

Case study: Regional e-recruitment portal



Background

During 2005, acting on behalf of the region's local authorities, West Midlands Local Government Association (WMLGA) commissioned research to establish the level of commitment to and priority areas for the development of a 'shared service' approach to HR at sub regional and regional levels. Arising from this work, a number of local authorities have confirmed a commitment to support the development of a 'web based' regional recruitment portal. A project board has been established to develop the objectives of the project and drive forward its implementation. The participating authorities are as follows;

- Birmingham City Council
- Coventry City Council
- Dudley Metropolitan Borough Council
- Herefordshire (Unitary Authority)
- Sandwell Metropolitan Borough Council
- Shropshire County Council
- Solihull Metropolitan Borough Council
- Staffordshire County Council
- Warwickshire County Council
- Wolverhampton City Council
- Worcestershire County Council

There is a clear commitment for the portal to have region wide application, incorporating all other local authorities (currently 38 in total) and in the medium term to extend the collaborative approach to other parts of the public sector within the region e.g. health and central government bodies and agencies.

In January 2007, the Recruitment Portal Partnership was successful in securing funding from both the Regional Capacity Building Fund and the West Midlands Centre of Excellence to develop the portal.



In April 2007, following an extensive selection process, Tribal Resourcing were appointed to deliver the contract for both the technical and the marketing services.

Phase one of the recruitment portal project is concerned with the development and utilisation of the portal by the existing partner local authorities. Phase two will be concerned with the growth and sustainability of the portal.

The solution

Tribal Resourcing have developed a solution that over the last two years has provided innovative and market leading e-recruitment systems for many local government and public sector employers. In this situation however a solution had to be provided to act as a 'job board' hosting vacancies from multiple employers as well as being able to be personalised to each organisation when it comes to system integration and recruitment practices.

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The following development tasks have been undertaken to date:

- The job board had to be named and a 'product' brand developed.
- A technical solution to the website structure had to be generated. The solution from an applicants perspective will have interactive functions such as email and SMS job alerts, a talent pool for registration into, RSS and XML feeds, personalised account zones, and the ability to use the website effectively through specific renderings for mobile devices. Additionally the solution will be auto-populated with vacancies from each core employers own website systems as well as feeding applicant details automatically back into each individual HR system so as to avoid all aspects of dual data entry. The solution will also support ongoing sustainability through the ability for others to join and receive core employer status as well as for private organisations to advertise on the website generating income to continually sustain the offering.
- A collaborative solution to vacancy application had to be found with the development (for the first time in the UK across such a diverse variety of councils) of a single shared application form so that a user could apply to all organisations through a single route whilst ensuring that applicants from the portal can be fairly assessed alongside others who apply to the employer directly.
- A launch and ongoing marketing strategy had to be developed to engage both the passive and active job-seeking marketplaces and to focus on getting the URL fixed in peoples' job seeking mindset.
- All of the above had to be researched and tested with potential users both within and outside of local government across the region, as well as with ICT and HR teams across the region prior to the refinement of a solution.

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