

# WORKING OR VOLUNTEERING IN MEDWAY'S VCSEF

DEVELOPING A BEST  
PRACTICE TOOLKIT FOR  
YOUR ORGANISATION.



Created by the VCS  
Transformation  
Academy June 2023



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# Introduction



With volunteering rates dropping and recruiting employees becoming increasingly difficult (a trend being seen nationally), members of the VCS Transformation Academy have developed this support pack for their Voluntary, Community, Social Enterprise and Faith Sector (VCSEF) peers.

This pack has been designed to help VCSEF groups and organisations improve their recruitment success – whether you are looking to find more volunteers or a new member of staff.

The pack contains a range of resources to help you and your organisation develop a new approach to recruitment and more effective copy to help engage potential candidates.

On behalf of all of the VCS Transformation Academy members, we wish you great success with your recruitment goals for the future.

**VCS Transformation Academy  
June 2023**

***Want to learn more about the Transformation Academy?***  
Contact [transformation@mva.org.uk](mailto:transformation@mva.org.uk) or visit:  
[www.mva.org.uk/vcs-transformation-academy-alliance](http://www.mva.org.uk/vcs-transformation-academy-alliance)



Medway VCS Transformation Academy & Alliance



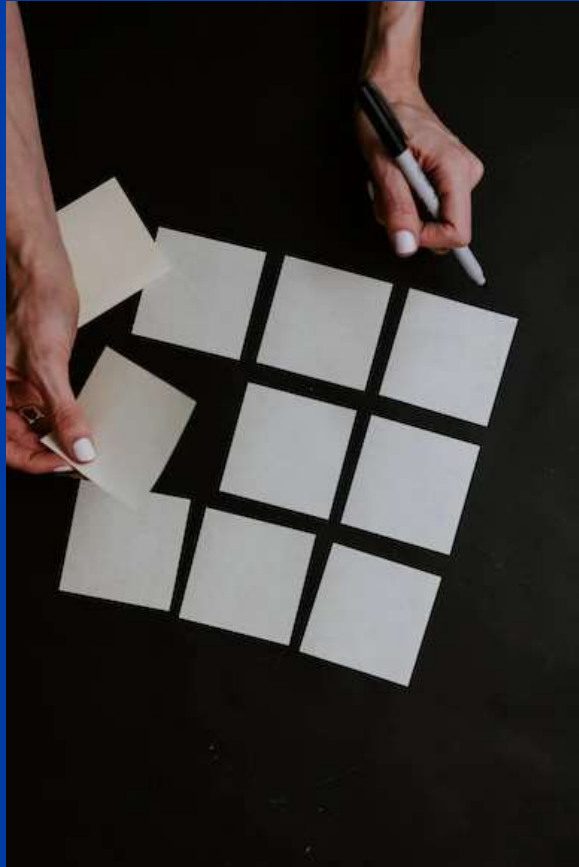
## How to use this pack

In this pack, you will find resources, tips and guidance in relation to working or volunteering in the VCSEF.

We would recommend that you use them to develop and personalise your own recruitment process and materials that will work best for your own organisation or group.

In **Part 1** of this document, you will find resources to help you 'sell' the benefits of working or volunteering in the VCSEF – in particular, working within Medway's own marvelous VCSEF!

In **Part 2** of this document, you will find resources to help you develop and improve your recruitment processes.





## **Part 1**

# **Benefits to potential employees or volunteers**

Use these resources to help create your own promotional messages, content, role adverts and role descriptions.

You may also want to develop your own applicants brochure – and you can find tips in this section for doing this.



## Why working or volunteering in Medway's VCSEF is unique

Medway's voluntary (or charitable) sector offers a huge range of opportunities for anyone seeking employment or voluntary opportunities.



Medway's unique blend of geography, deep history and hugely diverse communities is mirrored by its thriving voluntary, community, social enterprise and faith (VCSEF) sector.

In Medway you'll find a VCSEF sector that is ahead of the curve and forming a vanguard of 'what excellence looks like' for local organisations and the sector as a whole.

With over 1,000 separate charities and community groups championing separate causes, you are guaranteed to find a role that will offer you personal fulfilment as well as make a positive contribution to the communities you want to live and grow within.

The VCSEF's history in Medway has encouraged us, through shared challenges and experiences, to break down the barriers that often exist between organisations; encouraging us to work together, in formal and informal ways, to support each other and celebrate our individual and collective successes. 2015 saw the formation of the VCS Leaders Network; a formal step was taken by the sector to recognise the value in working collaboratively and in true partnership. What has followed is a continued evolution of change, growth, mutual support, shared resources, shared learning and, most recently, a Transformation Academy and Alliance – all proving that 'Together we can harness the full power of our network to achieve something quite remarkable.'

Working in the Medway VCS provides the opportunity of cross working, shared roles, deepening experiences, and movement inside the sector which feels unique, and familial in many ways, and you'll find that it's a pleasure to be a part of.

# Why work in the VCSEF?

- You get to make a difference
- You work with like minded people
- There is a variety of opportunities
- Good benefits and flexibility
- Opportunities for development
- You can live by your values

For more information  
on these points scan  
this QR code or visit:  
[6 Reasons Why Working  
for a Charity is so  
Rewarding](#)



# Perks and benefits of working in the VCSEF

- Time Off
- Flexible Working
- Career Development
- Wellbeing
- Working Locally
- Money Saving

For more information on these points scan this QR code or visit: [6 Perks and Benefits of Working For a Charity](#)





# Potential VCSEF Employee Benefits Schemes

There are a range of ways that you can improve benefits to your employees beyond just salary. You might want to consider some of the following ideas for developing your own employee benefits scheme:

- Explore discount schemes for charity workers. This is one such scheme and is at no cost to you as the employer: [www.charityworkerdiscounts.com](http://www.charityworkerdiscounts.com)
- Many HR companies also offer, for a subscription fee, additional services to support your staff (e.g. counselling 24/7, employment advice, lifestyle planning and perks (discounts)). Your staff are normally given a log in so that they can access this.
- Additional leave days could be granted, such as 'duvet days' and leave on your birthday. These would carry a cost to your organisation and this would have to be scoped individually.
- Offer more flexibility around home-working if possible, as this attracts employees and may spread your geographical range in terms of recruitment.
- Consider a benchmarking exercise for the salaries that you offer – this could then be sold as a benefit. In addition, you could also promote an annual salary review at the Trustee Board.
- Local partnerships that can offer discounted schemes, such as discounted Gym memberships – try approaching local businesses and asking what they could offer your employees and volunteers.
- Publicise if you are committed to the National Living Wage.
- Promote the employee contribution into a pension scheme / sick pay allowances (extension past SSP only).
- Career development – training opportunities available through corporate partnerships / internally.
- Support with health – access to free eye test and contribution towards glasses (if newly needed).

## Marketing your organisations



Consider creating a booklet (hardcopy or digital) about your organisations for applications. This should provide them with an insight into what working for your organisation might look like.

Applicants will search your social media accounts and your website so make sure your brand is established on both.

# Applicants 'Brochure'

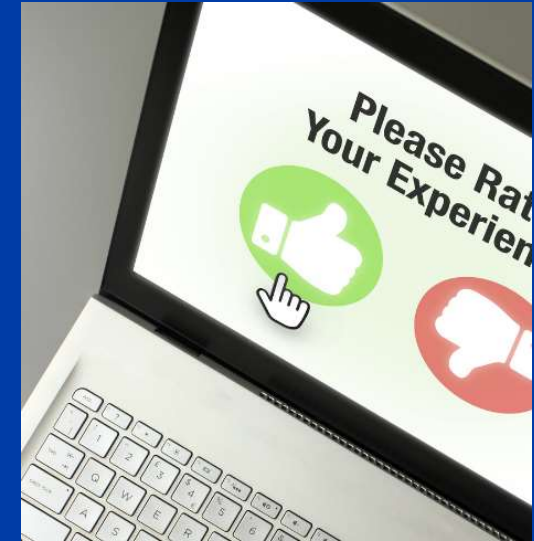
The format for this could be a booklet, a short video or an 'open day' (online or face to face) drop in format.

This is the opportunity to specifically 'sell' your group or organisation – and you could include:

- Reasons to work in VCS
- About you
- Outline the professionalism of the organisation – be clear about its aim/ value principles and describe its impact and why you are an organisation that people are proud to work for.
- Welcome message
- Vision and mission
- What you offer
- Meet the Team
- Testimonials from staff and Service Users

For more information on these points scan this QR code or visit:

[5 Ways to Establish Your Charity's Employer Brand on Social Media](#)





## **Part 2**

# **Developing your recruitment processes**

**Use these resources and tips to review your  
approach to recruiting and interviewing  
potential candidates**



*What strategies can you use to attract more job applicants?*

## **How to Attract More Job Applicants**

Research shows that 68% of charities were intending to hire, but nearly half of charities (46%) had hard-to-fill positions.

With job vacancies booming, candidates are spoiled for choice and can afford to be more choosy about the roles they apply for.

# How to Attract More Job Applications

- Be open to candidates from outside the sector
- Consider increasing their salary
- Be realistic about the role
- Review your employee benefits and flexibility
- Sell your organisation – don't forget you can also use Medway's VCS staff/volunteer promotion pack to help you do this
- 'Audit' your reputation

For more information on these points scan this QR code or visit: [How to Attract More Job Applicants in the Current Market](#)





# Tips on where to advertise your opportunities locally

Employee recruitment – Please see contact sources below:

Organisation	Phone Number	Email Addresses	Website Links
Medway Messenger	01634 227817	<a href="mailto:medwaymessenger@the-kmggroup.co.uk">medwaymessenger@the-kmggroup.co.uk</a>	<a href="#">Medway News &amp; Sport, latest news from the Medway Messenger (kentonline.co.uk)</a>
Medway Matters	01634 334 490	<a href="mailto:medway.matters@medway.gov.uk">medway.matters@medway.gov.uk</a>	<a href="#">Medway Matters   Press and media centre   Medway Council</a>
Medway Voluntary Action Members	01634 812 850	<a href="mailto:info@mva.org.uk">info@mva.org.uk</a>	<a href="#">Medway Voluntary Action   Homepage (mva.org.uk)</a>
Reach Volunteering	0203 925 7721	<a href="mailto:info@reachvolunerring.org.uk">info@reachvolunerring.org.uk</a>	<a href="https://reachvolunteering.org.uk/">https://reachvolunteering.org.uk/</a> Can advertise voluntary vacancies for free
Hospital Radio Medway	01634 974444	<a href="mailto:requests@hospitalradio-medway.co.uk">requests@hospitalradio-medway.co.uk</a>	<a href="http://www.hospitalradiomedway.co.uk">www.hospitalradiomedway.co.uk</a>
Medway Pride Radio	07484 830114	<a href="mailto:info@medwayprideradio.co.uk">info@medwayprideradio.co.uk</a>	Medway Pride Radio – <code>&lt;script src="https://embed.radio.co/player/b9afb57.js" &gt;&lt;/script&gt;</code>

Volunteer recruitment – [Medway Voluntary Action | Getting Started \(mva.org.uk\)](#)



## The Candidate Experience



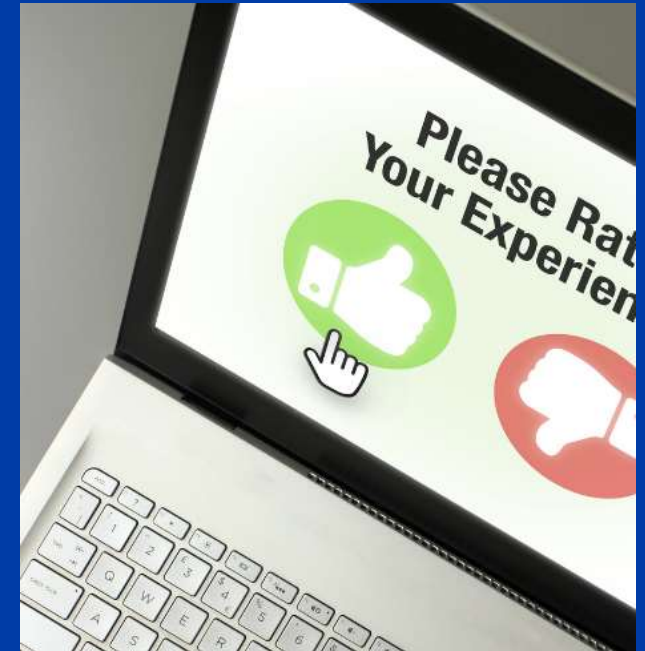
The candidate experience is the impression a person is left with after applying to your charity for a job. If it is positive, research shows they are 48% more likely to accept a job offer.

Or even if they are not right for the role, chances are they will apply again in the future and recommend your organisation to others.

# Creating a positive candidate experience

- Be clear in your job advert
- Be inclusive
- Keep the application process short
- Minimise interview stages
- Don't keep candidates waiting
- Reject candidates in the right way

For more information  
on these points scan  
this QR code or visit:  
[The Candidate Experience](#)



# Acknowledgments and Thanks

The VCS Transformation Academy operates on foundation of 'generous leadership' – so it is with huge gratitude that we acknowledge the work of its Members in creating this support pack for their VCSEF peers.

In particular, we thank the Members of the Task & Finish Group that worked collaboratively and contributed to the creation of this pack: David Stokes (Nucleus Arts), Michelle Trumper (wHoo Cares), John Norley (Age UK Medway) and Richard Giles (North Kent Mind).

***Want to learn more about the Transformation Academy? Would you like to get more involved?*** Contact [transformation@mva.org.uk](mailto:transformation@mva.org.uk) or visit: [www.mva.org.uk/vcs-transformation-academy-alliance](http://www.mva.org.uk/vcs-transformation-academy-alliance)

