



DRIVING GENDER DIVERSITY

HIGHLIGHTS

Allegis Global Solutions (AGS) worked with our client to promote gender inclusion and diversity across their business. In the last financial year, we achieved a 53:47 (male:female) split across all hires.

CLIENT OVERVIEW

Our client is one of the world's top general insurance and reinsurance companies, with operations in all key insurance markets. They employ more than 14,700 people in 37 countries.

SITUATION

Our client is committed to inclusion and diversity, however, like many organisations in this sector, have not always attracted as many female candidates as they would like. Over the last 12 months, they have had a focus on driving their gender diversity performance across all levels of the business.

SOLUTION

AGS has supported our client in their efforts to drive gender diversity, including:

- Diversity workshop - partnered with VERCIDA
- Job advert refresh - using Textio software

Diversity workshop

AGS ran a workshop with VERCIDA (a leading inclusion careers site and job board), to meet our recruitment team and our client's HRBPs.

During this we talked about what our client was doing in the I&D space to help VERCIDA create a company page for our client. This included a landing page with video content, as well as details of their employee groups (for example, testimonials, International Womens' /Mens' Day information, their Gender Equality Network and the Flexible Working Group).

Job advert refresh project

AGS selected Textio software to help us assess our client's job descriptions across the web to identify areas that could be improved in terms of their attractiveness to a specific gender. AGS re-wrote around 40 job descriptions, improving some of our client's scores from the 20s and 30s to between 70 and 100. This made job descriptions "somewhat feminine" where gender diversity is required, and converting from "somewhat masculine" in many instances.

RESULTS

- Job advert refresh led to a spike in both views and female job applications
- AGS achieved 51% female hiring across director level roles in the last financial year, and 47% female hires across all roles

We are also working with our client to support their drive to achieve "Disability Confident Employer" status, and will be supporting their focussed Pride & LGBTQ promotion over the next 12 months.



ABOUT ALLEGIS GLOBAL SOLUTIONS

Allegis Global Solutions is founded on a culture that is passionate about transforming the way the world acquires talent by delivering client-focussed solutions that make a difference for businesses worldwide.