Standard in development

L3: Recruiter

Title of occupation

Recruiter

UOS reference number

ST1421

Core and options

No

Level of occupation

Level 3

Typical duration of apprenticeship

18 months

Target date for approval

02/09/2024

Resubmission

No

Would your proposed apprenticeship standard replace an existing framework?

No

Does professional recognition exist for the occupation?

Yes

Occupation summary

This occupation is found in organisations that come from the public, private and third sectors. Typically, a recruiter works in consultancies, agencies, in-house for employers, embedded recruiters, or as an outsourced provider.

The broad purpose of the occupation is to manage resourcing activities that drive the recruitment of candidates and matching them to temporary, fixed term, or permanent job positions within an organisation. Their role is to manage the end-to-end recruitment process which typically involves planning, identifying, attracting, assessing, shortlisting, and

onboarding candidates to fulfil the current and future requirements of the business brief. This may include identifying those with transferrable skills with the capacity to move from the legacy carbon economy into a green economy job. They may also be required manage the aftercare of candidates and to identify new business opportunities.

In their daily work, an employee in this occupation interacts with and builds relationships with key stakeholders such as advertising media, candidates and clients, internal colleagues, and various audiences to achieve successful recruitment outcomes.

An employee in this occupation will be responsible for understanding and influencing markets, organisations and individuals including researching and understanding their goals and requirements. They will use their recruitment, industry, and communication expertise to support the day-to-day delivery of recruitment for the stakeholder. They will research the marketplace to identify, source, attract and shortlist candidates for the recruitment process to fulfil the requirements of the business brief. Typically, this would involve developing written and non-written communications such as job advertisements or marketing materials, and social media. They will analyse and report on the impact of recruitment campaigns and programmes.

A recruiter may identify new business opportunities through a variety of means and action according to organisational requirements. They will manage and achieve performance indicators which may typically include revenue forecasts, activity quotas, hiring numbers, time, and cost to hire, inclusivity targets, compliance, and quality requirements, in line with organisation or individual financial and business goals and priorities. A recruiter will develop and manage internal and external stakeholder relationships to ensure high levels of customer satisfaction and quality standards. They will handle day to day queries and provide recruitment advice such as industry insights, salary benchmarking, workforce and management information, interview preparation and feedback. They will manage the candidate experience throughout the process to ensure high levels of candidate satisfaction in a timely manner to enhance the organisation's reputation and brand.

As a core element of their role, a recruiter will be required to have a good knowledge of their sector and how it informs their role. They will understand how their role supports the wider organisation structure. They will apply codes of practice, legislation, and regulation in respect of their organisation's areas of operation. This will apply not only to legal and ethical responsibilities but will include the central placement of inclusion and sustainability.

Typically, recruiters work independently, either leading on a whole recruitment project or on some elements of recruitment within a wider project, but they will also work with and support the wider team on other duties. Typically, they will be mainly desk-based, although travel to meetings, events and training is routinely part of the role.

Typical job titles

In-house recruiter Recruitment consultant Recruitment resourcer Recruitment specialist Talent acquisition partner

Are there any statutory/regulatory or other typical entry requirements?

No

Occupation duties

DUTY	KSBS
Duty 1 Identify recruitment opportunities by analysing and confirming stakeholder requirements to create job descriptions and person specifications.	K1 K2 K3 K6 K7 K8 K12 S1 S2 S3 S4 S5 S6 S10 S11 S13 S14 S15 S22 B1 B2 B3 B4 B5
Duty 2 Create job adverts and marketing plans to advertise and promote vacancies.	K1 K2 K3 K6 K7 K9 K11 K19 K20 K22 K23 K24 S1 S2 S3 S4 S5 S9 S13 S14 S16 S17 S18 S19 S22 B1 B2 B3 B4 B5
Duty 3 Research and identify potential candidates that match role and vacancy requirements.	K1 K2 K3 K6 K7 K9 K10 K11 K12 K14 K15 K16 K18 K19 K20 K21 K22 K23 S1 S2 S4 S5 S6 S7 S9 S13 S14 S18 S20 B1 B2 B3 B4 B5
Duty 4 Contact potential candidates to qualify for current or future vacancies.	K1 K2 K4 K6 K7 K8 K9 K10 K12 K14 K17 K18 K19 K20 K21 K22 K23 S1 S2 S3 S4 S6 S7 S8 S9 S10 S14 S15 S16 B1 B2 B3 B4 B5
Duty 5 Create candidate profiles with CVs to share with the hiring manager.	K2 K6 K12 K13 K14 K15 K17 S1 S3 S4 S6 S8 S9 S11 S12 S14 S16 B1 B2 B3 B4 B5
Duty 6 Collate and communicate feedback on all candidates.	K2 K4 K8 K14 K17 K19 K23 S3 S4 S6 S7 S8 S9 S10 S14 S15 S16 B1 B2 B3 B4 B5

DUTY	KSBS
Duty 7 Manage and facilitate the selection process in line with the organisation's preferences.	K2 K4 K5 K6 K8 K9 K10 K12 K13 K14 K19 K21 K23 K24 S1 S2 S3 S4 S5 S6 S7 S8 S9 S10 S11 S12 S13 S14 S16 S17 S18 S20 S22 B1 B2 B3 B4 B5
Duty 8 Manage and facilitate successful candidates through to start date.	K2 K8 K12 K13 K14 K17 K22 K23 S1 S2 S3 S4 S5 S6 S7 S8 S9 S10 S11 S12 S13 S14 S16 S17 S18 S20 S22 B1 B2 B3 B4 B5
Duty 9 Support the onboarding and administration process of new starts.	K1 K2 K8 K12 K17 S1 S8 S9 S10 S12 S13 S14 S15 S16 S18 B1 B2 B3 B4 B5
Duty 10 Manage stakeholder engagement to ensure a pipeline of future work.	K1 K2 K3 K4 K5 K6 K7 K8 K11 K12 K13 K14 K15 K16 K17 K18 K20 K23 S1 S2 S3 S4 S5 S6 S7 S8 S9 S10 S13 S14 S15 S17 S20 S21 S22 B1 B2 B3 B4 B5
Duty 11 Manage recruitment systems and data to ensure compliance with regulations and legislation.	K1 K2 K7 K8 K11 K15 K16 K19 K23 S2 S4 S9 S10 S13 S14 S15 S17 S18 S19 B1 B2 B3 B4 B5
Duty 12 Contribute to the resource strategy through managing the implementation of agreed metrics and delivering the	K1 K2 K3 K5 K6 K7 K8 K9 K11 K12 K13 K14 K15 K16 K17 K18 K19 K20 K21 K22 K23 S1 S2 S3 S4 S5 S6 S7 S8 S9 S10 S11 S12 S13 S14 S16 S17 S18 S20 S22 B1 B2 B3 B4 B5

DUTY	KSBS
organisation requirements.	

KSBs

Knowledge

K1: Stakeholder requirements such as consultation, salary benchmarking, market trends, job roles, and competitors.
K2: Recruitment processes and techniques used in the organisation.
K3: Sales and marketing activities that support stakeholder requirements.
K4: Negotiating and influencing techniques.
K5: The different types of recruitment organisations.
K6: The different recruitment models including Permanent, Temporary, Fixed Term, Managed Service Provider contracts (MSP), and Recruitment Process Outsourcing contracts (RPOs).
K7: External influences on the recruitment market such as social, economic, legislative, political, and technology.
K8: Organisation's brand and service offering.
K9: Candidate sourcing techniques.
K10: Principles and techniques of candidate assessment (including those who require reasonable adjustments) such as planning, facilitating, assessment centres, interview panels, and skills-based selection.
K11: The use of networking and marketing tools such as meetings, social media, job fairs, exhibitions, events, advertisements, job boards and online.
K12: Develop and maintain relationships with stakeholders.
K13: The organisation's business strategy and goals and how their role impacts on them.
K14: Organisation's recruitment strategy and how to prioritise and plan activities to meet it.
K15: Regulations, and legislation that impacts on their role and organisation, such as data protection, Employment Agencies Act and the Equality Act.
K16: Technology and software such as Artificial Intelligence (AI) used in the performance of recruitment management activities.
K17: Communication techniques and approaches to interact with stakeholders.
K18: Identify labour market shortages such as the demand for those with transferrable skills with the capacity to move from the legacy carbon economy into a green economy job.
K19: Principles and policies of equity, diversity and inclusion in the workplace and their impact onthe organisation and recruitment.
K20: Research, identify and attract candidates using methods to satisfy job requirements.
K21: The principles of assessing people such as assessing legacy skills against the need for a green economy.
K22: Allocation and management of resources throughout the recruitment life cycle.
K23: Recruitment strategies and processes that are both ethical and sustainable.
K24: Recruitment budgets and how these fit into the organisation strategy.

Skills

S1: Identify, progress, and convert leads into new candidates, placements, or clients.
S2: Source vacancies in line with company policies and procedures.

S3: Manage and maintain stakeholder relationships and their role within the recruitment process.
S4: Interpret and apply regulation and legislation, share best practice, and advise stakeholders on their application.
S5: Plan campaigns to attract candidates.
S6: Process, review, and progress candidate applications.
S7: Inform and advise candidates on the outcome of their application including those that have been unsuccessful at the individual stages of the recruitment process.
S8: Manage the recruitment and selection processes for candidates including those who require reasonable adjustments.
S9: Communicate information through different media, such as face-to-face or online meetings, emails, reports, and presentations.
S10: Engage with stakeholders to review recruitment processes to identify opportunities to improve performance and continuous improvement.
S11: Present a diverse short list of candidates to stakeholders.
S12: Place suitable candidates into the workplace.
S13: Manage the recruitment campaign performance by agreeing objectives, and monitoring progress.
S14: Use digital and software tools to manage information compliant with organisation and legislation requirements.
S15: Undertake review of services provided with all stakeholders to ensure continuous improvement.
S16: Challenge poor practice and non-compliance and escalate, where appropriate.
S17: Identify future changes in the sector such as technology advances that may impact their organisation.
S18: Interpret and support the delivery of equity, diversity and inclusion in the workplace and monitor their impact on recruitment.
S19: Monitor the use of technology and the potential to reduce energy consumption and where appropriate hold virtual meetings or attend multiple external meetings on the same day.
S20: Identify and maximise opportunities for the organisation's business strategy such as growing client or candidate pipelines.
S21: Identify and assess transferrable skills which may include identifying those with the capacity to move from the legacy carbon economy into a green economy job.
S22: Manage resources within budget requirements.

Behaviours

B1: Acts professionally, ethically and with integrity.
B2: Supports an inclusive culture, treating colleagues and external stakeholders fairly and with respect.
B3: Takes accountability and ownership of their tasks and workload.
B4: Seeks learning opportunities and continuous professional development.
B5: Works flexibly and adapts to circumstances.

Qualifications

English and Maths

Apprentices without level 2 English and maths will need to achieve this level prior to taking the End-Point Assessment. For those with an education, health and care plan or a legacy statement, the apprenticeship's English and maths minimum requirement is Entry Level 3. A

British Sign Language (BSL) qualification is an alternative to the English qualification for those whose primary language is BSL.

Does the apprenticeship need to include any mandated qualifications in addition to the above-mentioned English and maths qualifications?

No

Professional recognition

This standard aligns with the following professional recognition:

- The British Institute of Recruiters for Certified recruiter

Consultation

x

Progression Routes

Progression routes for individuals completing this apprenticeship will vary depending on the nature of the employer but there are many similarities in the typical progression routes. Individuals may choose to specialise within one type of employer, but many work across these contexts over the course of their career.

The next level for those who have completed the apprenticeship scheme will usually be a manager role leading larger, more complex and/or more challenging recruitment projects, supporting wider team and organisational management, and contributing to more stretching business development goals or larger scale commissioning of recruitment projects.

Recruiters may progress their careers into other human resources roles. Recruiters are expected to undertake continuous professional development (CPD) to enhance their skills. CPD largely consists of on-the-job learning and development opportunities, and other qualifications typically agreed through line management chains to provide stretching and challenging work-based goals. Whilst CPD and learning and development options vary between type of employer and between organisations, formal training is also often available.

Recruiters will also often hold membership of relevant bodies, such as The Recruitment and Employment Confederation, and The British Institute of Recruiters. These bodies also offer further training, qualifications, and development opportunities.

Supporting uploads

Mandatory qualification uploads
Mandated degree evidence uploads
Professional body confirmation uploads
ST1421_standard_professional-body-confirming-alignment_Professional body BIOR - Recruitment Apprenticeship Standards.msg

Involved employers

Meridian Business Support, Crimson, Gattaca PLC, Astute Technical, GI Group, Operum Education Group, FedCap employment, Appsit, Mash Group, Agena Group, ARV Solutions, Direct Line Group, Impellum Group

Subject sector area