



Council insight: Dorset Council





The challenge

- ✘ difficulty filling specialist and hard to fill roles
- ✘ long-standing vacancies impacting on service delivery
 - increased workload
 - retention risks
- ✘ no specialist skills
 - hiring manager time spent on recruitment
 - 'spray and pray' costs



future focused



Inclusivity



embrace
technology



data focussed



creative marketing

Increasing recruitment reach and effectiveness

Our team



Erin Lawrence
Recruitment & Marketing Lead
Consultant

"I've combined my knowledge of HR procedures, transferable skills, and creativity"



Beth Rose
Recruitment & Marketing
Consultant

"I use my knowledge of social media marketing to promote to all generations"



Mia Green
Recruitment & Marketing
Consultant



Sam McLaren
Recruitment & Marketing
Consultant

"I am a creative at heart, always eager to expand my skills and take on new challenges"



Ruth Robinson
Recruitment & Marketing
Consultant

"Communication and collaboration are strengths of mine"





Manager support

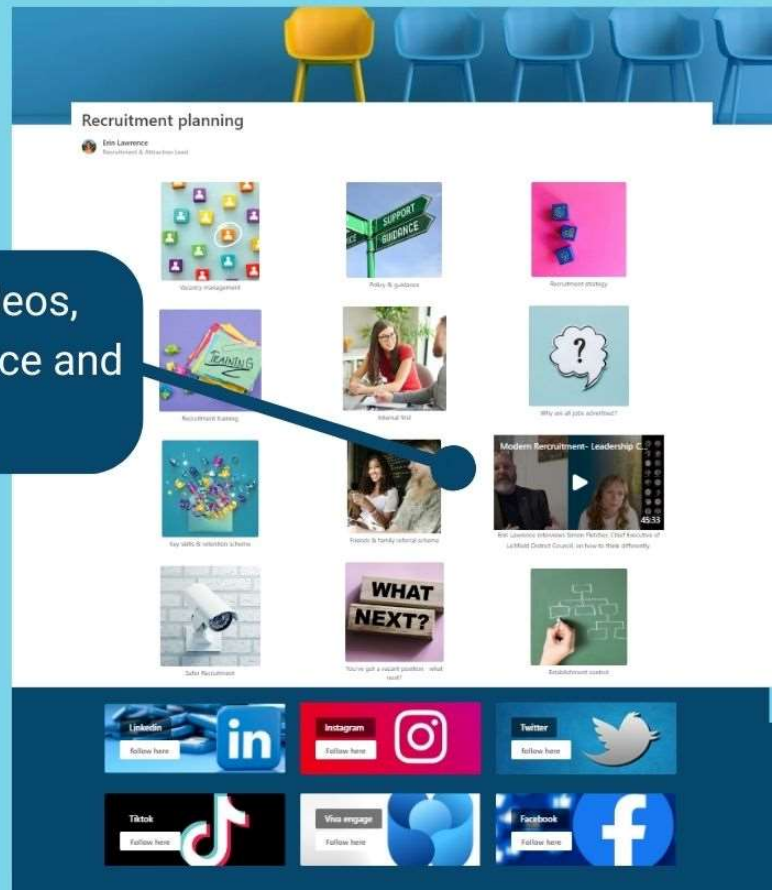
- ✓ recruitment toolkit
- ✓ manager training
- ✓ tailored support
- ✓ content creation



Each section is broken down into bite-sized guidance to support each stage of recruitment.



Learn from videos, written guidance and case studies.





New recruitment system

- ✓ data-driven recruitment process
- ✓ streamlined
- ✓ system integration
- ✓ fully configurable



THIS IS YOUR DORSET

Our mission: to drive diversity, social inclusion and future-focused capability through our early careers pipeline.

Our social media channels



Facebook: WorkForDorset

Broad reach, community engagement, and promoting job opportunities



Instagram: @workfordorset

Visual storytelling, showcasing the work environment, and attracting talent



TikTok: @workfordorset

Engaging with a younger audience and showcasing council culture in creative 'on trend' way



YouTube: Work for Dorset

Sharing longer form videos to provide insights into the council's work, culture and employee stories



LinkedIn: Dorset council UK

Targeting professionals and managerial positions

Showcasing Culture

70%

- Storytelling and culture sharing
- Early careers promotion



Job Specific

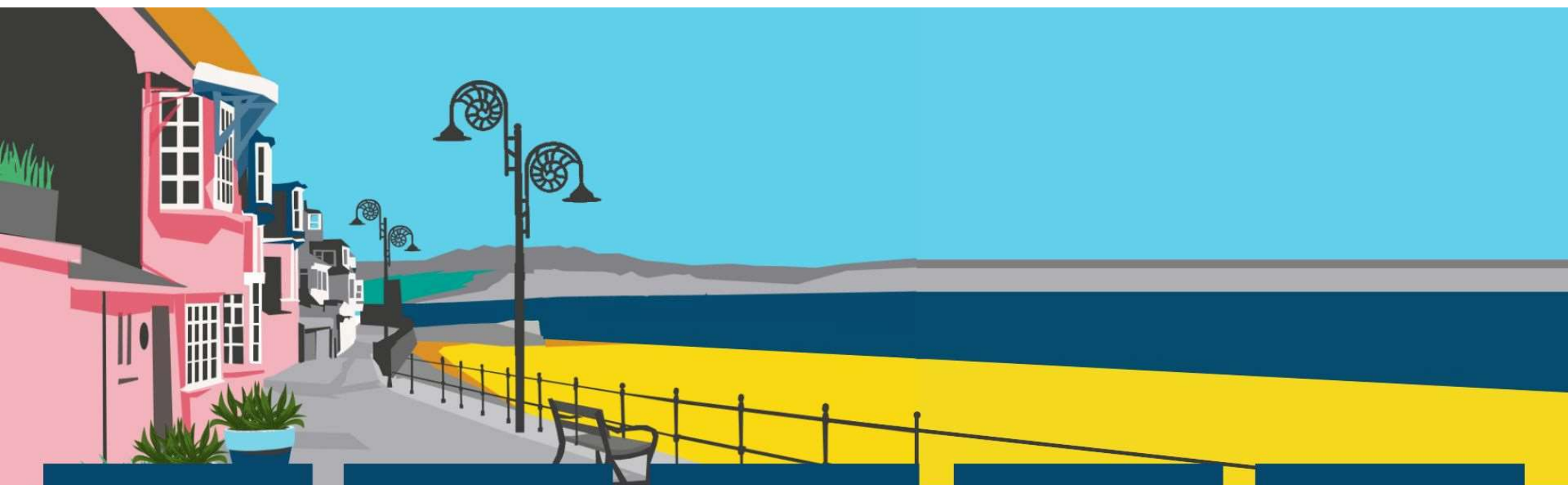
30%

- Job Specific Posts
- Jobs of the Week
- Paid Targetting



Social media learning

- ✓ human-centric content
- ✓ user-generated content
- ✓ engagement and connection
- ✓ authenticity
- ✓ appropriate
- ✓ audience is key



62%

Reduced recruitment advertising spend

68%

internal applicants successfully hired

82%

roles filled first time

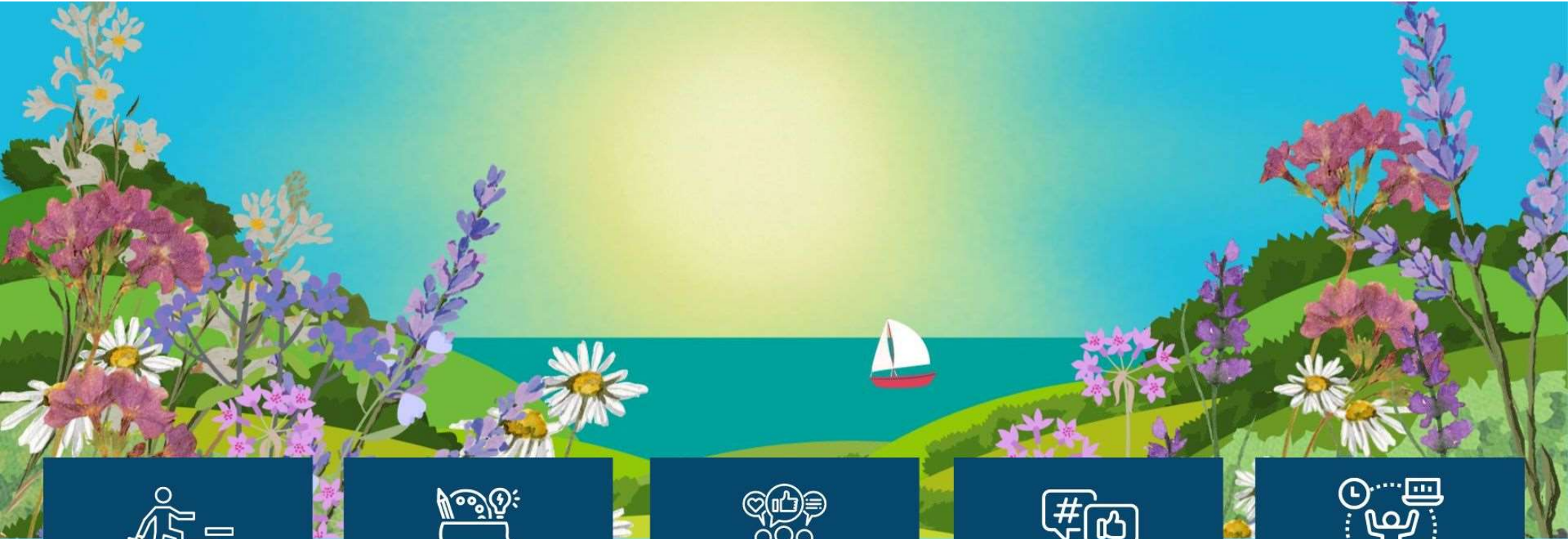
400%

increase in applications for hard-to-fill roles

63%

increased social media following

Value evidenced



early careers
strategy



specialist
expertise



direct
engagement



social media
leverage



support for
managers

Value added



Social media showcase



Dorset
Council