REC Level 3 Certificate in Recruitment Practice Syllabus

Candidates must achieve: All 6 mandatory units, providing 26 credits.

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The REC Level 3 Certificate in Recruitment Practice has been developed to provide recruiters and potential recruiters with an industry recognised qualification at Level 3, which is equivalent to A Levels on the framework.

The REC Level 3 Certificate in Recruitment Practice was developed and is a revised version of the Certificate in Recruitment Practice (CertRP) not only has been reviewed, but the new structure and clear learning outcomes have enabled the REC gain national recognition and the opporunity for funding. Ideal for new and potential recruiters, this qualification will increase your personal effectiveness by providing practical and authoritative learning that will add value to the service you provide to clients and candidates.

Like its predecessor the REC Level 3 Certificate in Recruitment Practice has 6 mandatory units which are examined in one 2.5 hr exam. The exam reflects the assessment criteria laid out below which in-turn will demonstrate the following learning outcomes;

1. Understand the preparation of sales activities in recruitment
2. Understand the recruitment sales cycle and techniques
3. Understand the provisions of employer and employee statutory rights and related requirements
4. Understand how recruitment-related law and ethical considerations affect the conduct of business in the recruitment industry
5. Understand networking tools in the recruitment industry
6. Understand the development and maintenance of consultative relationships with clients in the recruitment industry
7. Understand how to build relationships with candidates
8. Understand the nature of the recruitment industry
9. Understand recruitment business operations
10. Understand finance in the recruitment industry
11. Understand the recruitment market
12. Understand influences on the recruitment market
13. Understand the brand in recruitment
14. Understand the planning of candidate assessments
15. Understand the principles and techniques of candidate assessment

Understanding sales for recruitment

RECTC 3-1

Level	3
Credit Value	4
Guided Learning Hours	15

Unit Aims

This unit concerns understanding the preparation of sales activities in the recruitment industry and the recruitment sales cycle and techniques.

Learning Outcomes

On successful completion of this unit, the learner will be able to:

1. Understand the preparation of sales activities in recruitment
2. Understand the recruitment sales cycle and techniques

Assessment of the learning outcomes will require a learner to demonstrate they 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 the 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

Understanding legal and ethical requirements in recruitment

RECTC 3-2

Level	3
Credit Value	6
Guided Learning Hours	25

Unit Aims

This unit concerns understanding the provisions of employer and employee statutory rights and related requirements and how recruitment-related law and ethical considerations affect the conduct of business in the recruitment industry.

Learning Outcomes

On successful completion of this unit, the learner will be able to:

1. Understand the provisions of employer and employee statutory rights and related requirements
2. Understand how recruitment-related law and ethical considerations affect the conduct of business in the recruitment industry.

Assessment of the learning outcomes will require a learner to demonstrate they 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

Understanding relationship management in recruitment

RECTC 3-3

Level	3
Credit Value	4
Guided Learning Hours	15

Unit Aims

This unit concerns understanding the use of networking tools in the recruitment indsutry, the development and maintenance of consultative relationships with clients and relationships with candidates.

Learning Outcomes

On successful completion of this unit, the learner will be able to:

1. Understand networking tools in the recruitment industry
2. Understand the development and maintenance of consultative relationships with clients in the recruitment industry
3. Understand how to build relationships with candidates

Assessment of the learning outcomes will require a learner to demonstrate they can:

1. Understand 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 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 constructive feedback to candidates (including post-hiring activity)

Understanding recruitment operations

RECTC 3-4

Level	3
Credit Value	4
Guided Learning Hours	15

Unit Aims

This unit concerns understanding the nature of the recruitment industry, recruitment business operations and finance in the recruitment industry.

Learning Outcomes

On successful completion of this unit, the learner will be able to:

1. Understand the nature of the recruitment industry
2. Understand recruitment business operations
3. Understand finance in the recruitment industry

Assessment of the learning outcomes will require a learner to demonstrate they 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

Understanding the recruitment market

RECTC 3-5

Level	3
Credit Value	4
Guided Learning Hours	15

Unit Aims

This unit concerns understanding the recruitment market, influences on it and the brand in recruitment.

Learning Outcomes

On successful completion of this unit, the learner will be able to:

1. Understand the recruitment market
2. Understand influences on the recruitment market
3. Understand the brand in recruitment

Assessment of the learning outcomes will require a learner to demonstrate they 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"

Understanding the principles of assessing people

RECTC 3-6

Level	3
Credit Value	4
Guided Learning Hours	15

Unit Aims

This unit concerns understanding the planning of candidate assessments and the principles and techniques of candidate assessment.

Learning Outcomes

On successful completion of this unit, the learner will be able to:

1. Understand the planning of candidate assessments
2. Understand the principles and techniques of candidate assessment

Assessment of the learning outcomes will require a learner to demonstrate they 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