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# HE Recruitment 2024

The annual conference for recruitment and human resources professionals in Higher Education

Scarman, The University of Warwick  
9:30 - 15:30 | 21 November 2024



Join the conversation  
and share your thoughts!  
#HERecruitment2024



jobs.ac.uk

## Welcome letter

On behalf of the team at jobs.ac.uk, we would like to welcome you to HE Recruitment 2024 and thank you for joining us here at the University of Warwick. We are delighted to see representatives from universities from across the UK and beyond ready to connect, share and learn from sector professionals about Higher Education's most pressing topics.

During the past year, the demand for results-focused recruitment efforts has remained a priority as employers compete to differentiate themselves in a candidate-driven market. In response, we have assembled a team of sector specialists, strategists, and content experts to offer innovative ideas and inspire your institution's recruitment strategy.

Our dedicated team will be on hand throughout the day to provide advice and assistance, ensuring you can make the most of your time at the conference. We would like to take this opportunity to thank you again for attending what we hope will be an insightful and enjoyable day.

Yours sincerely,



**Matt Comley**

Director,  
jobs.ac.uk

## Housekeeping

### SECURITY

Coat racks and bag storage are available at reception should you need them. You are welcome to leave coats and bags in the room, however, we advise you to always keep items of value with you.

### HEALTH AND SAFETY

In the event of an emergency, an alarm is operated and you will be asked to proceed to the appropriate assembly point. Warwick staff will be on hand to direct you.

### WI-FI

Wi-Fi is available throughout the venue and can be accessed via the 'Warwick Guest' network. You will need to fill out a short registration form before being sent a password via SMS to log in.

### DIETARY OR ACCESS REQUIREMENTS

If you have access requirements, please inform a member of the conference team for assistance. For dietary requirements, notify the conference team or catering staff who will be able to assist you.

### CAR PARKING

Car parking is available free of charge for all delegates attending the conference. If you have not registered your car beforehand, please do so this morning on the APCOA site using promo code INZKG. Talk to a member of the conference team for the link.

### YOU TALKED, WE LISTENED

From your feedback we implemented new initiatives to make the conference more inclusive and welcoming.

This year we introduced a 'buddy scheme' connecting people across institutions for support and guidance through meaningful networking. With similar intention, we created a LinkedIn group specifically for the conference where member's received exclusive updates, team introductions and a space to engage with other attendees.

The venue's virtual tour was shared in pre-event communication and on social media, helping delegates to navigate the space with ease, and improve comfort and preparedness.

## Schedule

09:30 – 10:00	Registration and Welcome Networking	Scarman Lounge
10:00 – 10:10	Conference Welcome	Lecture Theatre
	Kerry Walker, Business Development Manager, jobs.ac.uk	
10:10 – 11:10	The Power of Culture in Higher Education	Lecture Theatre
	<p><b>Paula Brockwell, Lead Psychologist and Founder of The Ex Project</b></p> <p>Join us to explore how culture shapes your organisation and discover how understanding it can elevate your talent strategy! In this session, we'll dive into what culture is and how to leverage it to attract and retain top talent. Learn how to make your employee experience a compelling tool for attracting the right candidates and how setting clear, realistic role expectations during selection can help you find people who will thrive and deliver for your institution.</p>	
11:10 – 11:20	Refreshment Break	Scarman Lounge
11:20 – 12:05	A Proactive Approach to Neurodiversity in Higher Education	Lecture Theatre
	<p><b>Alex Manners, Autism and Neurodiversity speaker, Asperger's champion, presenter and author</b></p> <p>Do you want some quick tips on how to make your recruitment processes, an interview, workplace or university more accessible? Do you want to gain a better understanding of the amazing skills an individual with autism can bring to a job? During this talk, Alex will be answering these questions as well as giving you an insight into what autism is, what it is like living with a diagnosis and why he looks upon his diagnosis as something positive.</p>	
12:05 – 13:20	Networking and Lunch Break	Scarman Dining Room
13:20 – 13:35	jobs.ac.uk Trends	Lecture Theatre
	<p><b>Emma Johnson, Associate Director of Marketing, jobs.ac.uk</b></p> <p>In this session, we'll review the recent ABC audit, highlighting jobs.ac.uk's reach and effectiveness. Key trends and challenges in the current job market will be explored, with a focus on their impact on hiring within our sector. Recent site traffic will also be analysed to uncover jobseeker behaviour, followed by insights from our jobseeker survey and talent trends reports, offering you a unique perspective of jobseeker priorities.</p>	

13:35 – 14:20	Benefits of Working in HE	Lecture Theatre
	<p><b>Roshan Israni, Deputy Chief Executive of UCEA and Andy Fryer, Head of Communications &amp; Membership of UCEA</b></p> <p>UCEA's new strategic plan, Facilitating transformational change, enhancing the employee experience, leads with enhancing employee experience (EX) under five pillars. This follows the success of the recent EX work including the importance of Total Reward and articulating the Employee Value Proposition. Member HEIs confirm that EX is a growing and evolving priority: UCEA has delivered extensive EX resources to support their members. In this session Roshan will focus on the new challenge; focussing on sharing and improving employment practices in HE and building on our continuing objective of progressing a narrative for the HE sector as employers of choice, particularly important in the current challenging environment. Andy will deliver a summary of the vital work relating to changing the HE sector narrative, including the various EX resources available. This will focus on the 'Benefits of Working in HE' with infographics which help drive the narrative of the often overlooked and growing range of important HEI benefits.</p>	
14:20 – 14:35	Refreshment Break	Scarman Lounge
14:35 – 15:20	Crafting a Compelling Employer Brand	Lecture Theatre
	<p><b>Emily Serna, Account Director, Arke Agency</b></p> <p>This talk covers the essentials of Employer Branding, emphasising its role in attracting top talent. Key topics include defining an employer brand vs. a consumer brand, understanding the Employee Value Proposition (EVP), and identifying target audiences. Attendees will learn how to create authentic messaging aligned with core values. The talk will also review best practices for competitive job listings, it concludes with actionable takeaways and resources for further learning.</p>	
15:30	Conference Close	Lecture Theatre
	<p><b>Kerry Walker, Business Development Manager, jobs.ac.uk</b></p>	

## Speakers



**MATT COMLEY**  
**Director, jobs.ac.uk**

With nearly 25 years' experience in recruitment, media advertising and sales, Matt joined the jobs.ac.uk team in 2017 as a recruitment specialist. In his current role he is responsible for building and maintaining relationships with clients and using his knowledge of the higher education sector to continuously develop jobs.ac.uk.



**KERRY WALKER**  
**Business Development Manager, jobs.ac.uk**

Kerry is a business professional with over 25 years' experience in media and recruitment advertising within the public, private and charity sectors. Kerry is the jobs.ac.uk UK South & London Business Development Manager and Account Manager. She is responsible for managing multiple online recruitment campaigns for many of the UK's most prestigious institutions. Her clients include King's College London, University College London and Imperial College London.



**PAULA BROCKWELL**  
**Founder and Lead Psychologist, Employee Experience Project**

Paula Brockwell is the Founder and Lead Psychologist of the Employee Experience Project. She is a culture strategist and coach that is on a mission to take the overwhelm, isolation and frustration out of culture change for Strategic HR leaders.

With over 20 years' experience in supporting clients with fostering great behaviours in their business, and a grounding as a Chartered Occupational Psychologist, Paula has an in-depth, practical and evidence-based understanding of what drives healthy organisational systems. She used The EX Projects transparent and structured approach to culture change to help businesses build their own capability to own and mainstream their culture change.



**ALEX MANNERS**  
**Autism and Neurodiversity Speaker**

Alex Manners is an Autism and Neurodiversity speaker, Asperger's champion, presenter and author. Alex has talked about his Asperger's many times on radio and television, published a book called "That's Not Right! My Life Living with Asperger's", and featured on series 10 and 11 of "The Undateables" on Channel 4.

Alex now presents talks on "My Life Living with Asperger's" to many different companies, law firms, schools and universities all over the UK.



**EMMA JOHNSON**  
**Associate Director of Marketing, jobs.ac.uk**

Emma has more than 15 years' experience working in the Higher Education sector. Throughout her career, she has overseen various functions, including marketing, communications, student recruitment, admissions, business engagement and careers. In 2017, she assumed a leadership role in marketing for Warwick Employment Group's portfolio of brands.



**ROSHAN ISRANI**  
**Deputy Chief Executive, UCEA**

Roshan leads on work relating to UCEA's strategic priority aimed at supporting HE employers in enhancing the employee experience and engages with members and various stakeholders on a range of employment matters alongside being responsible for UCEA's organisational effectiveness, business operations and governance. Roshan's previous experience in the areas of employee relations, HR and organisation development was gained through work in the not for profit and private sectors, local government, the NHS and Probation Services. Roshan is a Chartered Fellow of the CIPD and possesses a Master's degree in Management Studies and a first degree in Chemistry.



**ANDY FRYER**  
**Head of Communications & Membership, UCEA**

Andy is responsible for membership satisfaction as well as developing and delivering an effective external relations strategy for UCEA and its members. Andy provides communications advice and support to members and plays a key role in managing UCEA's public profile and its membership development. Andy leads UCEA's expanded communications team to provide communications for members and stakeholders and support colleagues internally to deliver.



**EMILY SERNA**  
**Account Director, Arke Agency**

Working agency-side for 8 years, Emily is a highly experienced and talented account director at Arke Agency in Brighton with a passion for crafting impactful brand stories in the digital space. She is a research-led, strategic advisor whose background stems from practical campaign executions. Her diverse background spans B2B and B2C integrated marketing and Digital PR, all of which are essential to today's modern marketing. Emily has expertly delivered social media, marketing automation, account-based marketing, advertising, SEM, and email marketing campaigns which are all designed to achieve wider marketing objectives.

The logo for jobs.ac.uk, featuring the text 'jobs.ac.uk' in white lowercase letters inside a dark blue oval with a light blue border, all set within a larger white oval.

Thank you for attending HE Recruitment 2024. We hope that you have enjoyed this year's conference, and we look forward to working together in the future.

## Head office

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