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#3 USING RECRUITMENT MICRO-SITES



Recruiting staff, particularly a new headteacher, should be one of the most positive, exciting and exhilarating roles the governors of a school or academy can undertake. Using easily available modern technologies it can also become a dynamic process that has minimal impact on your administrative resources, a particularly important consideration for smaller schools. Our clients have experienced the benefits of using a recruitment micro-site over the traditional recruitment methodology.

Consider the route taken by so many organisations developed in the days of limited communications technology when most organisations still relied on the telephone and postal services:

- an advertisement in local, regional and national newspapers;
- preparing a recruitment pack – application form, job description, person specification, school prospectus, etc.;
- photocopying application packs for candidates;

- administrative staff fielding enquiries and posting out application packs;
- receiving and processing applications as they arrive.

Recruitment Microsites take the hassle out of advertising your vacancies by providing a one-stop-shop recruitment portal for all potential candidates. The site can carry:

- the advertisement;
- a welcome letter from the Governing Body;
- information about the post and its challenges;
- further information about the school and its achievements;
- the job description;
- the person specification;
- application form;
- timescales for the recruitment process including dates of key milestones e.g. interview date;
- terms and conditions of employment;
- recruitment criteria;
- key information about the local area and links to informative web sites.

SO WHAT IS A RECRUITMENT MICRO-SITE?

In the past, the term microsite has been used interchangeably with mini-sites, one page stand-alone Web pages used by direct marketers. Microsites can operate as landing pages or hubs for search engine advertising, however, nowadays they tend to be used to create a highly focused website that meets the needs of a specific search query. This makes them an ideal platform for recruitment advertising and once built they can be re-used throughout the year for all new job vacancies.

For the purposes of recruitment, microsite in this context refers to a site that is associated with your school or academy and is a subdomain of your main website with its own navigation, design (albeit closely aligned with that of the main site) and content.

For a site to operate successfully applicants need to be able to navigate easily around the content to get to the information they need. Hence its separation from the main website which will be full of detailed information about the school, the children, staff and local community. By offering a few simple interrelated navigation choices, the visitor doesn't get bogged down in the detail of your main website's navigation. Therefore, the user is focused purely on the vacancy and the information and documentation needed to make a successful application.

Not only does a recruitment micro-site make your job easier by saving both time and money, but it will also portray a professional approach to recruitment which will reflect well with potential candidates and promote you as an employer of choice. Also, the good news is that as website technology has advanced in recent years the development costs are now counted in the hundreds of pounds rather than thousands.

So how do you answer those colleagues who suggest that this is just additional cost that the school can ill afford? Well the key benefits can be summarised as follows.

- A micro-site provides an opportunity to give potential recruits a focused insight into your vision, ethos and culture.
- It is proven to save many hours of administrative staff time.
- It can save money by reducing staff input, expensive photocopying and mailing costs.
- It ensures the best possible response rate by providing applicants with all the information they need.

- It portrays a professional approach to recruitment and establishes your credibility as an employer of choice.
- Micro-sites can provide important metrics that help you compare the number of hits on your site with the actual number of applications received, information that can help you in analyse how well you are converting interest into real applicants.
- Once established a micro-site can become a permanent recruitment portal that is easily maintained and updated to advertise future vacancies.

