**Prior Information Notice – Video Adverts for Recruitment**

As part of Essex County Council’s commitment under Everyone’s Essex to recruit talented individuals from a diverse range of backgrounds, the Council is keen to explore opportunities to develop their talent attraction tools. The Council are specifically looking into the use of video adverts for job vacancies.

Specifically.

1. Acting Resources, and
2. Media Production

The purpose of this PIN is for the Council to understand the market and services that could support with the provision of acting resource to be the face of recruitment video adverts and the media production of such adverts.

We would welcome your feedback on the following:

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| **Question** | **Response**  (500-word limit per question) |
| Which services do you provide? |  |
| Please tell us about your relevant service(s)? |  |
| Have your service(s) supported video adverts for recruitment?   * 1. If yes, please expand and share examples.   2. If no, please provide examples of where you have provided your service(s) to other customers that you feel is relevant. |  |
| What timescales do your service(s) work to?  (for example, how quickly can acting resource be made available? how long would it take to work on and finalise the production of a video?) |  |
| Please share any other feedback that you would like to add. |  |