



# Beyond the CV: Rethinking KTP Recruitment

Rosi Newman, Leeds Beckett University

Emma Craig, North of Scotland KTP Centre

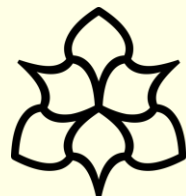
Ceri Carr and Jannine Thomas, Manchester  
Metropolitan University



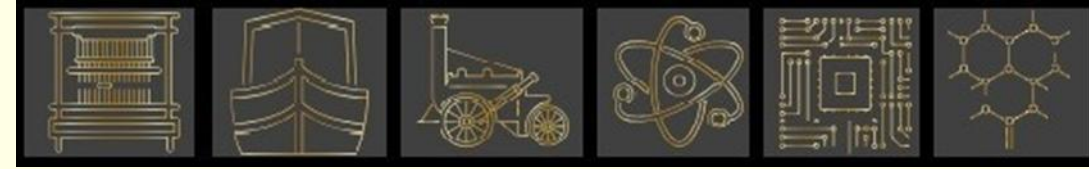
**LEEDS  
BECKETT  
UNIVERSITY**



North of Scotland  
**KTP Centre**  
Innovation through collaboration



**Manchester  
Metropolitan  
University**



# Agenda

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The KTP Recruitment Landscape – Innovate UK Data

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What Makes KTP Special? Institutional Memory of KTP Between Partnerships.

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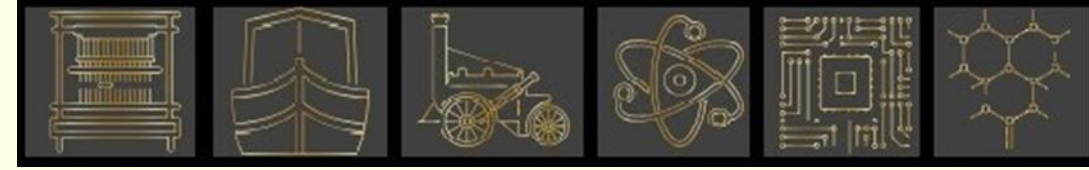
Broadening Your Recruitment Strategies  
(Sharing Best Practice from KTP and Beyond)

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My Ideal Candidate (Widening and Increasing Pool of Candidates)

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Questions/Discussion



# The KTP Recruitment Landscape – Innovate UK Data





# The KTP Recruitment Landscape – Innovate UK Data

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Approved KTP Projects

800

Recruited Roles

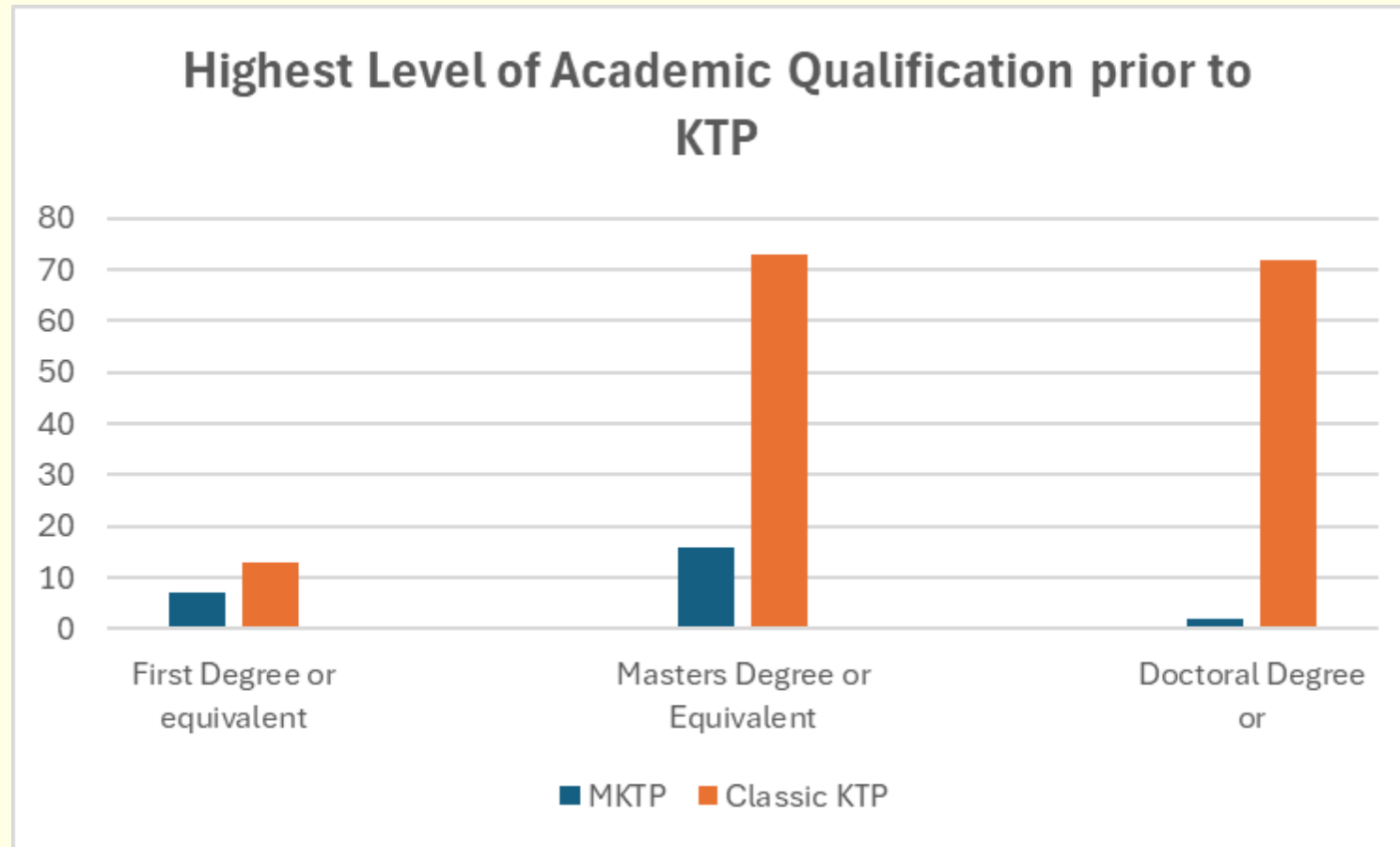
670

Filled in last 12 months

239

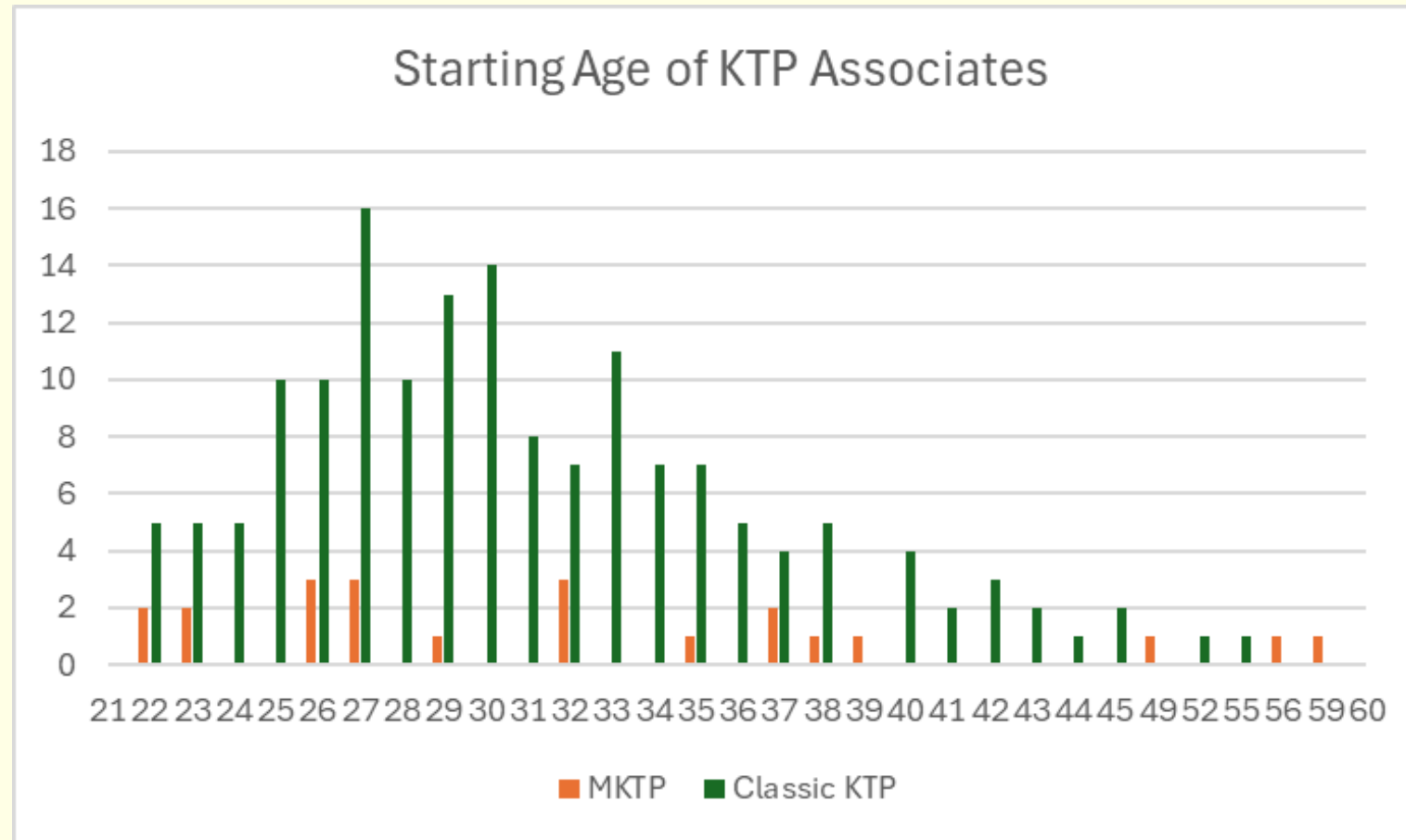


# The KTP Recruitment Landscape – Innovate UK Data





# The KTP Recruitment Landscape – Innovate UK Data





# What Makes KTP Unique?

## Distinctive Features of KTP Associate Recruitment

- **Dual Partnership Approach:** Recruitment is jointly managed by the knowledge base and business partner.
- **Open and Fair Process:** No named individuals in funding applications; recruitment process must be demonstrably open and fair.
- **Tailored Job Titles and Descriptions:** Not bound by HERA; designed to attract diverse candidates from industry and academia.
- **Industry-Aligned Remuneration:** Off-scale salaries, with potential for bonuses and pay rises during the project (subject to LMC approval and available budget / company top-up).
- **Recruitment timelines:** 9 month window from issue of GOL, so need to factor in other essential aspects, e.g., Visa application, DBS checks, KTP agreement, etc.





# Comparison Between Academic & Commercial Recruitment

## KTP vs. Traditional recruitment models

Feature	Academic	Commercial	KTP
Recruitment Lead	HR / Faculty	HR / Manager	Joint (Knowledge Base + Business)
Salary Structure	HERA-based	Market-driven	Industry-aligned, off-scale
Job Titles	Standardised	Flexible	Descriptive
Candidate Selection	Department-led	Manager-led	Score-based, open & fair
Cultural Fit Consideration	Limited	High	Essential





# Retaining Institutional Memory of KTP Recruitment

## Preserving Knowledge & Best Practices

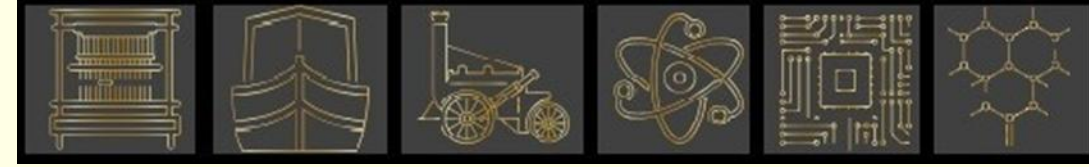
- **Document Templates:** Maintain shared templates for job descriptions, person specs, and interview scoring.
- **Central Repository:** Use shared drives or platforms (e.g., SharePoint) to store recruitment materials and decisions.
- **Debrief Sessions:** Conduct post-recruitment reviews with professional services teams.
- **Knowledge Sharing:** Encourage cross-departmental briefings and workshops.
- **Named Contacts:** Assign KTP champions within HR and recruitment teams.



# Strengthening Collaboration for Future Success

## Empowering Professional Services Teams

- **Training & Induction:** Provide KTP-specific recruitment guidance to HR and hiring managers.
- **Feedback Loops:** Capture lessons learned from each recruitment cycle.
- **Celebrate Successes:** Share stories of successful Associate hires to build institutional buy-in.
- **Continuity Planning:** Ensure handover notes and documentation are in place for staff transitions.



# Broadening Your Recruitment Strategies

(Sharing best practice from KTP and Beyond)





# Broadening Your Recruitment Strategies

How do you recruit currently?

Please complete the [short survey](#), ranking the techniques you currently use to recruit KTP Associates.



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# BROADENING YOUR RECRUITMENT STRATEGIES

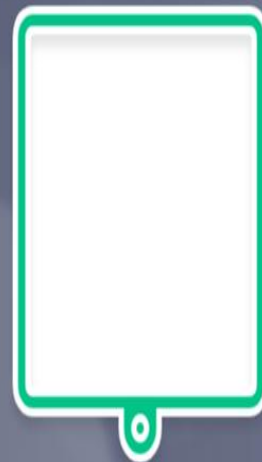
Techniques other graduate recruiters use

Keep it Simple

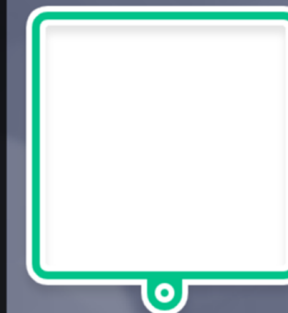
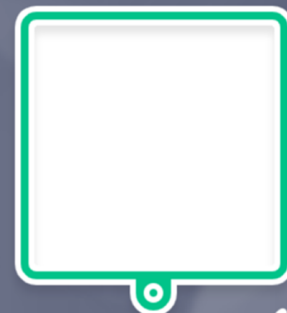
Applicant Tracking System

Gamification





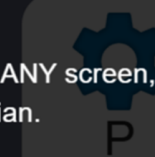
In any of the three boxes, you'll see either a blue cog or an orange lightbulb.



Q

If the alert for an electrician (orange lightbulb) shows on ANY screen, press the Q key on your keyboard to contact the electrician.

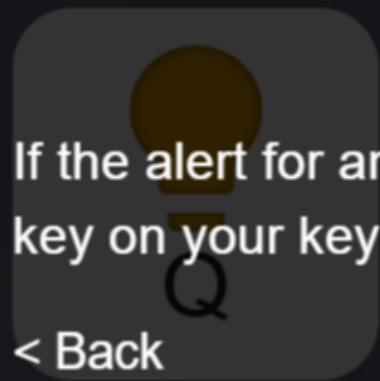
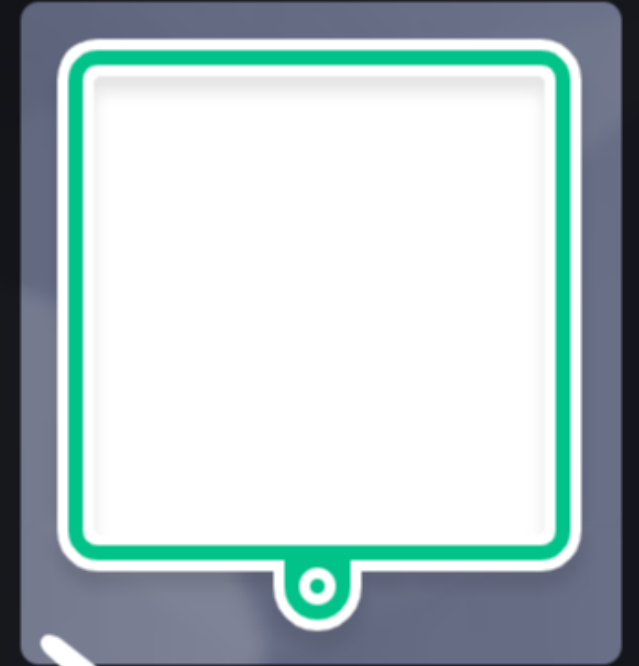
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P

Continue





If the alert for an engineer (blue cog) shows on ANY screen, press the P key on your keyboard to contact the engineer.

< Back

Continue >







# Broadening Your Recruitment Strategies

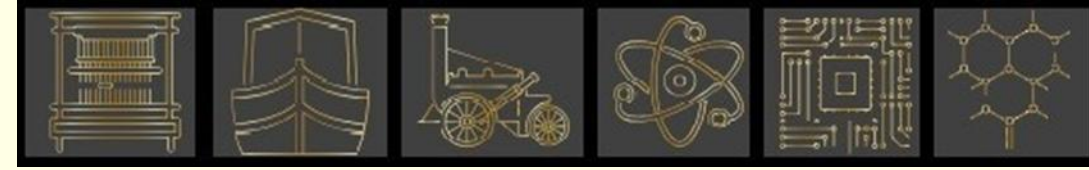
## Techniques other graduate recruiters use

### Assessment Centres

- Marshmallow challenge
- Hotseat
- Case Studies
- NASA Moon Survival Challenge



University of  
**Kent**



# Broadening Your Recruitment Strategies

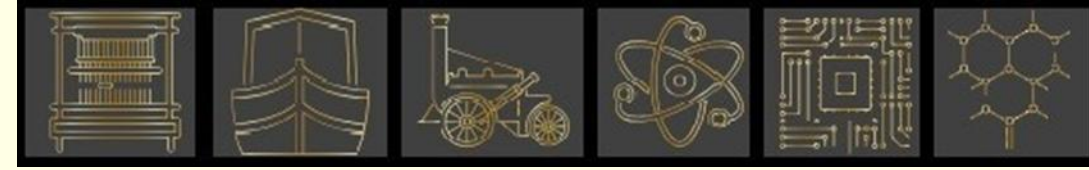
Innovative techniques from within KTP community

At Application: Uni of Surrey

At Interview: Uni of Bristol

At Appointment: Uni of Aston





## My Ideal Candidate

(Widening and increasing your pool of Candidates)

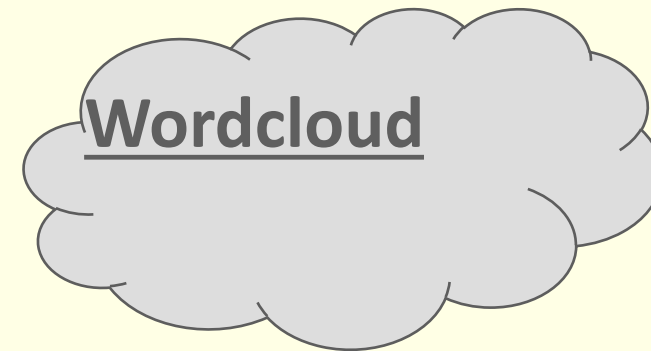
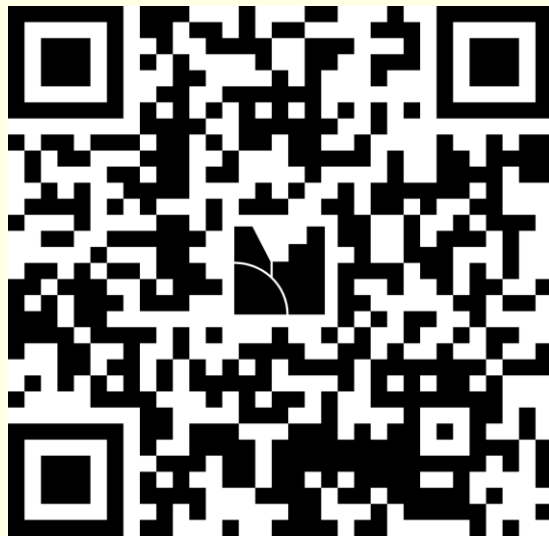
- Going beyond what is on paper
- How to qualify other capabilities and skills
- Softer skills; Mindset; Person specifications
- Objective: ensure the best project delivery for KB and company





SHORT EXERCISE  
Think about qualities you would like to  
see a KTP associate bring to any KTP  
role...

Mentimeter





## How to attract people with these qualities?

**Job Description** — shape to include 'outside the box' capabilities

**Company culture** — be proactive about teasing out what they value

**Interview Strategy** — questions; tasks; pre-interview

JD: "xxx pride themselves on their friendly and open working environment. The right candidate will have a flexible approach, bringing positive energy and new ideas to a down-to-earth business with ambitious plans"

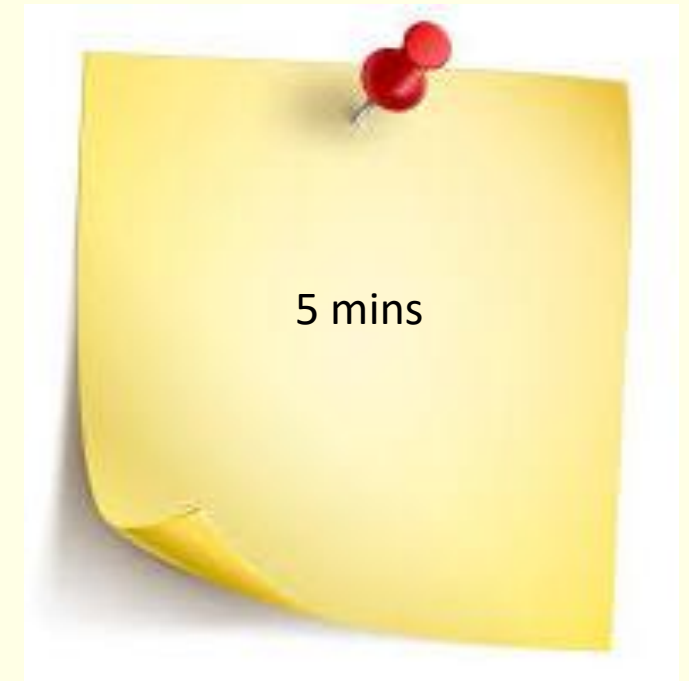
"confident to bring new ideas, with the intelligence to balance opportunity with existing values and practices"

"pragmatic and proactive mindset"



**TASK: Thoughts from the floor**  
What do you do and how do you  
consider these wider skills when  
recruiting for KTP?

**Collaborate in your table groups to  
capture and share best practices**







Final Thoughts  
Resources will be shared post-session  
Thank you



## QUESTIONS/DISCUSSION