SE – Careers/Vacancies

User Testing - Content test
Date of test: 22/06/22

What are we testing?

New content on 4 pages within the careers section on SE.com (in partnership with HR).

Sample

- Number of testers: 9

- Region: UK

- Device: Desktop

- Method: Online unmoderated test

Page 1 – Careers Homepage

Work with us

At Scottish Enterprise, we don't just talk about making a difference. We do it. We're working to build an economically vibrant Scotland, making a positive impact on the world. And you can help us. Find out more about our current vacancies, what it's like to work for Scottish Enterprise, and what the application process looks li...

Find your role

From business support to digital, legal, strategy, finance and more, explore the roles tha...

View all vacancies ➤

Or log in to continue an existing application ⧉

Life at Scottish Enterprise

What we do

What will you be contributing to? Find out more about what we're aiming to do for Scotland, our business plan, our vision, and more.

WHAT WE DO

Our culture and values

What's it like to work at Scottish Enterprise? Find out more about the values we work to, our flexible work styles, our communities and more.

CULTURE AND VALUES

Our rewards and benefits

What can we offer in return... discounts, family leav...

REWARDS A...

Just starting a new career?

If you're just starting your career or planning a career change, our graduate programmes, internships or apprenticeships could help you get started. They offer insights into various aspects of Scottish Enterprise, and in some cases give you the chance to work across multiple teams.

Explore career starter opportunities

The application process

Online application form

Fill out our online application form for the role you're interested in. You can save as you go along, and return to complete it any time before the deadline. Only upload a CV if you're asked to.

Initial decision

Using a blind recruitment process, we'll review your application along with all other submitted applications. We'll always contact you to let you know whether your application has progressed to the next stage or not.

Interviews

If your application looks suitable, we'll invite you to an interview – either remotely or in person. You may be required to provide a presentation or complete an exercise. In some cases, you may be asked for a second interview.

Final decision

We'll contact everyone we interview to let them know if they've been successful or not. If you've been successful we'll be in touch with our offer. If you accept, we'll provide your contract, confirm your start date and provide any other information you need.

See our full application and interview guidelines for more information

Got a question?

If you've got any questions about our vacancies, life at Scottish Enterprise or the application process, feel free to get in touch.

Contact us ➤

📞 0300 013 3385

Page: Test-vacancies-homepage

Results – Careers Homepage

- 7 out of 9 testers agreed the page provides a good introduction about jobs/careers at SE.

- 8 out 9 testers thought there was a good amount of information on the page.

- 8 of 9 testers thought the info provided was clear and easy to understand

- Most testers thought the accreditation logos at bottom of page were useful and would encourage them to apply for a role. Some commented the layout of the logos is a bit "messy"

- When asked if anything was missing from the page, most suggestions related to additional functionality rather than edits to the content. Some testers were looking for the actual job listings on this page.

- All testers said the information on the page made them interested to find out more about working for the organisation.

Tester comment:

"concise, easy to undertand. Well constructed website"

Page 2 – Culture & Values

Our culture and values

Want to know more about what it's like working for Scottish Enterprise, what values we work to and how we work together? Find out more about our culture and values.

Working at Scottish Enterprise

Diversity of experience and thought is vital to the success of our vision for the future of every community across Scotland. So, we welcome different strengths and perspectives to our friendly, flexible and inclusive culture. It's a place where you can be yourself. We'll nurture your talent and skills, so that you can be your best. And we'll help you balance your work and home life in a flexible environment, where you feel empowered to decide how, when and where you deliver your work.

Our values

Be brave
We will be fearless and ambitious in our decision-making, delivering for our economy and our communities. We will celebrate together when we succeed and learn together when we fail.

Be fair
We will act with the highest standards of integrity and empathy, and champion diversity and sustainability.

Be the difference
We will proudly stand shoulder to shoulder with others to unlock our collective potential and to make a real impact.

Be our best
We will expect the highest standards of ourselves and offer excellence when working with others.

Everyday flexibility

Our approach to working patterns is about empowering and trusting our employees to decide when, where and how they work. We aim to create a flexible work environment where work is an activity, not a set place or defined hours. Some roles are more flexible than others, but we'll always do our best to help you get the right work-life balance for you.

Our key flexible working principles include:

- **Balance**. We'll give you the flexibility you need to flourish and be your best, as long as you can still meet the needs of your team, the business and our customers

- **Trust**. We employ professional, passionate people who we can trust to understand their roles and the work to be done

- **Flexible locations**. For most roles, you'll be able to choose how much you work remotely and how much you work from the office, as long as you're open to doing a bit of both

- **Virtual first**. Our approach is to focus on virtual first and to build upon our learnings during remote working. But we also understand that face-to-face is still important for certain types of events and activities

- **Adjustable working patterns**. No core hours – if your manager agrees, and with regular reviews, you can flex contractual hours to suit demands of the role and your preferences

"... an organisation that is flex at its core. Scottish Enterprise's flexible working strategy is about trusting and empowering their people to have the best work life harmony, while also successfully meeting the needs of the business."

Scotland's Flexible Working Awards 2022

Page: Test-culture-and-values

Results – Culture & Values

- All testers agreed the page clearly explains the culture and values of SE

- 6 of 9 testers thought there wasn't too much information on the page.

- All participants thought the information was easy to understand.

- All participants thought the cultures and values made it an appealing organisation to work for.

- Nothing major was highlighted as missing from the content.

Tester comment:

"It was all very clear and concise. The page came across like the company really puts their employees first."

Page 3 – Career Starters

Starting your career at Scottish Enterprise

Our career starter programmes are aimed at those just starting their careers, or those starting a new career. We offer graduate roles, internships and apprenticeships to help give you an introduction to a department or multiple departments. But it's not just these structured programmes that are available to career starters – keep an eye on our vacancies page for any other open vacancies that might be suitable for your skills and experience.

Our graduate programme

Our graduate programme recruits graduates into permanent roles in various departments across the business. You'll be a vital part of your team, with your own responsibilities and projects to work on – of course, always with the support of your new team. You'll have access to the same rewards and benefits as everyone else, including opportunities to develop your career through training opportunities, courses, mentoring, job shadowing and more.

We've already filled our latest round of graduate roles, but we expect to recruit again later this year. Keep an eye on our vacancies page for the next round of graduate roles.

Internships

We work with Career Ready to provide mentoring and internships to S5 and S6 pupils. These are two-year programmes involving an 18-month mentoring relationship with someone at Scottish Enterprise, plus a 4-week paid internship with us. We'll aim to place you in a team and department that's related to your career goals and help you get experience in the things you're interested in.

We organise these internships directly with Career Ready and the schools involved. If you're interested in an internship with us, speak to someone at your school who may be able to help.

Find out more about Career Ready internships

Apprenticeships

Our apprenticeships give you real-world experience in the workplace while you complete your studies. We offer two types of apprenticeships:

- **Foundation apprenticeships** for school pupils who have chosen to do a college subject during their 5th and 6th years. You'll have the chance to get real-world, paid work experience, where you can put some of the skills you're learning at college into action. If you're interested, get in touch with someone at your school who can help.

- **Modern apprenticeships** offer permanent roles in several of our departments. You'll usually have the chance to work across different teams within your department to get an understanding of the different roles, whilst also working towards a vocational qualification related to your role. You'll have your own responsibilities, as well as access to the same rewards and benefits as everyone else. This includes career development and training opportunities such as courses, coaching, job shadowing and much more. When our next modern apprenticeships are available, we'll advertise them alongside our other vacancies.

Find out more about Foundation Apprenticeships

Find out more about Modern Apprenticeships

We are a
Young Person's Guarantee Employer

SUPPORT FOR YOUNG PEOPLE

We know that joining a workplace as a young person can sometimes feel like a daunting prospect. If you're just starting your career and are also a young person, we want to make sure that we can offer you any extra support you might need to settle into your new career. Find out more about our culture and our support for young people on our culture and values page.

Other career starter opportunities

We don't just hire those in the early stages of their careers through these structured programmes. Explore our current vacancies to find other roles that could match your experience and qualifications.

View all vacancies >

Or log in to continue an existing application

Page: Test-career-starters

Results – Career Starters

- All testers agreed the information for career starters is explained clearly

- 8 of 9 testers thought there wasn't too much information on the page.

- All participants thought the information was easy to understand.

- A couple of testers wanted more content for people who may be older but are changing careers, rather than being mainly focused on younger people starting out in work. One tester asked if there could be a short list of the types of roles offered for internships.

- 8 of 9 testers thought the info would make them interested in working for SE if they were at the start of their career

- One tester commented that the focus on young people for these types of roles goes against the 'age positive' accreditation we have as it seems like older people aren't eligible.

Tester comment:

"What about options for more established potential employees rather than newly graduated potential employees."

Our current vacancies

Explore the roles that are currently open for applications. Pay attention to each closing date so you can make sure to get your application in on time.

Open for applications

Enquiry Officer

We're seeking an Enquiry Officer for our team. You'll identify and handle enquiries — both internal and external — across various channels and help us deliver superior customer service.

Closing date: 22 June 2022

LEARN MORE ABOUT THIS ROLE
[PLACEHOLDER LINK]

Team Leader - Reporting

Our Growth Investments team is seeking a talented finance professional. You'll manage the team of four in delivering income management and forecasting, as well as financial, economic and strategic performance reporting.

Closing date: 8 July 2022

LEARN MORE ABOUT THIS ROLE
[PLACEHOLDER LINK]

Already started an application?

Login to continue your application

The application process

Online application form

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Page: Test-our-current-vacancies

Results – Current Vacancies

- All testers thought it was easy to see current vacancies. The user videos showed some were surprised there was only 2, made some people look for a 'view more' button.

- 8 of 9 testers thought there wasn't too much info on the page

- All participants thought the application process was clear and easy to understand

- Some testers looked for the salary range to be displayed on the job advert. One user also said it would be good to know roughly how long the application process usually takes.

- All testers were able to correctly identify the next step if they wanted to apply – to click on 'Learn more' button under the relevant job ad.

Tester comment:

"I think it does a good job as a vacancy page."

Post-test survey questions

Results – Post-test survey

1. Thinking about the information you've read, how likely are you to apply for a job at this organisation if you saw a suitable role? (0=Not at all likely, and 10=Very likely)?

8 of 9 testers said they were likely or very likely to apply.

2. Please provide any further comments or suggestions you have about your experience.

"Great website with lots of good quality info which has been thoughtfully laid out."

"The company stated clearly that they care about each individual employee which was really refreshing to see. Made a great impression for the company"

"I feel that on a whole the website is easy to use and would make the process of applying easy and less overwhelming"

Conclusions & suggestions

- Overall, the feedback from the testing was very positive.

- All pages: Can we tidy up the layout of accreditation logos as couple of users commented they were a bit messy, maybe also add a title to explain what they are.

- Career starters: can we include some reference to those who are older but looking to change career (if older people are eligible for graduate/internship/apprenticeship roles) to make it more inclusive?

- Career starters: can we provide a couple of examples of the internship roles we have?

- Vacancies page: Could we add the salary range to the job ads on vacancies page so users are given this key information upfront? This also gives users some idea of the level of the role.