



Recruiters' Best Practice Guidelines

Introduction

These best practice guidelines are intended to provide a suitable platform for all recruiters (in-house and consultancy) to create a sense of security, understanding, and trust for all parties involved in the recruitment and retention of staff.

For the purposes of these guidelines, we use the following terms:

- **Candidates** – Those individuals seeking roles.
- **Recruitment consultancies** – External consultancies or agencies who assist with the process of attracting, selecting, and appointing suitable candidates for roles.
- **In-house recruiters** – Those individuals within an organisation whose role it is to attract, select, and appoint suitable candidates for that organisation.
- **Clients** – In the case of recruitment consultancies, the clients would be the in-house recruiters, HR team, or representatives of the organisation. For the in-house recruiters, the clients would be the organisation who they work for.

The intention is that recruitment consultancies work together with in-house recruiters as effectively and as productively as possible; to ensure that they can deliver their very best work without discrimination, and within agreed budgets and KPIs, and that clients get the value and return on investment from their recruitment consultancies that they need and expect. These key principles can make the relationship more effective, improve results, and increase return on investment for all parties.

PRCA Recruiters' Forum Members have signed up to these best practice guidelines, and display this *accredited recruiter* logo to show that they adhere to its principles.



Best Practice Guidelines for all Recruiters:

'Clients and Candidates first.'

For the candidates:

- Provide a commitment to respond to all candidate applications online, even if the process is automated.
- To fully brief candidates with all information relating to their recruitment process and set and manage expectations accordingly.
- Accurately deliver timely feedback that is relevant to the brief once it has been provided by clients. In addition, to constantly champion constructive feedback for the candidates to further help them in their search.
- Store all personal information and data securely, and ensure this information is kept strictly confidential.
- Guarantee not to pass on any information that could compromise a candidate's confidentiality without expressed permission.
- Enquire every time without exception before an introduction has been made to the client (CV sent to client) as to whether a candidate has given permission for their CV to be sent to the client.
- Ensure all information is passed on to candidates accurately, in accordance with the clients' predicted hiring budgets specifically in relation to: basic salary, annual leave, bonus, or benefits (should this be part of the package).

For the clients:

- To gain broad descriptions from clients about the tangible skills and experience they are seeking, to best meet the needs of the client.
- Provide feedback to clients if there is any area of the recruitment brief that does not appear to be deliverable.
- Fully understand and adhere to an agreed recruitment process and set and manage expectations accordingly.
- Guarantee not to pass on any information without expressed permission from the client, if it could compromise the client's confidentiality.
- Commit to deliver feedback to candidates in a way which represents the client in the best light and in line with the recruitment brief.
- Deliver regular status updates in accordance with agreed expectations.
- Commit to making sure clients are aware of Terms and Conditions prior to undertaking a search. This will include billing and payment terms.

- Commit to only introducing candidates that are in line with the expectations of the client.
- Commit to stay within agreed budgets.
- Commit to challenge clients based on sound insight and strategic thinking to help improve their talent acquisition process and make them aware of anything that may damage their brand.
- Always adhere to, and demonstrate, an understanding of the client's respective code of conduct and core values.

General principles for all recruiters:

- **Act as ambassadors for PR and communications**

Recruitment consultancies and in-house recruiters shall recognise that they are ambassadors for the PR and communications discipline and always act courteously and professionally.

- **Business insight**

Recruitment consultancies and in-house recruiters shall ensure that they are kept fully abreast of industry developments within the client's market sector.

- **Training and development**

All recruiters ensure that the account team remains well-trained and fully abreast of latest developments and techniques within recruitment and talent within the UK PR and communications industry.

- **Not to discriminate**

Recruiters are required to take all reasonable care that professional duties are conducted without causing offence on the grounds of gender, race, religion, disability, or any other form of discrimination or unacceptable behaviour.

- **Be mindful of diversity and workplace inclusion**

Diversity is any dimension that can be used to differentiate groups and people from one another. Workplace inclusion requires a shift in an organisation's culture and it is a recognition that policies alone are not sufficient to build an inclusive workplace.

The PRCA has published the [Diversity and Inclusion Guidelines](#) designed to act as a guide for organisations and professionals looking to gain an understanding of how to improve diversity and inclusion within their workplace and the wider industry.