

# Shared Recruitment Portal

- myjobscotland



Attracting, retaining and developing staff is becoming more challenging for all employers, including Scottish local government. Councils face not only a reduction in the number of potential employees available, but also fundamental shifts in demands on council services that impact on workforce requirements. Local government needs to make effective use of resources in delivering improved performance, and that depends on being able to compete effectively for candidates. Increasingly, this is conducted in an online environment.

The Improvement Service in collaboration with CoSLA and the Society of Personnel Directors Scotland developed the myjobscotland Recruitment Portal. A shared electronic recruitment portal allowing all 32 Scottish Local Authorities to recruit from a wider pool of employees, support more effective recruitment practices. Thereby reducing advertising expense and improving efficiency and productivity.

The model is used by global companies and therefore the concept is scalable across the wider public sector. The benefit of the myjobscotland recruitment portal is that it is a way of opening up single point of access to a great variety of jobs, for the moment in local government, but hopefully over time across the public sector.

The myjobscotland portal went live in June 2008. Since then nearly 4000 jobs have been advertised and over 80,000 applications made. Over 20,000 applications were made in January alone.

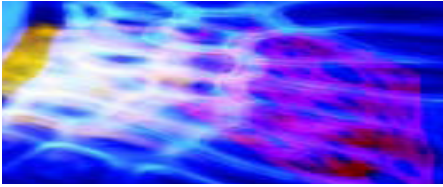
The aim of the portal is to enhance and promote Local Government as an employer of choice offering excellent career opportunities, and in doing so, influence the perceptions of those people who are active in the jobs market. The employer of choice brand is designed to enable local government to compete with the private sector for quality staff particularly in sectors where there are skills shortages.

From an efficiency perspective, the full roll out and implementation of the portal is expected to reduce the recruitment costs generate efficiency gains in staffing and non staff costs, as well as providing an opportunity to refresh HR practices within councils.

The portal will be judged as being successful in the eyes of job applicants, if it portal is simple to use and therefore the image of Local Government as an employer is enhanced. Equally an improved understanding of the range of careers available and skills required by councils is targeted at attracting a wider audience of job applicant.

In addition to Scottish Local Authorities using the recruitment portal, its use has also been adopted by Strathclyde Fire and Rescue, the second largest fire service in the UK. The portal is able to handle the massive level of applications Strathclyde Fire and Rescue receive for the position of fire fighters. This allows their Human Resource team to focus on improving candidate contact rather than simply administering bulk applications.

Councillor Michael Cook, COSLA's Strategic Human Resource Spokesman says: "There's no such thing as a 'typical' job in local government, but there are countless opportunities to develop your ideal career and make a real difference to the community. Myjobscotland gives an idea of the considerable possibilities the local government sector can offer, as well as making it quick and easy for people to apply for jobs."



### Case Study - Perth & Kinross

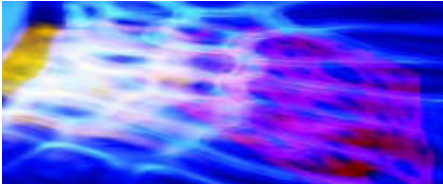
The Council comprises of over 142,000 inhabitants in the very heart of Scotland, and is one of the first local authorities to embrace online recruitment. The council was one of the first to sign up to myjobscotland. Since going live with myjobscotland in August 2008, Perth & Kinross Council has significantly streamlined its application process, reducing the time it takes to advertise, interview candidates and fill vacancies by a third.

In 2007 Perth & Kinross received 17,000 completed application forms - 40 per cent of which were on paper. With all correspondence previously handled through the post, acknowledging each application was highly admin intensive, meaning that the average time to hire was 78 days. Since joining myjobscotland in August, the proportion of electronic applications the authority receives has rocketed to 96 per cent, reducing the paper it handles by some 90 per cent. The process has been so streamlined, that one candidate was placed just 15 days after making the initial application.

Myjobscotland has also enabled Perth & Kinross to handle the resourcing for high demand jobs such as clerical positions much more effectively. The council advertises 100 clerical jobs each year, attracting, on average, 100 applications for each position. Since online application forms can be tailored to specific roles, they can now tailor application forms to every role they advertise, and automatically qualify every application on receipt. Before the system was implemented, 60-70 per cent of candidates applying for clerical jobs did not have the qualifications necessary for the position. Now the council can save time by not having to process large quantities of unsuitable applications, whilst also identifying higher quality candidates faster and more cost effectively.

Colin Baird, Senior Personnel Officer and Employee Relations Team Leader, Perth and Kinross Council, comments: "Implementing myjobscotland has enabled us to process almost every application online, greatly reducing our administrative burden and the time commitment required from hiring managers. The system enables us to make fast decisions and let applicants know if they have been successful very quickly. As a result of this, in just three months since going live with myjobscotland, we've been able to cut time to hire by a third, and expect these improvements to continue over the course of the next year."

Gavin Stevenson, Director of Corporate Services said, "The portal has demonstrated we can work together to deliver improved customer service and to free up valuable resources for front line services - in our case £100,000 in 2009/10."



### The North Ayrshire Experience

The council have around 7,000 employees, serving a population of 130,000 on the west coast of Scotland. North Ayrshire Council went live on the portal on day one on 16<sup>th</sup> June 2008, transferring all of their vacancies and processes to myjobscotland; this has led to significant benefits in terms of time, advertising and stationary savings. It has also contributed to job improvement within the personnel service.

In the first fortnightly advertising cycle in June 2008, 60 % of vacancies were on-line, and the north-ayrshire micro-site received in excess of 200,000 hits. Within 3 months this had increase to over 90%, with many posts, including lower graded jobs receiving only on-line applications.

The introduction of myjobscotland has also dramatically improved the clerical assistant role within the central resourcing team. As very little time is now spent on basic transaction work such as photocopying application forms, and posting information to potential candidates. This has allowed the team to take on a wider and more interesting remit.

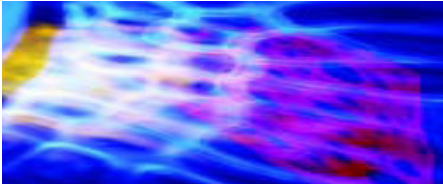
Use of the reporting function in the portal has also allowed personnel to give very specific advice on recruitment advertising and therefore target spend more effectively, as it is now simple and clear to see the source of all candidates and those who are appointed to positions. It is expected recruitment advertising spend will be reduced by £180,000, in the first complete year of using myjobscotland. This saving will be achieved by the use of composite signpost adverts, directing candidates to myjobscotland, and the use of more appropriate press advertising, tailored by use of statistical information from the portal.

***“The portal will be able to give us considerable savings both in time and money!”***

- Miriam Oliphant, North Ayrshire Council

***“The idea for a recruitment portal was developed within the Society of Personnel Directors. By working together across Scottish Local Government and in partnership with CoSLA and the Improvement Service, we have been able to put in place a world class e-recruitment solution for local government. This has helped with standardising processes and application forms - key to improving the experience of job applicants. The recruitment portal will also help us to collaborate in the future on campaigns for the recruitment and retention of key skills as well as supporting our work on developing workforce planning across local government”***

- Murray Macfarlane, Assistant Chief Executive North Ayrshire Council and President of the Society of Scottish Personnel Directors Scotland



## Strathclyde Fire and Rescue

Serving a population of about 2.3 million people across a 14,000 square kilometre area that ranges from rural and island communities to Scotland’s largest city, Glasgow, Strathclyde Fire and Rescue is the second largest fire service in the UK and Europe. It employs over 3,500 full time, part time and voluntary staff across the entire Strathclyde region, ranging from the role of Firefighter to all support and operational personnel. Its adoption of myjobscotland (www.myjobscotland.gov.uk), a nationwide e-recruitment portal for local government opportunities in Scotland, will not only support its drive to attract employees in remote rural and island communities, but also handle the massive level of applications it receives for Firefighter positions throughout the year, enabling the human resources team to focus on improving candidate contact rather than simply administering bulk application forms.

With the annual recruitment push to fill 350 Firefighter positions resulting in over 8,000 applications, Strathclyde Fire and Rescue can now reduce the vast amount of time its HR staff spend dealing with paper-based administration, by completely removing paper from the process. It will now be able to focus on securing top quality candidates while providing them with the best possible application experience. The myjobscotland portal also adds a much needed consistency to the recruitment process, enabling the service to deal with a steady flow of 20 CVs per week, as opposed to the massive influx of documents received after standalone recruitment campaigns.

Graham Haugh, HR Director at Strathclyde Fire and Rescue, comments,

***“Strathclyde Fire and Rescue is delighted to be part of myjobscotland. The role of Firefighter is a very popular vacancy and our recent advertisement generated 8,000 initial applications. Handling that level of interest within a manual recruitment process is very challenging but our process has been streamlined and has enabled us to have a greater focus on the management of candidates. The recruitment team is now more engaged in improving processes and candidate contact rather than simply administering bulk application forms. The Portal will also ease our communication with Strathclyde’s most remote communities and we are confident this will greatly assist with vacancy management in those areas.”***

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