

HELPFUL TIPS

FOR RECRUITING & HIRING YOUNG PEOPLE



PERFECT YOUR JOB ADVERT

Explain the role of a housing association through case studies and good news stories.

Demonstrate possible career pathways and show the various opportunities that come with working with you.

Emphasise the benefits of working with you. Flexible working, fair pay, career progression and having a positive impact are all appealing to young people.

Try to steer clear of jargon or too many technical terms.

Include testimonials from other young employees.

WHERE TO ADVERTISE?

Ask if you can advertise your post in local schools, universities or colleges.

Ask your local Developing the Young Workforce for access to careers advisors and local job boards.

Social media including TikTok and Instagram are popular with young people.

Don't underestimate word of mouth from parents.

If you are specifically targeting school leavers or graduates think about when you are advertising your role and start dates.

GETTING YOUR APPLICATIONS RIGHT

Ensure applications are simple and to the point. Focus on the essentials and what you really need to know.

Consider providing options of how they can apply. Some people may be more confident conducting themselves in a short video and others may feel their literacy skills are stronger so would prefer writing a cover letter or completing an application form.

Emphasise the importance of soft skills and transferable skills from other jobs, education and extra curricular activities.

AT THE INTERVIEW

Consider sharing some of the questions from the interview in advance.

Involve some of your young employees in the hiring process, their opinion will be really valuable and it will provide some career development for them too.

Make the interview slightly more informal so they feel more at ease.

Ask what attracted them to the role and use that feedback for future applications!