HOW TO RECRUIT

1. PRE-RECRUITMENT- WORK OUT WHAT YOU NEED

☐ **Job analysis**
- Clarifies duties, tasks, the work environment and physical aspects of the job.
- Explores relationships inside and outside of the business.

☐ **Job description**
- Defines selection criteria for the job, responsibilities, titles and pay levels.
- Helps new employees understand their duties.

☐ **Your business needs**

Ask yourself -
- Is it a one-person role, or can it be shared?
- Could the job be casual, part-time or shared?
- Is the work needed within specific hours? At the business or in the employee's home?
- Who will suit? What are their essential skills and attributes?
- What will appeal to a mature worker? Flexible hours, stability, recognition of experience?
- What skills are needed now? What can be learned on or off-the-job?

2. ADVERTISING- PLAN YOUR COMMUNICATION

☐ **Language**
- Use plain English, be clear and concise.
- Avoid words suggesting age - 'graduates', 'bright', 'young', 'exuberant', 'energetic'.
- Be clear that you're open to all ages. If not, good candidates are 'screened out'.
- Consider a statement like 'people of all ages are encouraged to apply'.

☐ **Focus on job needs**
- Emphasise only the attributes needed. Don't set unnecessary standards for experience, personal qualities or qualifications.
- To target mature applicants, use words like 'experienced' or 'able to work unsupervised'. If a trainee position, say 'all ages welcome' or 'experience not required.'

☐ **No personal details**
- Avoid reference to age, gender, race, religion, marital or parental status, or other personal characteristics.

☐ **Publicise widely**
- Use a range of channels to attract a mixed-age response.
- Consider general or specific websites, social media, job centres, newspapers, organisations relevant to older people.
- Display an ad in your workplace with a POSTER welcoming applicants of all ages.

3. INTERVIEWING AND SELECTING – BE CONSISTENT

☐ **Recognise diversity**
- Convey your policy on employing mature age workers and other groups.
- Allay concerns younger workers may have about working with or managing older staff.

☐ **Job-related questions**
- Focus on skills and abilities.
- Ask all candidates the same questions.

☐ **Panel**
- Use multiple people to interview, of different ages if possible, to reduce age bias.

☐ **Avoid assumptions**
- Don't presume capability, fitness, commitment, longevity, or capacity for new skills.
- Ask all candidates if anything would impede them in the role, or what help they'd need.
- Don't base decisions on prejudices or stereotypes.

☐ **Communicate benefits**
- Remember, quality workers select quality employers, regardless of age.
- Sell the benefits of your business effectively.
- Spell out any work-life employee benefits available.