

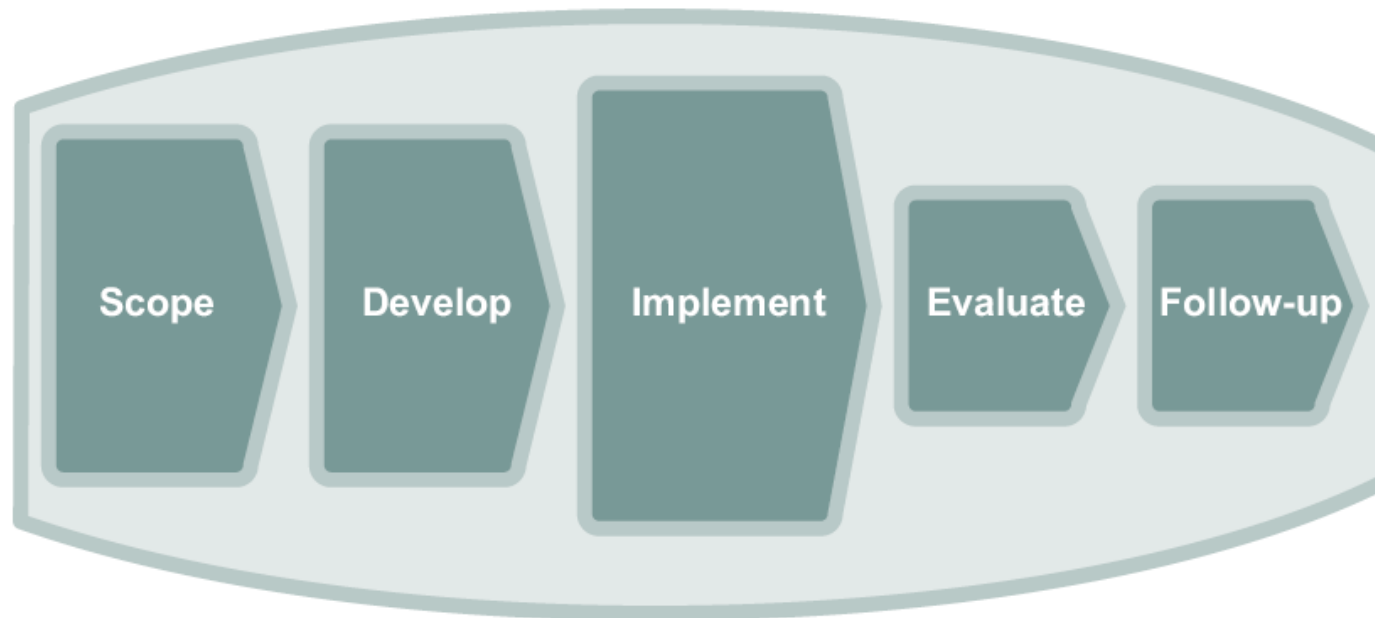


Diversity and FC Recruitment

Bianca Ambrose-Oji, November 2009



Steps in the Social Marketing Approach





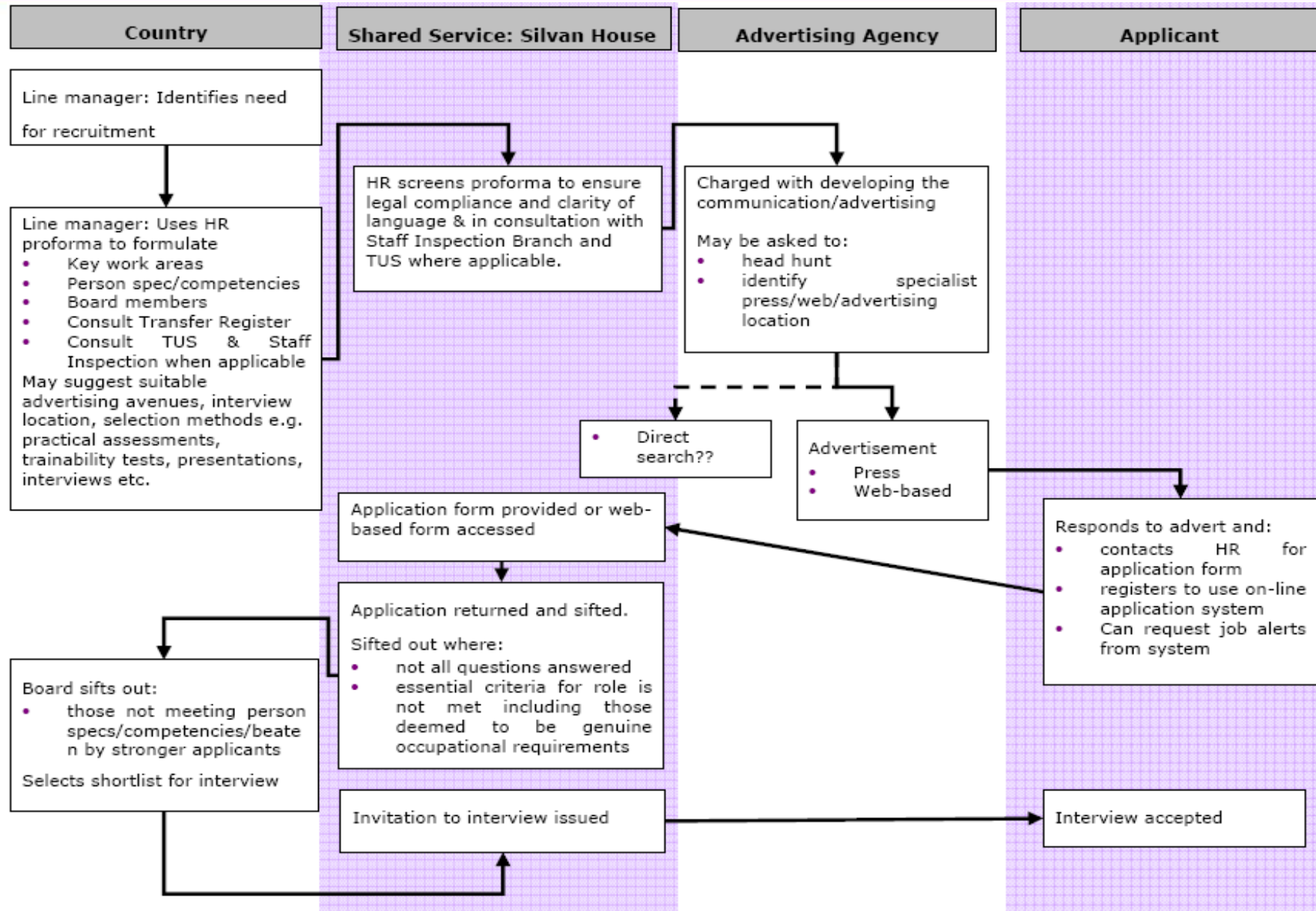
- Conduct a *Scoping* study, to research the employment context for BME groups in Bristol
- Synthesise results with a view to designing an intervention/s that increase the application rates of BME candidates



1. What are the characteristics of BME employment?
2. What has been learned by other employers that have increased BME employee profiles?
3. What are the employment aspirations of BME individuals?
4. What are the specific barriers in BME recruitment?
5. What employment competes with the Forestry Commission?
6. How well understood is the Forestry Commission employment offer?



- A literature review and desk-based research
- Analysis of Forestry Commission recruitment data
- Discussions with key informants in the Forestry Commission
- Key informant interviews. 10 semi-structured telephone interviews with national and Bristol-based organisations.
- Focus group discussions. 6 BME groups (44 people) early and mid-career, recruited close to Bristol office. Use of FC adverts as prompt.





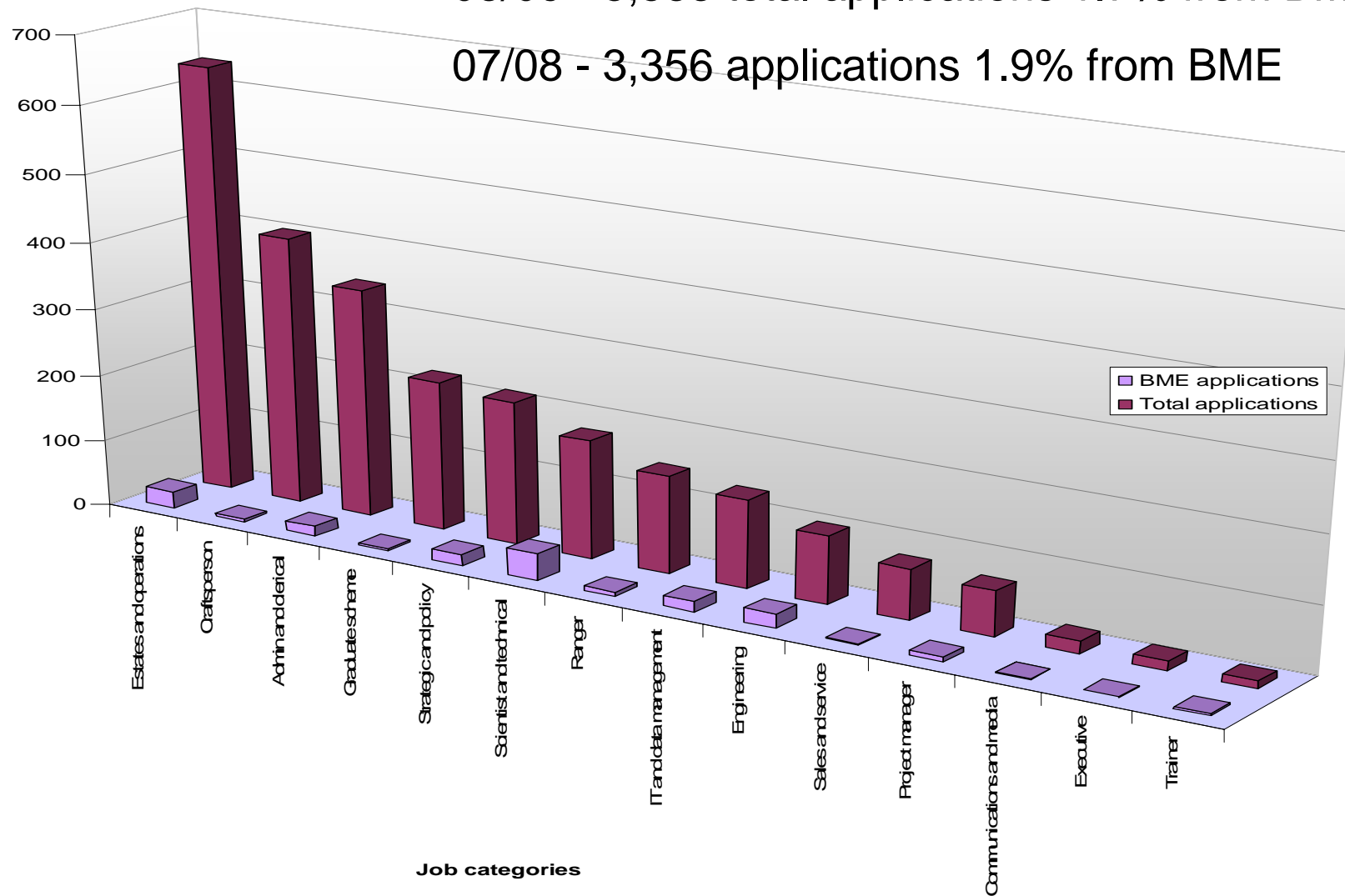
22% of competitions attracted BME applications (53/236) in 08/09
 11% of competitions (29/245) during 07/08

07/08	England	Scotland	Wales	<i>GB totals</i>
Forestry Commission	8	4	4	16
Forest Research	2	8	0	10
Silvan House	-	2	-	2
Business Units	1	0	0	1
<i>Subtotal</i>	11	14	4	29
08/09	England	Scotland	Wales	<i>GB totals</i>
Forestry Commission	14	17	3	34
Forest Research	1	3	1	5
Silvan House	-	9	-	9
Business Units	2	3	0	5
<i>Subtotal</i>	17	32	4	53
TOTAL	28	46	8	82

How many applications?

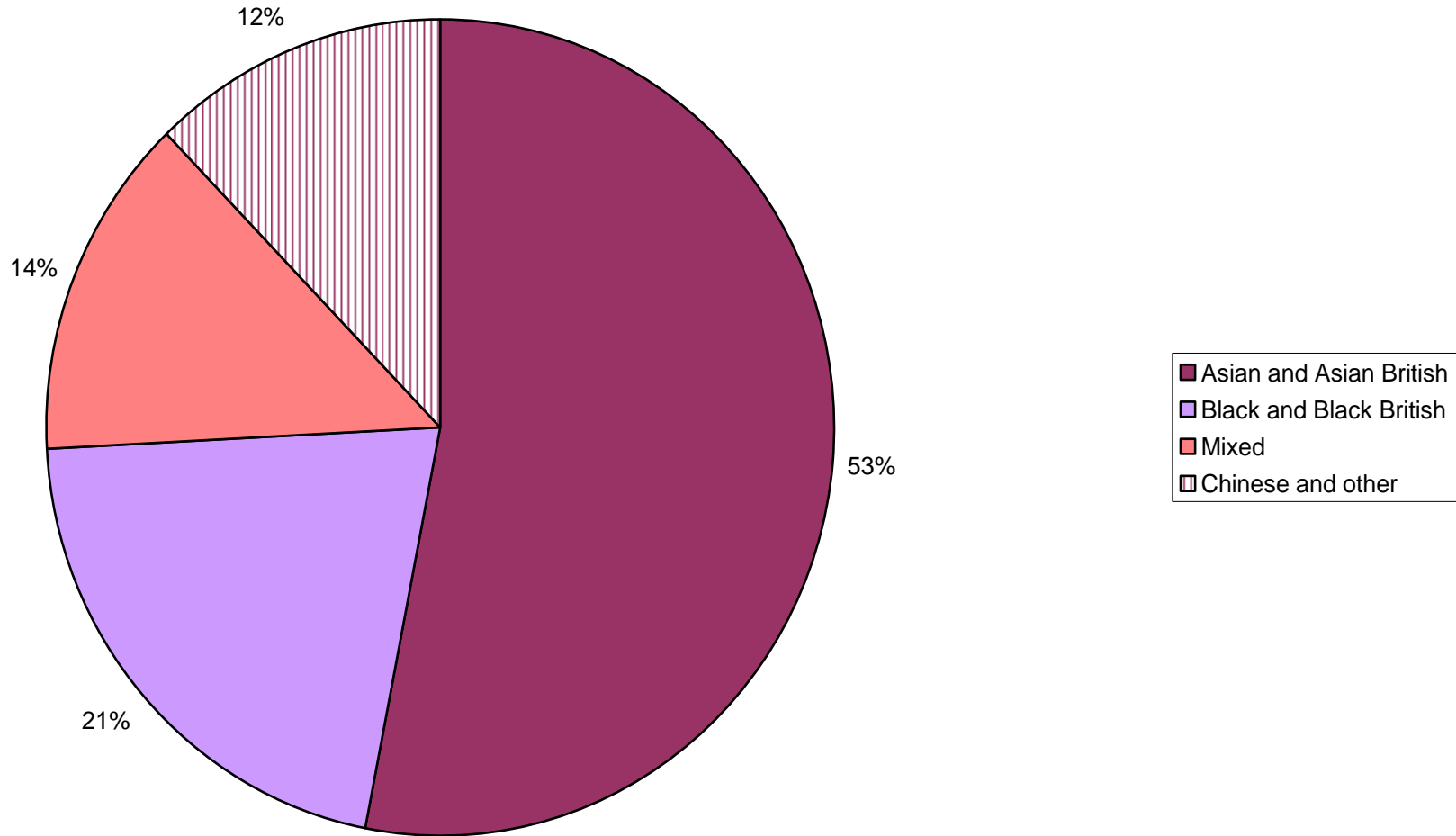
08/09 - 5,583 total applications 1.7% from BME

07/08 - 3,356 applications 1.9% from BME

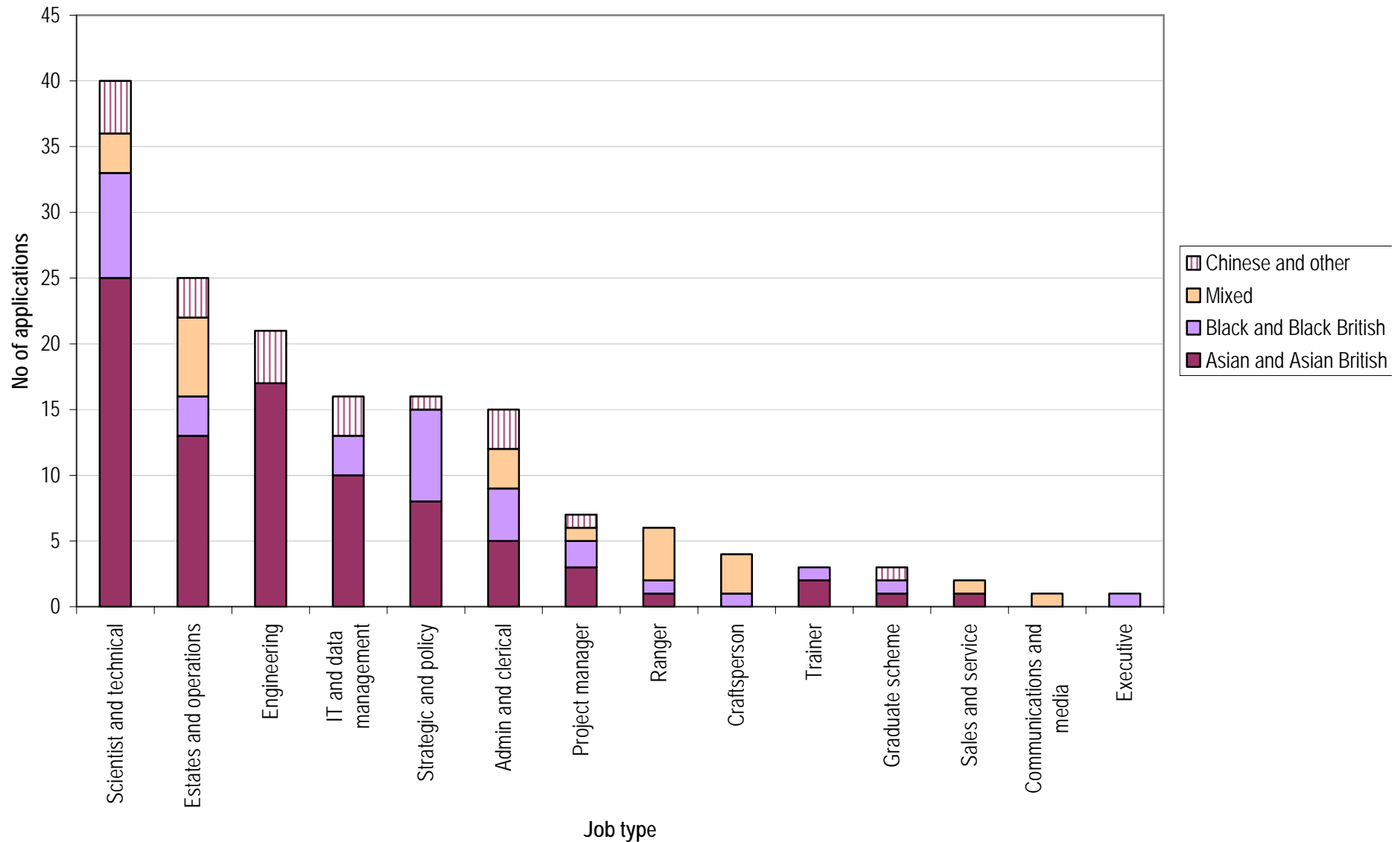


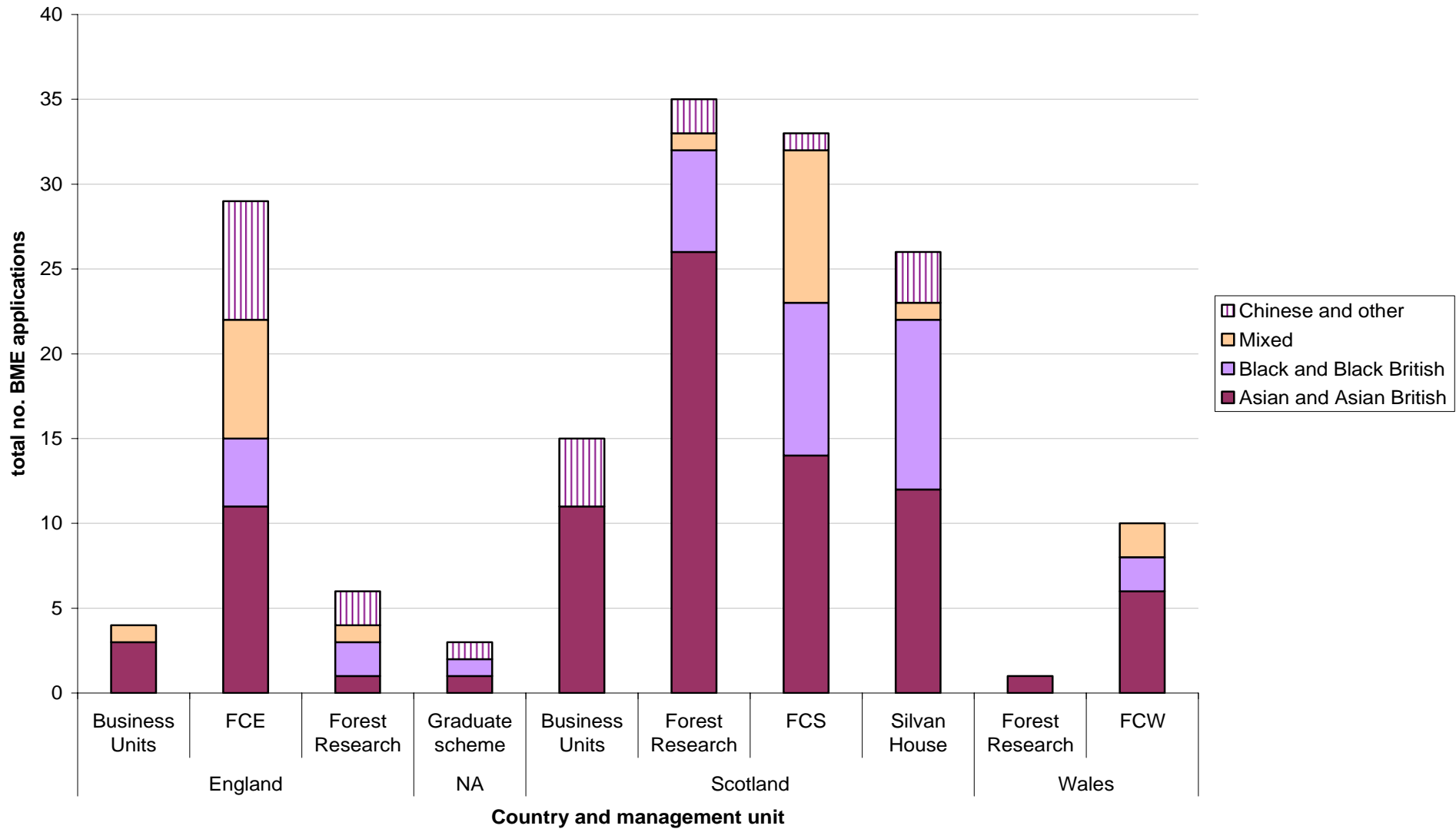


Which ethnic groups are applying?

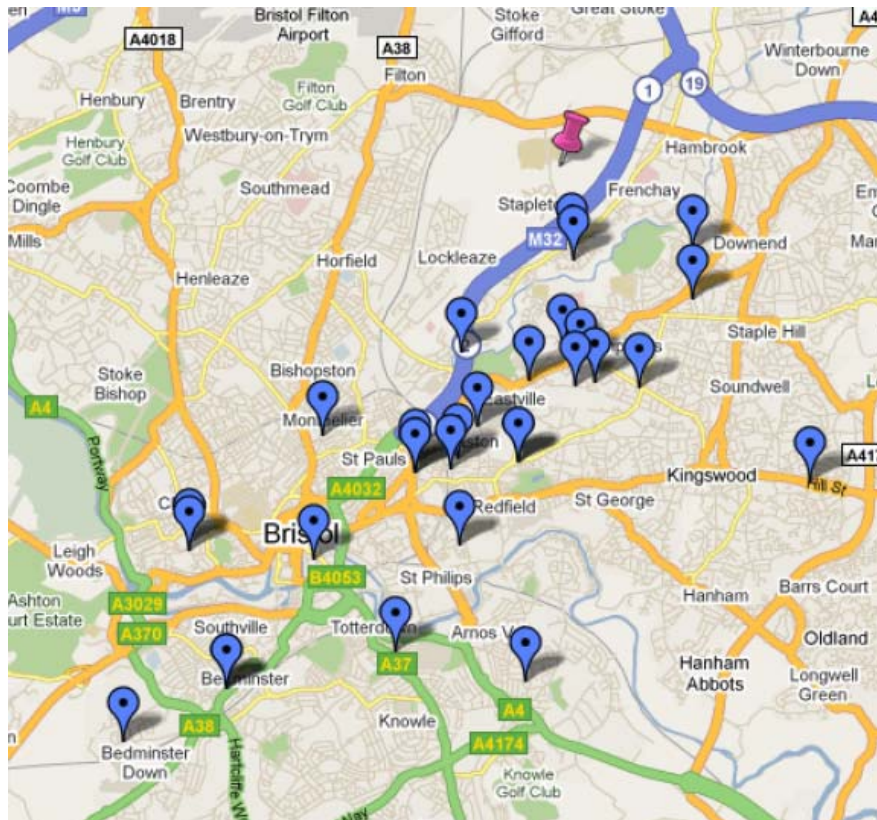


% of all BME applications





Location of participants and Bristol office



Men	47%
Women	53%

Asian early	9
Asian mid	7
Black early	7
Black mid	11
Mixed	3
Chinese & other	6

Up to 12k	50%
12-17k	15%
17-24k	20%
>24k	5%



- Concerned with climate change and forest preservation
- Environmental organisation interested in conservation
- About cutting down trees
- Carbon and carbon footprints
- Working outdoors (in the cold and wet)
- Paper makers, timber producers and planting trees
- Possibly having health connection
- Public consultation and marketing



"I imagine to work for this organisation, this is something you have to be passionate about personally – the environment"

Mid-career, Asian and Asian British, male

"You know, you think about environmental issues, so it's outdoors an outdoor kind of job – something you have to be enthusiastic about"

Mid-career, Black and Black British, female

"I know this is the Forestry Commission, but to be honest I'm just not going to be interested, I just really don't care about the environment, I know that sounds awful but like there are so many other things that I am more worried about, so this is really to me, looking like something I'm just not interested in"

Early career, Mixed, female




- Asian and Asian British (16)
 - Most overtly aspirational
 - Driven by *community status*
 - Parental support/influence
 - Does the face fit?
- Black and Black British (18)
 - *Values led* - social benefits important
 - Do the values and person fit?
 - No early compromise
- Chinese (6)
 - *Strategic* drivers to behaviour
 - Less value driven



Graphic Designer

Job Type: Temporary/Fixed Term
 Location: Bristol
 Salary: £21,966 - £26,692
 Start Date: ASAP
 Duration: Fixed term
 Reference: 185067-450667469



Add to Shortlist
Email to a friend
Return to search results

This vacancy was placed on 30 Sep 2009 by Forestry Commission
 Forestry Commission
 Tel: r ac

Graphic Designer
 Bristol
 £21,966 - £26,692 fixed term to 31 December 2010 to cover maternity leave, which may be extended or made permanent.

There's more to the Forestry Commission than growing trees.

Working within the Design & Interpretation team, your role will involve working on a wide range of creative, environmentally related and stimulating design projects. These include publications, interpretation and display materials. Producing concepts and final designs, you'll manage projects throughout production ensuring timely and first class delivery to clients.

You must be fully conversant with Mac platform, InDesign, Photoshop and Illustrator with a formal qualification in graphic design to HND or degree level or equivalent. Experience of working within an in house or external design studio would also be welcome.

Benefits include a Civil Service Pension or stakeholder pension scheme, 25 days annual leave and flexible working options.

To apply visit our website at the address below or write to Gillian Cornelius, HR Services, 231 Corstorphine Road, Edinburgh EH12 7AT.

Please note all applications must be accompanied by a Forestry Commission application form. Please quote ref: HR09/90.

No recruitment agencies please. Closing date: 15 October 2009.

The Forestry Commission is committed to providing equal opportunities for all sectors of the community, irrespective of age, disability, ethnicity, gender, marital status, religion, sexuality, transgender and working patterns.

forestry.gov.uk/vacancies

Applying For This Position
 Unless otherwise stated, if applying for a job within the European Union, you must ensure that you are **already settled** to work there.

View more vacancies from this recruiter: www.forestry.gov.uk/vacancies

Please Note
 There is no need to provide your bank account details when applying for a job. If you see a vacancy on This is Bristol Jobs requesting bank account details please contact our Customer Support Team using our [online contact form](http://www.forestry.gov.uk/contact).

A



Communications Manager

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COMMUNICATIONS MANAGER, WESTONBIRT
 HR05/97

£21,966 and benefits.
 Fixed Term Appointment until May 2010. Extension of the contract, conversion to permanency or transfer to another part of the civil service is possible although there is no guarantee.

You'll manage all external communications including press office and stakeholder communications for the launch of the Westonbirt Project Appeal. This involves proactively seeking stories that meet the objectives of the appeal as well as providing a proof reading role for all public facing communications.

You'll have experience of managing communications in a visitor attraction or public organisation and of media handling. This role requires someone who has experience of delivering a range of communications initiatives to a wide audience and has a creative approach to writing informative appeals. Ideally you'll have professional communications qualifications or be willing to work towards those and an understanding of the issues affecting the management of a world class visitor attraction.

Benefits include a Civil Service Pension or stakeholder pension scheme, 25 days annual leave and flexible working options.

To apply visit our website at the address below or write to Hilary Muirhead, HR Operations, 231 Corstorphine Road, Edinburgh EH12 7AT.

Please note all applications must be accompanied by a Forestry Commission application form.


Please quote ref: HR09/97

No recruitment agencies please.

Closing date: 15 October 2009.


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B



Great Britain

HR09/80 - CAPITAL APPEAL MANAGER



Love hugging trees? Great at raising funds?
 Westonbirt Arboretum, Tetbury, Glos

3 year fixed term appointment. Extension or conversion to permanency is possible
 £35,062 - £41,760 with effect from 1 October 2009

Over the next 5 years Westonbirt is delivering a £10m project to enhance public awareness of the major role that trees play in our environment, provide educational opportunities and widen access. You will drive the appeal to fundraise for an iconic treetop walkway, an eco-visitor centre, the restoration of historic landscape structures and conserving and replanting the tree collection.

Working in the beautiful surroundings of Westonbirt, you will lead and deliver the capital fundraising campaign, supported by a team of staff and volunteers.

You will have experience of achieving EM targets, developing capital appeal strategies and securing significant funding from major donors

Benefits include a Civil Service Pension or stakeholder pension scheme, 25 days annual leave and flexible working options.

Please click on the **job specification** ([http://www.forestry.gov.uk/pdf/HR09-80RecruitmentRevision29-09-09revision.pdf/\\$FILE/HR09-80RecruitmentRevision29-09-09revision.pdf](http://www.forestry.gov.uk/pdf/HR09-80RecruitmentRevision29-09-09revision.pdf/$FILE/HR09-80RecruitmentRevision29-09-09revision.pdf)) to view further details regarding this post

To download the relevant forms please click on the **application pack** (<http://www.forestry.gov.uk/forestry/INFD-5AZIVL>).

To request a hard copy of the application forms please write to Donna MacPherson (<mailto:donna.macpherson@forestry.gsi.gov.uk>), HR Operations, 231 Corstorphine Road, Edinburgh EH12 7AT.

Please note all applications must be accompanied by a Forestry Commission application form.

Please quote ref: HR09/80

No recruitment agencies please.

Closing date: 15 October 2009.

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C

Cycle Development Coach

Bedgebury, £11,968 – £14,925 per annum plus benefits, pro rata to full-time equivalent of £21,067 – £26,298. 21 hours per week, one year fixed term appointment with the possibility of extension or permanency.

You will be responsible for developing recreational activities and provide coaching to schools and disabled groups/individuals. Working closely with the Bedgebury Forest Cycle Club, you will build relationships with the community and maintain and develop facilities. You must produce reports and propose plans to ensure further funding for the delivery of the Sports England and Cycle Development Plans. You should have a strong interest and recent relevant experience in off road mountain biking and a minimum of five GCSEs (A-C Passes), including English or equivalent. It is essential that you have experience of working with people of all ages and abilities in a sport related role and of delivering inclusive physical activity. A British Cycling Level 2 Coaching Award is desirable, or the willingness to undertake the award within the first three months of your appointment.

Benefits include a Civil Service Pension or stakeholder pension scheme, 25 days annual leave and flexible working options. To apply visit our website at the address below or write to Jillian Buchan, HR Operations, 231 Corstorphine Road, Edinburgh EH12 7AT. Please note all applications must be accompanied by a Forestry Commission application form. Please quote ref: HR09/93. Closing date: 16 October 2009.

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www.forestry.gov.uk/vacancies

D

Research Technician

Farnham, Surrey

£19,825 – £23,311 depending on qualifications and experience, plus benefits. Fixed term for three years. Extension or conversion to permanency is possible although there is no guarantee.

You'll support field and laboratory work on impacts of, and adaptation to, climate change for the functioning of trees, woods and forests. This will include assisting in setting up and monitoring of field experiments, installing and checking environmental monitoring instrumentation and recording and analysis of data.

You must have experience in both field and laboratory work and a demonstrable knowledge and interest in plants, trees and the environment. It is also essential that you have A level passes in two of the following subjects – Biology, Environmental Science, Physics, Chemistry, Maths or Geography. Competency in the use of Microsoft Office is essential and you must hold a UK driving licence.

Benefits include a Civil Service Pension or stakeholder pension scheme, 25 days annual leave and flexible working options.

To apply visit our website at the address below or write to Stephen Stafford, HR Operations, 231 Corstorphine Road, Edinburgh EH12 7AT. Please note all applications must be accompanied by a Forestry Commission application form.

Please quote ref: HR09/98. No recruitment agencies please.

Closing date: 19 October 2009.

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www.forestry.gov.uk/vacancies

Ei

Research Technician Base : Farnham

A passion for the environment! A drive to help preserve and develop our forests?

This exciting post will be part of a team working on field experiments, installing monitoring equipment and recoding environmental data in our forests. You will have experience of and enjoy both field and Lab work. You should have a passion for plants, trees and the environment and at least 2 'A' levels in science subjects. You will also need a full UK driving license and be able to 'drive Microsoft Office'. We give full on the job training




To discuss this post call Simon Carter on 0193 837 827

To apply Call Joan Sims on 013 8376 282, and quote reference HR09/ 98 Or our website at www.forestry.gov.uk/vacancies Or write to Recruitment Department BO Box 12, Farnham GU34 7TR.

Closing Date 19th October

Interview date in Farnham on the 1st November

Salary up to £23,311 Depending on your qualifications and experience with full Civil Service benefits package. Fixed term position with a possibility of conversion to a permanent post

 Forestry Commission

Eii



- Most favoured advert = E
- Clearest = A
- Most controversial = C
- Least understood = D
- Least impact = B

Research Technician

Benefits Summary
 £19,855 - £22,311 depending on qualifications and experience, plus benefits. Fixed term for three years. Extension or conversion to permanent is possible although there is no guarantee.

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Benefits include a Civil Service Pension or alternative pension scheme, 25 days annual leave and flexible working options.

To apply visit our website at the address below or write to Stephen Stratford, HR Operations, 231 Cornton Road, Edinburgh EH12 7AT. Please note all applications must be accompanied by a Forestry Commission application form. Please quote ref: HR05/08. No non-UK or agency please.

Closing date: 14 October 2009

Forestry is committed to providing an equal opportunity for all in all areas of its work, including recruitment, promotion, pay, security and development.

www.forestry.gov.uk/vacancies

Graphic Designer

Job Title: Graphic Designer
Location: Edinburgh
Employment Type: Fixed Term
Salary: £19,855 - £22,311
Closing Date: 14 October 2009

Benefits Summary
 £19,855 - £22,311 depending on qualifications and experience, plus benefits. Fixed term for three years. Extension or conversion to permanent is possible although there is no guarantee.

You'll support field and laboratory work on impacts of and adaptation to climate change for the functioning of trees, woods and forests. This will include collecting and setting up and maintaining of field experiments, installing ground checking environmental monitoring, data management and recording, and analysis of data. You must have experience in both field and laboratory work and a demonstrable knowledge and interest in plants, trees and the environment. It is also essential that you have A level passes in two of the following subjects - Biology, Environmental Science, Physics, Chemistry, Maths or Geography. Competency in the use of Microsoft Office is essential and you must hold a UK driving licence.

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Closing date: 14 October 2009

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www.forestry.gov.uk/vacancies

HR0580 - CAPITAL APPEAL MANAGER

Job Title: Capital Appeal Manager
Location: Edinburgh
Employment Type: Fixed Term
Salary: £19,855 - £22,311
Closing Date: 14 October 2009

Benefits Summary
 £19,855 - £22,311 depending on qualifications and experience, plus benefits. Fixed term for three years. Extension or conversion to permanent is possible although there is no guarantee.

You'll support field and laboratory work on impacts of and adaptation to climate change for the functioning of trees, woods and forests. This will include collecting and setting up and maintaining of field experiments, installing ground checking environmental monitoring, data management and recording, and analysis of data. You must have experience in both field and laboratory work and a demonstrable knowledge and interest in plants, trees and the environment. It is also essential that you have A level passes in two of the following subjects - Biology, Environmental Science, Physics, Chemistry, Maths or Geography. Competency in the use of Microsoft Office is essential and you must hold a UK driving licence.

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Closing date: 14 October 2009

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www.forestry.gov.uk/vacancies

Cycle Development Coach

Job Title: Cycle Development Coach
Location: Edinburgh
Employment Type: Fixed Term
Salary: £19,855 - £22,311
Closing Date: 14 October 2009

Benefits Summary
 £19,855 - £22,311 depending on qualifications and experience, plus benefits. Fixed term for three years. Extension or conversion to permanent is possible although there is no guarantee.

You'll support field and laboratory work on impacts of and adaptation to climate change for the functioning of trees, woods and forests. This will include collecting and setting up and maintaining of field experiments, installing ground checking environmental monitoring, data management and recording, and analysis of data. You must have experience in both field and laboratory work and a demonstrable knowledge and interest in plants, trees and the environment. It is also essential that you have A level passes in two of the following subjects - Biology, Environmental Science, Physics, Chemistry, Maths or Geography. Competency in the use of Microsoft Office is essential and you must hold a UK driving licence.

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www.forestry.gov.uk/vacancies

Communications Manager

Job Title: Communications Manager
Location: Edinburgh
Employment Type: Fixed Term
Salary: £19,855 - £22,311
Closing Date: 14 October 2009

Benefits Summary
 £19,855 - £22,311 depending on qualifications and experience, plus benefits. Fixed term for three years. Extension or conversion to permanent is possible although there is no guarantee.

You'll support field and laboratory work on impacts of and adaptation to climate change for the functioning of trees, woods and forests. This will include collecting and setting up and maintaining of field experiments, installing ground checking environmental monitoring, data management and recording, and analysis of data. You must have experience in both field and laboratory work and a demonstrable knowledge and interest in plants, trees and the environment. It is also essential that you have A level passes in two of the following subjects - Biology, Environmental Science, Physics, Chemistry, Maths or Geography. Competency in the use of Microsoft Office is essential and you must hold a UK driving licence.

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www.forestry.gov.uk/vacancies



Likes and dislikes about FC jobs

	Black & Black British: mid career (11)	Black & Black British: early career (7)	Asian & Asian British: mid career (7)	Asian & Asian British: early career (9)	Mixed (3)	Chinese & other (6)
Likes						
Salary levels	*	****	***	***		*
Training	**	***	**	***	**	*
Benefits package	*		**	***	**	**
Civil Service as an employer	*	*	***	**		
Flexible working (and "Mums hours")	**		***	**		
Chance for career progression	***	*		*		***
Diversity and equality policies		**		*		
Dislikes						
Forestry Commission Values (i.e. not important)	***	*	**	*	**	*
Short Fixed Term appointments		**		***		
Public sector – low salaries	**					
Public sector – associated with 'government'		**		*		



BAME individuals need to

- Understand the values and objectives of the organisation
- Know more about the range of jobs and roles on offer
- Understand why they should apply for jobs with the Commission rather than with other organisations

FC needs to

- Use mainstream methods for job adverts
- Use ethnocentric methods to promote the organisation
- Visualise the candidate and target each recruitment

	Black & Black British: mid career (11)	Black & Black British: early career (7)	Asian & Asian British: mid career (7)	Asian & Asian British: early career (9)	Mixed (3)	Chinese and other (6)
<i>Print Media</i>						
Metro – free newspaper	*****	*****	*****	*****	***	***
Bristol Evening Post	*****	***	**	*	****	
Cultural press	**			*		* Sin Tao
<i>Digital Media</i>						
Radio	**** Ujima		** Sangam			
On-line job sites ^[1] (mainstream general)	**	*****	**	*****	***	**
<i>Social Media</i>						
Facebook (advertising FC as well as specific jobs)		**		***		***
You Tube		*				
Text - SMS		**		*		*
Email thro' cultural societies		*				**

[1] Those mentioned, included Monster, Reed, Jobsite, Jobseeker Plus



	Black & Black British: mid career (11)	Black & Black British: early career (7)	Asian & Asian British: mid career (7)	Asian & Asian British: early career (9)	Mixed (3)	Chinese and other (6)
<i>Other Media</i> (all to advertise the Forestry Commission as well as specific jobs)						
Buses and bus stops	***	***	***	***		
Open days or 'stall' in community centre	**	*	****	*		*
University/college recruitment services/events		***	**	****	*	*****
Diversity and careers/jobs role booklet	****		***	*		**
Mailshot list		*		**		*

1. Supportive environment essential
2. Outreach - of the right kind, to the right communities
3. Sell a message about the organisation - Positive brand recognition lays the path to recruitment success.
4. The face of the organisation - How will BME individuals fit in?
5. Find ways to work with career influencers
6. Unique Selling Points and the 'whole package' – why the FC not another employer?
7. Positive action in the recruitment process
8. Scrutiny of internal recruitment processes
9. Strategic recruitment planning