

# Altogether Better Inclusive Recruitment Grant Case Study

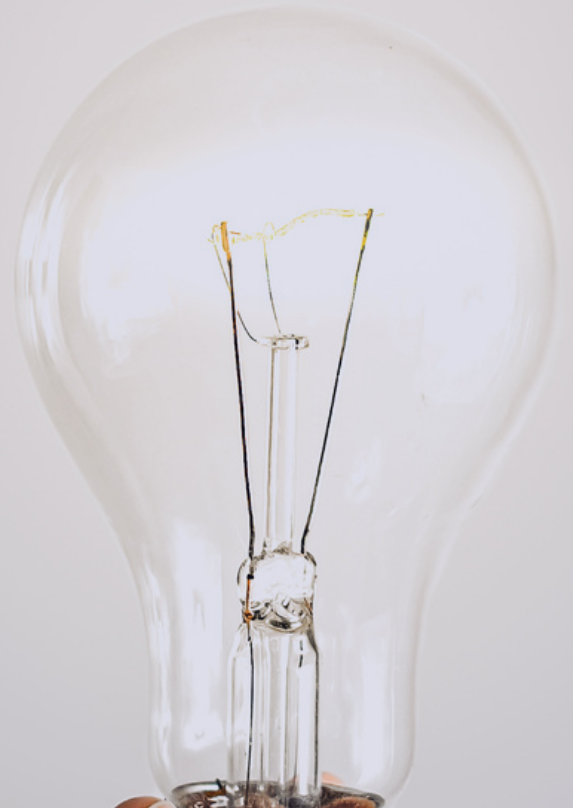
## Awarded to The Jo Cox Foundation

The Jo Cox Foundation grant application stood out because there was strong evidence that they would value external support and welcome a critical friend. A desire to develop sustainable inclusion practices & play an active part in improving diversity in the charity sector, were also indicators that they were committed to making a difference not only in their organisation but in others too.

### Objectives & approach

The focus of this campaign, apart from a successful appointment, was to ensure positive changes were made to their recruitment processes in order to make it more inclusive. Following a meeting to understand their inclusive recruitment aims, objectives and challenges, we advised on the following:

- The job description and person specification – advising on role design techniques to ensure it was fit for purpose and inclusive
- Reviewed essential and desired requirements, only focussing on those that were genuinely needed and considering alternative ways of highlighting the most important aspects of the role
- Ways in which they could highlight their vision, values and commitment to diversity and inclusion as a way to attract more candidates
- The Jo Cox Foundations core message is “we have more in common than that which divides us” – this is a powerful message that they could use to reinforce their cause and the work they do – designing candidates job packs that effectively communicate this and what it would mean to candidates





## Diversity & inclusion statistics and feedback

It was important that the changes implemented during the campaign made a positive impact on candidate's overall experience with The Jo Cox Foundation.

We asked the interviewed candidates for their feedback on their experience of the recruitment process and also gathered diversity data.

We have included some of our findings below.

### Interview feedback

**100%** said the application process was **inclusive** and would appeal to a **diverse** range of candidates

**100%** of candidates were offered adjustments to the process if needed

**100%** felt **comfortable** and able to share their answers **openly** and **honestly**

**100%** were **very satisfied** with the recruitment process for this vacancy

**No** candidates experienced any **barriers** or **challenges** throughout the process

### Diversity

**50%** of candidates identified their gender as **female** and **50%** identified their gender as **male**

**67%** heterosexual  
**17%** gay/lesbian  
**17%** bisexual

**17%** of candidates considered themselves to have a disability or long-term health condition

#### Ethnicity

**33%** White (English, Welsh, Scottish, Northern Irish, British)  
**17%** White (Irish)  
**17%** White (Other)  
**17%** Asian (Indian)  
**17 %** Black (African)



## Learning

The Jo Cox Foundation said that the learning and support from TPP during this campaign has positively progressed their D&I strategy in the context of attracting and recruiting talent

*"We took a number of learnings - including wording in JDs and the formatting of interviews - which we'll incorporate in all our future recruitment. It was reassuring to get positive feedback on some of the changes we've already implemented in our recruitment procedures as part of our E,D&I strategy."*

## Changes

The Jo Cox Foundation said that as a result of TPP's involvement in the grant, there were a number of changes that they will now embed in all their recruitment campaigns in the future.

- *"Paying close attention to all language in a JD - making sure we know what we mean by each word, and that we don't include any 'stock phrases' that would be off putting or confusing to candidates."*
- *"Offering the opportunity at the end of interviews for candidates to share anything they feel they haven't been able to include."*
- *"Bringing additional clarity to the scoring process in interviews"*



**The improvements The Jo Cox Foundation have made to their attraction and recruitment processes "will provide an even better process for candidates applying to the Foundation."**

## The top 3 benefits of working with TPP as recruitment partner

- *"Flexibility"*
- *"Communication"*
- *"Understanding of us as an organisation"*

*"Thank you so much - you've been fantastic to work with."*



THE JO COX  
FOUNDATION

