

Toolkit for employers to support increased socio-economic diversity in their organisation

There is a clear underrepresentation of people from lower socio-economic backgrounds working in the PR industry. 21% of PR practitioners were entitled to income support or free school meals as children, with PR practitioners being twice as likely to have parents who have a degree (43%) instead. More than double the number of PR practitioners have a degree than across the average population (76% in comparison to 35%).¹

A quarter of PR practitioners went to private school, compared to 7% of the general population. They earn an average of £12,000 more annually than their state-educated counterparts which mirrors the across the wider labour market.² In the UK, the wider class pay gap is 12%, with professionals from lower socio-economic backgrounds being paid £6,291 less annually than those from higher socio-economic backgrounds in the same occupation.³

Recent research has highlighted the lived experience of PR practitioners from lower socio-economic backgrounds. Key barriers to getting in to and getting on in the PR profession included opaque recruitment and progression practices, unspoken 'rules of the game', and a lack of networks comparative to peers from higher socio-economic backgrounds.

The resources below are intended to provide a one-stop shop for employers taking on PR practitioners with resources to support them in increasing socio-economic diversity in their organisation.

Guides to improving social mobility in the workplace

- **Social Mobility Commission cross-industry employer toolkit** - comprehensive guide to improving social mobility in an organisation, including case studies and first-step actions. <https://socialmobilityworks.org/toolkit/measurement/>
- **Sutton Trust employer toolkit** – guide setting out 5 steps to improve social mobility within a workforce. <https://www.suttontrust.com/wp-content/uploads/2020/07/Employers-Social-Mobility-Toolkit.pdf>
- **The Bridge Group** – consultancy advice on advancing social equality in the workplace. <https://www.thebridgegroup.org.uk/action1>.

More inclusive recruitment processes

- **RealRating** – more practical information about how to conduct contextualised recruitment. <https://realrating.co.uk/employers>
- **Inclusive Recruiting** – supports organisations to recruit diverse talent. <https://www.inclusiverecruiting.co.uk/recruitment/>
- **CIPD** - guide to inclusive recruitment processes. <https://www.cipd.org.uk/knowledge/guides/inclusive-employers/>

Measurement

- **Social Mobility Commission's maturity assessment** – allows you to measure where your organisation stands on its social mobility journey. <https://socialmobilityworks.org/maturity-assessment/>
- **Bridge Group and Social Mobility Foundation's class pay gap guide** – a practical guide to help employers start to measure, analyse and report their class pay gap data. <https://www.socialmobility.org.uk/campaign/the-class-pay-gap-2023>
- **Diversity Data Guide** – to collecting data on the diversity and inclusion of an organisation's workforce. <https://insights.theia.org/story/ia-diversity-data-guide/page/1>

Amplifying commitment to increasing social mobility

- Take the **Social Mobility Pledge** – signalling your commitment to advancing social mobility in your workforce. <https://www.socialmobilitypledge.org/>
- Enter the **Social Mobility Foundation's Employer Index** – which benchmarks and assesses progress organisations have made on improving socio-economic diversity. <https://www.socialmobility.org.uk/employerindex>
- Partner with the **Social Mobility Foundation** – to provide skills and careers support, industry learning days and internships. <https://www.socialmobility.org.uk/partnerships>

¹ Chartered Institute of Public Relations (2020) *State of the Profession 2020*, <https://newsroom.cipr.co.uk/public-relations-out-of-step-with-views-of-general-public-on-social-mobility--cipr-state-of-the-profession-2020/#:~:text=This%20year's%20State%20of%20the,positive%20developments%20in%20other%20areas>

² *Ibid*

³ Social Mobility Foundation (2023), *The Class Pay Gap 2023*, <https://www.socialmobility.org.uk/campaign/the-class-pay-gap-2023#:~:text=The%20Class%20Pay%20Gap%202023,12%25%20less%20%E2%80%93%20a%20year>.