



**Boosting opportunity  
in the workplace**

**An employer's guide  
to social mobility**

Totaljobs

**S \_ CIAL  
M O BILITY  
F \_ UNDATION®**

# Contents

Terminology in this guide	3
Social mobility in the UK	4
Key findings	5
Career confidence: from education to employment	6
Career influences: it's who you know	8
Barriers to access: work experience	10
Stay or go: the impact of relocation	11
Remote working: help or hindrance?	12
Checklist: actions for boosting social mobility in the workplace	15
Tailored job targeting to broaden opportunity: Equality Boost	18
Conclusion	19
About us	20

# Terminology in this guide

To determine socioeconomic background of respondents, our survey asked them what line of work their main household earner was in when the respondent was aged around 14. For this report, we typically compare the experiences of people from lower socioeconomic backgrounds with those from higher socioeconomic (or 'professional') backgrounds.

We also took into account the type of school a respondent went to, whether they were based in a **social mobility coldspot** or not, if they went to university and whether they were the first generation in their family to do so, and whether they were a recipient of **Free School Meals** (if they finished school post-1980).

Before you dive into the guide, take a look at the terminology we'll be using throughout:

## **Lower socioeconomic background or low-income background**

This refers to anyone with a parent, guardian, or main household earner who worked in a technical or craft occupation; routine, semi-routine manual or service occupation, or were long-term unemployed (claiming unemployment benefits for a year or more).

This includes jobs like mechanic, plumber, electrician, train or HGV driver, postal worker, caretaker, waiting staff and machine operator.

## **Intermediate backgrounds**

This refers to anyone with a parent, guardian, or main household earner who worked in a clerical or intermediate occupation and small business owners who employ less than 25 people.

This includes jobs like secretary, call centre agent, clerical worker, nurse staff, PA, or an owner of a restaurant, a shop, a taxi, or a garage.

## **Higher socioeconomic or professional backgrounds**

This refers to anyone with a parent, guardian, or main household earner who worked in modern professional or traditional occupations, as well as junior and senior managers and administrators.

This includes jobs like CEO and large business owner, office or retail manager, accountant, banker, engineer, software designer, police sergeant or higher, teacher, nurse and social worker.

## **Free School Meal (FSM) recipient**

Children who attend state schools are eligible for Free School Meals if a parent or carer receives one or more of these benefits: Income Support, Income-based Jobseekers Allowance, Employment and Support Allowance, State Pension Credit, Child Tax Credit, Working Tax Credit run-on, Universal Credit.

# Social mobility in the UK

A person's socioeconomic background has an undeniable impact on the opportunities they are afforded over their lifetime, particularly when it comes to their education and employment. In turn, these factors have a knock-on effect on housing, geographical mobility and even health outcomes across childhood and adulthood.

Geography, education and employment are the three broad buckets we need to focus on in the UK to improve socioeconomic outcomes, according to the [Social Mobility Commission](#). Currently, the UK has [one of the poorest rates of social mobility in the G7](#). This means that if you are born into a low-income family, you are at a disadvantage, regardless of your talent. Unlike your more privileged peers, it will be difficult for you to progress up the social ladder – in fact, you could experience downward social mobility. On top of this, the Covid-19 pandemic has worsened existing economic inequalities, with people in lower paid jobs seeing the [most significant declines in paid work](#). The impact of this will be felt for years to come.

Typically, social mobility is about the relationship between a person's starting point in life – such as whether they received Free School Meals, what jobs their parents did, household income, level of education and their social status – and their income and employment outcomes in adult life. Mapping social mobility is complex, because how socially mobile you are depends on a range of factors, not just your socioeconomic background. For example, if you are from a low-income background and you live in an area which has fewer opportunities in education



and employment (known as a [social mobility coldspot](#) in England), you will experience even more barriers to success and upward social mobility becomes even less likely. The experiences of people from lower socioeconomic backgrounds also overlap and intersect with other elements of their identity, whether that's gender, ethnicity or disability, to name a few.

At Totaljobs, given our focus on recruitment and the world of work, we've partnered with the Social Mobility Foundation to understand more about the role employment opportunities play in enabling upward social mobility. The Social Mobility Foundation bring fifteen years of experience in providing support to young people from lower socioeconomic backgrounds, as well as their direct work with employers on progressive social mobility practices. This guide shares how businesses can do their bit to boost opportunity in the workplace and diversify the socioeconomic makeup of their business.

# Key findings

This research, in partnership with the Social Mobility Foundation, explores how a person's socioeconomic background impacts their working life, including their access to work experience and job opportunities, geographical mobility, career success and salary progression.

With these findings in mind, employers can utilise the practical recommendations and actions we've pulled together alongside the Social Mobility Foundation, to make steps to improve accessibility and opportunity across their business, widening their talent pool in the process.

**Only 50%**

of people from lower socioeconomic backgrounds are confident about eventually being able to do the job they want, compared to **71%** of those from more privileged backgrounds.

**54%**

of people from higher socioeconomic backgrounds have had financial support from their family during the job seeking process, compared to just **30%** of those from lower socioeconomic backgrounds.

**58%**

of people from lower socioeconomic backgrounds would consider applying for remote roles if they were relevant to their line of work, compared to **72%** of people from professional backgrounds.

**£11,595 vs £23,475**

Those from less advantaged backgrounds earn less than half of what their more privileged counterparts do in their first job after full-time education.

**42%**

of people from less advantaged backgrounds have done no work experience, compared to less than a third (**29%**) of people from professional backgrounds.

# Career confidence: from education to employment



While the Covid-19 pandemic has clearly impacted the labour market, from forcing entire industries into lockdown and almost 12 million jobs being protected by furlough, to creating a step-change in how people work, it's also put significant pressure on those who are yet to begin their careers. While we can't yet be certain about the extent of the long-term ripple effects of the pandemic on children's education, generally, the consensus is that it will worsen existing inequalities and there are already signs that the **attainment gap has widened**.

As of March 2020, **one third of children in the UK were living in poverty**. The doors of UK schools have been closed for significant periods of time as a result of Covid-19, with remote learning becoming the norm during the peak of the pandemic for children whose parents were not key workers. The quality of a child's education relied heavily on their access to tools like laptops or tablets, and the internet. According to the **Social Mobility Commission**, in March 2020, only **51%** of households earning between £6,000 to £10,000 had home internet access, compared to **99%** of households with an income over £40,000.

With sitting exams not being an option, an algorithm was initially created to determine the grades of students. The use of this algorithm highlighted the stark educational inequalities in the UK; when A-level results were published in 2020, nearly **40% of grades were lower than teachers' assessments** in England, Wales and Northern Ireland. This downgrading negatively impacted state schools in particular, and meant that a high-achieving student could see their results downgraded because of the weight the algorithm placed on the school's previous performance. This method was replaced with teacher estimates and assessments to enable fairer grading.

Looking back at their jobs and career paths post-education, half (**49%**) of people who received Free School Meals when they were younger feel that their career options are limited by their educational background. A similar percentage (**44%**) of people whose parents experienced long-term unemployment said the same.

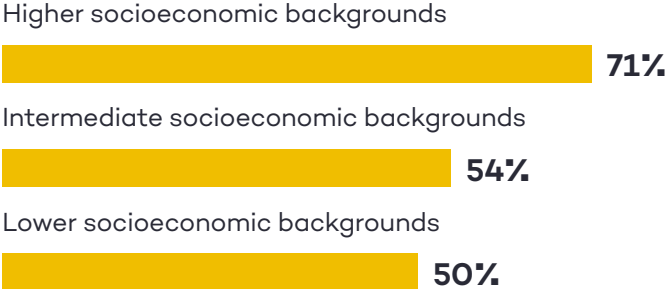
Those who had access to higher education reported higher levels of confidence, whatever their socioeconomic background. Only **43%** of people who grew up in lower socioeconomic families reported that when they left secondary school, they were confident they'd eventually secure the job they wanted, compared to **57%** of people whose parents had professional jobs. A similar amount (**39%**) of people from lower socioeconomic backgrounds reported career confidence after completing sixth form or college, versus **55%** of those from higher socioeconomic backgrounds.

On the other hand, of those who went to university, **48%** of people from lower socioeconomic backgrounds were confident that when they graduated, they'd be able to do the job they wanted one day. The boost in confidence is even higher for people from professional backgrounds, at **62%**.

Looking at those who left education in the last two years, **half** of people from lower socioeconomic backgrounds were confident they'd eventually be able to do the job they wanted, compared to **71%** of people from professional backgrounds.



## When I left full-time education, I was confident I'd eventually be able to do the job I wanted



# Career influences: it's who you know

Growing up, the people around us – family, friends, school peers, teachers – can play a big role in the career paths we consider and eventually pursue. While it's difficult to pinpoint how much steer someone gives the people in their life when it comes to jobs, typically people from higher socioeconomic backgrounds have had access to a wider network that they've been able to make use of throughout their career.

In our research with the Social Mobility Foundation, almost half (**47%**) of people from professional backgrounds had help from their network in securing a job, versus a third (**32%**) of people from a lower socioeconomic background. Looking at educational background shows a similar trend, with over half (**53%**) of those who attended a fee-paying school getting assistance from their network, compared to **36%** of people who went to state school.



**32%**

of people from lower socioeconomic backgrounds had help from their network in securing a job

**vs**

**47%**

of people from higher socioeconomic backgrounds

Access to networks can also mean access to higher paid employment. Of those who currently earn £50,000 or more annually, **61%** said family, friends or ex-colleagues helped them to secure a job. In comparison, **35%** of people who are currently earning less than £50,000 say the same. Overlaying this with socioeconomic background reveals that people from professional backgrounds are more likely to benefit from a network that can connect them with job opportunities. Those from professional backgrounds currently earning £50,000 or more are the most likely to have had help in securing a job, at **71%**. For those from lower socioeconomic backgrounds who reach a salary level of £50,000 or above, only **39%** say they have received help from their network.



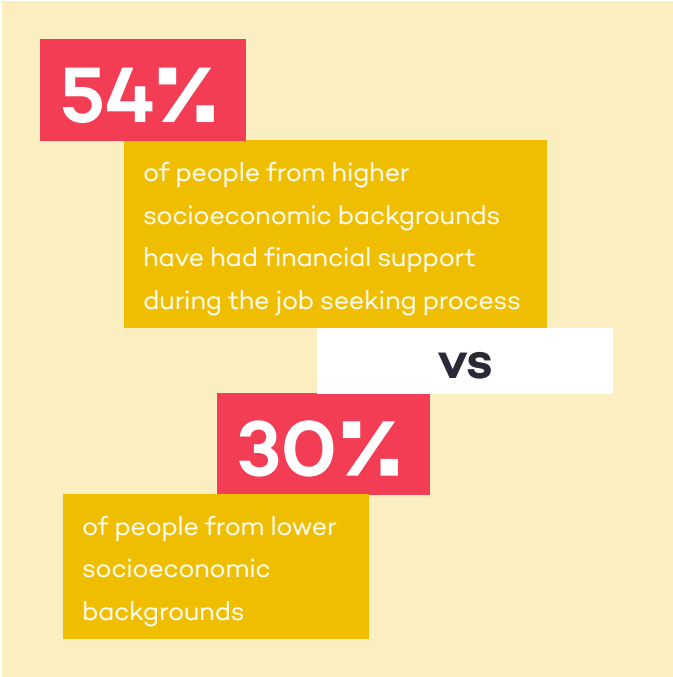
Family influence can play a powerful role in the career paths people follow, whether conscious or not. Generally, people from higher socioeconomic backgrounds report their careers or jobs have been heavily influenced by what their family do for a living (34%), compared to 17% of people whose parents were in technical, craft, routine, manual or service occupations, or whose parents were long-term unemployed. The Social Mobility Commission's State of the Nation report points to how likely a person is to pursue a career that is a similar level to what their parents did, with someone who comes from a more privileged background being 60% more likely to get a professional job compared to those from lower socioeconomic backgrounds.

As a result, people who grew up in a higher socioeconomic household are more likely to be higher earners today. 59% of this group who earn over £50,000 a year report a heavy family influence in their career path, compared to just 17% of people from lower socioeconomic backgrounds who are in the same salary band. Interestingly, family influence is less likely to be felt by people from low-income backgrounds, regardless of their earnings, with 18% of those who currently earn less than £50,000 reporting a strong family influence.

On securing their first job after full-time education, people from lower socioeconomic backgrounds earn less than half of what their more privileged counterparts do, at £11,959 versus £23,475. With this, 24% of FSM recipients feel they're unable to pursue the career they want because they need to prioritise short-term financial commitments.

Meanwhile, people from professional backgrounds are more likely to have financial support from their family during their job search, which enables them to manage the pressure to make ends meet when they're in-between jobs. Over half (54%) of this group have been supported financially by their family, and the likelihood of this increases with higher salary brackets; three quarters (73%) of people from professional backgrounds who currently earn £50,000 or more had financial help during their job search, versus only 30% of people from lower socioeconomic backgrounds who earn the same salary.

With less than a third (30%) of those from a lower socioeconomic background receiving financial support from their family, it may be less likely they are able to invest a considerable amount of time into their job search to find a role that best fits their life. They may feel more pressure to accept the first job offer they receive, regardless of the longer-term potential the job holds for them.



In fact, people from disadvantaged backgrounds put themselves forward for 35% fewer roles compared to their more privileged counterparts when looking to secure their first job after full-time education.

# Barriers to access: work experience

Work experience is still commonly required even for entry level roles. However, access to work placements, internships or work experience is often dictated by the area a person lives, and how engaged employers are with local schools.

Despite [legislation](#) that aims to cut out unpaid internships, the nuances of this often mean that many placements are still offered on an unpaid basis. Our research shows that **44%** of people from lower socioeconomic backgrounds have gained experience through an unpaid placement, internship or similar. Meanwhile, over half (**56%**) of people from higher socioeconomic backgrounds have taken up unpaid work. Paid opportunities are much less common, with **15%** of people from professional and **14%** of people from lower socioeconomic backgrounds securing these.

The discrepancy is most stark when looking at work experience opportunities generally – whether paid or unpaid. Less than a third (**29%**) of people from professional backgrounds have not taken up any kind of work experience, compared to **42%** of those from lower socioeconomic backgrounds, meaning the former are more likely to benefit from referring to work placements on their CVs and the on-the-job learning these bring.

## Case study



At PwC, we engage with schools and colleges and their students in multiple ways. Our aim is to use our skills and resources to enable people from disadvantaged

backgrounds to make the most of their potential, whether that's at PwC, or elsewhere. We also want to lead by example, as an inclusive organisation where people from any background can develop and ultimately succeed.

While some of our programmes are aimed at building the employability skills needed to succeed in the recruitment process, others focus on soft skills which can open up doors to a range of career paths. We offer virtual and hybrid versions of our New World Skills schools series, to give students a chance to connect with us, gain key employability skills and receive feedback. Our Virtual Classroom sessions allow students to hear about PwC career insights, which includes more about what we do, the career opportunities that we offer and the chance to hear from recent joiners from our Flying Start and School & College Leaver programmes. All of our school outreach activities are targeted at schools with a higher than average proportion of students in receipt of Free School Meals or in social mobility coldspots. Some are ring fenced for these schools only, such as the New World New Skills schools series.

This summer, Our New World, New Skills work experience programme provided a week's paid experience to 195 young people from lower socioeconomic backgrounds - **46%** of these students were eligible for Free School Meals and **77%** are from ethnic minority groups. They were all given laptops and those who struggled with internet access were given phones to tether from.

# Stay or go: the impact of relocation

While the North/South divide has historically been cited as a key example of employment and educational disparities in the UK, the Social Mobility Commission points to a **postcode lottery** that is not so clear-cut. Social mobility **coldspots** are areas across the 324 local authority district areas of England that have been identified as having low opportunity in terms of education, employment and housing outcomes for young people from disadvantaged backgrounds.

The Social Mobility Commission points to a long-held trend of **movers and stayers**, where people from more privileged backgrounds are more easily able to relocate; **60% of movers** have a parent in a higher managerial occupation, compared to **40%** of people who stay.

Previous **Totaljobs research** highlighted the drivers behind many people leaving their hometowns to establish a career in London, with better job opportunities being the top driver (**36%**), followed by a specific job offer (**30%**) and the London lifestyle (**27%**). Making this kind of move is tied up in the amount of savings someone already has, as well as their ability to keep up with the higher costs of city living, which is out of scope for many people from lower socioeconomic backgrounds. With this, people shouldn't have to make a decision between staying where their family, friends or community are, and leaving to secure a job. This concept forms a key part of the Government's Levelling Up agenda, which focuses on localising opportunity, in a bid to rebuild economies across the UK.

A higher level of education also helps to unlock geographical mobility. **More than half** of people who move away from their hometown have a degree, compared to a third of people who stay put.



People who move out of their hometown have a higher chance of bagging themselves a professional level job, and on average, earn **33% more**.

Our research with the Social Mobility Foundation identified similar trends. While overall willingness to relocate is high across socioeconomic groups, three quarters (**76%**) of people who grew up in a professional household are prepared to up sticks, compared to two thirds (**64%**) of people from lower socioeconomic backgrounds. A third (**35%**) of people based in social mobility coldspots believe where they are based has a negative impact on their job prospects, while two fifths of FSM recipients believe the same.

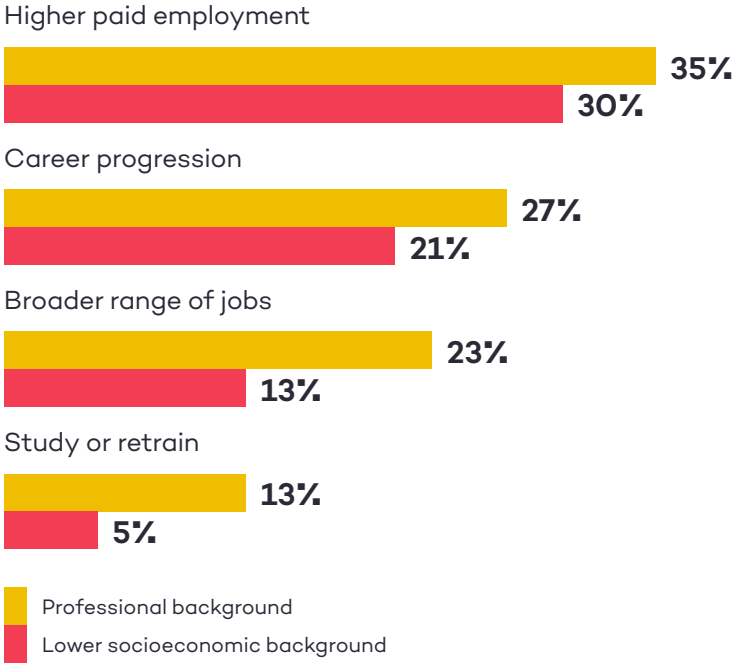
**40%**

of FSM recipients believe where they live negatively impacts job prospects



Relocation has more potential for those from professional backgrounds compared to lower socioeconomic backgrounds. People from more privileged backgrounds are more likely to move to access higher paid employment (**35%** versus **30%**), career progression (**27%** versus **21%**), a broader range of job opportunities (**23%** versus **13%**) or to study or retrain (**13%** versus **5%**).

### Relocation drivers:



# Remote working: help or hindrance?

To understand whether the rise of remote working has the potential to level the playing field by bringing job opportunities to the individual rather than them potentially having to uproot themselves, we asked how appealing working from home was, regardless of whether this was feasible in a person's current role. It's worth stating here that inevitably, remote working is more in-keeping with professional roles than routine or manual work, but the aim of this question was to understand if remote working could help to bring a broader range of job opportunities to different areas in the UK.

While more people from a higher socioeconomic background (**72%**) would consider applying to remote roles if they were relevant to their line of work, the figures for people from lower socioeconomic background are also strong, at **58%**.

**58%**

of people from lower socioeconomic backgrounds would apply to remote roles if they were relevant to their line of work

As to the advantages, people from lower socioeconomic backgrounds highlighted that remote working would help them save money (**57%**). This rose to **63%** of FSM recipients, compared to **70%** of people from professional backgrounds. Another positive was the potential for remote working opportunities to give people better access to secure work, although once again, it was those from professional backgrounds who were more likely to have this opinion, with **49%** citing this, compared to **35%** of people from lower socioeconomic backgrounds.



## People from lower socioeconomic backgrounds believe:

Remote working could save them money



Remote working could give them access to more secure work



Remote working could help them access higher paid employment



Totaljobs

SOCIAL  
MOBILITY  
FOUNDATION®

FSM recipients were the most likely group to believe remote working only benefits people in higher paid roles (**46%**), versus just shy of a third (**32%**) of people from low-income backgrounds and **41%** of people from more privileged backgrounds. With this, **a third** of people from low-income backgrounds see remote working as a way for them to access higher paid employment, but this is even higher for people from more advantaged backgrounds, at **47%**.

Interestingly, people from higher socioeconomic backgrounds are actually more likely to say they can't imagine themselves in a remote working environment, despite the fact they're more likely to already have access to these opportunities. **37%** couldn't see themselves working from home, compared to less than a third (**31%**) of people from lower socioeconomic backgrounds.

On the whole, **a third** of both socioeconomic groups believe remote work would have a positive impact on their career, while, perhaps surprisingly, it was people from professional backgrounds who are more likely to think remote working would negatively impact their careers, at **34%**, compared to **20%** of people from lower socioeconomic backgrounds.\*

Despite a fairly positive outlook on remote working overall, understandably, respondents also highlighted some concerns they would have about taking on these roles. Looking at the concerns of people from lower socioeconomic backgrounds, these fall into two broad buckets: working environment and learning and development.

A quarter (**26%**) of people from low-income backgrounds flagged that they would be worried about distractions at home, while **16%** don't have a dedicated home workspace and **11%** noted a lack of a comfortable place to work. Inability to learn from colleagues was also a worry, with **16%** feeling they wouldn't be able to reach out to colleagues for help in their day-to-day work and **12%** believing a remote role would limit their ability to learn new skills.

## Barriers to remote working :



### National Job ad

Use a [National Job](#) ad to display your role in all relevant searches in the UK, so you don't need to post the same job multiple times. If you offer remote working, this is an opportunity to showcase it and highlight that location is not a barrier.

\*UK adults were asked to respond to a series of statements on a scale of 'strongly agree' to 'strongly disagree'. This scale also included 'neither agree nor disagree' and 'not relevant' options.

# Checklist: actions for boosting social mobility in the workplace

Use the checklist below as a guide when making your commitments to improving social mobility in your business. These recommendations are informed by Totaljobs and Social Mobility Foundation research, supported by Totaljobs' insights into the recruitment process and SMF's experience in working directly with employers to improve their social mobility practices.

## Attracting talent

Focus your recruitment efforts towards **social mobility coldspots**, which are areas of the country where levels of social mobility are at their lowest, to connect with hard-to-reach talent and diversify your talent pools.

- Utilise targeted display advertising to engage with jobseekers based in coldspots, or areas with a high density of Free School Meals.
- Educate students about the career paths on offer, invest into building the employability skills of young people, and advertise work experience or internships as part of your school outreach.
- Ensure job opportunities are advertised widely and not directed towards family members of current staff.
- Include salary in job ads, as **30%** of people from lower socioeconomic backgrounds said this would help them to find the right job for their needs.
- Pay travel and expenses, as a minimum, for work experience.
- Provide structured, paid internships that ideally have a pathway to full-time employment.
- Offer the equipment required to do the work, especially for remote roles, for example a laptop.

## Recruitment processes

Often recruitment processes unintentionally disadvantage those from lower socioeconomic groups. Assessing your hiring strategies and working to make them more inclusive is essential in ensuring everyone has access to opportunity, whatever their socioeconomic background.

- Offer advice webinars and application support, particularly aimed towards younger people. This can be invaluable to those who do not have parents, teachers or networks who can support them in their job search. In fact, **30%** of people from lower socioeconomic backgrounds say advice on what an employer is looking for from an interviewee would help them, along with guidance on the application process (**28%**) and potential interview questions (**23%**).
- Check your bias; candidates can be overlooked based on indicators of lower socioeconomic backgrounds and this is not a fair recruitment practice.
- Monitor applications from lower socioeconomic backgrounds to understand the diversity of your talent pool.

- Invite applicants to informal advice sessions with colleagues already working in your business - **21%** of people from lower socioeconomic backgrounds said this would help them during the application process. The same goes for unsuccessful applicants; invite them for mentoring or skills sessions to create an engaged talent pipeline for the future.
- Practice contextualised recruitment and question your assumptions about what qualifications are required for a role. Consider removing requirements for an undergraduate degree when it is not necessary to succeed in the role, and look at school grades in the context of the location and results of the student body as a whole.

### Retaining talent

Collect socioeconomic data and use it as the bedrock of understanding the experiences of your staff, whatever their social background, and devising a retention strategy.

- Start by communicating why socioeconomic data is being collected and analysed.
- Utilise your data to understand what is happening and target the change you want to see.
- Measure your success by building key performance indicators based on the socioeconomic diversity data into your firm's performance.

Ask these questions from the [Social Mobility Commission's data collection toolkit](#) to determine socioeconomic background.

### Apprenticeships

Apprenticeships are an excellent way of upskilling staff, whether they're just starting out or they have years of experience under their belt.

- Offer apprenticeships at as many levels between two and seven as possible, with mechanisms in place to allow employees to move up and through levels.
- Treat apprenticeships as having equal parity as graduate routes.
- Build in career development routes as part of your apprenticeship offering for current staff – this allows them to have structured ways to progress, while still gaining recognised qualifications.



## A culture of action and accountability

Leadership buy-in is critical for ensuring you have an inclusive culture where social mobility is given the focus needed to make positive change.

- Demonstrate your commitment to improving social mobility by nominating a member of your leadership team to oversee your social mobility work.
- Encourage employees (including senior colleagues) to share their own stories, celebrating the diverse range of backgrounds they have come from.
- Engage with other employers by hosting events on the topic of social mobility as part of your broader diversity initiatives.
- Track your progress by entering the [Social Mobility Employer Index](#). Entering the Index allows you to benchmark your business against other organisations and receive feedback on further steps you can take to improve social mobility.

# Tailored job targeting to broaden opportunity: Equality Boost

## About Equality Boost

A practical way to make your diversity, equity and inclusion strategy a reality, **Equality Boost** utilises social mobility coldspot data coupled with the density of Free School Meal recipients within a given area, to create targeted display advertising campaigns to improve the socioeconomic diversity of your applicant pool.

Our technology harnesses a blend of data science which pinpoints when, where and how to reach the talent your business needs by demographic, location and interest information. This means the right ad is served at the right time, to the right audience – whether they're actively looking for roles or not.

## In five key steps, Totaljobs will work with you to:

1. Identify your unique challenges and set clear objectives to create a bespoke package
2. Build an optimised campaign with end-to-end creative support
3. Target the people you need, led by our team of display experts
4. Monitor campaign progress and use learnings to improve impact over time
5. Showcase your investment into diversifying your talent pool by Displaying the **Equality Boost Badge** on your job listings



**EQUALITY  
BOOST**



We'll display the **Equality Boost Badge** as part of your job listings on Totaljobs. A candidate can hover over the Badge to find out more about your company's commitment to diversifying your talent pool.

# Conclusion

A person's socioeconomic background still holds a lot of sway in their career outcomes. People from lower socioeconomic backgrounds are less likely to have access to work experience or networks and more likely to have less confidence in their career potential, coupled with lower salaries.

With this in mind, a dedicated employer approach to boosting social mobility in the UK through the ways in which businesses attract, recruit, engage with, upskill and retain their staff will mean more opportunities are unlocked for people across the UK, regardless of their background.



Social mobility is a long-standing, complex issue and there are many barriers that exist for those from lower socioeconomic backgrounds. But limited family connections or the professions of someone's parents should not impede their search for the right job.

Businesses, now more than ever, need to implement a multi-pronged approach when it comes to boosting opportunity in the workplace, by reaching potential candidates in social mobility coldspots, engaging candidates with career advice and monitoring the diversity of their applications.

With record numbers of job vacancies in the UK, the ability of employers to find and hire the right people is vital. By assessing hiring strategies to make them as inclusive as possible, employers can not only begin to remedy some of the inequality we see in employment, but reach a larger, more diverse pool of talent to hire from."



**Jon Wilson,**  
**CEO of Totaljobs**



The stark reality is where you grew up and what your parents did still has an impact on your opportunities and your earning potential. Employers can play a huge role in improving social mobility in the UK.

We urge firms of all sizes to take a look at the recommendations within this report and take their first steps to improving socioeconomic background in the workplace. Whether implementing contextual recruitment or reporting on the socioeconomic background of staff, there is practical advice on the changes you can make to ensure you're open to the biggest pool of talent and applicants with the most potential, not just polish."



**Sarah Atkinson,**  
**CEO of the Social Mobility Foundation**

# About us

## About Totaljobs

Part of the global recruitment technology company StepStone, Totaljobs is a UK based cutting-edge recruitment solutions partner whose goal it is to find the right job for everyone.

Through our consultative approach, we identify the hiring needs within businesses and help clients succeed by offering our support throughout their attraction, hiring and retention processes.

Totaljobs works with employers to attract and recruit the people businesses need to grow. We support a range of businesses with tailored solutions: if you need help with worldwide recruitment, we offer Totaljobs Global Hiring. For businesses struggling to define and execute their personal employer brand, we've got Universum. If your business needs to diversify talent pools and improve opportunity, Equality Boost is perfect for you. To ensure you are attracting the best entry level and graduate talent, Milkround is the solution you need. We are a recruitment solutions partner with a range of innovations that drive the hiring process, whatever the priorities and challenges of your business.

Our ambition is to build a happy and prosperous society by innovating the world of work. Our vision is to help everyone get the job that best suits their life and help employers secure the right people to enable their businesses to thrive, helping everyone prosper.

At our core is innovative tech with a human heart.

## About the Social Mobility Foundation

The Social Mobility Foundation (SMF) is a charity that aims to make practical improvements in social mobility for young people from low-income backgrounds through its Aspiring Professional Programme, its [Social Mobility Employer Index](#), and its advocacy and campaigning arm, the [Department for Opportunities \(DO\)](#).

Currently taking on a new cohort of over 2,000 young people every year, the SMF has offices in Birmingham, Cardiff, Glasgow, Liverpool, London, Manchester and Newcastle and runs programmes for young people from the Isle of Wight to the Western Isles of Scotland across 11 career sectors (Accountancy, Architecture, Banking & Finance, Biology & Chemistry, Business, Engineering & Physics, Law, Media & Communications, Medicine, Politics, and Digital).