**Initial Requirements Specification – Careers Website and Recruitment Advertising**

**Overview and Current Situation:**

Following the implementation of an internal team two years ago we have significantly enhanced processes, released savings and driven efficiencies. We have turned our direct sourcing model around from 97% agency reliance to 20% agency vs 80% direct. Whilst this is significant, we want to continue to evolve and reduce our agency engagement even further. Not only does this reduce costs but it supports our vision to be an employer of choice through brand enhancement and candidate recognition within the recruitment market.

To help us achieve this, we are looking for a recruitment partner to significantly maximise our advertising strategy whilst offering optimum digital services which create an exceptional candidate experience.

**Required Criteria:**

Advertising and ATS

* Copywrite template advert campaigns from job description/person specs.
* Advertisement of campaigns on maximum number of appropriate premium job boards, using Stonewater branding where possible.
* Advertisement of campaigns on maximum number of appropriate aggregators.
* Vacancy alerts across candidate database/talent pool and active search of suitable candidates.
* Maximum coverages across all social media channels - (Facebook, Twitter, Instagram, Pinterest, YouTube).
* Proactive CV Searching for each campaign across premium CV Databases and LinkedIn.
* Initial shortlisting/screening before candidate submission.
* State of the art ATS system which integrates with iTrent (Midland HR). All candidates must be uploaded directly into the iTrent eRecruitment module so Managers can shortlist and extend invites to interview.

Careers website

* Microsite developed to meet objectives  – sections (working titles) such as 'about Stonewater', ‘our locations', 'skills and expertise we require', directorates/hard to fill roles/grads etc. as well as current vacancies provided by third party.
* Access to careers site via ‘career’ from the main site – hosted on a separate domain (i.e. [stonewater.careers.com](http://stonewater.careers.com#_blank) or something similar)
* Populate careers site with content that presents Stonewater as a premium employer – blogs, case studies, advocacy, roles, videos etc.
* Create real estate on pages other than ‘current vacancies’ that promote ‘vacancies’ and/or ‘send a CV’ – i.e. '6 telephone operatives vacancies’ on the Bristol location page etc.

Video interviewing:

* Online video interview where candidates can be invited to either a live multi-participant video interviews or one-way interviews, answering timed questions into a webcam.
* All supporting documentation available for review during the interviews.
* All interviews recorded and option to securely share with interview reviewers.
* Prompts available to interviewers / reviewers.
* Option to rate and comment on interviews.
* All interviews & supporting documents are stored for audit in line with GDPR.