

RM CASE STUDY

Job boards are about more than posting vacancies, says Deb Self, recruitment manager at education software firm RM.

The business uses a number of different commercial sites – vertical and generic. In addition to posting vacancies on them, RM uses banner advertising, corporate profiles and the RM logo to drive people to its corporate careers site.

Self says: 'We monitor where our applications come from and we think using job boards in this way works. It's about distinguishing RM from other IT employers. If job hunters search for C# developer vacancies they will probably throw up hundreds of pages of ads. These banners enable people to bypass that search and go straight to our site to see what we have available.'

RM fills virtually all its vacancies through the Internet. 'We have 200-300 vacancies each year and 60% to 70% are technical or project management roles. Online is the only way to recruit these people. However, we have used press advertising as part of a consolidated campaign. For example we have used banner advertising in the local press, but this was in conjunction with internet and radio advertising.'

Self recognises that recruiting online demands different skills from corporate recruiters, but thinks traditional expertise remains important. 'What's vital for corporate recruiters is that they are able to evolve as the industry evolves. And if I had any advice for other e-recruiters it would be to measure your results and change your practices accordingly.'

As educational specialists, RM recruits a large number of former teachers. 'Teachers prefer to listen to other teachers, so our sales staff and the people who help schools to use our software all tend to be former teachers.'

As a result RM uses some specialist education careers sites attached to the education press. 'Teachers seem happy to apply online and we encourage them to do so. But it definitely helps being well-known in the sector.'

RM prefers to recruit directly but Self admits that the firm still uses agencies. 'We have a preferred supplier list of more than 20 mostly very specialist agencies.' RM manages these agencies through its corporate recruitment system, for example using it to limit the number of candidate CVs agencies can submit.

In addition to agencies RM uses CV databases available through some of the job boards. Self says: 'They are useful, but our ultimate aim is to build our own database.'