



Driving inclusivity through recruitment

Over the past year, ScottishPower has launched a series of inclusive recruitment initiatives to support the business through an exciting period of growth and innovation.

KEY ACHIEVEMENTS IN 2022:

In July, ScottishPower announced its biggest-ever recruitment drive with 1000 new jobs to be filled in 2023 through a record number of green energy infrastructure projects.

Roles will be available to graduates or trainees beginning their careers as well as experienced professionals and those wishing to transition into a green profession.

The company is utilising this opportunity to tackle skills gaps and systemic diversity issues facing the industry whilst helping to deliver the UK's net zero emissions targets.

Total applications for entry-level graduate and apprentice roles rose by 214% through broadening the range of audiences that the business connects with through recruitment.

Tackling gender imbalance in the energy industry remains a ScottishPower commitment. Continuing year-on-year progression, in 2021, 27% of graduate hires across the business were female and by the end of 2022, 33% of graduate hires were women.





In 2022, female representation in senior leadership roles across the business rose to 32% and female graduate hires rose to 33%

ScottishPower Head of Recruitment, Lyndsay Scullion, outlines how these targets have been achieved:



Fuelling growth through inclusivity

“The recruitment team is the first touch-point that a potential hire has with ScottishPower, so we must make it clear that inclusivity is one of our guiding principles. By successfully communicating and connecting with a broader audience, we improve diversity and access to talent. That in turn drives higher performance.

We have made important changes to how we assess graduate and apprentice candidates, including reducing the emphasis placed on the initial online cognitive tests, as analysis showed this was creating unequal barriers for some demographics.

Our new approach brings cognitive tests together with soft-skills assessments, providing a holistic view of candidates, reducing barriers for many talented people whilst recognising there is a range of attributes that make successful recruits.

We’ve utilised social media recruitment campaigns to target wider audiences for our graduate and apprenticeship schemes across Snapchat, TikTok and Instagram. We have ensured recruitment messaging on these platforms communicates ScottishPower’s climate ambition, as analysis shows that many under-represented demographics are often more purpose-driven in their career choices.

Recruitment and talent programme design is also informed by current employees. Through reverse mentoring, graduates and apprentices are encouraged to share their experiences with senior leaders, providing a rounded view of our approach.

Gender diversity

“ScottishPower remains committed to tackling gender imbalance in the energy industry, and we’re encouraged to see year-on-year increases in female applicants.

We continue to reduce gender bias by ensuring job advertisements and specifications are written using gender-neutral language and feature representative imagery. Through social media, we can proactively target potential opportunities towards underrepresented demographics through ad-spend, raising awareness amongst audiences that may not have seen our roles before.

Finally, we aim to ensure that our processes contain representation from different demographics including inviting diverse leaders from the business to join recruitment days, providing insight into the opportunities available with ScottishPower.

The future

“To be truly inclusive, we need to continually evolve and adapt our recruitment practices. Using insight and feedback from our colleagues, we will continue to refine our approach.

Broadening demographic and gender diversity is at the heart of our recruitment strategy. We’d striving to match the progress within our graduate programmes on gender diversity within our apprentice roles; reaching and attracting diverse audiences to apply shall continue be a key focus for us going forward.

As we make our biggest ever call for green jobs across the country, our vision is to deliver best-in-class recruitment that creates opportunities, inspires innovation, and supports a better future, quicker, for everyone.”