



Helping REC members win and retain clients

The Good Recruitment Campaign defines best recruitment practice through the Good Recruitment Charter and its nine key principles. The campaign was created by businesses for businesses to help clients and recruiters work together more effectively. Signing the charter encourages clients of all sizes to work with an REC member when choosing a recruitment partner.



PRINCIPLE 1
Diversity & inclusion



PRINCIPLE 2
Consistent practice



PRINCIPLE 3
Candidate experience



PRINCIPLE 4
Flexible work



PRINCIPLE 5
Professional development



PRINCIPLE 6
Recruitment partners



PRINCIPLE 7
Supply chain



PRINCIPLE 8
Youth employment



PRINCIPLE 9
Process improvement

The campaign provides REC members with the tools and knowledge to add value when consulting with clients about managing risk, growing their profits and enhancing their brand. Demonstrate your expertise and become your clients' go-to source for recruitment and employment best practice, helping you win more business and helping your clients become more successful.

Keeping your clients informed on the latest industry insights



Why should your client sign up to the campaign?

All GRC signatories gain free access to a suite of resources that support good recruitment practice.



A hub of research, data, best practice advice and guidance



Opportunity to connect with a client community for regular sharing of good practice and strategies



Networking events, including our annual Talent Recruitment & Employment Conference (TREC)



Review recruitment processes against the Good Recruitment Charter



Workshops including:

- Employer brand
- Candidate experience
- Diversity and inclusion
- Apprenticeship levy
- GDPR



GRC peer review scheme for organisational benchmarking



Self-assessment tools



Mentoring scheme to help career progression

Whether you're on the phone, at a meeting, sending an email or hosting a client event, the Good Recruitment Campaign gives you the opportunity to stand out from the competition. Show your clients the importance of good recruitment and make a real difference to their business.

“BAE Systems is delighted to join the Good Recruitment Campaign. The recruitment and retention of talent is of upmost importance to businesses at all times, but even more so in a time of skill shortages. The opportunity to get involved in a cost-free campaign that allows us access to a network of peers and to research to help us get better at attracting talent was an easy decision.”

John Whelan, UK Human Resources Director, BAE Systems

What REC members are saying about the campaign

“Clients get a professionally developed and practical way to improve their organisation's talent acquisition and retention. Candidates get a better experience and will want to work with those companies (and agencies) that leave them smiling.”

At Rethink we supported the launch of the GRC campaign in 2014 and have held several client events to promote it, all of which have had positive impacts on client relationships and new business. Supporting this and promoting to your clients can only help your agency's brand and the employer brand of your clients. It really is that easy.

Midge Bennett, Co-founder, Rethink Group, Director, NB Consulting

“Having won business as result of the GRC, I recommend all REC members offer the Good Recruitment Campaign as a value add to all of their current and potential clients, it really opens doors and we couldn't be happier.”

Susie Ankrett FIRP CertRP, Director, Plum Personnel

For more information on how to get involved, visit www.rec.uk.com/goodrecruitment or call 0207 009 2100.

