

Candidate Flipbooks – A Guide

Requirements

- Flipbooks are generally produced for Grade 9 roles and above
- However, it may be suitable to produce a flipbook where:
 - a role at a Grade 7 or 8 is particularly niche or has been challenging to fill or
 - there are several roles being advertised simultaneously which can be grouped into a single campaign

However, there may be occasions where it is appropriate to create a flipbook where a role doesn't meet the above requirements; these can be considered on an individual basis.

These restrictions are in place as flipbooks can be time consuming to produce, and they should provide a unique element within an overall candidate attraction strategy.

Function

Flipbooks are designed to be used in three ways:

- As part of an internally-managed headhunting campaign, overseen by the Director of Strategic Recruitment or the Head of International and Academic Resourcing as appropriate
- Shared by the Hiring Manager and their colleagues in a targeted manner to their own professional networks
- Via social media channels, e.g. the main University of Glasgow LinkedIn (by agreement with the Social Media Team)

Process

- The need for a flipbook is identified at the initial LRC/ Hiring Manager Vacancy Consultation
- A conversation takes place with the central Resourcing Assistant and the Director of Strategic Recruitment/ Head of International and Academic Resourcing (as appropriate):
 - Define the purpose and timescales
 - Confirm the structure/ content
- Local area prepares any role-specific content needed (as below) alongside any specific images this wish to have included
- This content is then sent to the Resourcing Assistant, who creates a draft
- The draft is shared and amended based on feedback
- A final URL link is provided for use as previously agreed

Approvals

- All approvers for the final draft must be set and agreed in advance; as well as the Hiring Manager, this may include the Head of HR, Head of College etc.

Format and Content

Flipbooks generally follow the following structure/ order, but can be tailored to suit the role(s):

Content	Provider/ Notes
Cover page	
Role profile	Drafted by the Recruitment Team (based upon the Job Purpose and Experience)
College/ Service information	Generic and maintained centrally
School information	The local area/ hiring manager
Main Duties and Responsibilities	Lifted from the Job Description
University Strategy	Generic and maintained centrally
Campus Redevelopment	Generic and maintained centrally
How to Apply	When there is to be a contact made available for informal discussions this should be confirmed by the local area
Other potential content elements	
Subject Information	The local area/ hiring manager
Role Dimensions	As per job description
Local Area Information (e.g. on Dumfries)	The local area/ hiring manager

It is helpful to ensure that any copy provided is as final as possible, as it is more difficult to make extensive changes once the copy has been set into the brochure format.

Images

- Image can be selected from the Main University photobank. These predominantly cover the University's estate and photographs of students.
- Where other images are required – for example, subject or staff-specific – the local area are to provide these. They must be high quality images with a high resolution and provide space for the text to sit without obscuring key elements of the image.

Timescales

10 working days' notice is required.

Alternative Options

Formatted one-page documents are available for roles where it is felt an additional resource material is required, but a full flipbook is not needed.

These are single page overviews with standardised College/ Service text, University marque etc. and are an effective alternative to a full flipbook.