refer to job descriptions and person specifications in different ways. Look out for phrases such as 'You will be responsible for' (Job description) and 'You will need' (person specification)

What skills / qualities are required?

Use this space to answer:

Using the job application material, identify whether there are any requirements for formal training and / or qualifications required to apply or fulfill the role?

Use this space to answer:



JOB TITLE: Retail Assistant

RESPONSIBLE TO: Retail Manager

ROLE SUMMARY

Retail Assistants will assist visitors in Alnwick Castle's on-site gift shops. You will be part of our aim to provide a first class retail offer to our visitors by ensuring all our retail units are merchandised to promote an attractive customer offer, by delivering exceptional customer service and by following company procedures including till and stock operations. You will ensure visitors follow all appropriate distancing and safety guidelines in place during 2021, and adhere to these guidelines yourself.

MAIN DUTIES AND RESPONSIBILITIES

Excellent customer service and presentation

Serving customers in Alnwick Castle's retail shops is a major part of the role, and so any previous experience in a customer-facing role is desirable. Retail Assistants will provide a helpful and friendly service in order to maximise sales at all times. Working as part of a team, you will serve visitors of all ages from all over the world, and will be able to establish and maintain effective working relationships with staff of, and visitors to, the Alnwick Castle gift shops. Additionally, the ability to answer the telephone and take messages in a polite and efficient manner is important. You must also be well-presented.

Retail tasks

This may include a variety of tasks, including stock control and merchandising products, and assistance with deliveries, for which some heavy lifting may be required. Experience of an EPOS system or equivalent is desirable, but training will be given. You will be knowledgeable about the product that is being sold, and able to promote what is available to all visitors to Alnwick Castle. Some of the tasks a Retail Assistant may be expected to undertake include:

- 1 Operation of the EPOS system in accordance with Alnwick Castle's financial procedures
- 2 Accurately processing a transaction by cash, card and/ or cheque
- 3 Restocking and merchandising the Castle's retail shops from its stock room and/or storage areas
- 4 Assisting with deliveries by unloading, unpacking and pricing stock
- 5 Carrying out the start-of-day and end-of-day procedures for the Castle's retail shops, including their tills and shop standards
- 6 Assisting with the Alnwick Castle online shop, packaging and dispatching goods for delivery.
- 7 Manage and assist queues and shop numbers to comply with government guidelines such as the wearing of face coverings and social distancing.

General

A knowledge of, and compliance with, the organisation's general policies and procedures will be required, in relation to daily shift patterns, rostering, staffing levels, holiday patterns and similar procedures as outlined in the Castle Staff Handbook, provided during training. Policies and procedures also include those relating to: Health and safety, and welfare; Equal opportunities; Emergency evacuation; Security; Standards of work performance. In addition, you will be prepared to undertake any additional or alternative tasks and duties reasonably required by Northumberland Estates within the general scope of the post.

PERSON SPECIFICATION

(E) = Essential (D) = Desirable

Training, Experience and Qualifications

- Previous experience in a customer-facing role, preferably in a similarly high-profile environment (D)
- Experience of a EPOS system or equivalent (D)

Knowledge & Skills

- General standard of numeracy and literacy (E)
- Awareness of Health and Safety and security issues (E)
- Knowledge of the local area (D)
- Cash handling skills and experience (D)

Interpersonal Skills

- The ability to be reliable and punctual (E)
- The ability to work as part of a team as well as independently (E)
- The ability and willingness to work with a diverse range of visitors and colleagues (E)
- Working as part of a team in a busy, demanding and pressurised environment (E)

Particular Circumstances to Consider

This post is covered by various shifts on a zero hours contract working up to 5 over 7 days, including Bank Holidays. You will have the ability and availability to work weekends and holidays. You will be prepared to be flexible in working hour patterns, and potentially work long and unsociable hours.

Physical / Health Requirements (site specific)

Work may involve some heavy lifting of objects within published health and safety guidelines on manual handling. You may also be expected to stand for long periods of time.

Activity 2 (30 minutes)

Use this resource to analyse [good and bad examples of CVs](#) considering what makes them effective or ineffective when applying for a job. You may wish to note down any important features to use or avoid.

Good elements	Bad elements

Analyse the following CV using what you have learnt to determine whether it is effective or not.
Give some reasons for your answer, recording your findings in the table.

John Williams
Curriculum Vitae

Personal information

Nationality: British	Email : xxxxx
DOB : (03.02.05)	T: xxxxx
Health: Excellent	
Address: xxxxx	
National Insurance Number: xxxxxx	

Education

2017 -	Coastal High School
	Currently studying GCSE: Maths, English Language, English Literature, Combined Science (Biology, Physics, Chemistry) Physical Education, History, Business Studies. Computer Science
2013 - 2017	Coastal Middle School
2009 - 2013	Coastal Park First School

Skills

- Competent in using software such as Microsoft Word. Excel and PowerPoint. Computing (including Python, flowcharts and pseudocode)
- Confident in verbal communication and written presentation
- Can work effectively on my own as well as being part of a team
- I like working through problems and challenges in my school subjects
- I am currently working to gain my Sports Leader Level 1 qualification and have Level 1 qualification in Basketball Coaching and Refereeing.

Work Experience

For my work experience I chose to split my allocated 5 day week to 2 different businesses. For the first 3 days I went to HMRC where I learnt how each individual has a role in the success of ensuring each British citizen is well cared for. They are required to communicate with each other as a team on a daily basis at several meetings where they run through the set tasks for the day. I enjoyed HMRC as it taught me how coordination with each member of the team is vital to the success of any business.

For the final 2 days I attended an accountants office in Newcastle, I learnt how each worker is valued highly for their individual skills. I gained an insight into how finances work in a business and various policies and procedures that UK businesses have to adhere to.

Interests

Football — I have played football for 8 years and have been a member of Whitley Bay Football Club for the past 5 years. We regularly train on a Monday night and play matches on a Sunday. During the 2016 — 2017 season I was appointed captain of the team.

Basketball — I play for North Shields and have been a member there for over 5 years with regular training sessions through the week and an optional 4 hours on a Sunday which I choose to attend. I may not be the tallest in the team. but I do not let that stop me.

Hobbies

In my spare time I enjoy playing on my PS4. I also like riding my bike and outdoor activities like water sports and spending time with my friends. I often go to watch Newcastle United play when they are at St James Park

I like designing and making things for example I designed, using CAD, and then made a brick BBQ in our family garden.

Personal Statement

I am a motivated and personable individual and can show areas of confidence and friendliness when I am working. I have demonstrated leadership abilities when I captained my football team for a year. I am good at communicating as well as a team player for example when I am working in a group I listen to other people's ideas and take them on board. I am also hard working when I am assigned a task. I am a responsible individual who is always helpful and trustworthy.

I was responsible for the setting up of a school Basketball Team as there was not one, and several of my friends were interested in playing. It involved articulating my idea clearly and convincing a teacher to help set up a team. We play as a team and now visit other schools to compete. I recently won the enterprise challenge in school for my business idea. I had three weeks to establish an idea and research all aspects of business from costing, profit and marketing. This was presented to the Head of Business Studies and my idea was the overall winner. I came up with the idea of a seafood business inside the Spanish City Dome. This was before it was refurbished and re-opened. I believe this was a good idea as there is now a seafood restaurant called 1910 that has opened in the renovated building.

Positive elements	Things to develop
e.g. structured with clear sections	e.g. <u>experiense</u> - use spellcheck tool and proof-read content

Activity 3 (30 – 45 minutes)

During this activity you will draft a personal statement helping you articulate your skills, strengths and experiences. This personal statement can be used to help you further develop your CV / applications to further and higher education and / or employment in later life.

You are applying to the role of 'Seasonal Waiting Staff' (see job advert below), use your knowledge of the recruitment process and understanding of job descriptions and person specifications to draft your personal statement.

[How to write a personal statement](#) from Fish4Jobs, provides a summary video ⌚ 1 minute watch and tips as to how to write an effective personal statement.

When drafting your personal statement, you may wish to include:

- Why you chose to apply for the job
- How your skills demonstrate the criteria required – provide examples
- Any relevant experience you may have – you may not have all the direct experience, but you may have similar skills that are transferable
- Why you are the right person for the job?



TOP TIP

Give concrete examples. It's easy to claim you've got excellent communication skills, but you need to back it up with evidence. Did you volunteer at a help line, or work in customer service? Or were you part of a debating team?



TOP TIP

Most job sites don't have automatic spellcheck. It is a good idea to write your personal statement or CV in Word to use the spellcheck function then transfer across to the job application.

Use this space to draft your personal statement

Seasonal Waiting Staff – Job Advert (Activity 3)

We are currently looking for the right candidate to join our expanding team of front of house seasonal waiting staff in the North East. The candidate will have the unique opportunity to work at multiple different locations and venues ensuring that no two days will ever be the same.

As a seasonal waiting and bar staff team member you will be working in a wide variety of venues from fine dining restaurants to hotels and cafes. This gives our seasonal waiting staff the chance to hone their skills in every different aspect of the job, therefore the right candidate will constantly be learning and developing.

The right candidate will be:

- Outgoing, friendly and approachable
- Focused, determined and in possession of a good work ethic
- Reliable and flexible
- Able to operate tills and coffee machines
- Well presented with a smart attention to detail
- Hard-working and motivated
- A team player with excellent communication skills

Seasonal Waiting Staff will:

- Be face-to-face with customers on a daily basis
- Work on the floor delivering drinks and food
- Taking food and drink orders
- Operate tills and coffee machines dependent on venue
- Build a general rapport with customers to ensure that they have everything they need and are enjoying their food
- Cover shifts that are needed throughout the area
- Dress smartly and appropriately for the job to present a positive image
- Be punctual in arriving to shifts on time

If you believe you meet these requirements and therefore think that this position is right for you then send a personal statement (150 words max).

Extension Activity

Whether or not a company accepts CVs as part of their recruitment process, it is a good idea to keep an updated version of your CV as the information can be used to complete other types of applications. This extension activity encourages you to use your drafted personal statement from Activity 3 and develop or update your current CV. A CV allows you to summarise your education, skills and experience enabling you to articulate why you are a good match for the company and role.

Watch the [video](#) (⌚ 2 minutes watch) and consider the [top tips](#) on writing a CV and cover letter before you start.

If you're starting your CV from scratch, you can find free templates in Word or online to get you started.

