

Where new ways of working have proved to be effective, good practice case studies can aid selection panels faced with similar circumstances – to use, learn, adapt and improve upon. Not every round will demonstrate good practice end to end, and instead we might observe ‘snapshots’ of good practice, where the panel have had a particular focus that has made a positive impact on the rest of the round. In some cases, these snapshots of good practice may have a clear and direct impact on the outcome of the round, and in other cases the activity might positively influence a particular phase of the round and those involved in the appointments process.



Publicity is a crucial part of the public appointments process.

It should enable applicants to make an informed decision about whether they meet the requirements of the role and whether they should apply.

Selection panels should therefore consider the reach and visibility of their publicity strategy, including whether they will utilise any targeted approaches, particularly to encourage applications from people from under-reflected groups.

Ensures applicants are aware of reasonable adjustments such as requesting information in alternative formats or support that might be available to help them to apply.



**Publicising Opportunity**

## ACTIVITY AND OUTCOME

### Personalised Communication

- Cover letters in applicant packs, direct from body chair
- Personalised letters from body chair to named stakeholders
- Informative, short bitesize videos from body chairs and board members
- Use of QR codes leading prospective applicants to relevant webpages / videos publicising the role
- Emails from the panel to their networks
- Recorded discussions from the body chair / board members to share with prospective applicants



**Result: publicity clearly outlining the criteria being sought, allowing applicants to understand what is required of them and to picture themselves in the role.**

### Network Identification

- Identification of networks which were particularly important to target due to the board’s current skills gap
- Use of management information to identify effective approaches to publicity
- Identifying under reflected groups and how these might be reached through the publicity strategy



**Result: Clearly identified stakeholder networks and bodies of interest to promote awareness, including consideration of under reflected groups and how to reach them.**

### Clear Objectives with Applicant Focus

- Focus on applicants during the development of publicity strategies.
- Ensuring that the needs of applicants and target audiences are fully explored prior to roles being advertised
- Consideration of what may present a barrier to applying and what might be done to mitigate this



**Result: creation of communications plan outlining objectives, activities and timescales. Consideration of external factors such as school holiday or religious celebrations, so that applicants feel empowered to apply alongside their other commitments.**