



Ideas for recruiting from Reach Network Members

The following ideas came from discussions in the Reach recruitment webinar on 23 March 2021:



Embed the principles and values of The Reach Standards in job descriptions and person specs, job adverts, application forms and the interview process.



Consider how the job advert looks. This could include:

- an advert that is personalised. Introduce the person/people, their hobbies, passions and what they need support with.
- making the advert visual so that it appeals to a wide range of people who may not have considered this type of work before.
- pictures and films of person and Support Workers talking about their role.
- language/pitch should consider national reading age (9-11yrs) and be down-to-earth and friendly.
- a 'story' telling style to describe what you are looking for.
- making it clear that it is the intrinsic skills and who someone is that are important.



Think about where to advertise jobs:

- Could you try an open day/event in the local community to welcome local people who may not have thought of doing this work before.
- Maximise all social media platforms e.g. Facebook networks and instagram.
- Think creatively to reach a new audience – local shops, libraries, local radio, local chat forums, local/national and community centres.



Cut down the number of pages in the application form and job description.

Be creative, down-to-earth and value-based with your questions (to draw out the best in people).



Consider the following steps when recruiting new staff:

1. **An initial application form that finds out about people's intrinsic characteristics rather than their qualifications.** E.g. How have you adventured? Some people use the 8 characteristics of a Gr8 Support Worker. Email hello@paradigm-uk.org to find out about The Gr8 Support Movement.
2. **Interview of applicant with proactive and genuine involvement from people with a learning disability.** If successful, applicant moves to Step 3.
3. **Exercise with person with a learning disability** e.g. cook something together – observe how the person interacts, supports, enables.