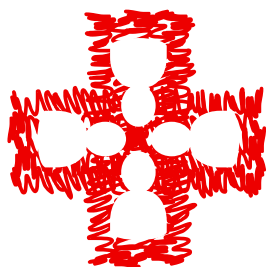


Concise project description Ebola jobs



EBOLAJOBS.NL

General overview

Background

International aid organizations were facing a shortage of qualified personnel in the Ebola affected countries. The Ebola Recruitment Center was designed to tackle this problem.

Goal

Contribute to reducing the shortage of (medical) staff in the Ebola affected countries.

Other objectives

- Establish a professional recruitment platform for the recruitment and mediation of suitable staff for the affiliated organizations and their umbrella organizations in Ebola affected countries for the recruitment
- Informing Dutch emergency responders about deployment to the Ebola affected countries.

Project

To achieve this, an Ebola Recruitment Center (ERC) was established. This includes the following four parts:

1. A clear English-language website:
 - where vacancies of aid organizations were published;
 - where information on organizations and deployment to Ebola affected countries was being provided;
 - where candidates could apply for jobs.
2. A recruitment center which collected vacancies, provided information to candidates and matched candidates;
3. Targeted external communication about the ERC;
4. In partnership with the Erasmus Medical Centre and the National Enterprising Netherland worked on the organisation, placement and staffing of mobile laboratories donated by the Ministry of Foreign Affairs donated mobile laboratories.

Timeline

The project started on 6th November 2014 and lasted till 31st March 2015.

Budget

For a period of almost 5 months the budget was € 127,440 in total.

Involved parties

Save the Children Netherlands, the Dutch Ministry of Foreign Affairs, Netwerken, SHO, International Rescue Committee, Dutch Red Cross, Cordaid, Oxfam Novib, Lion Heart Foundation, Erasmus Medical Center, Department for Entrepreneurial Netherlands.

Project

To contribute to the reduction of shortages of emergency staff in the Ebola affected countries the Ebola Recruitment Center (ERC) was established. The design of this platform included four parts:

Part 1: Develop Ebolajobs.nl

A professional but simple and easy-to-use website with a clear message has been crucial to the success of this project. The aim of the website has been to inform the user (on vacancies, deployment to the Ebola affected countries and the way of working of the ERC) and support them to apply (activate). It has been very important that the website conveyed confidence because potential applicants might not have applied when they had no confidence in the platform. Also clear information about what the ERC has been doing and how the application process ran was very important to activate the candidate, but also for managing expectations.

The URL www.Ebolajobs.nl was chosen because it was immediately clear what is meant by this and as soon as one enters this URL via search engines. Regarding the sender it was decided to place the logos of all organizations with more than two vacancies on the website. Furthermore the three initiating parties are explicitly mentioned.

Finally, contact details were clearly visible on the website and there were functionalities for sharing Ebolajobs.nl on social media.

Part 2: Establishing and running recruitment center

To operationalize the ERC an office was set up where qualified staff collected vacancies, screened applicants, communicated with them and matched candidates. The staff of the ERC was being provided by the various parties of the project. In the first phase of the project the expectations and commitment of the various parties was inventoried.

Part 3: Targeted external communication

To get as many visitors as possible to Ebolajobs.nl and to achieve the target number of applicants, the communication strategy was based on three pillars. The first pillar was free publicity. For the grand opening by the Minister for International Trade and Development Cooperation, Lilianne Ploumen, the media was actively approached. Also the Ministry of Foreign Affairs issues a press release. This resulted in good media coverage. Secondly advertising space has been bought in medical journals (Medical Contact and Nursing). Thirdly, various websites have been approached to generate attention for Ebolajobs.nl by placing the logo, or making a reference to Ebolajobs.nl. Lastly through Save the Children 's social media attention has been generated for the ERC.

Part 4: Assistance with placement and recruitment staff mobile laboratories

The Ministry of Foreign Affairs has donated three mobile laboratories to Save the Children and DFID. Together with partners Erasmus Medical Centre (EMC) and the Netherlands

Enterprise Agency (RVO), Save the Children has worked on the placement, provisioning, recruitment and HR for these mobile laboratories.

Results

The aim of the ERC was to contribute to reducing the shortage of (medical) staff in the Ebola area. Furthermore the objective was to establish a professional recruitment platform for the recruitment and mediation of suitable staff for the affiliated organizations and their umbrella organizations in Ebola affected countries.

The main results of the ERC were:

- Number of page views: 51.972
- Number of unique visitors: 10.444
- Number of applicants: 969
- Number of candidates proposed for placement: 206
- Number of matches: 46

Monitoring and reporting

The project management team of the ERC reported on a regular basis to the focal point within Save the Children Netherlands. The Dutch Ministry of Foreign Affairs received monthly reports informing them on the achievements, challenges, budget and further planning.