

EXETER CITY COUNCIL

SCRUTINY RESOURCES

19 SEPTEMBER 2007

RECRUITMENT ADVERTISING REVIEW

1. PURPOSE OF THE REPORT

- 1.1 To update on the progress of the ongoing recruitment advertising review and to outline the key improvements to the website development and the ongoing advertising contract.

2. BACKGROUND TO THE REPORT

- 2.1 Following on from a review of the recruitment processes last year a two-year project plan was established in September 2006 to drive forward changes to the electronic method of recruitment and also improvements to the advertising contract currently in place.

- 2.2 The review covers briefly, the following areas:

E-Recruitment

- A full rebuild of the Council's on line recruitment process
- Facility for access to other links such as:
 - Rewards and Benefits
 - Training and Development
 - Flexible Working
 - Equality and Diversity
 - Family Friendly policies
 - Facts and Statistics
 - Job Profiles
 - Moving to Exeter
 - How to apply
 - Using the site
 - Contacting us
- Some other key features include:
 - The ability to part save an application form and return to it when convenient
 - The ability for applicants to automatically populate application forms from previous information submitted
 - The ability for a prospective applicant to register interest in a job even if not currently advertised for future alerts

- Facility for automated emails to be sent to confirm receipt of application and advise of short-listing process

2.3 In June 2006 Resources Scrutiny approved the two-year project plan and agreed for a mid project progress review.

3. PROGRESS REVIEW

3.1 Following a full assessment process involving a service specification, expressions of interest and presentations, Tribal Resourcing were awarded the website contract.

3.2 A full project plan was then established which took the plan for a full website solution to be developed over 12-14 weeks. This programme is approximately half way through (as at the end of August).

3.3 The remaining tasks involve the site mapping all of the links which will feed into the recruitment site such as tourism, transport, housing, education etc.

3.4 Following on from this, information relating to employment, e.g. terms and conditions, pensions etc, with the Council will be added and images will be loaded.

3.4 Copies of screen images of the main web pages are attached.

3.5 Advertising spend is also being reviewed as part of this project and currently the profile of spending is being assessed with consideration of options including:

- to secure an improved service level agreement with current provider (TMP Worldwide)
- to partner with an existing advertising contract in place within another local authority.

4. RECOMMENDATION

4.1 That Resources Scrutiny note the progress on the website development and receive further information and feedback when this site is fully developed.

4.2 That the next phase of the project continues to examine improvements for advertising, back office processes and advertising contract variation to seek the most effective solution.

4.3 That a further update be submitted to Scrutiny Resources at its meeting in June 2008.

HEAD OF HUMAN RESOURCES

CORPORATE SERVICES DIRECTORATE

Local Government (Access to Information) Act 1985 (as amended)

Background papers used in compiling this report:

1. None