CHRISSY BELLISSIMO
Events Operations Coordinator
she/her

SPEKTRIX

MICHAEL NABARRO
CEO & co-founder
he/him

SPEKTRIX

1. Inclusive recruitment practice
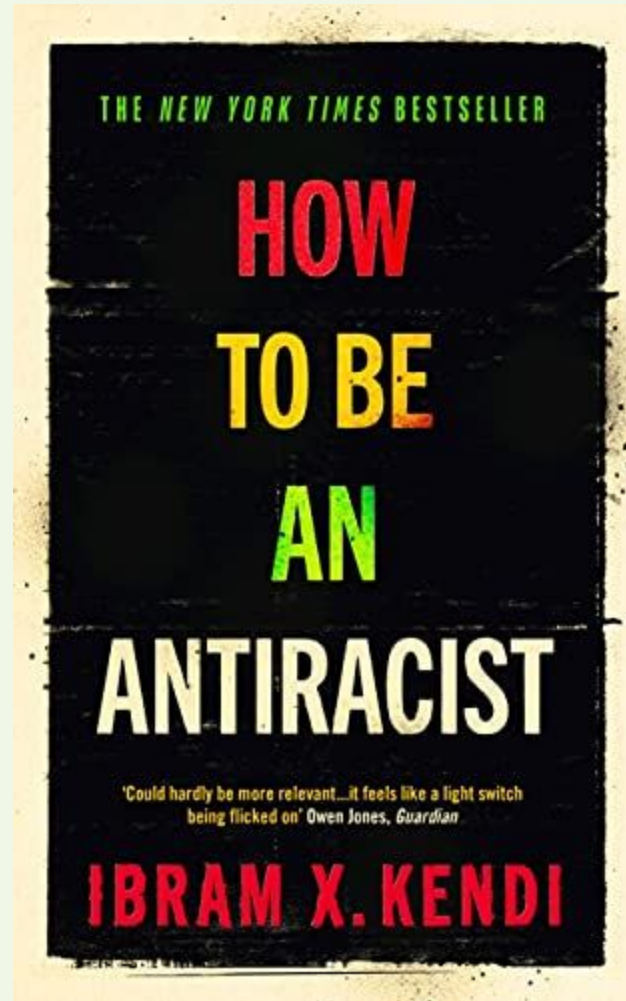
2. Improving our organisational cultures

Rethinking Recruitment

Practical and inclusive ideas for attracting and hiring great people into customer and donor relationship management roles in the cultural sector.

SPEKTRIX

www.spektrix.com/rethinking-recruitment

Why inclusive recruitment?

1. It's the right thing to do

2. It's great for our organisations

HOW?

THE *NEW YORK TIMES* BESTSELLER

HOW
TO BE
AN
ANTIRACIST

'Could hardly be more relevant...it feels like a light switch being flicked on' Owen Jones, *Guardian*

IBRAM X. KENDI

- ✅ Job Title
- ✅ Description
- ✅ Time Frame
- ✅ Duties
- ✅ Skills
- ✅ References

Recent example

"Experience of working in a theatre or in the arts

Experience of working with a customer database"

Box office assistant role, ~£20k

Recent example

"Ability to work evenings and weekends in accordance with business needs"

Recent example

"Excellent leadership skills and with the ability to collaborate with others to get things done and achieve fantastic outcomes"

Marketing Manager role

TRANSFERABLE SKILLS & BEHAVIOURS

Role Requirements

- Carefully consider what's really essential

- Don't include "desirables"

- Easy language changes (e.g. fewer superlatives)

- Explain the relevance of each requirement

=> Key to attracting as wide, diverse and strong a talent pool as possible

Role Requirements

EXAMPLE:

❌ Is able to work under pressure and to tight deadlines

✅ **Has good time management and prioritisation skills**

Role Requirements

EXAMPLE:

✗ 2 years' fundraising experience, preferably in an arts or educational charity

✓ **Experience of interacting with members of the public and engaging with their individual interests**
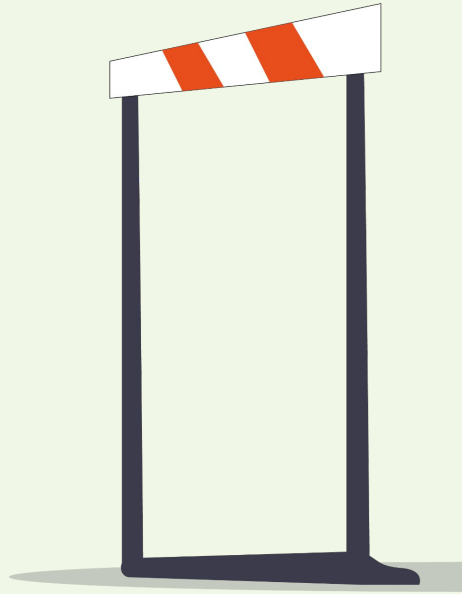
Role Requirements

EXAMPLE:

✗ Experience of using Spektrix

✓ **Computer literate and able to quickly learn to use new software**

APPLYING

IT'S <u>NOT</u> A TEST!

Sharing the Process

- Clarity on what to expect

- Structure of any assessment

- Share what you're going to ask about

e.g. *"We'll ask you to give us examples of some first hand experiences of delivering great customer service."*

UNCONSCIOUS BIAS

Interviewing

- Gather evidence by asking for examples
- Don't confine examples to work
- Make sure you've been understood
- Don't necessarily settle for the first answer

Role Requirements

EXAMPLE:

✗ Is able to work under pressure and to tight deadlines

✓ **Has good time management and prioritisation skills**

Give me an example of a situation where you've had to manage a number of priorities in order to meet one or more deadlines?

Role Requirements

EXAMPLE:

✗ 2 years' fundraising experience, preferably in an arts or educational charity

✓ **Experience of interacting with members of the public and engaging with their individual interests**
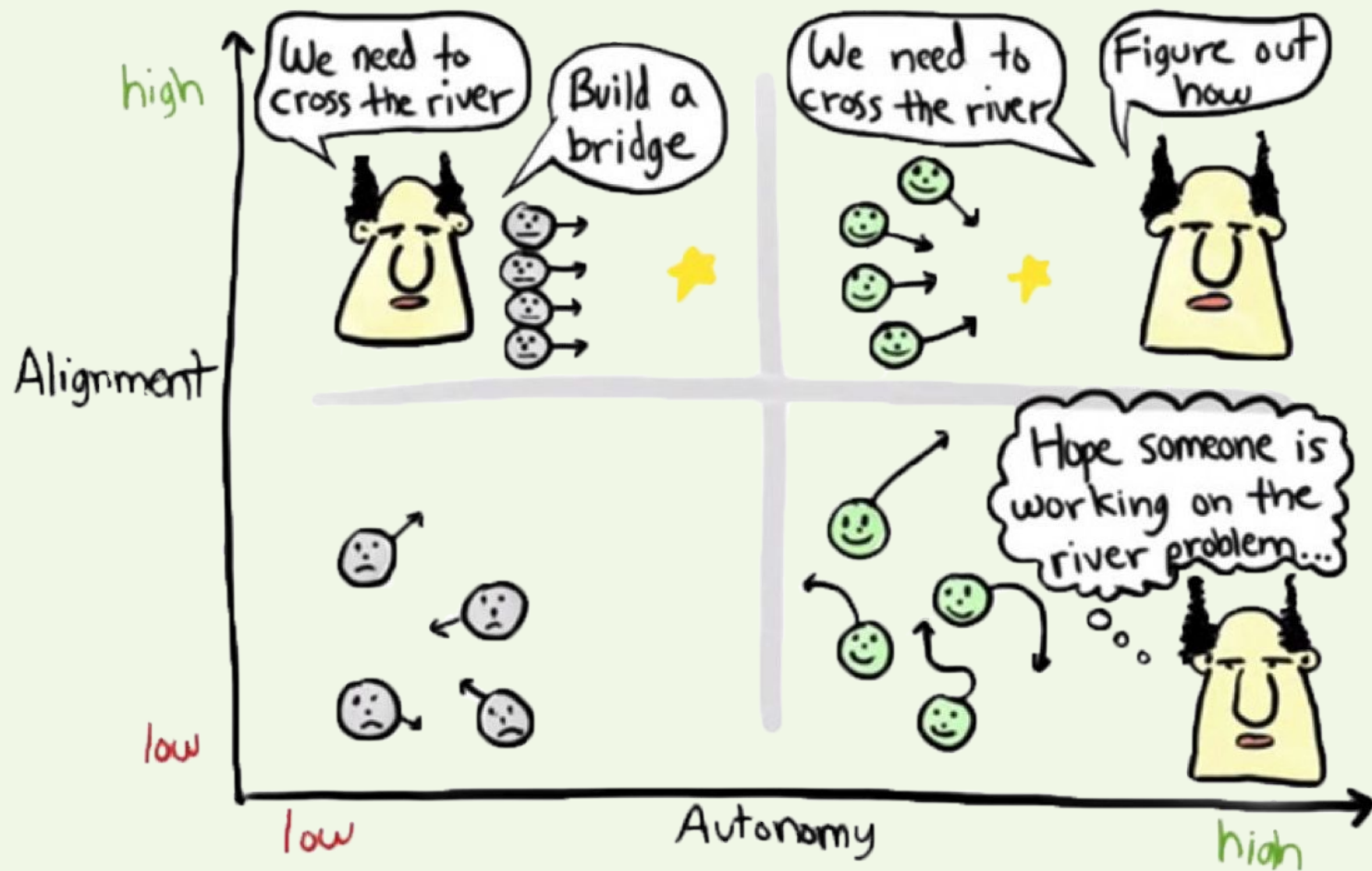
Give me an example of a conversation you've started with a member of the public. How did you learn what they were interested in and how did you adapt your conversation to their needs?

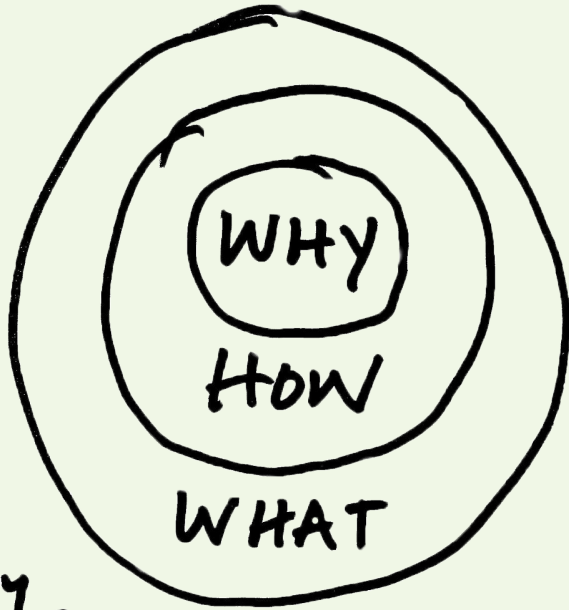**1.** Inclusive recruitment practice

2. Improving our organisational cultures

ALIGNED OUTCOMES

THE GOLDEN CIRCLE

WHY

HOW

WHAT

by Simon Snek

? Why is audience inclusion important?

? What are we going to do to improve audience inclusion?

Why is audience inclusion important?

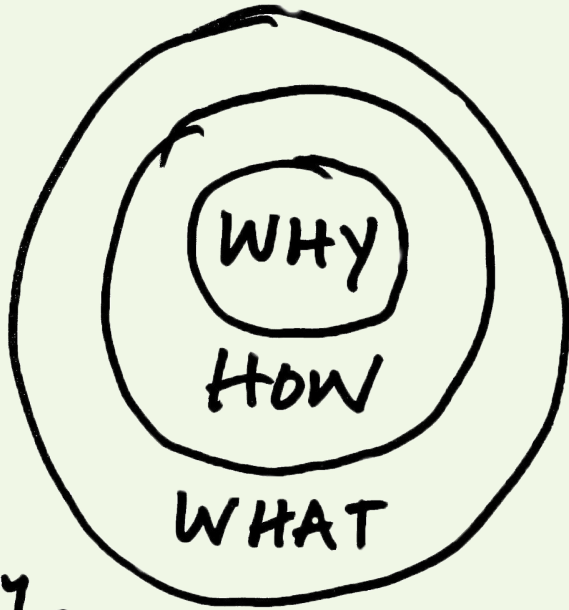*"It will grow our audiences, therefore making us more fundable, and able to do more work"*

"People from all backgrounds should feel welcome in our venue"

"We should be a destination for <u>all</u> of our community"

THE GOLDEN CIRCLE

WHY
HOW
WHAT

by Simon Snek

? Why is audience inclusion important?

? How will we know we've made audience inclusion better?

? What are we going to do to improve audience inclusion?

OUTCOMES

Outcomes vs Initiatives

- Initiatives = the things we do

- Outcomes = the things that happen as a result of things we do

Why?

Initiative → Outcome

Example

INITIATIVE

"Training for FOH team in how to help audience members feel as welcome as possible, no matter their background"

Could measure: "%ge of staff trained"

OUTCOME

"Ensuring audience members, no matter their background, feel as welcome as possible when visiting"

Could measure: via surveying, including on demographics

Your turn

Write down:

1. An initiative you're working on at the moment

2. The outcome the initiative is helping you to work towards

3. How you can measure that outcome

1. Higher team performance

2. Empowered teams

Questions/feedback?

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