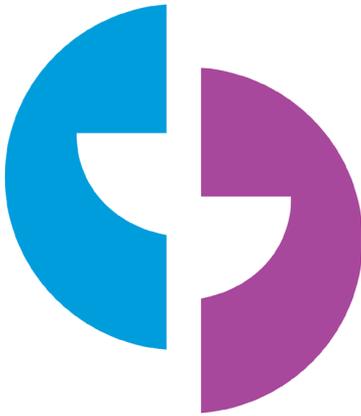


**happy to
talk flexible
working**



working families

changing the way we live and work



happy to talk flexible working

**are you happy to talk
flexible working?**

**try our new strapline
for job adverts**

The strapline is the result of work by the Promoting Flexible Working to Private Sector Employers Working Group (PSWG) for the Department for Work and Pensions (DWP). The group brought together Working Families, employer bodies, the TUC and recruiters to find practical ways of delivering culture change, outside of the legislative process.

The PSWG recognised that too few jobs are advertised flexibly, and that employers who only advertise their vacancies on a full-time basis may be fishing from a narrow talent pool. They wanted to encourage employers to think about job design before recruitment, and to give potential applicants the confidence to ask about alternative patterns of work.

The result is a strapline and a logo for employers to put on job adverts. And here it is.



We hope you like it. We hope you'll use it. And if you do want to use it, please let us know.

We know putting a logo on an advert isn't the whole story. We've also produced some simple guidance about job design to help employers who are not yet flexible consider what the job really needs and what type of flexible working might work best. But being Happy to Talk is a great start!

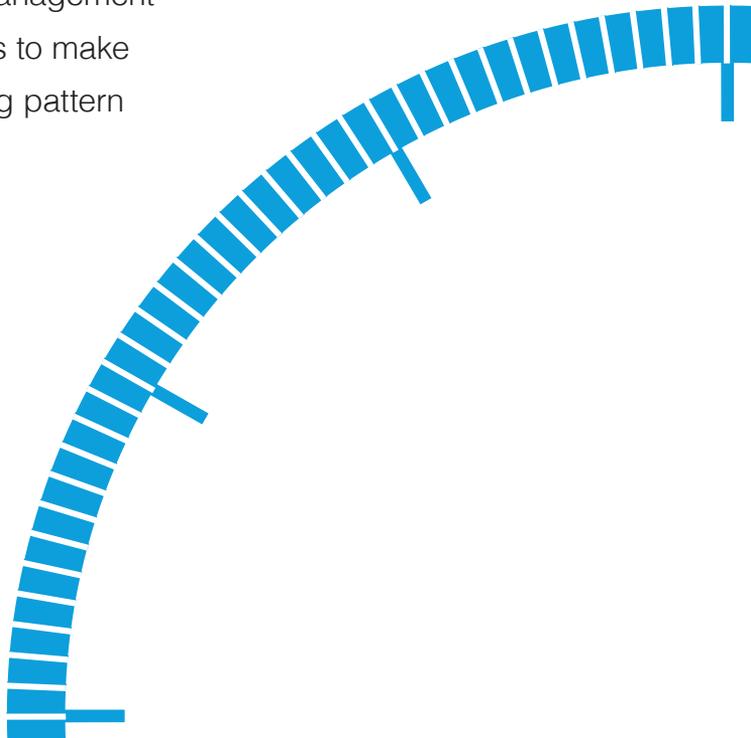


guidance to accompany strapline

Designing a flexible job

- A wider pool of talent is available if you can offer flexibility, so it's a business win if you can offer flexible jobs.
- What's the purpose of the job?
- What are the tasks and responsibilities? Do they match the job description?
- What would success look like in this job?
- What are the most important tasks? Prioritise them.
- Think about who would be your ideal candidate ?
- Specify the skills and experience needed. Is it realistic to expect one person to be able to fulfil all the tasks?
- Who will the post holder work with: clients, customers, other teams? Map the network of people that the person would deal with. What are their needs?
- Look at the tasks: has there been 'job creep', with the previous post holder accumulating duties and responsibilities? Can any of the tasks actually be done better/more efficiently elsewhere in the organisation? Does the job have to be done the way the last post holder did it?

- Does the job have to be done in a non-flexible way? Could it be done on reduced hours, or as a job share? Would it work better for customers if it was 11–7 rather than 9–5, for example. Does the person doing it need to be in the office all the time? Can you offer the IT to support home working?
- Are there any management or training needs to make a flexible working pattern work?
- Considering flexible working options, if the answer to the question of whether the job can be done on a flexible basis is neutral, then treat this as a positive.



Writing a job advert with the strapline

- Prominently display the strapline, showing that you offer flexible jobs.
- Make sure that you include any flexible options you have as standard: for example, if you have a flexi-time scheme, say so. This is often something that candidates find very attractive, but it isn't always mentioned.
- Don't use the strapline if you're not open to flexible working in the posts that are advertised; it will lead to frustration and perceptions of unfairness.

We're
open to
candidates'
ideas
about how
they could
deliver the
outputs



Handling the recruitment process

- Be clear about the job's expected outputs in the information you send to candidates. State clearly if there are options you are not prepared to consider, for example 'this job is not suitable for home working because...' but also be open to candidates' ideas about how they could deliver the outputs in a different way.
- Make sure someone is available to answer potential candidates' questions about working patterns before the applications closing date.
- Include questions about candidates' preferred working patterns at the interview stage: how do they think they will manage the workload in the hours they are proposing?

Need more help?

Employers who need more help in flexible job design and advertising can access:

Timewise's Flexible Job Design Helpdesk on 0800 781 1604 or at info@timewisefoundation.org.uk

Working Families Training and Consultancy on 020 7253 7243 for a half-day training course in flexible job design.

