



# ATTRACTING RETURNERS

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# Principles for attracting returners

**Existing attraction and recruitment methods may not be effective for the returner audience. Individuals might be disenchanted by online jobs platforms and require more innovative outreach from employers.**

**THE PRINCIPLES BELOW, MAY HELP GUIDE YOUR APPROACH.**

## 1. MAKE IT CLEAR

Ensure you articulate clearly what the returner program involves (including training and supports offered) and what your expectations are in terms of time commitment, flexibility, and ongoing work. This will prevent misunderstandings later in the process.

## 2. FOCUS ON PERSONAL ATTRIBUTES AND ESSENTIAL CRITERIA

“I didn’t think they would hire me since I didn’t meet the qualifications, and I didn’t want to waste people’s time and energy.” This is the most common reason applicants give for not applying for advertised roles. Removing all but the necessary skills and focusing on personal attributes that align to the business values will help you uncover hidden potential.

## 3. CHANGE THE CHANNEL

Returners can be hard-to-reach through standard channels such as LinkedIn or recruitment agencies. Instead, focus your attention on non-traditional domains. This will help you connect with a section of the returner population who have given up looking in formal channels, as they believe that the labour market will not be supportive of their circumstances. The recruitment landscape provide an overview of recruitment avenues for returners.

## 4. IDENTIFY THE PAIN POINTS

There are several stages in the application process that can drive potential applicants away. Pain points can include the accessibility of your website, slow loading pages, lengthy applications, intense jargon, and stereotypically male language. Consider the user experience of your returner and make it as easy and efficient as possible for them to apply for positions.

## **IMPORTANT**

**Minimise applicants drop out risk by establishing priorities in the information flow. Prioritise contact information up-front, so applicants who drop out may be contacted and encouraged to continue.**

# Sample Returner Advertisements

## AECOM, UK - RETURNERS PROGRAM

AECOM in the United Kingdom are excited to be partnering with Women Returners again to run our 2020 Returner program, now in its successful third year. AECOM are looking for individuals who have taken a career break of 2 years or more and are looking to get back into the workplace with our structured and supportive program.

### WHAT CAN AECOM RETURNERS OFFER YOU?

- A paid placement for 6 months, with the opportunity for the role to become permanent.
- An opportunity to work on some of AECOM's leading & most high-profile projects.
- Coaching sessions run by Women Returners to help you successfully transition back to the workplace.
- Access to an abundance of internal on-line training to help you refresh your skills.
- A flexible working style with our Freedom to Grow Program which provides employees with the freedom needed to find the working style that suits you. Guiding Principle: if it works for you, your team and your client then it works for AECOM.
- A competitive salary and benefits package in line with market rates.
- The opportunity to join our growing network of Returners.

### HOW TO APPLY

Please submit a CV & Covering Letter, stating how long your career break has been and which of our roles & locations you would be most interested in. Interviews will be taking place from January to March with placements commencing on 27 April 2020. For additional information please see our Returners Information Page or for additional queries please contact us at [TalentAcquisition.UKI@aecom.com](mailto:TalentAcquisition.UKI@aecom.com)

### MINIMUM REQUIREMENTS

AECOM are looking for professionals who are ready to re-start their careers after an extended career break of at least 2 years. During this time, you may have worked on a small-scale or self-employed basis to fit around your other commitments or have not done any paid work for a number of years. You will have had a wealth of experience and we look forward to you bringing a fresh perspective to our teams & projects. As an Equal Opportunity Employer, we believe in each person's potential, and we'll help you reach yours. We have opportunities for people with experience in any of the following fields in locations throughout the UK:

- Risk Manager – London
- Cost Managers/Quantity Surveyors and Senior Cost Managers/Quantity Surveyors – Manchester, Leeds, Birmingham, Exeter, London, Edinburgh, Oxford, Peterborough and Dublin
- Building Surveyors & Advisory – Manchester, Leeds and Glasgow

### WHAT WE OFFER

When you join AECOM, you become part of a company that is pioneering the future. Our teams around the world are involved in some of the most cutting-edge and innovative projects and programs of our time, addressing the big challenges of today and shaping the built environment for generations to come. We ensure a workplace that encourages growth, flexibility and creativity, as well as a company culture that champions inclusion, diversity and overall employee well-being through programs supported by company leadership. Our core values define who we are, how we act and what we aspire to, which comes down to not only delivering a better world, but working to "make amazing happen" in each neighbourhood,

community and city we touch. As an Equal Opportunity Employer, we believe in each person's potential, and we'll help you reach yours.

## **TURNER AND TOWNSEND, UK - RETURNERS PROGRAM**

### **WE ARE ACCEPTING APPLICATIONS FOR OUR 2020 CAREER RETURNERS PROGRAM.**

Our program offers a structured and supported return to the workplace to professionals who have taken career breaks of at least two years. We passionately believe that those who have had time away, for whatever reason, can bring skills and experience that will strengthen, enhance and diversify our teams.

We foster a culture of excellence and an entrepreneurial spirit. Our people strive to provide innovative and technology-driven solutions and take pride in seeing that our expertise and independence are recognised by peers and clients.

### **WHO WE ARE LOOKING FOR**

Enthusiastic individuals who wish to return to their successful careers, bringing with them the wealth of knowledge and skills acquired through both their professional and personal experiences.

We have a wide range of mid to senior level roles available for experienced professionals across the following disciplines:

- Project & program management
- Cost management
- Advisory (procurement, health & safety, technology)

**LOCATIONS:** London, Birmingham, Manchester, Bristol, Sheffield, Newcastle, Teesside

**PROGRAM START DATE:** Monday 13 January 2020

**ROLE STRUCTURE:** a six-month career returner's position with flexible working options available

If you have any questions, please contact us at [careerreturners@turntown.co.uk](mailto:careerreturners@turntown.co.uk) and one of our team will be in touch.

### **WHAT TO EXPECT FROM OUR PROGRAM**

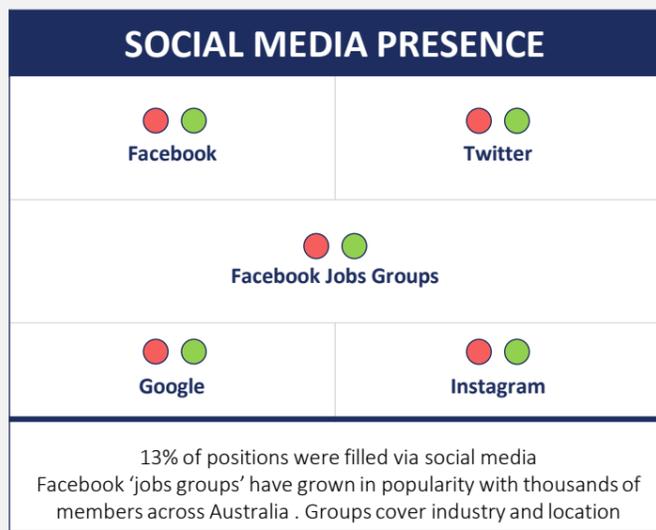
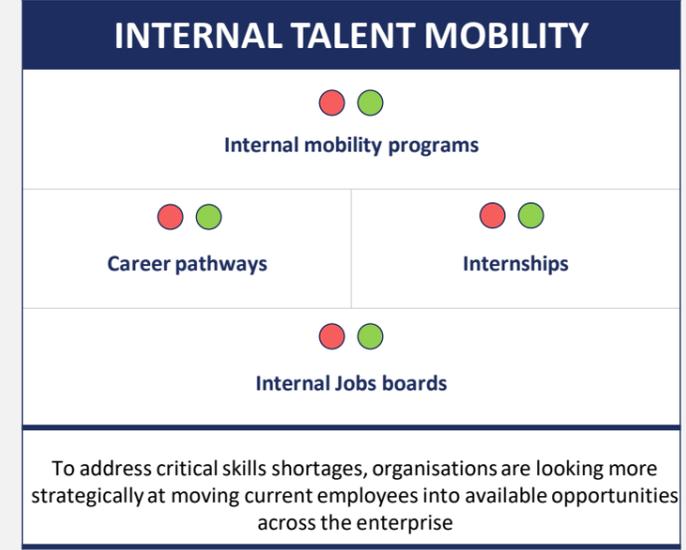
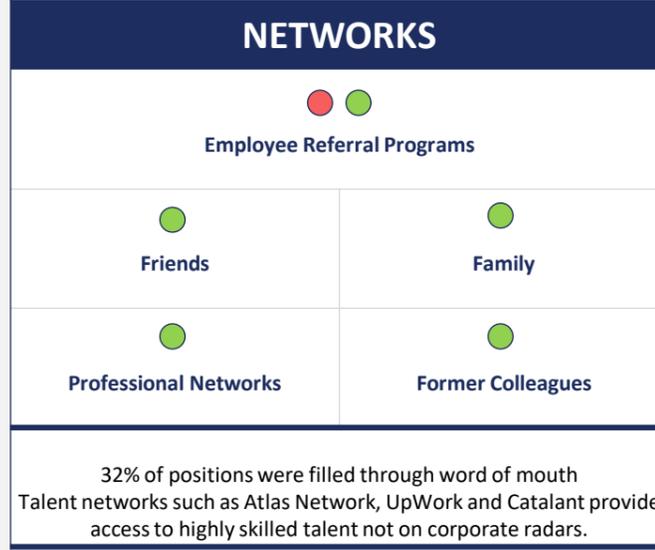
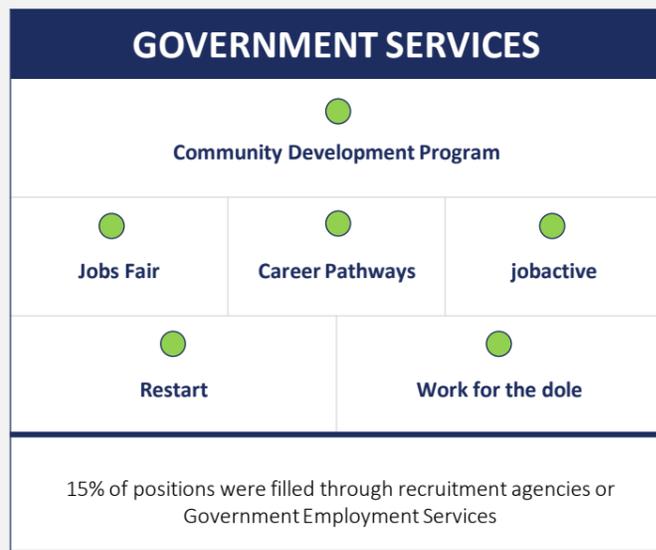
You will have the opportunity to work in a dynamic, fast-paced consultancy at the forefront of construction, where our people are the key to our success. The program offers:

- flexible working patterns, depending on the role
- a buddy in the team
- coaching support from Women Returners (our external partner) to help you transition successfully back into the workforce
- a bespoke personal development plan to support all aspects of re-entry into the workplace
- a competitive salary

The program aims to offer returners a permanent position on successful completion, however we are unable to guarantee this.

Interviews will take place during the weeks commencing 11 and 18 November 2019.

If you have any questions, please contact us at [careerreturners@turntown.co.uk](mailto:careerreturners@turntown.co.uk) and one of our team will be in touch.



## THE RECRUITMENT LANDSCAPE



New jobs, new generations and new technologies are changing the workplace, workforce and talent acquisition processes.

The diagram depicts the myriad of ways business can connect and stay connected with the talent of the future.

**Source:** Survey of Employers' Recruitment Experiences, 2018

- ACTIVE JOB SEEKERS**  
Refers to individuals who are proactively applying for jobs and seeking opportunities
- PASSIVE JOB SEEKERS**  
These individuals may not be applying for roles or actively looking for work. Passive candidates comprise 75% of the available workforce and are important for strategic recruitment activities.

