EMPLOYER
INFORMATION PACK

# RAIL DIVERSITY WEEK 2019

September 23rd -27th

## Supporting Diversity and Disability In Your Organisation

Rail Diversity Week (September 23rd - 27th) aims to support the Disability Confident Campaignand seeks to connect transport employers and Jobcentres around the country to hundreds of unemployed job hunters through an online intervention programme - within SkillsLive.co.

The event is ideal to support your organisations diversity and disability goals.

Historically there has been a significant gap between the proportion of disabled people employed compared with non-disabled people. Currently, seven out of ten individuals within the Jobcentre system, are now classified as disabled. Nearly seven million people of working age within in UK are disabled or have a health condition. Subsequently the Department of Work & Pensions launched 'Disability Confident in 2016, a national campaign to support 1 million unemployed disabled individuals into employment by 2020.

Rail Diversity Week is run by National Skills Academy for Rail (NSAR) and SkillsLive (Trax Training).

The National Skills Academy RAIL

Department for Work & Pensions

## Committed Rail Diversity Week 2019 Employer Partners include:

TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

NetworkRail

SIEMENS

COLAS RAIL

EAST MIDLANDS TRAINS

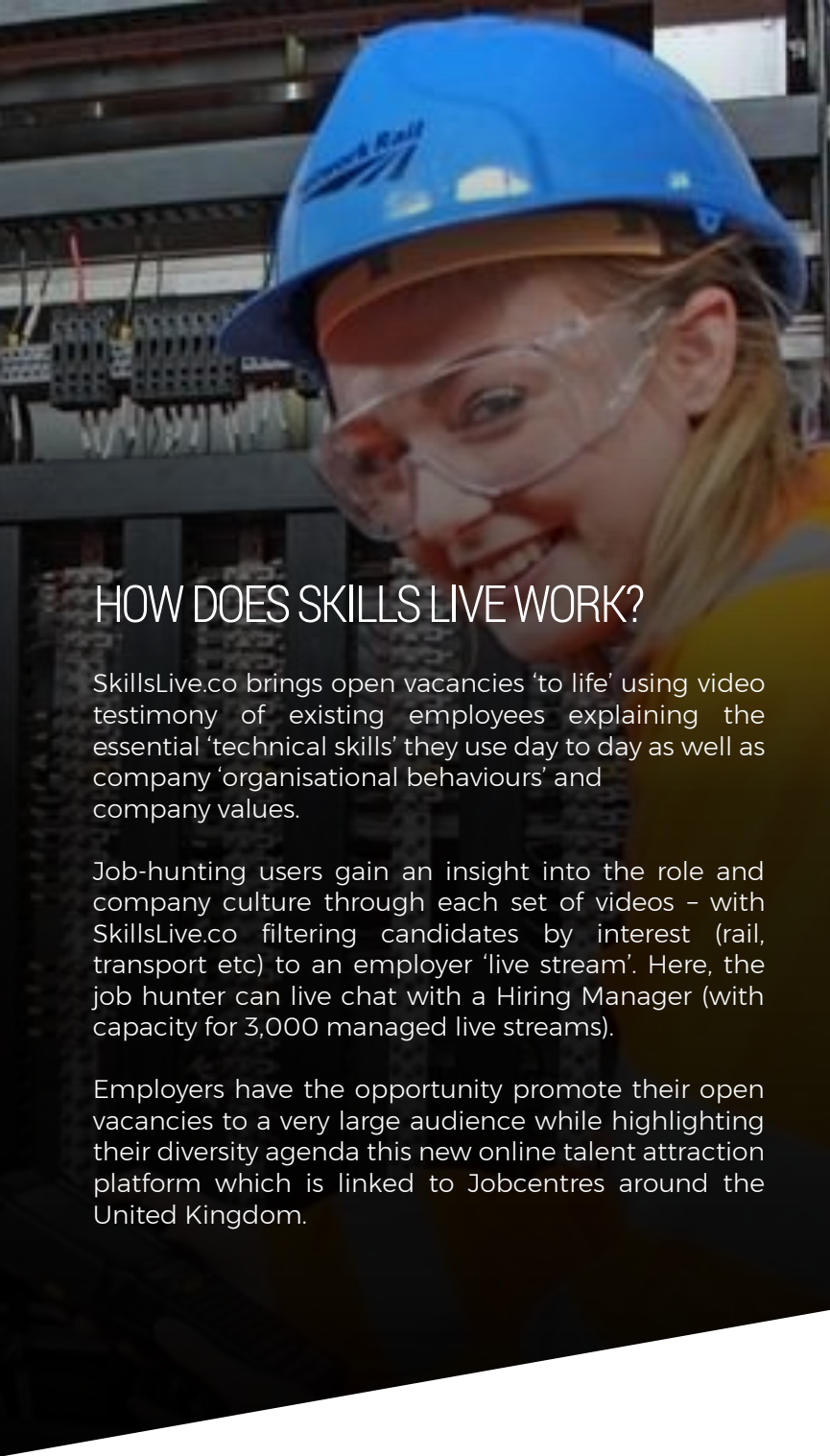Direct Rail Services

Want to reach hundreds of job hunters? Get involved in Rail Diversity Week 2019!
**Contact: info@SkillsLive.co**

# HOW DOES SKILLS LIVE WORK?

SkillsLive.co brings open vacancies 'to life' using video testimony of existing employees explaining the essential 'technical skills' they use day to day as well as company 'organisational behaviours' and company values.

Job-hunting users gain an insight into the role and company culture through each set of videos – with SkillsLive.co filtering candidates by interest (rail, transport etc) to an employer 'live stream'. Here, the job hunter can live chat with a Hiring Manager (with capacity for 3,000 managed live streams).

Employers have the opportunity promote their open vacancies to a very large audience while highlighting their diversity agenda this new online talent attraction platform which is linked to Jobcentres around the United Kingdom.
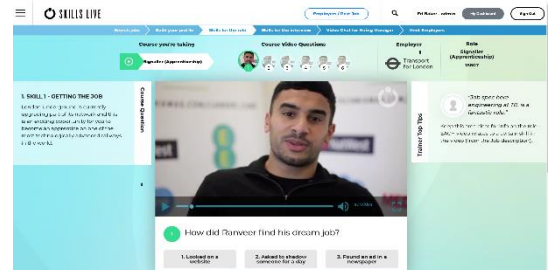
## STAGE ONE:
Employee Video - Technical Skills ('Skills for the Role')



## STAGE TWO:
Employee Video - Behaviours ('Skills for the Interview')



## STAGE THREE:
Live Stream ('Meet the Hiring Manager')



## STAGE FOUR:
Employers are able to add / edit their job advert



## STAGE SIX:

Edited video course, will be promoted in Department of Work & Pensions "Knowledge Hub' - indexed and made searchable to 700 Jobcentres & 85,000 staff.
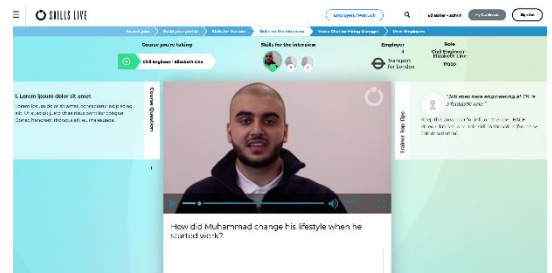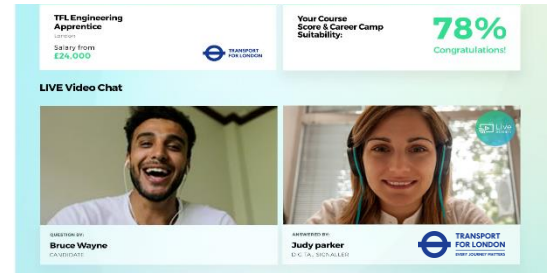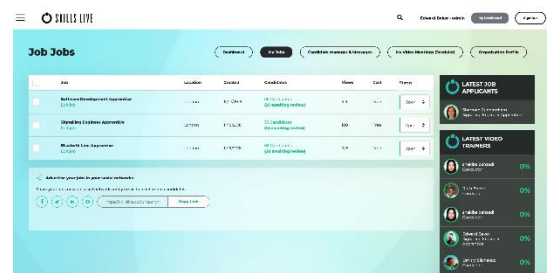
## STAGE FIVE:
Employers able to message candidates
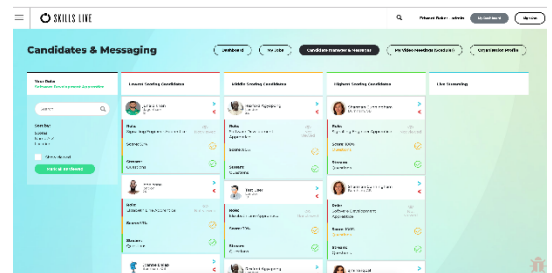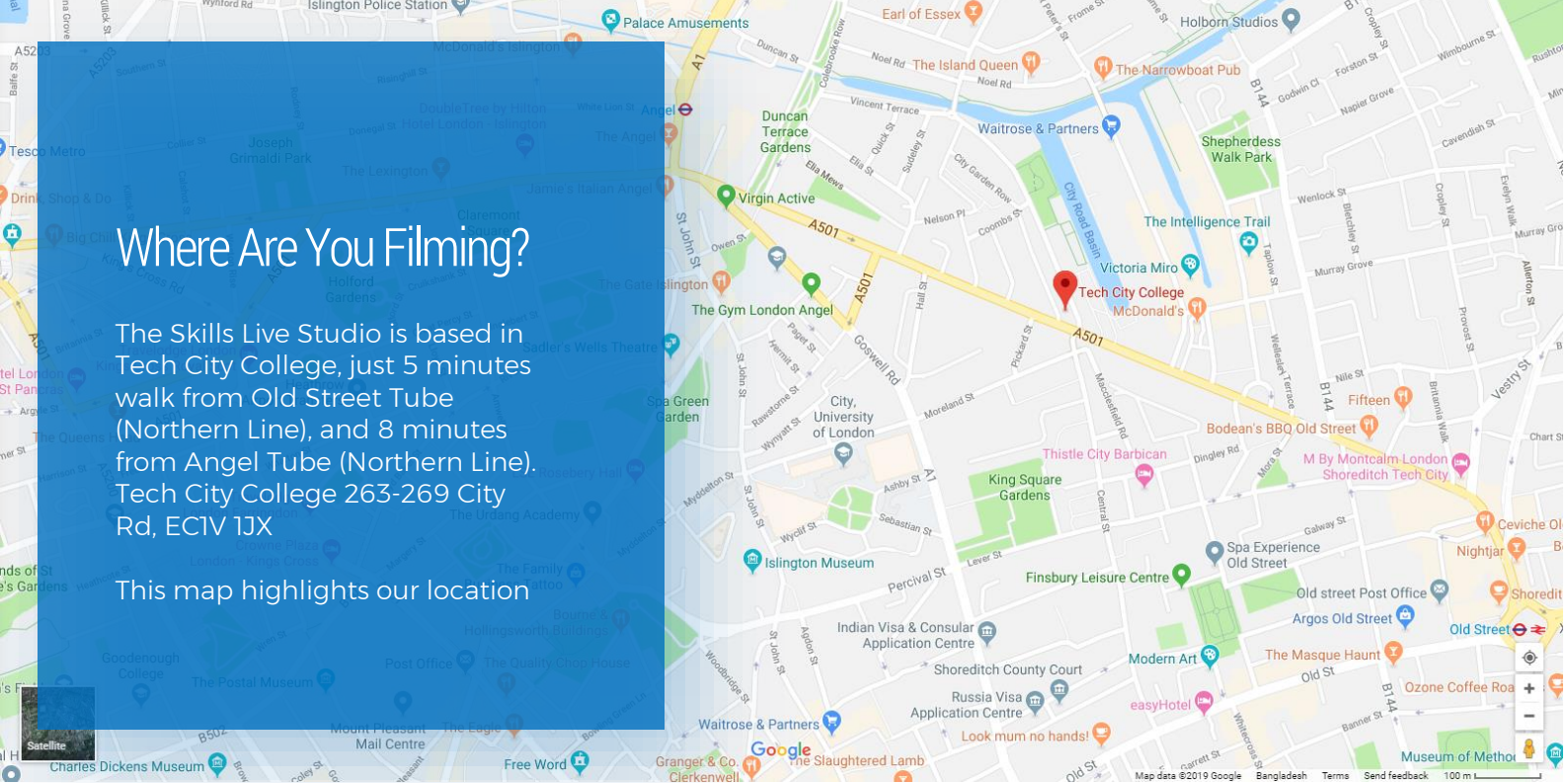
# What Are You Filming?

Skills Live brings open roles to life, through video. We film with staff members form your organisation, taking them through a fine-tuned filming process that captures the essential skills of their role, and organisational behaviours – as well as key hints and career tips:

| Stage | Video Type | Duration | Detail |
|---|---|---|---|
| Part One | Technical Skills | Six videos: 1-3 minutes each | What are the six essential skills of a role? We ask an employee their personal view on the skills they use daily. <br><br> *- Taken from their Job Description* |
| Part Two | Company Behaviours | Three videos: 1-3 minutes each | The HR team will identify three key organisational behaviours. We ask an employee their personal view on company values. <br><br> *- Taken from your Organisational Behaviour Map* |
| Part Three | Interview & Career Tips | Four videos 1-3 minutes, each | We ask the employee to share employability tips - to help and inspire job hunters. |

# How Much Time Do We Need to Commit?

Table 2 outlines the steps we need to take to filming, publishing and promoting your roles on Skills Live:

| No. | Stage | Duration | Detail |
|---|---|---|---|
| 1 | Planning: Identifying Vacancies & Suitable Employee(s) | 1 hour | At the start of the process we speak with the Human Resources team, to: <br> (1) Discuss and identify suitable vacancies <br> (2) Identify suitable employees / company champions <br> (3) Receive / review associated Job Descriptions <br> (4.1) Discuss Technical Needs - Live Stream (See Page 4) <br> (4.2) Discuss Video Needs / Video Usage Policy (See Page 4) <br> (4.3) Discuss Marketing and Campaign Communications (See Page 5) <br> (5) Introduction to DWP Disability Confident (See Page 5) <br> (6) Connecting You To Candidates (See Page 5) <br> *- We'll send you logins to Skills Live, so you can explore the platform and example content* |
| 2 | Welcome Phone Call | 10mins | We'll grab a quick phone call with each selected employee: <br> - This will help them to understand what we are filming, and why |
| 3 | Outline Video Script | 30mins | We'll send each Employee an 'Outline Video Script', asking them to provide personal: (anecdotal) perspectives of the key technical skills and company behaviours <br> - This normally takes just 20-30mins to complete! (We'll send you over an past example) |
| 4 | Filming Session | 2 hours | We invite each employee to come to our filming studio in Old Street London (N1): <br> - Here, our experienced Producer Director, will film the Outline Video Script |
| 5 | Review | 1 hour | We keen to create a fantastic set of skills videos (this takes us around a day): <br> - We send each set to our employer partners, to review and feedback on (1 hour) <br> - We create a second edited video for Jobcentre Knowledge Hub, and your website |
| 6 | Publishing | 30mins | We then publish each video set, within Skills Live: <br> - Creating you an employer page, where we 'tease' the video content, and Live Stream <br> - Simply send us your logo, social handles etc |
| 7 | Live Stream - Planning | 30 mins | We'll grab a quick phone call to plan and schedule a Live Stream together: <br> - We'll also schedule a short testing session, so you can become familiar with the process |
| 8 | Live Stream | 1 hour | Rail Diversity Week is 15th-19th July: <br> - We'll schedule a convenient time/date to Live Stream with up to 3,000 job hunters |

## Where Are You Filming?

The Skills Live Studio is based in Tech City College, just 5 minutes walk from Old Street Tube (Northern Line), and 8 minutes from Angel Tube (Northern Line). Tech City College 263-269 City Rd, EC1V 1JX

This map highlights our location

## Technical Requirements - for Live Stream

SkillsLive has been built to work on all desktop website browsers (note: SkillsLive does work on mobile - but with reduced functionality. Currently, we expect all users (inc employers) to use desktop version).

### Action:

SkillsLive uses a video streaming provider plug-in (Tokbox) to run our Live Stream. The SkillsLive tech team need to run a short technical test (to ensure that your organisation can access this service).

### WebSocket Test

tokbox.com/developer/tools/precall/

Please connect the SkillsLive content team to your tech team

## Video - Video Usage Policy

We hope to work with your organisation in ongoing basis. Video content created for Rail Diversity Week, remains the property of Trax Training CIC (offered at no charge to your organisation). We'll send you over a short, content agreement.
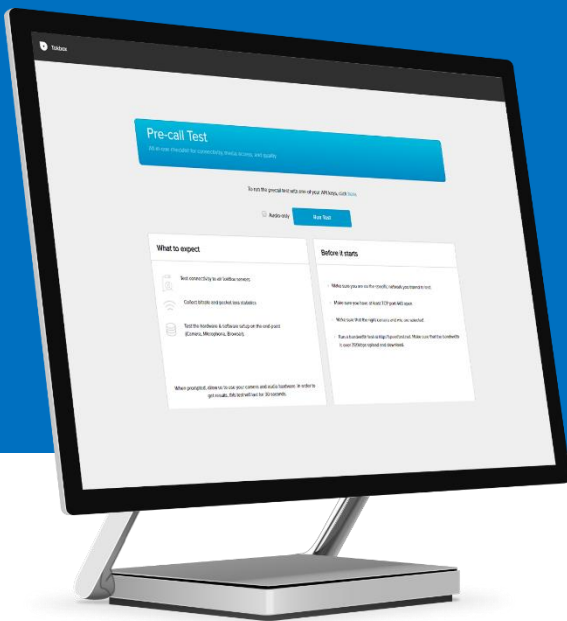
# Marketing & Campaign Communications

We have high hopes for Rail Diversity Week and hope to work with your Marketing Communication teams to amplify the core message of driving diversity in the rail sector - showcasing your organisations best practice and leadership (and helping you to fulfill your live vacancies!).

Action:
Please connect the SkillsLive content team your Marketing Commuications team to discuss joint promotion activity.

## Marketing & Campaign Communications

We care deeply about promoting your organisation, and helping you to connect to a wider, diverse talent pool. The SkillsLive team have spent 18 months building the platform as well as field-testing video content with target job-hunting groups (Jobcentre & Housing Associations, Colleges and Universities).

We'll build you an Employer Page, providing users with an thorough understanding of your organisation (along with relevant external links and corporate social media handles). Users will be able to take a video course (with your employee) and apply for roles.

We've learnt that the best way to engage a (largely) millennial audience is to tone-down the traditional corporate messaging inside each video. We'll work hard to help your staff members speak confidently and comfortably about their roles, and the company values. Each video we create for you, will be branded throughout with your company logo.

## Disability Confident

Is your organisation Disability Confident? Please register with the government in advance of Rail Diversity Week: www.tiny.cc/jx3b6y

## Connecting You to Candidates

We have built Skills Live so you can upload your vacancies, and engage job hunters in a bold new way.

Candidate Application Manager: We'll build you an Employer Page, providing users with a thorough understanding of your organisation with a dedicated Candidate Application Management login.

## Any Questions?

### Get involved in Rail Diversity Week 2019!

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