

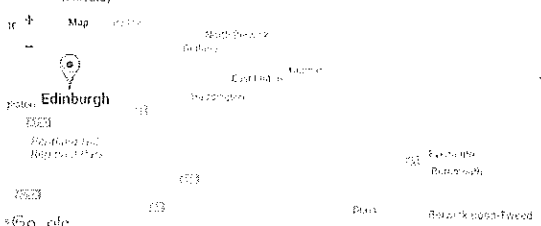

The Union Advertising Agency

Award-winning advertising & digital agency.

Address: Union House, 18 Inverleith Terrace, Edinburgh, EH3 5NS

Telephone: 0131 625 6000

Web: www.unionadvertising.co.uk

We are an Accredited Living Wage Employer.

From inception in 1996 we have paid all staff a 4% contributory pension - and continues to pay above the required level.

To nurture talent in the agency, a formal training structure gives Account Directors clear responsibility for a particular strand, reporting to the Managing Director:

1. [Redacted]
2. [Redacted]
3. [Redacted]
4. [Redacted]
5. [Redacted]
6. [Redacted]

UNION ACADEMY

2016 CALENDAR

| Month | Date | Topic | Speaker | No. |
|-------|------|---|------------|-----|
| April | 7 | A perfect process for perfect partnerships | [Redacted] | 9 |
| | 14 | Understanding search marketing | | 10 |
| | 21 | Acestra email marketing refresh | | 11 |
| May | 5 | Thinking data, talking human | | 12 |
| | 12 | TV advertising in 2016 and beyond | | 13 |
| | 19 | GDPR - a roadmap for client compliance | | 14 |
| June | 3 | How User Experience (UX) can revolutionise results | | 15 |
| | 16 | Understanding Google Analytics | | 16 |
| | 23 | An introduction to Worldwide Partners Inc. | | 17 |
| | 28 | Using Insurance Provision to protect you and your clients | 18 | |
| | 30 | Synergist Account Management System Overview | 19 | |

Extract from the Union Academy calendar

Our IPA's CPD programme demands that all people log at least 24 hours of personal development annually. We have achieved this for 14 consecutive years.

Uniquely in Scotland, we are members of Worldwide Partners. This supports our employees' development by sharing learning from international conferences and information share. We had three mentors and two mentorees benefitting from the Marketing Society Associates Programme.



Delegates at the 2016 EMEA meeting, opened by Pauline Aylesbury from the Scottish Government.

NON-EXPLOITATIVE CONTRACTS

The Union does not, and will not, offer zero hours contracts. We do not use 'umbrella' companies.

We are supportive of flexible working, working from home and, at present, we have people working part time, compressed hours, flexitime, and phased retirement. We allow career breaks.

We are currently providing pro bono consultancy for a new initiative designed to connect employers and parents looking for part-time flexible work.

ORGANISATIONAL INTEGRITY

We demonstrate organisational integrity through tangible results.

- In 2016 we promoted 17% of our staff in recognition of personal development.
- Last year we recruited nine people at entry level, creating career opportunities and supporting the industry.
- Following talks with a range of educational establishments, such as Strathclyde University and Forrester High School, last year we gave placement experience to 12 young people. In addition, we provide three month paid internships to two undergraduates each summer.

- We recruit people based on aptitude and attitude, not their protected characteristics, such as gender, religion, sexual orientation.
- Currently 56% of our team is female, with women holding 54% of senior positions. We have signed up to the Marketing Society's 'Mind the Gap' initiative to help build an equal and thriving marketing community in Scotland. Nicci Motiang, Deputy Planning Director, was a finalist in the IPA Women of Tomorrow 2016 awards.

Nicci Motiang was shortlisted in the IPA's 'Women of Tomorrow' Awards 2016.

IPA Promoting the value of agencies

About Contact

Members Jobs Join Services Knowledge CPD Events News More

Search Home User

Women of Tomorrow Awards 2016 Shortlist


Thirty-six women, from a record-breaking two hundred nominations, have been shortlisted for the IPA and *Campaign* Women of Tomorrow Awards.

The competition champions women in middle management identified as the female industry leaders of the future and the nominees come from a cross section of disciplines including media planning, new business, creative, client services and tech and innovation.

The winners, chosen by a panel of leading figures from across the industry, will be announced on 8th March 2016.

Shortlisted entrants

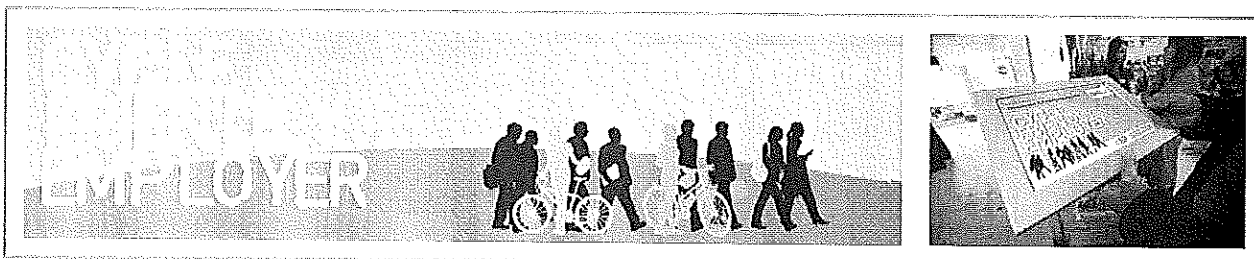
| | |
|-------------------|-----------------------------|
| Name: | Nicci Motiang |
| Job Title: | Deputy Planning Director |
| Company: | Im Union Advertising Agency |
| Category: | Strategic |



[Click to view summary](#)

- We have opened conversation with SDS regarding the employment of a Modern Apprentice.
- We currently employ people from various ethnic backgrounds and 17 different nations, highlighting diversity.
- We are a Cycle Friendly Employer – since 2013.

Our Staff Handbook makes clear the responsibility for workplace respect and tolerance. Our flexible working and general culture contributes to work/life balance.



We provide a lively, empowering and positive culture through regular staff events, monthly staff meetings, lunchtime yoga, 'Album Fridays', fortnightly 'Picture Quiz', and bake days.



Healthy body, healthy mind - lunchtime yoga at The Union.

TANGIBLE REPORTING METRICS

- Engage with three external education bodies
- Recruit two graduates p.a.
- Recruit one Modern Apprentice
- Attain Investors in Young People
- 50% gender split
- 50% gender split in senior positions
- Annual staff survey
- Annual 360-degree appraisal
- Annual 360-degree interim appraisal
- IPA CPD Certificate
- 16 internal training sessions p.a.
- External opportunities available to 100% of staff
- External paid-for training achieved for at least 50% of staff
- CPD achieved annually
- CPD Gold (for outstanding performance) achieved for the first time
- No zero hours contracts
- Living Wage Employer
- Proven flexible working
- Clear communication of expectations through Staff Handbook
- Measurement through Staff Survey
- Sub-contractor adherence to these standards

2.5 Workforce Benefits (Section Weighting - 5%)

Question 2.5.3 (Weighting - 0%) (Word Count 100)

The Scottish Business Pledge is a Government initiative which aims for a fairer Scotland through more equality, opportunity and innovation in business. Information on this can be found at the following link:

<https://scottishbusinesspledge.scot/>

Tenderers are asked to confirm if they have signed up to the Scottish Business Pledge.

2.5.3. THE SCOTTISH BUSINESS PLEDGE

The Union can confirm that we have signed up to The Scottish Business pledge.

Because what's good for your business is good for all of us.
Let's all play our part in building an even more courageous, competitive and forward-thinking business opportunity in Scotland.

Make your pledge

Living Wage
How fair pay delivers a more committed workforce.

Zero Hours Contracts
Why not using exploitative staff contracts benefits your business.

Workforce Engagement
How bringing out the best in your employees adds value to your business.

Balanced Workforce
Businesses with more diversity do better.

Invest in Youth
Is there a business in the world that couldn't benefit from 'new blood'?

Innovation
How Innovation can create new value for your business.

Internationalisation
Explore opportunities to make international connections and access new markets.

Community
Connect with your customers by giving something back.

Prompt Payment
Paying your bills promptly has a positive impact on your suppliers, especially small businesses.

2.5 Workforce Benefits (Section Weighting - 5%)

Question 2.5.4 (Weighting - 0%) (Word Count 100)

The Scottish Living Wage Accreditation Initiative and the Living Wage Foundation recognise and celebrate the responsible leadership shown by Living Wage Employers and support employers to incorporate the Living Wage into organisational structures long term. More information can be found at the links below:

<http://scottishlivingwage.org/>

<http://www.livingwage.org.uk/>

Tenderers are asked to confirm if they are accredited as a Living Wage Employer.

2.5.4. THE SCOTTISH LIVING WAGE

The Union can confirm that we are accredited as a Living Wage Employer.

