

# Should your business join the Hire Me My Way campaign?

This is an opportunity for your organisation to join a national campaign aiming to unblock the jobs market for millions of flexible workers. There is no cost to joining us.

The Hire Me My Way campaign calls for growth in 'Flexible Hiring', to bring the recruitment market up to date with the employment market for flexible working.

It brings forward-thinking employers together with thousands of people who need flexibility. Our collective aim is to make change happen, and our goal is to reach the point where 1 million jobs are advertised with flexible working options.



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## What is flexible hiring?

Flexible hiring is the next step in the evolution of flexible working practice. It's the part that's currently broken, and without which employers can't fully reap the benefits of flexibility.

Saying that you're open to flexible working options at the point of hire does not commit you to meeting a candidate's specific request.

It simply means that, if a candidate requests flexibility, your organisation will consider it and agree to the arrangement if it works for the role. In other words, you're not waiting for the 6 month qualifying period before offering flexible working.

Not all jobs will be suitable for flexible hiring. That's fine - just continue to advertise these jobs as full time, with no mention of flexible working possibilities or culture.

Flexible hiring is simply when **an employer openly advertises that they will consider flexible working options** for new recruits, at the point of hire.

## How will it help employers?

**Talent attraction:** flexible hiring will attract extra candidates who wouldn't otherwise consider applying for your jobs. Without it, you are cutting yourself off from a large proportion of the candidate audience.

**Internal progression:** it will also improve mobility within your business – enabling successful employees who work flexibly to apply for promotion.

**Skills utilisation:** flexible hiring will ultimately help optimise performance and productivity.

**Employer brand:** improving transparency around flexibility in the hiring process is a key part of making work fairer.

## Why is flexible hiring so important for the workforce?

54% of UK employees work flexibly, and many will ONLY apply for a job where this is possible.

They are competing for a handful of vacancies. Less than 9% of jobs paid over £20K FTE are advertised as being open to flexible working options.

The Hire Me My Way campaign aims to end this mismatch of supply and demand, enabling employers to fully utilise workforce skills.

- The lack of flexible jobs is inhibiting job mobility. People are being 'locked out' of the chance to progress their careers and salaries, and employers are not tapping into their skills.

- 1.5 million people are currently trapped in part time jobs below their skill/salary level, because there are not enough quality flexible jobs to apply for. They have traded salary for flexibility, and their skills are going to waste.
- Many workless people (who don't show up in statistics because they have working partners) have abandoned their careers completely, because they can't work full-time and would rather not work at all than be forced to 'downshift' to get flexibility.



## What your organisation gets, when you join the campaign

The Hire Me My Way campaign is an opportunity for your brand to be seen alongside other leading UK employers, positioning you to candidates as an approachable and forward-thinking organisation.

There is no cost to joining and you will receive free market insight and practical guidance from Timewise, to attain the business benefits of flexible hiring.

Ultimately, flexible hiring will help your organisation to access a wider talent pool, improve diversity and maximise use of your employees' skills.

### Branding presence on the Hire Me My Way website

- News of the partnership will be shared across the campaign's social media channels.
- Your brand logo on the campaign website home page.
- A dedicated page within the employer section of the website, in which you make a statement describing your approach to flexible working and flexible hiring. We can help you to draft your statement.
- On your dedicated page, you can also feature a link to your careers page and other content such as a case study, a video, or a quote from a senior leader in your business.
- Blog contribution (optional) about why you're backing the campaign and/or how you've started to approach flexible hiring. This will be shared on our social media channels.

### Free support from Timewise

- **A diagnostic** to help assess where you are on your journey towards flexible hiring.
- **Market insight** on flexible hiring, including good practice and business impact.
- **Guidance** to help you signal your approach to flexibility in your recruitment advertising.
- **Two sessions per year** with a Timewise account manager, to see how we can support progress. Successes can be shared on the campaign website.

## Your part in the campaign

When you join the Hire Me My Way campaign, your organisation agrees to play its part in growing the flexible job market by:

- Committing to unlock more of your external and internal vacancies to be open to flexibility at the point of hire.
- Taking action to adapt your recruitment advertising processes to include flexible hiring.
- Working with Timewise to agree a 'statement of intent' for the campaign site.
- Championing the campaign by sharing it with your employees, to signal your openness to new approaches to hiring and career progression, and to encourage your people to back the campaign.



Help us reach the campaign **goal of 1 million flexible jobs by 2020**

# How to join us

Whenever you're ready, we'll help you to prepare a 'statement of intent' about flexible hiring, and publish it together with your logo on the Hire Me My Way website. You can also contribute a blog for our news page.

## Get in touch!

### Do our confidential, no-commitment diagnostic

to find out where your organisation currently stands on the journey to flexible hiring

### We do a quick review

of where you are, based on the diagnostic, and talk with you about whether you're ready to join us

### When you join the campaign

Timewise gives you free guidance on how to progress towards flexible hiring, including help to get leadership buy-in

### We provide examples of what to say in job ads to start hiring flexibly

### Once you become a 'flexible hirer'

we strengthen your presence on the Hire Me My Way website, giving you a dedicated page and more opportunities to share successes and case studies

## Next step

In whichever order you prefer:

**Click here to do our confidential, no-commitment diagnostic** and find out where your organisation currently stands on the journey to flexible hiring

or

**Get in touch** with Daniela Marchesi on **020 7633 4553** or email **daniela.marchesi@timewise.co.uk**



## About us



The Hire Me My Way campaign is led by Timewise – a multi-award winning social business and leading change agent for the flexible recruitment market in the UK. Led by founders Karen Mattison MBE and Emma Stewart MBE, Timewise undertakes a range of activities to articulate the business benefits of quality part time and flexible work and provides a range of advisory and recruitment services for employers.

**T: 0207 633 4559**  
**E: [info@timewise.co.uk](mailto:info@timewise.co.uk)**

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