

2009 NASPE Communication Awards Nomination

Submission Title: “Careers.ga.gov” Web site

<https://www.careers.ga.gov/>

Submission Category: Electronic - Web site

State: Georgia

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- 1. Please provide a brief description of the submission.** Careers.ga.gov was developed as a single point of entry web site for employment opportunities with the state of Georgia. The new site, which replaced the state job site, features enhanced application and recruitment tools to allow ease of use to the applicant customer and filters selection for a quality talent pool for agency employer customers. The site also includes marketing tools that promote Georgia State Government as an employer of choice. The site was branded with a new name and a fresh new look and showcases the following features:

 - a. A comprehensive list of “Jobs in Demand” which highlights careers that require specialized training, certification, and/or specific work experience.
 - b. Career Information Center
 - c. Featured Job (monthly)
 - d. Featured Employer (monthly)
 - e. Employee Testimonial videos
 - f. Employee career profiles
- 2. How long has the submission been in existence?** The new site was launched on July 1, 2008.
- 3. Why was the submission created?** The state of Georgia current employment website was limited in its functionality and did not have the features and tools that potential jobseekers and employers needed to fill vacancies within state agencies. The state of Georgia will hire 66,000 employees over the next five years. In order to recruit and retain a highly qualified workforce, a rebranding and new strategy was needed to attract a new generation of employees who use technology and the World Wide Web to seek career opportunities.
- 4. How does this submission support the goals and objectives of your agenda/department?** The state policy area of Best Managed State has the following strategic goal: *State government will be an attractive place to work and build a career.* The agency’s goal to acquire and retain the right talent supports that goal through the development of the state’s new recruiting site. The goal is to reinforce Georgia State Government’s image and appeal as an

employer of choice. This site goes beyond just promoting jobs within state government, it promotes careers and it promotes Georgia as a great place to live, work and play. As the single point of entry for all state job applicants – from college graduates seeking to begin a career in the public sector to early retirees seeking second careers – this site assists the state in achieving its goal.

5. Have you been able to measure the effectiveness of the submission? If so, how? Since the launch, we have seen a 19% increase in visitors to the site and we are appealing to a broader audience; especially those seeking second careers and the younger generation of workers. On average, we have approximately 6,000 daily visitors to the site. The content is more readily accessible with a reduced amount of user clicks that keep users engaged. We have also seen an increase in our agency employer customers' utilization of the site. Our site is being tracked with Google Analytics. We also included a pop-up survey for users of the site. Feedback from this survey has been very positive from our site visitors and job applicants. We also held focus groups with our agency employer customers and positive feedback received regarding the new recruitment site has ranked high.