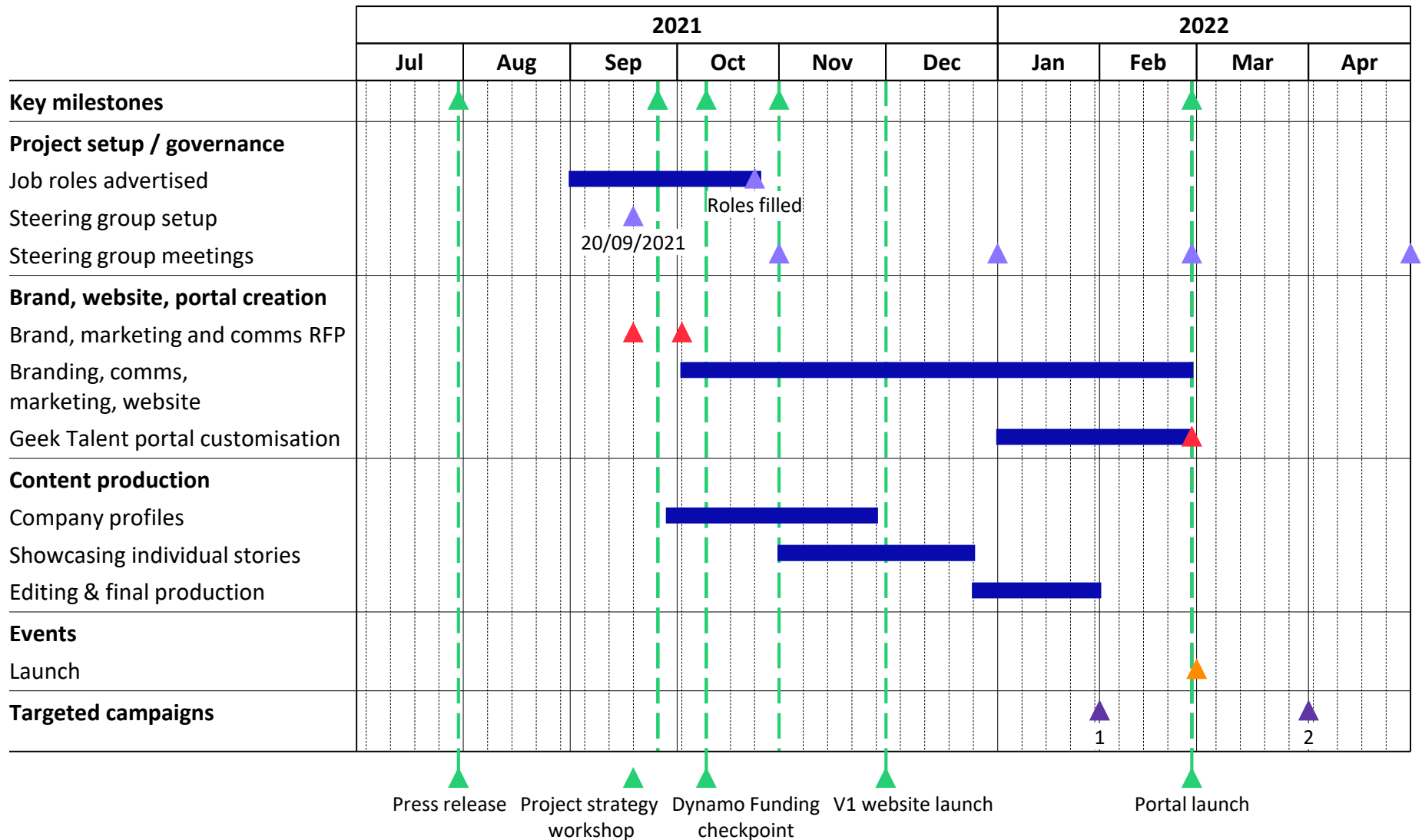


# **TALENT ENGINE PROJECT BACKGROUND**

# TALENT ENGINE PROJECT TIMELINE



# KEY PROJECT OBJECTIVES

## Focus for agency RFP

- 1. Create flagship digital assets & a platform for candidates to find digital opportunities in the region.** Working with Geek Talent to build a digital platform that de-mystifies the roles available in the digital workforce and reduces the “intimidation factor” for people looking to enter this workforce. The platform will enable candidates to find open roles across the breadth of companies looking to hire digital talent
  - 2. Deliver outreach campaigns and events to reach target audiences,** including under-represented or low-skilled groups and ensure that the digital platform has a large, inclusive and highly relevant audience.
  - 3. Create a high-profile regional hiring portal for digital roles,** incorporating roles from “high footfall” employer brands alongside SME roles to amplify the reach of SMEs.
- 
- 4. Work with employers and training providers / educational organisations to develop new talent pipeline programmes** e.g. software development academies. We will act as a “**concierge service**” to reduce the employer overhead of selecting training vendor partners and navigating the training funding landscape e.g. Kickstart, and the Apprenticeship levy
  - 5. Nurture early-career and new-to-digital talent in new roles by creating an active community and mentorship network for digital trainees across employers in the region.** This will increase retention of these employees within the region and provide additional learning and development opportunities for them.

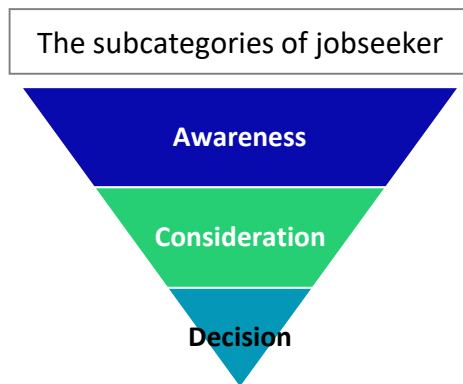
# 2 CORE USER GROUPS

What are they looking to gain from the platform



## Jobseekers

- Learn about tech roles, align interests/ skills/ knowledge to/find a career family that they're excited about
- Be able to find live opportunities aligned to their career families (entry-level / entry-point jobs) in real companies based in the North East
- Sign up to share their info with employers, directly apply for specific roles, get regular updates on new roles being launched

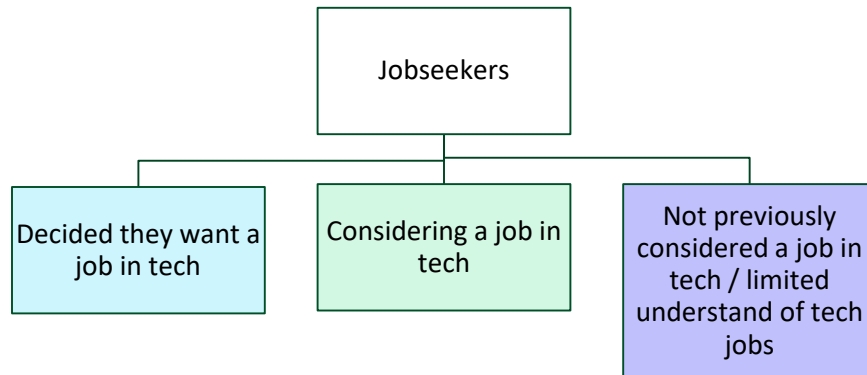


## Employers

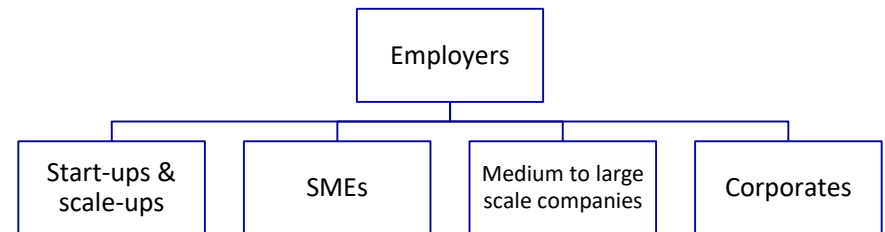
- Support them to make their roles attractive / well understood by candidates by aligning them to the career families and associating their roles with attractive career pathways beyond
- Make it easy for employers to show live roles (i.e. low effort to advertise jobs here vs. other platforms)
- Make a pool of candidates available to employers who have signed up with interest in a particular career family (as long as candidates have given their consent) i.e. employers can directly contact people who are looking for role
- Reduce time / money spent on attracting good & diverse applicants to entry-level roles

# 2 CORE USER GROUPS (CONT.)

## Jobseekers



## Employers



Within each sub-category of jobseeker TE platform users will be at different stages of their careers – from graduates (initial focus for launch) to mid-career leapers

- Looking to advertise vacancies
- Looking to share developments / projects in the NE tech sector
- Looking to connect with other tech companies in the region to:
  - a. Develop entry-levels roles
  - b. Share recruitment tips
  - c. Find the right talent (if candidate = not successful in one application – suggest another role / company etc.)

# USER PERSONAS

To give an idea of why users might come to the platform

	Jobseekers	Employers
<b>01</b>	People looking for jobs – know they want a role in tech in the North East	Companies looking to advertise vacancies
<b>02</b>	People looking for jobs – considered a role in tech but need some more information	Companies looking to advertise vacancies – but need extra help / resources to complete online form (company profile & active vacancy listings) and pull together necessary information
<b>03</b>	People looking for jobs – considered a role in tech but don't think they have the right skillset / experience / qualifications, need some more information	Companies looking to advertise vacancies – but have no / limited resources to coordinate vacancies (looking for a 'middle man' -> <i>start-ups / scale-ups / SMEs</i> )
<b>04</b>	People looking for jobs – never considered a role in tech	Companies looking to share developments / new projects in the North East tech sector
<b>05</b>	People looking for jobs – decided on a role in tech but need some more information on the North East tech sector	
<b>06</b>	People looking for jobs – need to be convinced that the North East is the place to work	

# MICROSITE

Jobseeker flow – how users could navigate the platform to find desired role



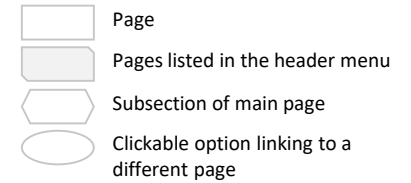
# CAREER FAMILY MAPPING – ENTRY LEVEL ROLES (DRAFT)

Number crunching & delivering insights	Understanding users, customers & competitors	Creating content & connecting with audiences	Designing & delivering products, services & experiences	Building technology solutions	Supporting technology solutions
Data analyst <ul style="list-style-type: none"> <li>• BI analyst</li> <li>• Commercial analyst</li> <li>• Performance analyst</li> <li>• Financial analyst</li> <li>• PPC analyst</li> </ul>	User researcher	Communications manager	Graphic designer	Software engineer	IT service manager
	Market researcher	Content marketing manager	UX designer	Frontend developer	IT technician
	Customer support	SEO manager	UI designer	Backend developer	Network architect
	Customer success	Social media manager	Business analyst	Data engineer	Security architect
	Sales executive	Copywriter	Service designer	Tester	Service desk analyst
Statistician	Account manager	Content designer			Systems administrator
Data Scientist					Infrastructure engineer

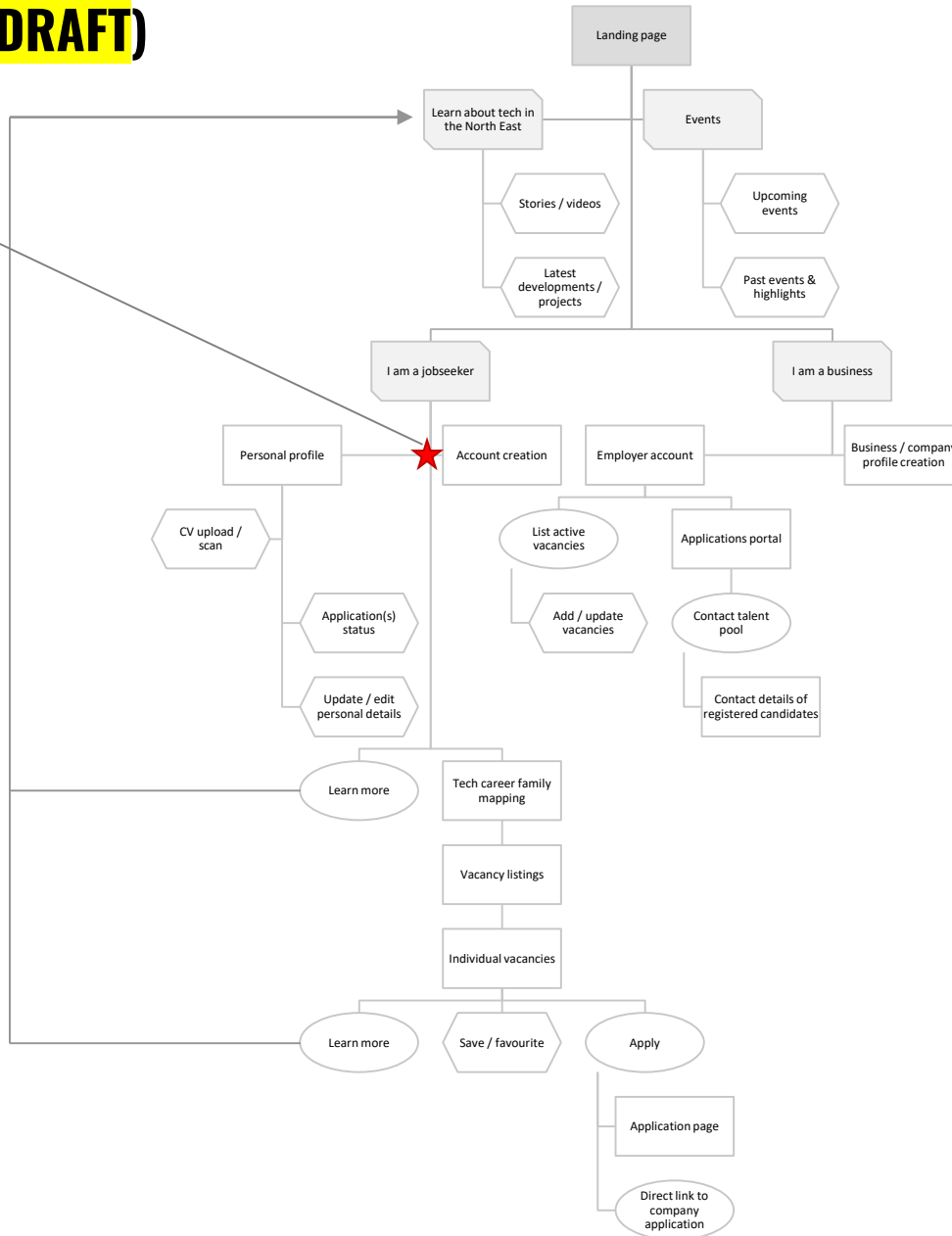
This is how we are looking to ‘sort’ jobseekers into their ‘family’, with the aim of breaking down the ‘intimidation’ factor and showing the diverse range of roles in the sector.



# INFORMATION ARCHITECTURE – FULL WEBSITE (DRAFT)

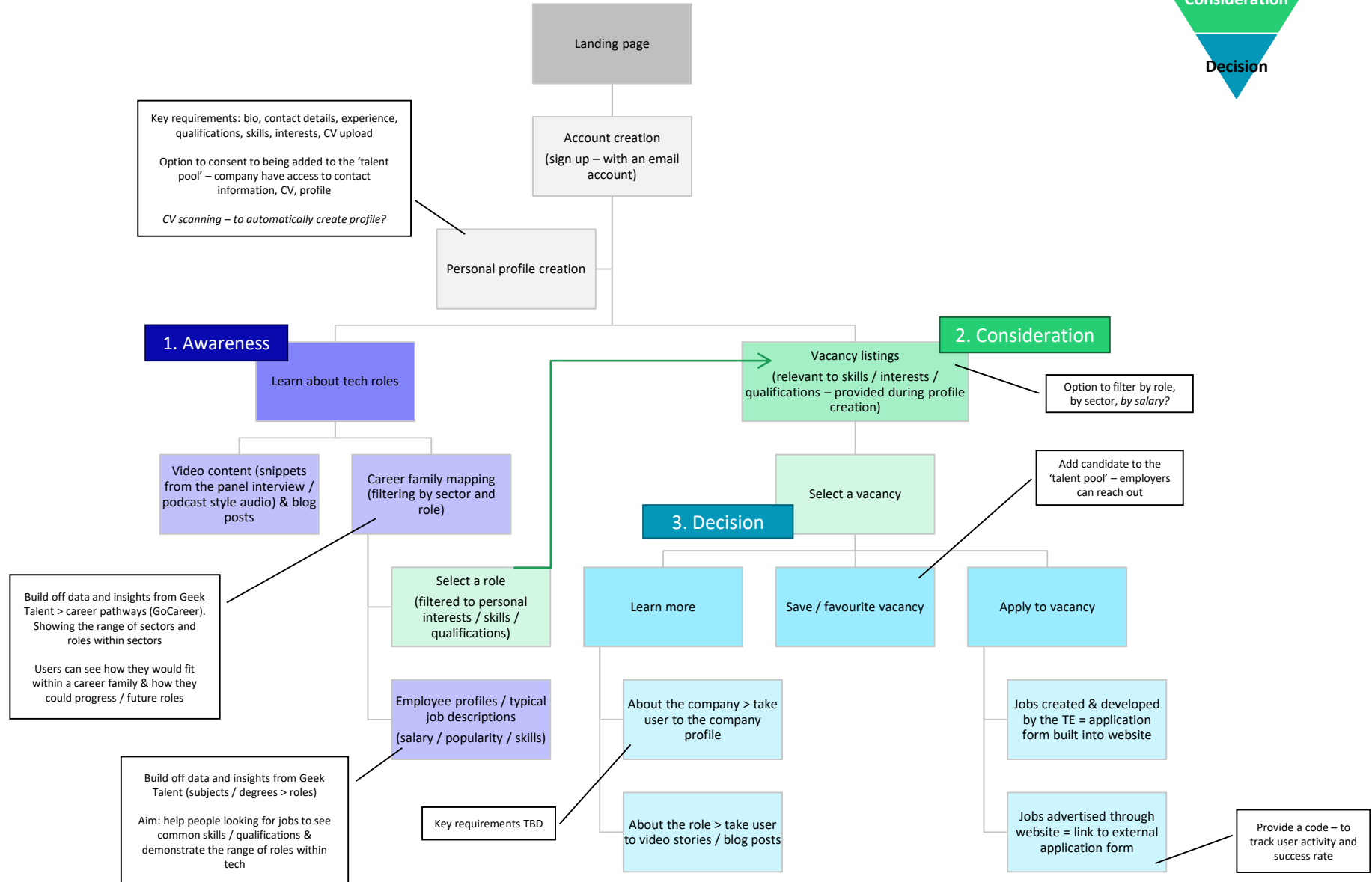
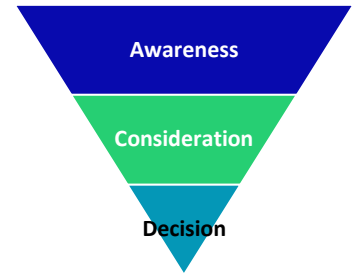


Can the user by-pass this stage?  
At what point does the 'jobseeker' have to register / create an account?



- Key pages:
- ✓ Landing / home
  - ✓ About tech careers
    - Career family mapping
  - ✓ Events
  - ✓ Personal profile (with account creation)
  - ✓ Company profile (with account creation)

# JOBSEEKERS – USER JOURNEY



# EMPLOYERS – USER JOURNEY

Quick and easy way to find **quality and diverse and talent** for your tech roles

