

Key findings from the Mystery Shopper workshops

What participants have found really highlights some of the major barriers that exist within recruitment that put young people at a disadvantage:



1 in 3 roles were hard to find on employers' websites



1 in 3 didn't mention salary



3 in 5 of the vacancies didn't have a clear job description



2 in 5 of the job descriptions contained jargon or technical language



1 in 7 didn't give a location for the role



2 in 5 didn't state working hours



1 in 2 didn't outline the stages of the recruitment process



3 in 5 didn't outline the timeframe of the recruitment process

As result of these factors, 2 in 3 young people found the job description they were reviewing difficult to understand

The Checklist

Here is a summary of the key features that mystery shopper participants have most frequently identified as important for creating attractive, accessible job vacancies for young job seekers:

1. Overall design, format and navigation	
1.1 Have a clear, simple layout – don't add too much text or too many sub-pages	✓
1.2 Add an 'entry level' option in the search criteria	✓
1.3 Use welcoming language	✓
1.4 Include photos of a diverse range of employees, including young people	✓
2. Job description and entry requirements	
2.1 Don't ask for previous experience and use clear and specific entry criteria	✓
2.2 Provide a clear outline of the purpose of the role and key day-to-day tasks	✓
2.3 Don't use jargon or acronyms, and include an explanation of any technical language	✓
2.4 Include day-in-the-life profiles featuring existing young employees	✓
2.5 Provide clear details on office/site location, salary, hours and contract type	✓
2.6 Outline what makes the company a great place for a young person to work	✓
2.7 Outline of the progression pathways	✓
2.8 Outline of training available, including content of apprenticeship, if applicable	✓
3. The recruitment process	
3.1 Outline of the stages of the recruitment process, timeframe and estimated start date	✓
3.2 Use a clear, simple first application stage with relevant questions	✓
3.3 Include top tips for applying	✓
3.4 Outline your feedback process	✓