



The HR Edit

Series 1, Episode 9: Welcome to the SEJobs website

[Music]

0:00:04- **Helen:**

Hello and welcome to the HR edit, a podcast brought to you from South East Employers taking a look at those common and often tricky HR questions. So, today's episode is a little different. For one, Michelle has the episode off and I have a new expert, SE's tech expert and podcast favourite, Sarah.

Hi Sarah.

0:00:23- **Sarah:**

Hi Helen, don't build me up too much. I like the fact that Michelle's usually the expert, so I'll do my best.

0:00:29- **Helen:**

I'm sure you'll be fine. Michelle has left us to our own devices today to talk about the SE Jobs website, how it came about, how best to use it and how it's helping councils in the South East.

So, Sarah, the Jobs website was your creation. Can you let us know why you decided to update it?

0:00:48- **Sarah:**

Yeah, of course. So, as you know, Helen, I am a Graphic Designer and I have a background in web design as well. We're a member organisation and our members already benefit from lots of services via their subscription, but we're always looking for new ways to enrich our offering, hence the podcast. Actually, as well, I'd already built the SE website, so our website, seamp.co.uk and the Jobs website was initially built on that site, mainly as a bolt-on.

We have sister organisations around the country and they had already built something similar, which was very successful, and it just felt the time was right to do this for the South East. So, yes, it was built on as a bolt-on to our main website. But what I hadn't anticipated was how quickly the site would grow and within a few months it became very obvious that I'd have to create a new, separate site to house it. People were uploading logos, you know all the information that was going on with each of the job listings and it was starting to throttle our main site. So, yes, I had to move on to on a site of its own.



0:01:49- **Helen:**

Yeah, definitely. I know we get daily notifications of jobs being added to the new site, so it's always been very well used. So, the Jobs portal on the website was a lot smaller, and now you've moved over to the SE Jobs website. What new functionality can users expect from the new site?

0:02:05- **Sarah:**

Well, yes, it was a lot, lot smaller, and this new site of its own has allowed me to build an extra functionality and just make improvements that it became obvious we needed to do. So, the kind of, headlines then, about what the site offers is, like I just said, improved functionality. You can actually create an account, which you couldn't do previously, and a lot of your information will be pre-populated, which reduces duplication, because it's a pain when you have to keep putting your organisation name in, keep adding your logo, all those kind of things. So, from your first job, listing a lot of the kind of listing form will pre-populate for you. The account function also lets you edit/amend a listing as you need to. You can see all your jobs listed in order from the ones that are live to the ones that have already expired. You can duplicate a job because, as we know, councils and fire services often have more than one officer doing the job. So, you can duplicate a job even if it has expired, and then just sort of republish it as a new job.

We've added email alerts that you mentioned, Helen, so you know when your job has been published. Currently, Helen and I are moderating each job as they go. It can take about 24 to 48 hours for your job to be published. So, the sooner you get the job on the website, the better. Myself and Helen check all the jobs just to be sure you've entered the salary correctly, including the date as well as it has to be in a certain format.

We're hoping at some point in the future that job publishing will be instantaneous, but for now you will experience a little delay. But, like I say, you do get a notification via your emails to say that your job has been published and to say that your job is expiring as well. We've also added job alerts for job seekers. You can set this up by category. You can choose to receive an alert once a day, once a week, a couple of times a month. So, this is really important to us as well, not only to make the site work for organisations posting jobs, but also you know it's never going to be very useful to anybody if you haven't got a great functionality for job seekers as well, and this includes the alerts that we've added.

0:04:03- **Helen:**

Yeah, it's great to have notifications sent straight to job seekers inboxes. It really puts it at the forefront of people's minds and you're more likely to get someone better matched to your position if they signed up for those specific notifications.

0:04:16- **Sarah:**

Yeah, absolutely, and the good thing is that, like the accounts for our organisations you know the HR teams and the people listing the jobs job seekers can log in at any time and they can amend their categories. They can change the date. You know the frequency they get the



alerts, so it's a really good bit of functionality that was missing from the first iteration, but we've put that right now.

0:04:38- **Helen:**

So, if a recruiter wants to list a vacancy on the site, what are the requirements and where do they start with that?

0:04:44- **Sarah:**

Okay. So, as we mentioned earlier, SEE is a member subscription organisation. Now, that doesn't mean that if you're a non-member you can't use our services, of course you can, but our members benefit from a lot of extra services. But in terms of the website, then you anybody can sign up for account. I mean it's public sector jobs, so when I say anybody, you know preferably public sector organisations and people looking to work in the public sector. But for non-members and members, it's completely free to sign up for an account and the process is really, really simple. You can literally go to sejobs.co.uk, you click on my account and it takes you to a page where you can register for a free account, and this is using an email and a password so you can easily log back in again. Accounts are free, like I said, for both members and non-members, and once you've registered, you can go ahead and start adding jobs. So, we've simplified the process. I hope it is really simple for people. We've had no complaints so far.

0:05:36- **Helen:**

So, you say listing a job on the site is free for members? How much is it for a non-member to list a vacancy?

0:05:43- **Sarah:**

Yeah. So, we had a look around at other sites and we made a conscious decision to keep our prices as low as possible. We, you know we want the website to grow and we want people to be able to use it without those kind of budgetary restraints. So, for our non-members, then, a single listing is £85 and there's no time limit and it runs until your listing expires. But we have created some packages which actually work out cheaper than a single listing per job. So we've got a five listings credit, which is £350, and a 10 listings credit, which is £600. Once you've bought these, they don't expire. You can add jobs whenever you have a vacancy, and you can just log in as you need to. So even if you buy 10 credits and you take two years to use them, it really isn't a problem. They will not expire and they will be there whenever you need them.

Going back to our members and this applies to the non-members as well, when you go to add a job and you've registered for the site and you click to go and add your first job, you will be taken to a page which has our packages on.

So you can choose a single listing, you can choose the credit packages. But for members, you choose the unlimited listings, which is free, no cost at all, and that's listed as unlimited jobs for £0. This happens each time you go in and add a job, but once you've chosen, as a member, the unlimited package, you just click on that one again. As a non-member, if you choose only to list a single job, you will need to then pay for another single job and Helen and



I organise all that through the back end, so that's not a problem at all. We do have a credit card option, so you can pay for your listings with credit card or, if you want to pay with the PO, just get in contact with us. For members, once you've selected your package, you only need to select that one going forward, as I've already mentioned, and this will not expire unless your membership expires.

0:07:30- **Helen:**

Yeah, having an account on the site really does cut down on admin time for recruiters listing jobs And the SC Jobs listing. Sending applicants straight to the recruiters application page really cuts out the middleman and it allows you to have all your applications in one place. So when you close a job you're not waiting for all the applications to come through. It's just a much quicker process.

0:07:50- **Sarah:**

Yes, absolutely, and we wanted to keep that in mind as well. I mean to be a useful website. We have to be useful for both the organisation and the applicants, and we didn't want to have to extend the process of them applying. Yes, you're right. We encourage organisations to add a link directly to the advert on their own websites. That way, we can direct the applicant to that area. It means that we don't have to hold any applications, which doesn't delay the process for either the organisation or the applicant when they find a job they want to apply for. So, yes, we know we're not the middleman. We've made sure we're not the middleman. We want to make the process as slick as possible for both parties.

0:08:30- **Helen:**

Yeah, that's great, Sarah, and the functionality you've added to the website has made it so easily for recruiters that it would be great for them to just add adding their job to the SE job website to their recruiting checklist. You write the application form, you pop it on your website and then you pop it on SE jobs website.

0:08:49- **Sarah:**

Yeah, absolutely, and that's what we want people to get into the habit of doing, and we've got loads of members at the moment that are doing that, which is fantastic. And on members, I mean just to give you a couple of stats, we launched in November and to the end of March so this kind of that partial financial year, we had 414 jobs listed and that's, you know, that's just in the South East, so it just goes to show that from the moment it was launched until, like I say, end of March, for that financial year we'd already grown huge, to be honest, far bigger than we expected to, and in that period of time we had over 3400 visits, and for a fledging website, that's pretty impressive.

0:09:27- **Helen:**

I think that's fantastic. yeah, 3400 job seekers coming to our website that's really great. What can job seekers expect when they arrive on the site?



0:09:37- **Sarah:**

When you come to the site. So when you go to sejobs.co.uk, you will see that front and centre on our website is the search function and we've got filters available. So we've built in several different ways to search. So you've got search on keyword, which is you know, it's an obvious one. If you're looking for a job in housing, you can search the word 'housing' and any jobs with housing in the title will appear in the search. We've got a location search. So if you're looking to work in a specific area but perhaps you're not as fussy about the job that you want, you can search on location. So what we do is encourage our recruiters to put not only the county or the area but also the kind of specific town. So, for example, if you're looking to work in Hampshire but more specifically Winchester, you can pop Winchester in and any jobs with Winchester as a location will appear.

We've also got categories. These are pre-populated on our site so recruiters choose from different categories to list their jobs within. What I have built in is that when you click through that list of categories, which is a drop-down menu, they will only show the categories that have jobs listed to them or jobs categorised to them at that given time. So in the only live listings which are categorised to that job. That just takes away that horrible moment where you think, oh brilliant, there's an engineer's job. You click on it and nothing appears. There's no search returned because there's nothing categorised to it. So sometimes it may look like the categories there aren't as many, but there's actually loads, I can promise you in behind the scenes.

You can also search on salary. So we have built in salary bandings so when a recruiter pops there, the upper and lower salary it will return on a salary banding. So you can use that as well. So you can be as specific or as generalist as you want. As long as you put something in one of those search filters, you will return some jobs. We've mentioned the email alerts which we talked about earlier. So all you need to do as a job seeker is just register to the site and then you can set up email alerts on your account. When you receive your email alerts. We've tried to make the process as simple as possible and within that email alert you will actually have a direct link straight to the job or jobs that you've been alerted to. So and you can log into your account anytime to expand or edit your alerts, you know as you need to.

0:11:51- **Helen:**

Well, I find the site really easy to use and intuitive when I'm adding jobs or when I'm testing the site as a job seeker, but obviously I know the site quite well. Is there any additional help for people who are new to the site and just coming to it?

0:12:06- **Sarah:**

Yes, thanks, Helen. That's very nice. Nice to hear, but you're cheating a little bit, because you did help me with it when you first started. Yes, we have a help page and, Helen, you created some awesome help guides which have step by step instructions on how to set up job alerts, add a job listing, edit job listing, etc. We have produced a little webinar which is on the help page, which is a video hosted on YouTube which walks you through the process of registering and adding a job as well, so that really helps.



We've also got some frequently asked questions, which again give you a few answers to things, and then we've got our pricing on there as well. So, if you go on the site with every intention to add a job and you think let's do it, let's do it, and all of a sudden you become a little bit stuck, you just need to go on to our help page and hopefully we've got all the help that you need on there.

We also have a feedback form on there. We want to make this site as good as it can be. We want it to be useful for members, non-members, all public sector organisations and you know, very importantly the job seekers, and we want to be the go-to site for public sector jobs. So if there is anything that you can think of that you want us to improve or perhaps consider as part of the functionality, do get in touch. That feedback form is on the help page.

0:13:30- **Helen:**

And if you do need any additional help, please do let us know. Not only will it help yourselves, but it will let us know if others need additional support with areas of the site.

Sarah:

Fantastic, thank you, Helen.

Helen:

Thank you so much for that, Sarah. Head over to the SE Jobs website at www.sejobs.co.uk and start populating it with your vacancies or start searching for your next job opportunity. We look forward to seeing you next week for our season finale, where we'll be introducing a new voice to the podcast from a well-known SE expert. We look forward to seeing you then.

[Music]

Transcribed by <https://podium.page>