



2019|2020

RECRUITMENT IN A DIGITAL AGE

YOUR HIRING REQUIREMENT IS OUR STRATEGY

“

Great vision
without great
people is
irrelevant

”

CONTENTS

The UK Workforce Is Changing Rapidly	3
Digital Skills Gap	4
Talent Pool	5
Qualified In	6
How We Work	8
The Next Steps	10

THE UK WORKFORCE IS CHANGING RAPIDLY

In the next 5 years those born from 1995 will make up around 58% of the workforce. This generation of worker is very different than previous. Known as 'GenZ' this generation is interested in "future-proof" jobs, those focused on digital, as well as job stability.

They are true digital natives, creative and experimental in nature. GenZ represent a real opportunity for businesses to tap into this digital talent.

Our talent pools extend beyond that of GenZ. We also have Millennials and GenX that have completed an Apprenticeship in a digital subject.

Having a qualification and knowing something, is simply not enough today, without the proven ability to demonstrate its application, in practice.

Nothing becomes real until it is experienced. Some things cannot be taught, they must simply be experienced.

**ON AVERAGE THERE ARE
1500 DIGITAL APPRENTICES
QUALIFIED EVERY MONTH.**

DIGITAL SKILLS GAP

Digital skills are the ability to identify, select and operate one or multiple digital technologies to achieve a required outcome to better inform business in decision-making processes focused on sustainability and growth.

Finding people with the right digital skills is not easy.

*In fact, the digital skills gap presents one of the biggest threats to UK business, as stated in the Skills Shortage Bulletin, 2018.**

We understand the significant challenge that the digital skills gap poses and we are particularly aware of the shortage of quality digital skills across the digital and creative industries, which is now becoming more prevalent throughout a whole cross section of industries, with the legal sector being the most recent example.

As with all the specialist areas we provide talent for, we actively promote the need for continual development by providing the best of online learning resources to Applicants all year round. This continues even after successful placement with you, our Client, as part of the service. We will help you and your organisation stay relevant, competitive and ready for the digital future.

TALENT POOL

Full Focus Offers A Distinct, Unique Talent Pool.

Graduate Apprentices.

A graduate apprentice is someone that has completed and achieved a high level of academic and industry accreditation, combined with experience in the workplace. They have completed their Apprenticeship and are looking for their next career step.

APPRENTICE GRADUATES

- THE AVERAGE COST TO TRAIN AN APPRENTICE IN DIGITAL IS £28,000.

- AVERAGING 4500 HOURS OF WORK BASED EXPERIENCE IN DIGITAL.

- AVERAGING 600 HOURS OF PROJECT WORK COMPLETED.

- 40 HOURS OF ASSESSMENTS AND TESTS BY AWARDING BODIES.

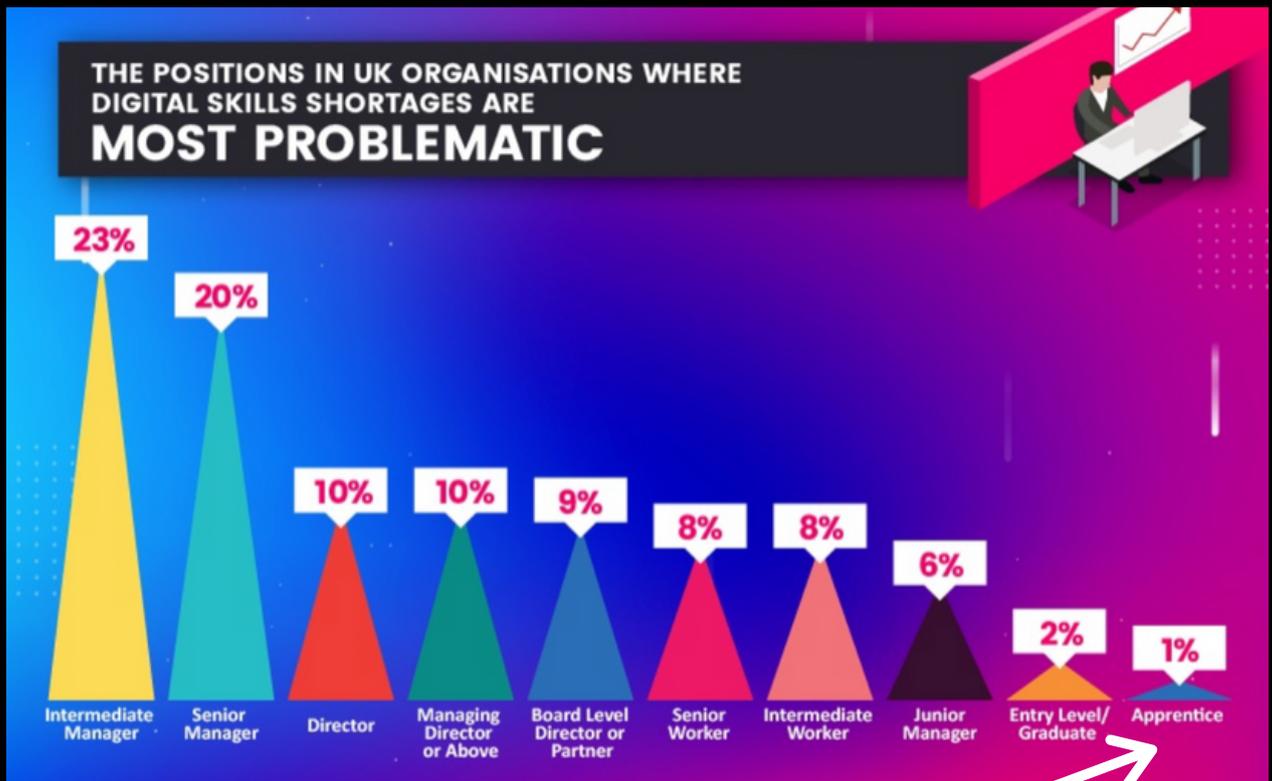
QUALIFIED IN

The level of detail that goes into training a Graduate Apprentice in digital SKILLS, KNOWLEDGE and COMPETENCIES is extremely rigorous.

Our talent pool specialises in:

- Digital Marketing
- Information Technology
- Software Development
- Web Design
- Data Analyst
- Cyber Security

The value of qualifications, combined with experience is inestimable. After all, that is exactly what employers are looking for.



**Source: <https://www.commsbusiness.co.uk/>

The above data demonstrates the assuredness of hiring a Graduate Apprentice. The distinct skills advantage your organisation will gain from hiring Graduate Apprentice talent is clear.

"A mere 1% of the high-ranking personnel believe apprentices employed by them have a scarcity when it comes their digital prowess". **

HOW WE WORK TOGETHER

Our service to you includes spending time taking your brief, understanding what you're looking for, and how to sell your Company to our Graduate Apprentice talent pool. In particular, we ensure the correct interpretation of the role, job description, and person specification.

We then review potential Applicants and provide a resume of their suitability, having evaluated their CVs, qualifications and experience, employment history, achievements, current employment status, personal attributes and suitability for the role applied for.

You can be confident of the calibre of Applicant we offer for shortlisting and interview.

The importance of building long-term relationships with both our Clients and Applicants and helping to achieve business and career goals, is at the heart of everything we do.

THE NEXT STEPS

<https://fullfocusrecruitment.co.uk>

Let's discuss how you can harness THIS unique digital talent pool.

Email: enquiries@fullfocusrecruitment.co.uk

Telephone: 0161 428 3080 | 0161 474 8620

"There can be little doubt that future business success will be inextricably linked to harnessing the top talent pool of Graduate Apprentices."

