

IRP Advocacy Programme

Introduction

The core purpose of the Institute of Recruitment Professionals (IRP) is to advance the practice and the standards of the recruitment profession. Through the Institute, recruitment specialists have access to the latest information, knowledge, support and advice to deliver excellent recruitment services/solutions to UK Plc. The Institute gives every recruiter in the land the professional identity, the credibility, the confidence and the pride that comes with belonging to a recognised profession.

What is the IRP Advocacy Programme?

The Advocacy Programme is specifically designed for REC Corporate Members who are committed to raising and establishing standards and positioning recruitment as a reputable and credible profession. As a FREE service, it helps REC Corporate Members use IRP as a business tool, and so enhance your companies brand and reputation.

- It's NOT about Corporate Members paying for all their staff, although many do just this.
- It's NOT about Corporate Members having to get involved in complex issues.
- It's NOT about time away from making their business a success.

IRP ensures your employees know:

- How to minimise risk to clients.
- Why they need to keep up to date with the law.
- How to safeguard your reputation and increase your credibility.
- Where to find the latest knowledge and stay up-to-date with all recruitment issues.
- How to deploy the best practice in recruitment.
- Why and how to submit a top class entry to the IRP awards.
- How to stay on top form with continuous professional development.
- To use branch meetings and IRP social networks to learn new skills.

IRP enables your business to:

- Create a USP as an employer of choice.
- Offer membership as part of your staff benefits.
- Attract and retain best recruitment professionals.
- Demonstrate to your clients that you are the best and that you invest in your people.
- Keep your staff engaged and motivated.
- Acknowledge and celebrate the performance of your people through the IRP Awards.
- Become recognised as a leader in business excellence.
- Play a key role in helping your industry achieve chartered status.

We want you to help us talk directly to your staff and allow us to encourage them to become IRP members. The idea is to provide you with a variety of ways to get your people involved in IRP.

- Many Corporate Members make membership a compulsory part of employment, providing it as part of an employee's benefits (it is also tax deductible for your business).
- Many choose to promote it and encourage individuals to self select and sign themselves up.
- Some corporate members build IRP membership in as a marker that staff are committed to their business and their professionalism and build rewards around this.
- Some businesses adopt IRP and encourage usage by all managers and above, primarily using this as part of their brand enhancement and added value to clients.

Whatever you choose, there are lots of ways to get involved. Start today and make sure you can:

- Confidently tell your clients WHY you promote IRP as a professional status to your staff.
- Easily explain HOW this advantage sets you apart, and reduces your clients' risks.
- Demonstrate CLEARLY to your staff that you have their development and professionalism at heart.
- Retain and attract the BEST recruiters.
- Show immediately that you are an employer of CHOICE.

What are the membership levels and how does it cost?

There are 3 levels of membership:

1st level: Affiliate – AIRP = £70*

- For those who have been working in recruitment less than 10 years

2nd level: Member – MIRP = £100*

- For those who have been working in recruitment 10 years or more and/or
- For those who hold an REC qualification (Certificate, Diploma, Degree)

3rd level: Fellow – FIRP = £110*

- 15 years' experience in recruitment or
- 10 years' experience in recruitment and the Certificate in Recruitment Practice or
- 7 years' experience in recruitment and the Diploma in Recruitment Practice or
- 5 years' experience in recruitment and the Degree in Recruitment Practice

Some of the features of IRP include:

Management Direct:

Partnership with Chartered Management Institute providing Europe's largest management database with online information and resource tools to support your staff; such as 10,000 company profiles, timed briefings, research findings, checklists, company profiling and e-learning modules.

IRP Lifestyle Benefits Package:

A package available to all IRP members offering access to significant discounts and cost savings from over 500 retailers and brands; such as 40% off SHARP Electronics, 35% off Holiday Inn and Crowne Plaza hotels, money off gyms, motor insurance, and much more.

IRP logo and letters after your name:

Individuals are able to download the IRP logo and use their level of membership after their name on business cards, in their email signature and promotional material to clients.

Client Marketing Kit:

Ensures your staff have the tools to explain why IRP standards matter to your clients.

IRP Awards:

Opportunity to enter and win one of the 17 individual and business categories at the premier event in our calendar.

Events and Networking:

Access to the REC and IRP's expertise through various networking and events taking place throughout the UK including On The Road.

The Code of Ethics & Professional Conduct:

Comprehensive Code of Ethics that demonstrate the credibility, reputation and high standards of recruiters. The code applies to all IRP members.

UK wide Regional Branches (Including the Channel Islands):

Regional Directors located throughout the UK, delivering support to local networks, profile raising and PR.

Bespoke Research and Publications:

Vital facts, practical guides, free bespoke research and statistics to help you exceed in business. Smart Guides dedicated to help you overcome the challenges of your role. IRP members also receive Inside Recruitment e-newsletter monthly packed with industry news, tips of the trade, advice and guidance as well as Recruitment Matters magazine.

Register of Recruiters:

IRP membership card and listing on the Register of Recruiters, a reference source for any client or recruitment company to check that the consultant is a member.

Legal Guide Online:

Providing 24/7 guidance with all your questions answered on the major legislative requirements.

Who do I contact to find out more?

For more details on how to join the Institute, please contact Alan Durrant by telephone on 020 7009 2124 or by email alan.durrant@rec-irp.uk.com.