Qualification Specification

Highfield Level 3 Certificate in Principles of Recruitment (RQF)

Qualification Number: 601/7921/1

Version 1.1   September 2019

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Contents

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Introduction

This qualification specification is designed to outline all you need to know to offer this qualification at your centre. If you have any further questions, please contact your account manager

Qualification regulation and support

The Highfield Level 3 Certificate in Principles of Recruitment (RQF) has been developed and is awarded by Highfield Qualifications and sits on the Regulated Qualifications Framework (RQF). The RQF is a qualification framework regulated by Ofqual and CCEA regulation. The qualification is also regulated by Qualifications Wales.

The qualification is also supported by Skills CFA, the sector skills council promoting skills and qualifications in the workplace across the UK for a whole range of business skills, including Recruitment.

Key facts

Qualification number:	601/7921/1
Learning aim reference:	60179211
Credit value:	26
Assessment method:	Portfolio of Evidence
Guided learning hours (GLH):	100
Total qualification time (TQT):	260

Qualification overview and objective

The objective of the qualification is to prepare learners for employment in recruitment.

This qualification is designed for those learners wishing to gain a nationally recognised qualification in recruitment. It will attract new talent into the Recruitment sector and will help to up-skill the workforce to meet employer skills priorities and to further professionalise the sector. Advanced apprentices will work in job roles such as trainee recruitment consultants, junior recruitment consultants, resourcers or account representatives.

It forms the knowledge component of the Advanced Apprenticeship in Recruitment.

Entry requirements

To register on to this qualification, learners are required to meet the following entry requirements:
- 16 years of age or above; and
- it is advised that learners have a minimum of Level 2 literacy and numeracy.

Geographical coverage

This qualification is suitable for delivery in England, Wales and Northern Ireland.

Guidance on delivery

The total qualification time for this qualification is 260 hours and of this 100 are recommended as guided learning hours.

TQT is an estimate of the total number of hours it would take an average learner to achieve and demonstrate the necessary level of attainment to be awarded with a qualification, both under direct supervision (forming guided learning hours) and without supervision (all other time). TQT and GLH values are advisory and assigned to a qualification as guidance.

Guidance on assessment

This qualification is assessed by portfolio of evidence which will be internally quality assured by the centre. All assessment criteria within the units must be met and assessed in line with the Skills CFA assessment strategy.

Centres must take all reasonable steps to avoid any part of the assessment of a learner (including any internal quality assurance and invigilation) being undertaken by any person who has a personal interest in the result of the assessment.

Guidance on quality assurance

Highfield requires centres to have in place a robust mechanism for internal quality assurance of training delivery and internal assessment processes.

Recognition of prior learning (RPL)

Centres may apply to use recognition of prior learning or prior achievement to reduce the amount of time spent in preparing the learner for assessment. For further information on how centres can apply to use RPL as described above, please refer to the Recognition of Prior Learning (RPL) policy in the members' area of the Highfield Qualifications website. This policy should be read in conjunction with this specification and all other relevant Highfield Qualifications documentation.

Assessor requirements

Highfield requires nominated assessors for this qualification to meet the following:

- Hold a subject area qualification relevant to the recruitment sector and/or have sufficient occupational experience within the recruitment sector relevant to the level they are assessing
- hold or be working towards a recognised assessing qualification, which could include any of the following:
    - A1 Assessor Award or Level 3 Certificate in Assessing Vocational Achievement
- maintain appropriate continued professional development for the subject area

Internal quality assurance (IQA) requirements

Highfield requires internal quality assurers for this qualification to meet the following:

- Hold a subject area qualification relevant to the recruitment sector and/or have sufficient occupational experience within the recruitment sector relevant to the level they are quality assuring
- hold or be working towards a recognised internal quality assurance qualification, which could include any of the following:
    - V1 Award or Level 4 Certificate in Leading the Internal Quality Assurance of

- maintain appropriate continued professional development for the subject area

Countersigning strategy

While it is a minimum requirement for centres to have the appropriately qualified workforce in place, it is understood that centres may have new personnel who are working towards those requirements. During this period, centres are required to have a robust countersigning strategy in place that supports and validates unqualified assessment/quality assurance decisions, until the point where they meet the requirements as detailed above.

Mapping to National Occupational Standards (NOS)

This qualification maps to the recruitment National Occupational Standards (NOS).

Reasonable adjustments and special considerations

Highfield has measures in place for learners who require additional support. Please refer to Highfield Qualifications' Reasonable Adjustments Policy for further information/guidance.

ID requirements

It is the responsibility of the centre to have systems in place to ensure that the person taking an assessment is indeed the person they are claiming to be. All centres are therefore required to ensure that each learner's identification is checked before they undertake the assessment. Highfield Qualifications recommends the following as proof of a learner's identity:

- a valid passport (any nationality)
- a signed UK photocard driving licence
- a valid warrant card issued by HM forces or the police
- another photographic ID card, e.g. employee ID card, student ID card, travel card etc.

If a learner is unable to produce any of the forms of photographic identification listed above, a centre may accept another form of identification containing a signature, for example, a credit card. Identification by a third-party representative, such as a line manager, human resources manager or invigilator, will also be accepted.

For more information on learner ID requirements, please refer to Highfield Qualifications' Core Manual.

Progression opportunities

Upon successful completion of this qualification, learners may wish to continue their development via the completion of any of the following signposted qualifications/training:
- Level 3 NVQ Diploma in Recruitment
- Level 4 Diploma in Principles of Recruitment Practice
- Level 4 NVQ Diploma in Recruitment

Additional support/training

The National Counter Terrorism Security Office (NaCTSO) is a police unit that works alongside the Home Office to support the 'protect and prepare' areas of the government's counterterrorism strategy. You can find information, advice and guidance on recognising, acting on and reporting suspicious behaviour on the following website: www.gov.uk/government/organisations/national-counterterrorism-security-office

As an apprentice you should access the free NaCTSO Action Counters Terrorism (ACT) Awareness e-learning course. This award-winning and invaluable training tool is essential in supporting your understanding of your role in recognising and preventing terrorism and what to do in the event of a terrorist attack.

To access the course:
• follow the link: http://ct.highfieldelearning.com/org/TheHighfieldGroup
• answer the questions
• click start

Appendix 1: Qualification structure

To complete the Highfield **Level 3 Certificate in Principles of Recruitment,** learners must complete the following:

- **all units** in the mandatory group totaling **26 credits**

Mandatory group
Learners must achieve **all units** in this group

Unit reference	Unit title	Level	GLH	Credit
F/504/6981	Understanding sales for recruitment	3	15	4
R/504/6984	Understanding legal and ethical requirements in recruitment	3	25	6
D/504/6986	Understanding relationship management in recruitment	3	15	4
K/504/6988	Understanding recruitment operations	3	15	4
A/504/6994	Understanding the recruitment market	3	15	4
J/504/6996	Understanding the principles of assessing people	3	15	4

Appendix 2: Qualification content

Unit 1: **Understanding sales for recruitment**
Unit number: F/504/6981
Credit: 4
GLH: 15
Level: 3

Learning Outcomes	Assessment Criteria
The learner will	*The learner can*
1. Understand the preparation of sales activities in recruitment	1.1. Define the concept and purpose of sales in the recruitment industry
	1.2. Explain how to identify sales opportunities
	1.3. Explain the factors involved in qualifying recruitment sales opportunities
	1.4. Explain the importance of research, planning and goal setting
	1.5. Explain the use of analytical tools to identify competitor threats and define Key Selling Propositions (KSPs) and Unique Selling Propositions (USPs)
	1.6. Explain the behaviours and knowledge of effective recruitment sales people
2. Understand the recruitment sales cycle and techniques	2.1. Explain the recruitment sales cycle
	2.2. Explain the meaning of "push" and "pull" sales styles
	2.3. Explain the structure of recruitment sales
	2.4. Explain recruitment sales questioning techniques and sales behaviours
	2.5. Explain how to overcome objections
	2.6. Explain how and why to ask for commitment and create loyalty
	2.7. Explain the calculation of recruitment charging rates
	2.8. Explain how to close the sale

Unit 2:   Understanding legal and ethical requirements in recruitment
Unit number: R/504/6984
Credit: 6
GLH: 25
Level: 3

Learning Outcomes	Assessment Criteria
The learner will	*The learner can*
1. Understand the provisions of employer and employee statutory rights and related requirements	1.1. Explain employment law and other legislation affecting employment rights and responsibilities 1.2. Explain the duties, rights and responsibilities of employers and employees 1.3. Explain the organisational procedures and documentation relating to contractual issues 1.4. Explain the range of sources of information and advice on employment rights and responsibilities 1.5. Explain the importance of working within organisational principles and codes of practice
2. Understand how recruitment-related law and ethical considerations affect the conduct of business in the recruitment industry	2.1. Explain the features and scope of the recruitment compliance cycle 2.2. Explain the roles and powers of legislative organisations which have an impact on recruitment practices 2.3. Explain the practical application of recruitment-related legislation 2.4. Explain the purpose and ethical requirements of professional codes of conduct and practice

Unit 3: **Understanding relationship management in recruitment**
Unit number: D/504/6986
Credit: 4
GLH: 15
Level: 3

Learning Outcomes	Assessment Criteria
The learner will	*The learner can*
1. Understand the use of networking tools in the recruitment industry	1.1. Define the nature, purpose and benefits of recruitment networking 1.2. Explain the advantages and disadvantages of different types of recruitment networking activity 1.3. Explain how to make the most of networking activities for recruitment purposes 1.4. Assess the considerations to be taken into account in creating a personal brand
2. Understand the development and maintenance of consultative relationships with clients in the recruitment industry	2.1. Define the nature and benefits of consultative relationships and the notion of added value 2.2. Explain the classification of different kinds of recruitment client relationships 2.3. Explain how to develop opportunities for consultative relationship building 2.4. Identify effective communication tools and techniques 2.5. Explain ways of monitoring client satisfaction and exceeding expectations
3. Understand how to build relationships with candidates	3.1. Explain how the process for qualifying candidates contributes to the relationship 3.2. Explain how to identify candidates' current needs and long term aspirations 3.3. Explain the importance of managing candidates' expectations 3.4. Identify the factors to be taken into account in building and managing a productive database of candidates 3.5. Explain the factors to be taken into account in marketing candidates 3.6. Explain the purpose and features of an effective communications plan to build relationships with candidates 3.7. Explain techniques to brief and provide

Learning Outcomes	Assessment Criteria
The learner will	*The learner can*
	constructive feedback to candidates (including post-hiring activity)

Unit 4: Understanding recruitment operations
Unit number: K/504/6988
Credit: 4
GLH: 15
Level: 3

Learning Outcomes	Assessment Criteria
The learner will	*The learner can*
1. Understand the nature of the recruitment industry	1.1. Explain the contribution of their role to the organisation and industry 1.2. Explain the types of career pathways in the industry 1.3. Explain the range of sources of information and advice on the industry, occupation, training and career routes 1.4. Explain the roles, responsibilities and relevance of different types of representative body 1.5. Explain how issues of public concern affects their organisation
2. Understand recruitment business operations	2.1. Explain how a recruitment business works 2.2. Explain sources of information and the use of performance indicators to measure personal performance and business efficiency 2.3. Explain how to identify personal and recruitment business strengths, weaknesses and shortfalls through an analysis of performance data 2.4. Describe the characteristics and business acumen of effective recruiters
3. Understand finance in the recruitment industry	3.1. Explain the financial implications of different kinds of candidate remuneration options 3.2. Explain the factors to be taken into account in the calculation of business profitability 3.3. Explain the calculation of recruitment charging rates

Unit 5: **Understanding the recruitment market**
Unit number: A/504/6994
Credit: 4
GLH: 15
Level: 3

Learning Outcomes	Assessment Criteria
The learner will	*The learner can*
1. Understand the recruitment market	1.1. Explain the history and evolution of the recruitment market 1.2. Assess the size and importance of the recruitment market 1.3. Characterise the different sectors within the recruitment market 1.4. Distinguish between permanent and flexible models of recruitment 1.5. Outline common criticisms of the industry
2. Understand influences on the recruitment market	2.1. Explain the way in which market and other factors affect candidates 2.2. Explain the way in which market and other factors affect clients 2.3. Identify potential opportunities arising from an analysis of the recruitment market
3. Understand the brand in recruitment	3.1. Identify the concept and characteristics of a recruitment business' brand 3.2. Assess the factors that affect and support a brand 3.3. Explain the advantages and disadvantages of different methods of promoting a brand 3.4. Explain the notion and use of "marketing collateral"

Unit 6: **Understanding the principles of assessing people**
Unit number: J/504/6996
Credit: 4
GLH: 15
Level: 3

Learning Outcomes	Assessment Criteria
The learner will	*The learner can*
1. Understand the planning of candidate assessments	1.1. Explain the features, uses, requirements, advantages and disadvantages of a range of assessment methods 1.2. Explain the importance of setting objectives for the assessment process 1.3. Explain how to confirm the validity and reliability of the assessment process to meet the assessment objectives
2. Understand the principles and techniques of candidate assessment	2.1. Explain the characteristics of good biographical interviewing techniques 2.2. Explain the structure and use of competence assessment interviewing 2.3. Explain the features of effective questioning and interviewing skills 2.4. Explain the "halo and horns" effect 2.5. Explain techniques to gain rapport with candidates 2.6. Explain the importance and role of candidate feedback in the assessment process 2.7. Explain when and why to carry out references and checks on candidates 2.8. Explain the use of reasonable adjustments in candidate assessment 2.9. Explain the considerations following candidate assessment

Appendix 3: Sample assessment material

Highfield provides centres with a learner assessment pack that contains tracking documents that can be used to support learners in gathering evidence within their portfolio. This is available to download from the Highfield website.

Evidence Tracking Sheet – Example

Learner Name	
Centre Name	

Unit 1: Example Unit in a Qualification (A/123/4567)

Knowledge Assessment Criteria

Learning Outcome	Assessment Criteria	Evidence Type	Evidence Reference	Date
1.	1.1	Obs	1	
2.	2.1	D, Wt	2	
	2.2	Sim	3, 5	
4.	4.1	Q, D	8	

Fill in the portfolio reference for each assessment criteria

Assessment method key:

Obs	Observation	Wt	Witness testimony
Pe	Product evidence	R	RPL
Q	Questioning	O	Other
Sim	Simulation/assignment	D	Discussion

Fill in each assessment method used using the key

Insert the date that the assessment criteria was fully met

Once all assessment criteria and range have been met, the learner and assessor must sign and date this tracking sheet

Learner Signature	Date:
Assessor Signature	Date:
IQA Signature (if sampled)	Date:
(if sampled)	Date:

If sampled, the IQA/EQS must also sign and date this tracking sheet