

## Best Social Mobility Recruitment and Retention Strategy

**Please note:** Achievements outlined in the entries should have occurred between **1 July 2022 and 1 September 2023**.

This relates to the development and ongoing improvement of a strategy by an in-house recruitment team and/or recruitment agency that successfully recruits and retains engaged, motivated, productive and diverse staff, focused in this category specifically on social mobility individuals. The category looks at the strategy/ies developed and used by recruiters (and the company) to attract and retain members who are socially mobile, the recruitment and retention strategy details, how they worked, the results and impact on the full organisation. This award recognises demonstrated action and achievement in this specific arena while also providing outstanding recruitment services and retention support to the rest of the organisation.

Please provide the following information, using the headings provided below.

### Entrant Details

<b>Nominated by (name and job title)</b>
<b>Organisation name:</b>
<b>Number of employees company-wide</b>
<b>Estimated population of Social Mobility employees before strategy was implemented</b>
<b>Estimated current population</b>
<b>Average length of stay within the business of this population and of full company population</b>

## Entry Details

**1. What was the strategy for 1) recruitment and 2) retention of this specific population?**

*Maximum length 250 words*

**2. How did you implement 1) and 2)?**

*Maximum length 250 words*

**3. Describe the results**

*Maximum length 250 words*

**4. What have been the lessons learnt?**

*Maximum length 250 words*