

Empowering Women 2022

Team Electric Blue

December 2022



Introduction – About us



Emma Cooper

*Head of Business
Development and
Technology
Norfolk County
Council*



Stacey Jarrett

*Account Manager -
Local Government
AWS*



Ankita Narayan

*L&D Consultant
Socitm Advisory*



Jenny Bartlett

*Commercial
Manager
London Borough of
Hounslow*



Sam Cox

*Sales Enablement
Lead
Socitm Advisory*

Context

- Independent consultancy commissioned by a London Borough Council
- Brief is to help them to ensure they are doing all they can to recruit top female talent
- Undertake background research:
 - Interviews with women in other similar and contrasting organisations
 - Interviews with recruitment professionals
 - Literature review of research undertaken around the subject area
 - Personal experiences as a woman in work
- Findings used to develop a recruitment campaign focusing on attracting more women into public sector roles
- Whole range of Equality, Diversity and Inclusion issues, but solely focusing on attracting women to the workplace today

Headline Findings

- Public sector – on the surface, less inequality than other sectors
 - 65% of public sector workers are women
 - Number of women in senior positions is often equal or greater than of men, particularly in traditionally female areas
- However:
 - the % of females in the top 5% of earners lower than the % of female staff employed
 - Remains a gender pay gap
- 3 workstreams:
 1. Enabling & empowering women to apply for roles
 2. Finding the right female talent
 3. Selling the public sector to women as **the** place to work



Initiative 1: Enablement & Empowerment

What we know:

42% Visibility – 87% of hiring happens on LinkedIn, only 42% of users are women

11% Women undersell themselves - include 11% less of their skills on profiles

59% Women undervalue themselves – 59% of women have never negotiated a salary vs. 39% of men

16% Women are setting their minimum salary at 12-16% lower than men

What we can do:

- Social Media campaign to encourage LinkedIn sign ups
- Free workshops in the community:
 - **LinkedIn profile creation support**
 - **CV writing**
 - **Confidence**
 - **Interview Skills**
 - **Negotiation**
 - **Mentoring**
- Target all career stages (early, return to work/CV gaps, career change)

Initiative 2: Finding the right people

What we know:



Local Authorities tend to poach recruits from other Local Authorities



Women will apply for a job if they meet 100% of the criteria, men will apply if they meet 60%



Local Authority recruitment -
Reactive not proactive

What we can do:

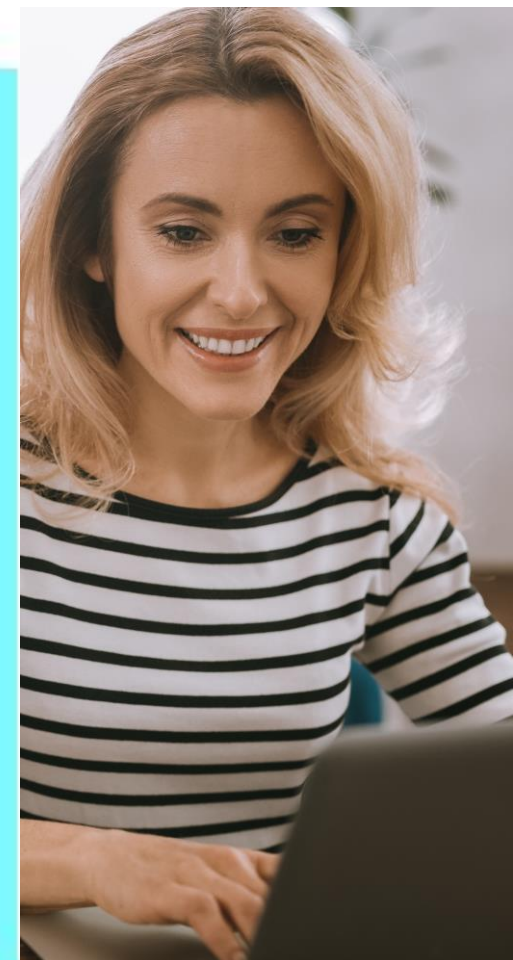
- Work with Local Authorities to recruit high-skilled permanent workers from other markets
- Neutral language in job descriptions using tools like the Job Description Editor by Datapeople
- Consider hunting, not fishing
- Going to places within the community

Flexible Working 1 in 5 women would like to work 4 days instead of 5	Equality and Support 50% of the top 5% of earners are female
Perception Shift Careers vs safe option Modern website promoting lifestyle and monetary benefits	Advert content Salary range and benefits, information about flexible working policies, parental leave, or healthcare is 10% more important to women than men

Initiative 3: Selling the benefits of the Public Sector

‘Making women confident enough isn’t enough, we also need to change the organisations they work for to clear the path for true gender equality’

Don’t Fix Women - Joy Burnford



Thank you!

Any questions?

