

User Research Findings:

SE.com Recruitment

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Purpose & Methodology

Purpose: To discover whether users find the information they need on the SE recruitment site and decide if there's an opportunity to improve the content on these pages. The following research questions were covered:

- ❖ What are users looking for in an employer?
- ❖ What information users want from a potential employer?
- ❖ When do users look for this information and where do they look?
- ❖ What do users expect to see in recruitment webpages?
- ❖ User experiences of SE recruitment webpages
- ❖ What attracted users to SE as an employer?
- ❖ Where did users find out about SE vacancies?

Methodology:

- ❖ Face to face interviews, Teams video calls
- ❖ 13 recent recruits (>6 months) 6 graduate scheme, 7 variety of teams

Summary

- Flexibility is key to what users are looking for in an employer
- Indeed and LinkedIn main channels for job searching
- LinkedIn used extensively for jobs and research of potential employers, joining industry and role specific groups
- SE vacancies mainly discovered by word of mouth
- Users have mixed experiences of the SE recruitment pages
- Users would like to see a lot more detail on job descriptions

What users look for in an employer – what we learned

- **“Good culture”**: How people are treated, conditions during Covid, genuine positive values, friendly atmosphere, no-blame culture, Graduates - social aspect
- **Attractive benefits/ conditions package**: Flexibility, pay, incentives, annual leave, pension, health and wellbeing, work/life balance, home working, CPD opportunities
- **Management**: Trust in employees – flexibility/wfh, well organised, lots of support from team and management,
“It’s not about being managed it’s about being led”
- **Industry**: Related to areas of expertise and interest
- **Reputation**: Familiarity, word of mouth

What information users want from an employer – what we learned

- **Conditions/benefits** – flexibility is key
- **CPD opportunities**
- **Case Studies** – employee experiences and project success stories
- **Business info** – business plan, strategy, scale of the organisation, values, locations and industries involved in, organisational charts, recent business performance, climate change policy, stability, turnover
- **Culture** – Forward thinking, innovative, creative, transparency
- **Job details** – transparency in job description, where the role fits within the organisation, detailed info on the team and day to day role, examples of work and areas involved in

When do users look for information on a potential employer?

- Only when they have seen a vacancy that they are interested

Where do users look for information on a potential employer?

- **Glassdoor** – used by all for employee perspective on a company/organisation
- **LinkedIn** – gives credibility, current employees
- **Google search**
- **Company website** - 'about us'
- **Word of mouth** - friends, networks, current employees
- **Social media**
- **Blog posts** - by employees

Where do users look for vacancies?

- **Indeed is no.1**
- **Google search for job title & area**
- **LinkedIn – joining specific industry/role groups**
- **Myjobscotland**
- **S1 jobs**

Where did users find out about the SE vacancy?

- 10 by word of mouth – friend/relative works for SE. This includes all 6 graduate scheme recruits
- 1 was approached on a LinkedIn group for the profession and persuaded to apply after a ‘sales pitch’ for SE
- 2 were led to the vacancy via their network on LinkedIn, already liked SE and were familiar through working there before or with partner organisations

“I don’t know how I missed it on all my alerts” (Graduate scheme recruit)

“If I hadn’t spoken to a friend in SE I would never have know about the job”

“SE don’t seem to advertise at all”

What do users expect to see on a recruitment site?

- **The job advert** – Users want detail. Description of the day to day of the role, information on the team, clear parameters of the job, requirements of the role, expectations, level of the role (in context, organisational chart)
- **Details of the recruitment process** – timelines, structure/format of each stage, example questions
- **Pay & benefits, terms & conditions**
- **All vacancies available, search function, apply button**
- **A place to ask questions before applying**
- **What the organisation does, its values**

What attracted employees to SE?

- **Pay & benefits and people culture**
- **Low turnover**
- **Reputation**
- **Business and economic ethos**
- **Sense of purpose** – *“the work you’re doing is giving back”*
- **Forward thinking** in low carbon area – positive contribution to the environment

“The job ad talked about being ‘part of a transition for Scotland’ and part of the green agenda”

User Experiences of SE.com recruitment pages

- Transparent process
- Majority of users found HR contact information was clear
- Users split between finding the website easy to use & navigate and having difficulty navigating between job description/application and other pages
- Graduate scheme recruits found all info needed was in the job ad. Other recruits found job descriptions too vague
- Inconsistency in applications – some CV, some application form
- Information seemed “scattered” on several pages
- Confusion over meaning of grades

What did users feel was missing?

- Feedback loop for unsuccessful candidates
- Pension details – it's a good selling point
- Contact person specific to the vacancy
- Details on the stages of interview and what each entailed
- Clarity on SE/SDI
- The majority of users felt they wanted more information from the job description:
 - Concrete details on the job, what you actually do day to day
 - More on what is expected and how they will be able to contribute
 - Details of what it's like working in the team

User Experiences of SE.com recruitment pages

“A good baseline of information”

“Came across well as a caring employer”

“Openness and ethos of recruitment was appealing”

“The person who reached out was really good at selling SE”

“finding the job ad was difficult”

“I got two different responses from HR”

“Info seemed scattered on the vacancies area when it could be in one place”

Recommended next steps

- Look at opportunities to further utilise LinkedIn and Glassdoor as key channels to access potential employees and attract more diverse applicants
- Review our recruitment marketing strategy and how we can widen our audience
- Ensure that any content changes are responding to user needs
 - Develop personas of our potential applicants – workshop
 - Develop journey maps – workshop
- Potential opportunity for usability testing of the application portal/process – does the system meet our internal and external user needs