

Best Practice in Recruiting and Supporting 50+ Jobseekers

Recruiting 50+

50+ differentiated after A & G intro

Recently redundant - highly motivated, easiest to place - require specialist support / online matching

medium term unemployed (less than 6 months) - require confidence, matching + new approaches

return to work women + carers+ 65> updating + transferable skills, confidence, p/t ops, new jobs

long term unemployed - confidence building / motivation, retraining, self employment- p/t

How to recruit

work with DWP/ JCP

Build partnerships with 50+ providers

Use local council networks

promote through social media for 50+

use local community / health / sports centres

use local media and PR

Target segments

Focus on what each group wants/ needs

differentiate by gender

age segment 50- 60, 60-64, 65+

locality

ethnicity / community / equality group

job sector + type of work

level of education, motivation and commitment

Key points to start

Best results when:

only 50+ and separate groups where possible
attendance voluntary

separate your provision from JCP/ DWP

instill confidence in your data privacy and
commitment to them

long term commitment - up to 12 months

Recipes for success

agree their / your objectives from start

personalise support to their sit. / needs

modify their goals to be achievable

signpost to others / trainers when required

match client skills to employer needs

match job vacancies to their needs / reality

clients understand they are age ambassadors

Training Successful Practice

create unified group - 50+ only - common commitment

integrate A+G with advisor > trainer

start with confidence building

build trust

address psychological issues

work with other agencies - support & specialist

Training Best practice cont

facilitate motivation

Regular integrated support / training / advice

mock interviews / feedback

link training to group sessions/ 121 advice

offer voluntary /intern opps

link with employers / job advisors

Ongoing support post employment

examples of govt support good practice

50+ specialist programmes

50+ self employment support + funding

free training for 50+ unemployed / out of work

free NVQ training for 50 + employees

Specialist 50+ advisors at job centres

Client load lighter for long term unemployed (Germany)