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Engaging with employers

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Employer engagement is essential to success in placing 50+ customers. Employers can often be part of the placement challenge, for example, if they discriminate against older recruits and / or against Jobcentre Plus customers. On the other hand, having employers on your side and working with you on the placement process can mean you have won half the battle, particularly if they have vacancies they are keen to fill.

There are three things you can do to build effective relationships with employers:

- take a 'business first' approach to candidate placement
- engage employers through work experience placements and work tasters
- enable employers to understand the business benefits of taking on 50+ recruits.

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