


# Recruitment of Blood Production Assistants in Manchester



# Background

- Consolidation of Manufacturing as part of SCM
  - 38 new Band 2 HTO vacancies of varying shifts
  - Collaboration of recruitment, Manufacturing, OWD
  - Manchester under-represented on BAME employees compared with Census data
  - Review of all recruitment documentation from advert through to interview assessment form
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# Promotion of role & open day

- Advert stated “No qualifications or experience required as we will provide extensive induction and training”
- Change of title from Healthcare Technical Officer to Blood Production Assistant
- Use of campaign post on careers website with article by manager including short cartoon video (journey of the blood)
- Social media (using NHSBT & external) Facebook and Twitter plus website advertising and local press advertising
- Leaflets, poster and banners




# Promotion of role & open day

- Leaflet drop in job centres, supermarkets, libraries, schools and Arawak Housing Assoc (largest BAME in North West)

Quote from employee - “I found that there was a lot of interest in the local community who were happy to take details, leaflets and posters. Some had no idea what we do & were excited about the opportunity to find out”

Quote from new recruit – “I really didn’t know what you did and thought you would only hire people with lots of science qualification, so I am really glad I saw the advert”



# Open Day on Saturday 25<sup>th</sup> Feb

- Sign in sheet indicating where saw advert
- Facilitated 7 mins video on work of Manufacturing
- Stalls – training, apprenticeships, development & career opportunities, tips on applying
- Diverse representation from Manufacturing to talk about the role and answer questions



# Open Day - Quotes


“Saturday was great as this meant I didn’t have to take any time off work or feel like I had to rush back to work”

“I attended another open day last week at an airport and it was nowhere near as organised”

“The support, opportunity for progression and insight from staff, motivated me to complete my application better”




# Selection Process

- All recruitment materials reviewed by recruitment, including all test materials and interview questions
  - 1<sup>st</sup> day 3 person panel then subsequently over next few days, 3 consecutive panels with 1 person from first day to ensure consistency of scoring
  - Short test & score added to interview assessment
  - Candidates documents checked after selection by pre-arranged meeting
  - Start dates arranged in cohorts to assist with induction
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# Overall Statistics

- 11,330 views, 785 applications, 209 shortlisted
- 432 attended open day of which 80 were shortlisted and 11 appointed.
- 38 starters in cohorts – 15/5, 5/6, 26/6, 24/7

## **Diversity** (compared to recent campaigns)

- 11.47% increase of BAME applicants
  - 9.92% increase in BAME shortlisted
  - 8.86% increase in BAME starters
  - 30% of appoints were from a BAME background
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# Feedback Regarding Starters

From Danny Spilsbury

“High calibre of staff appointed. Some recently applied for promotions and did really well at interview”

“Their approach to training, general willingness and behaviours have been excellent”

“Just because you have qualifications doesn't mean to say you will be any better and this recruitment has proved it. It's about giving people a chance”



## Next steps

- Roll out redesigned recruitment materials across M&L
  - Recommend use of open days for large-scale recruitment
  - Work with diversity colleagues / HR Consult on building contacts with local BAME community, particularly in under-represented areas
  - Extend and build on careers website and social media
  - Review other roles where “No experience & no qualifications” could be applied, making sure that we are measuring any skills (by assessment) and values/behaviours
  - Investigate use of open days for centres where BAME under-represented – Birmingham / Manchester
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