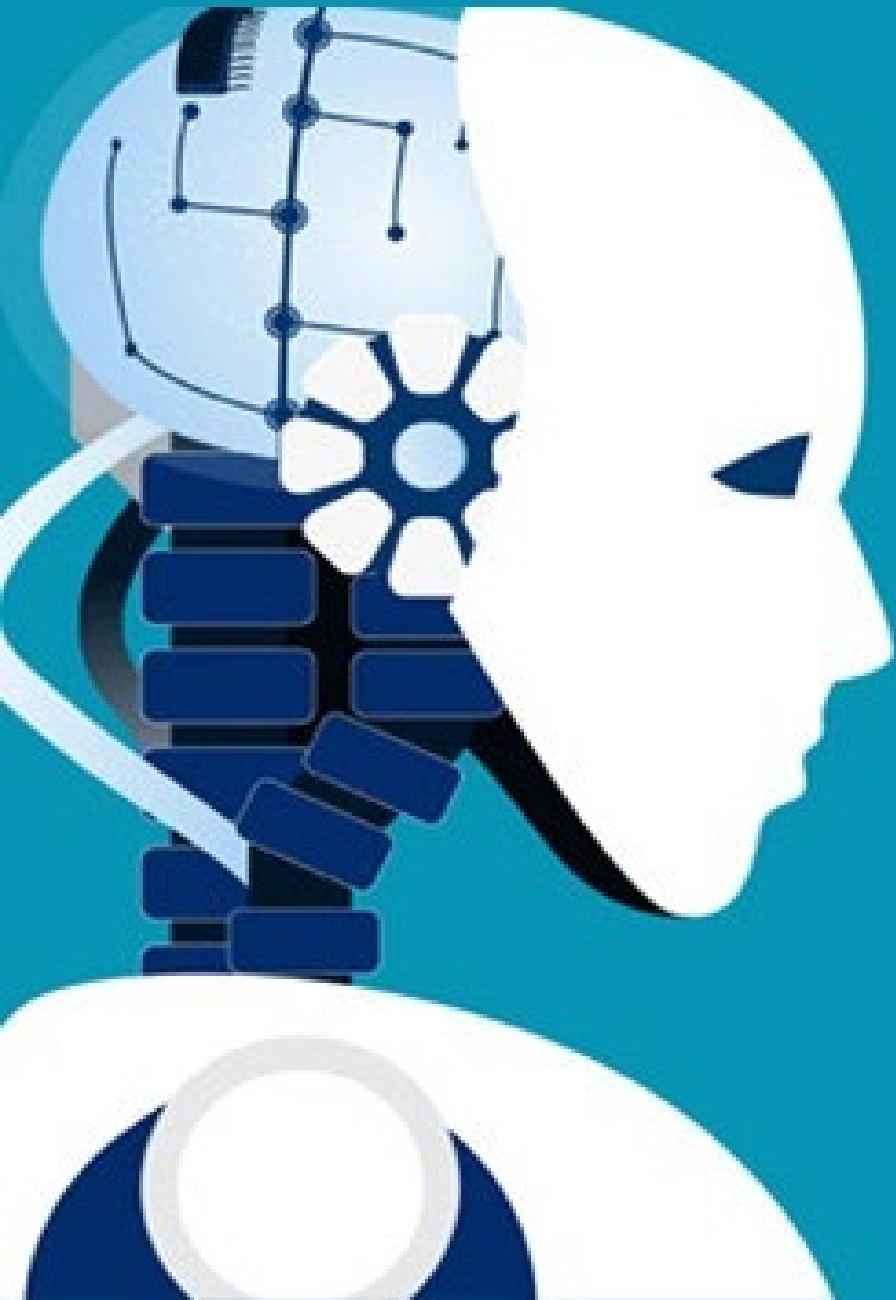
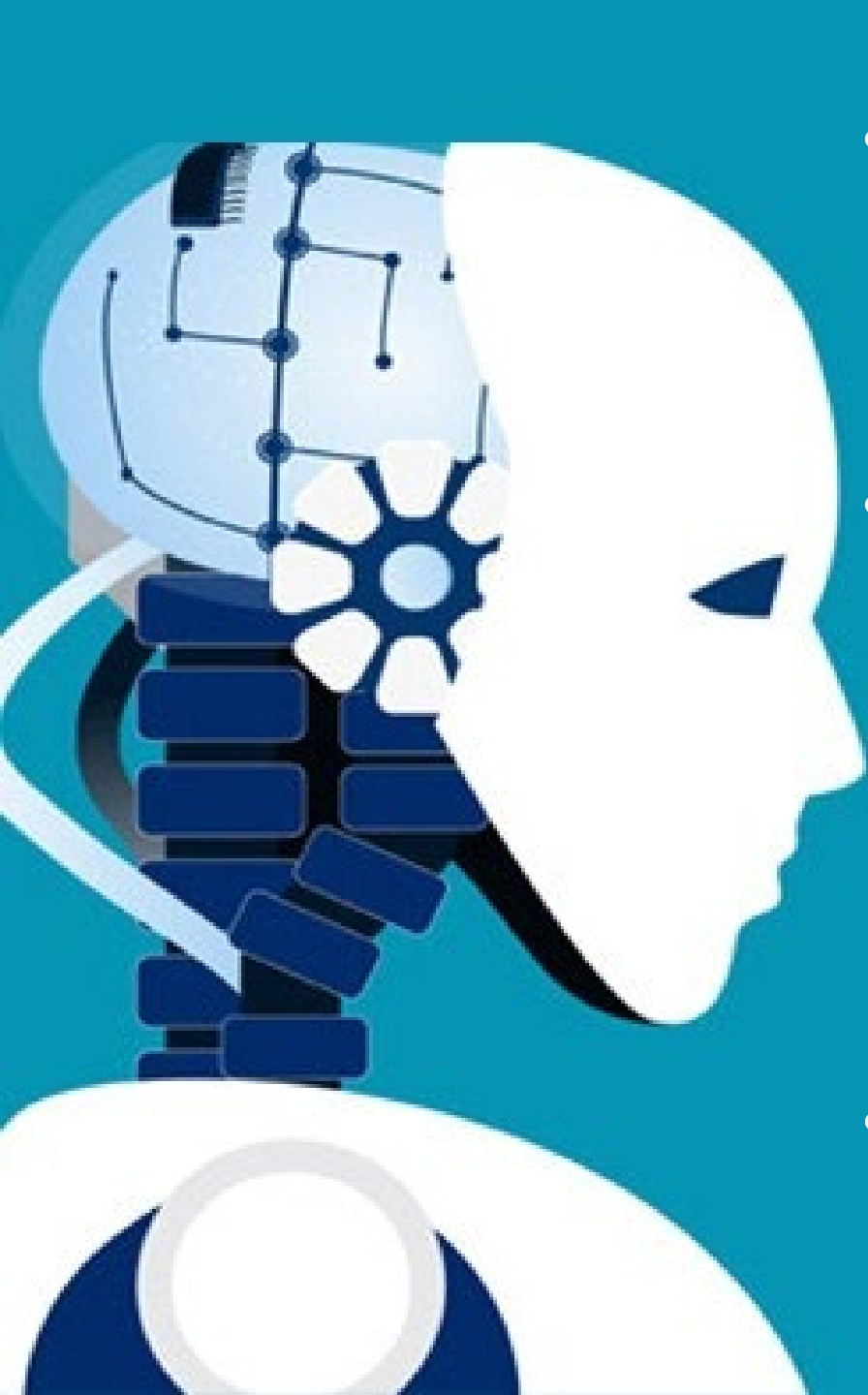


AI IN RECRUITMENT

SIMON ROLLEY



- 
- Discover how AI is revolutionising the job market
 - Learn how job seekers and recruiters are embracing cutting-edge AI tools and methods to streamline the hiring process
 - What could an AI enhanced recruitment process look like



WHAT IS AI

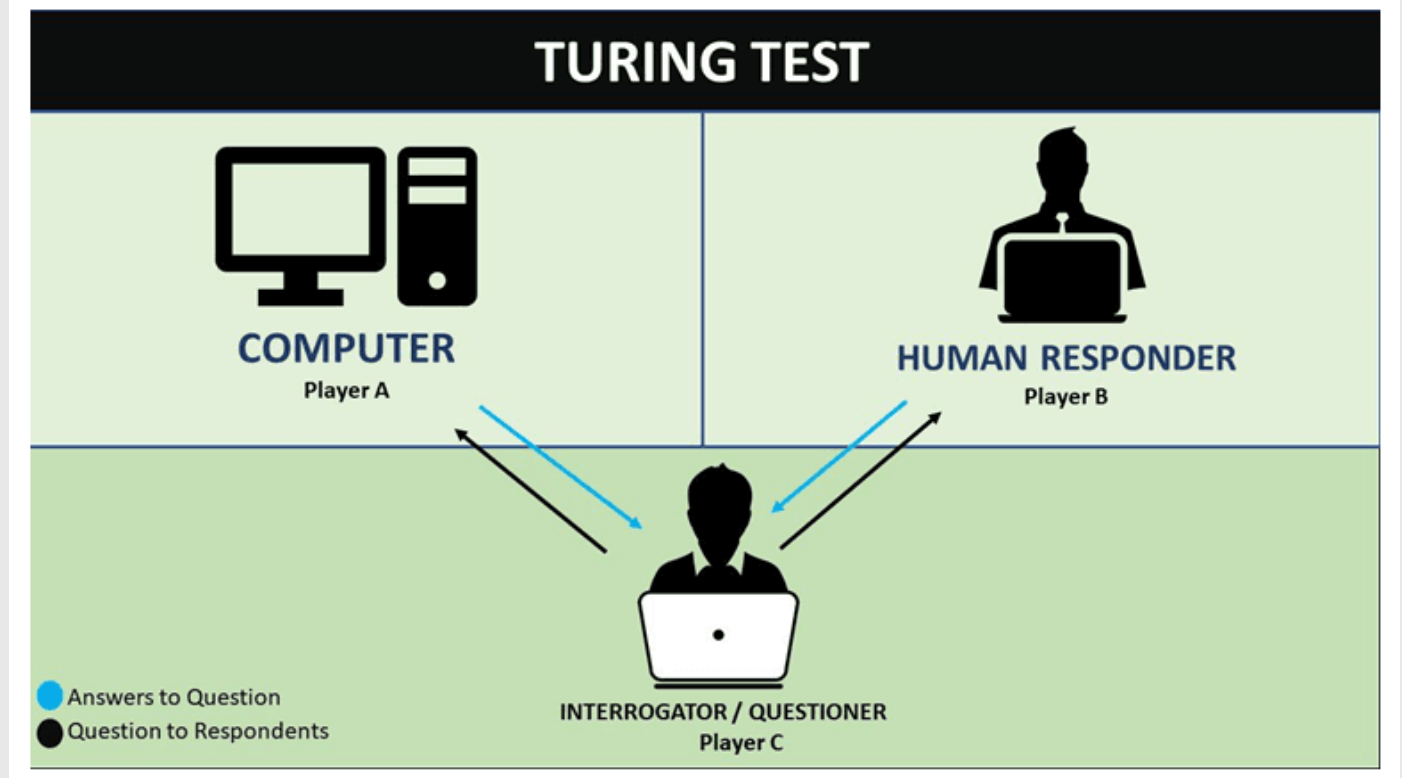
“the science and engineering of making intelligent machines”

IBM definition

Artificial intelligence (AI) is technology that enables computers and machines to simulate human learning, comprehension, problem solving, decision making, creativity and autonomy.

THE TURING TEST

Developed by Turing in 1949, is a test of a machine's ability to exhibit intelligent behaviour equivalent to that of a human



AI AND THE APPLICANT

The Good

- ☐ Job seeking strategy creation
- ☐ CV perfection / cover letter creation(tailored to each application)
- ☐ Job search and analysis, shortlist on benefits
- ☐ Application assistance and automation
- ☐ Cover letter creation
- ☐ Mock Interviews with an AI
- ☐ Less effort required on the whole

The Bad

- ☐ AI does not always get things right
- ☐ Applicants don't always check their applications
- ☐ Applicants aren't always aware that AI is in use

The Ugly

- ☐ Some applicants will misuse the opportunity and the technology to create fictional examples
- ☐ Can be trained and used in video interviews to assist with non genuine responses
- ☐ If questions in advance are provided, AI can be used to deliver the perfect response, which may not be true

Prompt:

I live in Blackpool England, I specialise in IT service Management, I am 51 years old, i am looking for a new job in IT service management, I'm currently employed by DWP Digital as a recruiter. I would like to earn over £100,000 per year. I have worked in and managed service desk operations since the age of 22. Can you suggest a strategy to me to find a new role which will pay as much as I would like to earn, suggest websites and tell me how i can use AI to help get me the role i want. Also, I have a tooth missing.

Strategy to Find a High-Paying IT Service Management Role in Blackpool

1. Target Senior or Executive-Level Positions

- With your extensive experience, focus on senior-level roles such as **Head of IT Service Management**, **IT Service Delivery Director**, or **Chief Information Officer (CIO)** positions. These roles are more likely to offer salaries exceeding £100,000 per year, aligning with your target. They typically require a deep understanding of service management frameworks (e.g., ITIL), strategic leadership, and the ability to drive operational excellence—areas where your background shines.
- While Blackpool may have fewer opportunities at this salary level compared to larger cities like London or Manchester, consider roles that offer hybrid or remote work options. This allows you to stay based in Blackpool while accessing higher-paying opportunities elsewhere.

2. Leverage Your Network and Internal Opportunities

- As a current employee at DWP Digital, explore internal job postings or discuss potential senior roles with colleagues and managers. Your insider knowledge of the organization's operations and culture could give you an advantage, and DWP may have unadvertised opportunities that match your experience.
- Your role as a recruiter likely means you've built a strong professional network. Reach out to former colleagues, industry contacts, and professional associations related to IT service management (e.g., **itSMF UK**) to inquire about high-level openings or secure referrals, which can be key to accessing top-tier roles.

3. Enhance Your Online Presence and Personal Brand

- Update your **LinkedIn profile** to showcase your 29+ years of experience, leadership skills, and key achievements in IT service management. Highlight measurable successes, such as improvements in service delivery, cost reductions, or team leadership, to appeal to senior-level recruiters.
- Consider creating a professional website or portfolio to display your expertise. Include case studies, testimonials, or articles on IT service management trends to position yourself as a thought leader, making you stand out to potential employers.

4. Consider Additional Certifications or Training

- While your experience is a major asset, advanced certifications like **ITIL Expert**, **COBIT**, or **Prince2** could strengthen your credentials for executive roles. These demonstrate your commitment to industry best practices and may give you an edge in salary negotiations.
- Leadership or management training programs could also complement your technical expertise, showcasing your ability to handle strategic and people-focused responsibilities at a senior level.

5. Address Personal Presentation with Confidence

- You mentioned having a missing tooth, which might affect your confidence during interviews or networking events. If this bothers you, consider consulting a dentist about options to address it—feeling good about your appearance can boost your self-assurance. That said, your skills, experience, and professionalism are what employers will prioritize. Many successful professionals have unique traits, and your confidence in your abilities will overshadow any minor physical imperfection.

6. Explore Job Search Websites

- Use the following UK-based websites to search for senior IT service management roles:
 - Indeed UK** (uk.indeed.com): A comprehensive job search platform with a wide range of IT listings. *Blah blah blah blah blah*

How to Use AI to Enhance Your Job Search

1. AI-Powered Job Matching Platforms

- Platforms like **LinkedIn** and **Indeed** use AI to analyze your profile and match you with relevant job openings based on your skills and experience. Upload your CV to these sites and let their algorithms suggest roles that fit your background, saving you time.

2. Optimize Your CV and Cover Letters

- Use AI tools like **Jobscan** (www.jobscan.co) or **Grammarly** (www.grammarly.com) to tailor your CV and cover letters to specific job descriptions. Jobscan compares your CV to job postings and highlights missing keywords (e.g., “ITIL,” “service desk leadership”), while Grammarly ensures your writing is polished and professional.
- Tools like **ChatGPT** can draft or refine cover letters, making them concise and targeted to the roles you’re applying for.

3. Prepare for Interviews with AI Tools

- Practice with AI-powered interview preparation tools like **InterviewBuddy** (www.interviewbuddy.io) or **My Interview Practice** (www.myinterviewpractice.com). These platforms simulate interviews, provide sample questions (e.g., “How have you improved service desk performance?”), and offer feedback on your responses, tone, and body language.
- Use AI to research companies by asking tools like ChatGPT for summaries of company cultures, recent news, or IT service management challenges they might face, ensuring you’re well-prepared.

4. Automate Job Applications

- Some AI tools can automate repetitive tasks, such as filling out online application forms or tracking your application statuses. While you should still personalize key applications, this can help manage a high volume of submissions efficiently.

5. Leverage AI for Networking

- LinkedIn’s AI-powered messaging suggestions can help you craft personalized connection requests or follow-up messages to grow your network. For example, reach out to IT leaders in Blackpool with a note like, “I’d love to connect and discuss senior IT service management opportunities in the area.”

AI AND THE RECRUITER

The Good

- ☐ Strategy creation
- ☐ Individual campaign creation
- ☐ Actively headhunt relevant applicants
- ☐ Interview preparation assistance
- ☐ Sift and interview assistance
- ☐ Candidate screening
- ☐ Onboarding assistance
- ☐ Reduce time to hire
- ☐ Removes human bias
- ☐ Less effort required on the whole

The Bad

- ☐ Too many applications
- ☐ Embellished CVs
- ☐ Applicants may be rejected incorrectly – AI does not always get things right
- ☐ Is the internet being fair to your organisation
- ☐ Loss of recruitment skills – subtle nuances
- ☐ Company policy restricts rejections

The Ugly

- ☐ Companies could build in personal bias

Prompt:

We are DWP Digital, we need to employ 50 IT service managers (role can be found on the UK government GDAD framework) at HEO level, all 50 roles will be located in our digital hubs, and we need to have hired them all by July 2025, please suggest a strategy for us to market these roles and fill the positions. All our roles must be advertised in civil service jobs and we would like to drive more traffic to these vacancies. We also advertise on linkedin. Consider any organisations looking to lay off in this timescale where we may find some experience. Split the strategy into a timeline with tasks for each week

Strategy Overview

Key Objectives

- Advertise All Roles:** Post all 50 IT Service Manager positions on Civil Service Jobs and LinkedIn.
- Increase Visibility:** Drive traffic to the vacancies through targeted marketing and engagement.
- Source Experienced Talent:** Target professionals, including those from organizations downsizing, who align with the Government Digital and Data (GDAD) framework’s IT Service Manager role requirements.
- Meet Deadline:** Complete hiring by July 1, 2025, allowing for onboarding and potential notice periods.

Core Components

- 1.Marketing and Advertising:** Utilize Civil Service Jobs as the primary platform, supplemented by LinkedIn, social media, and professional networks.
- 2.Candidate Targeting:** Focus on experienced IT service managers, including those affected by layoffs, and emphasize the stability and impact of working at DWP Digital.
- 3.Engagement:** Host webinars and leverage employee networks to attract applicants.
- 4.Efficient Hiring Process:** Streamline application reviews, interviews, and onboarding to handle the volume within the timeline.

Timeline

The plan spans approximately 17 weeks, from March 3, 2025, to July 1, 2025, ensuring all 50 roles are filled.

Week-by-Week Timeline

Week 1 (March 3 - March 9, 2025)

- Finalize Job Descriptions:** Draft and refine job postings for the 50 IT Service Manager roles, ensuring alignment with the GDAD framework. Highlight responsibilities (e.g., service delivery, incident management), required skills, and benefits (e.g., pension, flexible working, impactful work in digital hubs). *Blah blah blah blah blah*

Driving Traffic and Targeting Experienced Candidates

Enhancing Visibility

- Optimize Postings:** Use keywords like “IT Service Manager,” “HEO,” and “DWP Digital hubs” to improve searchability on Civil Service Jobs.
- Leverage Employees:** Encourage staff to share postings on their networks, offering referral incentives.
- Social Media Blitz:** Post regularly on Twitter, LinkedIn, and Facebook, linking back to Civil Service Jobs.
- Virtual Events:** Promote webinars widely to attract diverse applicants.

Sourcing Experienced Talent

- Layoff Focus:** Monitor news for tech or public sector layoffs between March and July 2025. Tailor messaging to highlight job security and purpose at DWP Digital, appealing to affected professionals.
- Professional Associations:** Partner with groups like itSMF UK to reach seasoned IT service managers.
- Regional Targeting:** Focus on areas near digital hubs, offering relocation support if applicable.

Diversity and Inclusion

- Align with Civil Service goals by ensuring marketing is inclusive and outreach targets underrepresented groups.

Conclusion

This strategy combines proactive advertising, engagement, and an efficient hiring process to fill 50 IT Service Manager positions by July 2025. By leveraging Civil Service Jobs and LinkedIn, driving traffic through targeted campaigns, and tapping into potential talent pools from downsizing organizations, DWP Digital can attract and onboard skilled professionals to strengthen its digital hubs. Regular monitoring will allow adjustments to ensure success.

Prompt:

Can you draft an advert for that role?

Response:

Below is a draft advert for the IT Service Manager role at DWP Digital, designed to attract qualified candidates for the 50 positions available at the Higher Executive Officer (HEO) level. It aligns with the UK Government's Government Digital and Data (GDAD) framework and highlights the opportunity to work in DWP Digital's vibrant hubs.

Join DWP Digital as an IT Service Manager and Shape the Future of Public Services

Location: DWP Digital Hubs (Blackpool, Manchester, Newcastle, and more)
Salary: Competitive HEO-level salary with excellent benefits
Contract Type: Permanent, Full-Time
Application Deadline: [Insert Date]
Start Date: July 2025

About DWP Digital

At DWP Digital, we're revolutionizing how millions of people across the UK access essential services. As part of the Department for Work and Pensions, we deliver innovative digital solutions that make a real difference. Our digital hubs are the driving force behind this transformation, offering a collaborative and cutting-edge environment. We're excited to recruit 50 skilled **IT Service Managers** to join us in building the future of public services.

Why Join DWP Digital?

- Impact Lives:** Support services that touch millions, from pensions to welfare, in a role with purpose.
- Grow Your Career:** Access training, leadership development, and advancement opportunities within DWP Digital and the Civil Service.
- Innovate:** Work with advanced technology in our modern digital hubs, surrounded by creative and collaborative colleagues.
- Balance:** Enjoy flexible, hybrid working options tailored to your needs.
- Rewards:** Competitive salary, generous pension, and wellbeing support.
- Inclusion:** Thrive in a diverse, welcoming team where your contributions matter.

About the Role

As an IT Service Manager, you'll ensure the smooth delivery of IT services that support millions of citizens. Based in one of our dynamic digital hubs, you'll oversee operations, manage incidents, and lead teams to achieve excellence. This is your chance to make a meaningful impact while advancing your career in a forward-thinking organization.

Key Responsibilities

- Lead Service Delivery:** Manage daily IT service operations, meeting service levels and performance goals.
- Handle Incidents:** Oversee incident and problem management to minimize disruptions and resolve issues swiftly.
- Maintain Standards:** Apply ITIL and GDAD principles to ensure high-quality, compliant service delivery.
- Improve Continuously:** Identify and implement enhancements to boost service efficiency and innovation.
- Collaborate:** Partner with technical and business teams to align IT services with DWP Digital's mission.
- Inspire Teams:** Lead and mentor IT professionals, fostering a culture of excellence and growth.

What We're Looking For

- Experience:** Proven background in IT service management, ideally in large or complex settings, with service desk or operations experience a plus.
- Expertise:** Solid understanding of ITIL (or similar frameworks) and familiarity with GDAD standards.
- Leadership:** Ability to motivate teams and communicate effectively with stakeholders.
- Problem-Solving:** Proactive and calm under pressure, with strong analytical skills.
- Location:** Willingness to work from one of our hubs (Blackpool, Manchester, Newcastle, etc.), with occasional travel.

How to Apply

Ready to shape the future? Apply via [Civil Service Jobs](insert link) or check out our [LinkedIn page](insert link) for more info. Questions? Contact us at [insert email].

Application Process:

1. Submit your CV and a cover letter highlighting your fit for the role.
2. Shortlisted candidates will attend a virtual interview and assessment.
3. Join us in July 2025 to start making a difference.

Be Part of Something Bigger

At DWP Digital, you're not just an IT Service Manager—you're a leader in transforming public services. If you're passionate about technology, leadership, and social good, apply now.

Take the leap today and help us create a brighter tomorrow for millions.

CHALLENGES

Applicants are sending the first draft – no checks

Bias preventing applicants getting hired

Applications rejected by AI incorrectly

Recruiters are getting swamped

Creative writing

Rigorous policies

SOLUTIONS

Recognise and educate on removing bias

Pick a lead sift criteria with a word limit

Introduce cognitive tests - neurodiverse

Embrace the technology

Interview in person

Allow candidates to use AI in the hiring process, where appropriate

Be better at probing

Change and adapt policies to meet technology challenges

Strengthen your probation period policy

POSSIBLE FUTURE RECRUITMENT PROCESS

Application

Killer criteria only – potentially with one screening question aligned to measure how well the candidate can use AI to complete personalised written output

Online assessment

A Gen AI proof online assessment measuring motivation, core strengths/values, and cognitive traits (3-5 mins long)

Structured conversational screening call

A 5 minute screening conversation designed purely to measure verbal communication skills, rapport building, and/or credibility (if relevant)

Virtual, AI-permitted exercise

A virtual case study, presentation, planning, or analysis exercise – with AI use permitted, alongside clear guidance on use (delivered live on Teams)

Final stage in-person assessment

In-person assessments inclusive of interviews, assessment exercises, and technical tests – in-person remains fully resilient to gen AI

**THANK YOU – ANY
QUESTIONS**

