

Online Volunteer Recruitment

Posting up volunteering roles with I-Grasp
Volunteering Department
August 2006

Background

After an initial meeting with the I-Grasp team it was decided that we would pilot their online recruitment system with volunteers. As we were then in the process of rolling out new recruitment paperwork for volunteers to the whole organisation, it was felt that it wasn't appropriate to use the online system, at that time, in any of the Areas.

As the recruitment of volunteers works slightly differently at UK Office we decided it was suitable for the pilot. It works differently in that we advertise specific volunteering opportunities and we get a huge number of applicants per vacancy. As we were piloting the online system for free, a compromise had to be made between the volunteering application form and the staff and delegate application forms. Therefore, the forms that the applicants complete do not mirror our normal recruitment process for the rest of the organisation.

The I-Grasp system is now live on the British Red Cross website. All the activity pages on the website are linked to this search page.

Potential volunteers are able to search under their branch area and then are able to select an activity i.e. shop volunteering, first aid etc. If they conduct a search and there are no volunteering opportunities that meet their criteria, they are able to sign up for the email volunteering alert service, which alerts them when an opportunity comes up that meets their criteria.

When the volunteer applies for a role they need to give us general information about themselves, which is the same information volunteers complete on the volunteer enquiry form. They also need to complete an equal opportunities form, which is not linked to their application but helps us to monitor the diversity of our online applications.

Once a volunteer submits their application, they then receive an automatic email which acknowledges this.

It is hoped that Areas will be able to post up more and more roles onto the website. Once you are familiar with the system it will only take 5 minutes to post up the role and this can then remain on the website for as long as you want. Long term it is hoped that managers will be able to use the system to post up and manage roles themselves.

If you publish your roles, they will appear on the website and you may start to get applicants for them.

How has it worked?

Over the last 6 months we have advertised about 18 volunteering roles on the website and trained about 12 recruiting managers to use the system. People have been quite forthcoming about being trained to manage their applicants online and the feedback is that most people have found it straightforward to use. Flora posts all role descriptions onto the website and then the process is managed by the recruiting manager from then on. In some cases, over 30 people have applied for one post. The system automatically replies to applicants once they have submitted an application and contacts them if an application is incomplete.

Advantages

- The I-Grasp system has made it easier for people to manage the ever-increasing number of applicants.
- It automatically replies to an applicant once they have submitted an application.
- Once managers are given a half an hour talk through of the system most are able to use it to manage their applications.
- It allows the recruiting manager to take control of their applications and means that they do not have to disclose their email address or any other details on the role description on the website.
- The system enables the recruiter to pose additional application questions specific to their role.
- Applicants have found the system to be easy and efficient to use.
- The system ensures a fair recruitment process. In the past, it has been much more ad hoc.
- It allows interested parties to sign up for the vacancy alert.
- It reduces paperwork and makes it easier to keep track of a large number of applicants.
- The system can provide meaningful statistics on the type of applicants applying online for UK Office volunteering opportunities.

Disadvantages

- Some managers are apprehensive about using the system and need ongoing support throughout the recruitment process.
- Managers recruiting volunteers are only using about 10% of I-Grasp's potential. Most managers recruiting volunteers are simply using the system to manage the initial

applications and, in some cases, sending an email to those applicants who have not been shortlisted for interview.

- When the system was set up we had to compromise on the information that applicants complete and much of the language is quite employment focussed because job and delegate applicants are also using the same system. For example, the vacancy alert sent out mentions 'job alert'. I think there needs to be a clearer distinction between job vacancies and volunteer vacancies.
- The process does not mirror the new recruitment paperwork rolled out throughout the organisation earlier this year.
- The I-Grasp system as it stands at the moment does not link in well with the hard copy recruitment paperwork we have for the rest of the society. It does not currently contain all the information that appears on the hardcopy form and so currently the new volunteer is completing parts of the hard copy form in addition to the online system when they apply.
- By only having an online procedure for UK Office, we are not appealing to the whole volunteer market. The online procedure for volunteer recruitment does not have a hard copy equivalent.

Overall, the I-Grasp system has worked effectively for the recruitment of UK Office volunteers. I think it could work well if it were rolled out throughout the organisation for volunteer recruitment. Potential volunteers should be applying for specific roles and the I-Grasp system will allow us to do this. However, it is paramount that changes are made to the current system. It currently does not mirror the paper recruitment process and this discrepancy could cause problems. I also think the roll out of the system will be a huge undertaking.

If you have any queries about using the system, please do not hesitate to contact Michael Kemsley at the British Red Cross(mkemsley@redcross.org.uk or 020 7877 7077).

Logging in


To access the system

Go to <https://gs11.globalsuccessor.com/redcross>

Enter your username and password

If you forget your password at any time, enter your username and click on the ? Icon – GlobalSuccessor will send you your password via email. Once you have logged in you should view a page similar to that below, which will display any of the volunteering opportunities that you have posted up.

Current Work



Current Work

My Details

People

Add Find

Positions

Add Find

Sources

Add Find

Misc



Groups

Reports

Library

My current work GO

Type

Ref No	Position	Status	Role	Duration	New
 43432	Appeals Manager	Live	Line Manager	43	1
 43243	Shop Manager	Live	Line Manager	11	0

Records 1 - 2 of 2

Positions

Applications

Interviews

Approvals

News


Posting up new volunteering opportunities

Step 1

To add a new volunteering opportunity to the website, follow the steps below;

1. On the left hand bar, click on **Position - Add**.
2. You should then see the screen below.

Add Position



Current Work
My Details
People
Add
Find
Positions
Add
Find
Sources
Add
Find
Misc
Groups
Reports
Library
Help
Logoff

Position Details

Reference Number	<input type="text"/>	*
Position Title	<input type="text"/>	*
Contact Email	<input type="text"/>	*
Interest area	<----Any---->	*
Location	<----Any---->	*
Division	<----Any---->	*
Department/Specialism	<----Any---->	
Position Type	<----Any---->	*
Job Library Template	<----Any---->	
Full time/Part time	<----Any---->	
Grade	<----Any---->	
Planned Number of Hires	<input type="text" value="1"/>	*
Salary	<input type="text"/>	
Comments/ notes	<input style="width: 100%; height: 100%;" type="text"/>	
Publish Start Date	<input type="text"/>	(dd mm yyyy) *
Publish End Date	<input type="text"/>	(dd mm yyyy) *
Application Type	International Delegate application form	
Status	Draft	

Not Authorised

3. REFERENCE NUMBER - Complete the reference number (You may want to set up a system for referencing in your Area. For example, for a First Aid role in Avon you might reference it FAAV01 or for Medical Equipment in London MELON01).
4. POSITION TITLE - Type in the position title i.e First Aid volunteer
5. CONTACT EMAIL - Type in your email
6. INTEREST AREA – Select 'Volunteering (outside UK Office, London)'

7. LOCATION – Select your branch area i.e Hampshire
8. DIVISION – Select ‘Volunteering’
9. DEPARTMENT/SPECIALISM – Select the appropriate activity i.e. First Aid
10. POSITION TYPE – Select ‘Volunteer’.
11. JOB LIBRARY TEMPLATE –Ignore
12. FULL TIME/PART TIME – Ignore
13. GRADE – Ignore
14. SALARY - Ignore
15. PLANNED NUMBER OF HIRES – If you know that you are looking for 10 volunteers for a role, type in 10. This helps with reporting.
16. PUBLISH START DATE – this controls when the position is live on the website
17. PUBLISH END DATE – this controls when the position comes off the website
18. APPLICATION TYPE – make sure that this says **Volunteering Application form (outside London)**
19. STATUS – Leave this in ‘**DRAFT**’ for now
20. Save this information
21. At the bottom of the screen, where it says **Additional File**, browse for and then upload the role description for your volunteering opportunity. **(Please note that there is a selection of role descriptions in the library, which you may want to save and adapt with any local information).**
22. **Click on ‘SAVE’.**

Step 2

1. Click on ‘**Description**’, which is on the right hand bar on the screen.
2. The first heading states ‘**Job Description**’. Click on the edit button next to this. (I am trying to change this title to ‘**Overview**’)
3. Insert a few sentences about the role to encourage the potential volunteer to find out more. This will appear on the website when the volunteer is searching for a role and below this summary they will be able to click on the full role description. It only needs to be a few lines i.e. We keep people safe at more than 14,000 events (including concerts, festivals, football matches and local fetes) every year. Help us make sure big days out end with cheers, not tears. Become a first aid volunteer.

(Please note that if you are copying and pasting some information into this section, follow these instructions);

Tick the box marked EDIT HTML

Then paste the copied text into the free text area

Then UNTICK the EDIT HTML box

The text will then lose all of it's formatting. This is to strip out the formatting that word documents add in, which are not compatible with the internet

Use the toolbar (which is an HTML editor) on this page to add back in the formatting so it appears correctly on the websites you publish to.

4. Save this information and click on back.

Step 3

1. Click on '**Team**', which is on the right hand bar on the screen.
2. You should see your name listed. If it isn't, please contact Linsey Winter and she will arrange for you to be automatically added to all the roles you post up.
3. You should also add anyone else working on the applications for this role. To add someone to the team, click on '**Add**'. A pop up will appear which will be defaulted to show only those people who are associated with the division the position is in.

Change this to <--Any--> and click on GO – you will then be able to find the users in the list – click on their name and a box with their details should appear. Click on '**Save**'.

4. If the person you would like to add is not on the list, please look in the Volunteer User Guide for instructions or contact Linsey Winter.
5. If you would like to remove someone from the **Team**, click on edit to remove them.

Step 4

1. Click on '**Sources**', which is on the right hand bar on the screen.
2. Click on '**Go**' and this will give you a list of all the sources. Make sure that 'Volunteering Website' is listed. If not, add it.

Step 5

1. Click on '**Branching Questions**', which is on the right hand bar on the screen.
2. Click on '**Add**' and choose the '**Volunteering standard questions (always add these)**'. These are a list of additional questions that potential volunteers are asked to

complete. They include questions about availability, living in the UK and whether the potential volunteer is interested in volunteering in any other activity.

3. Click '**Save**' and then '**Close**'

Please also see Shop Volunteering section on p 8 of this document.

Step 6

1. Click on '**Position details**', which is at the top on the right hand bar on the screen.
2. You have now added all the information you need to publish the role.
3. Look at the drop down menu next to Status and choose '**Request Approval**' and press '**Save**'.
4. A '**Go**' button should then appear below '**Request Approval**'. Click on '**Go**'.
5. Change the status to '**Live**'.
6. If you would like to publish the volunteering role onto the website at this point, you need to ensure that the '**Publish**' drop down is set to '**Yes**'.
7. To double check that the position has been published onto the website, you can click on 'Sources' on the right hand bar. If it is published, the traffic light should be green. If the traffic light is still red, hover over it with your mouse and it should explain why.

Other information

Multiple locations

Should you wish to advertise a vacancy over the whole of your Area (i.e. Surrey, Hampshire and the Isle of Wight), follow the above instructions for creating a role description. For example, you may be creating posting up a First Aid volunteer role in Surrey but it is also applicable in the Isle of Wight and Hampshire. Before you publish the role, click on '**Locations**' on the right hand bar. You can then add the other branch areas. When the potential volunteer then searches under any of these locations, the roles should come up. However if you want to do this, you must ensure that the information in the volunteer role description that you upload to the system, does not have information on it that is only specific to one branch area.

Additional questions

It may be that for some volunteering roles, you need to ask some additional questions such as 'Do you have a driving licence?'. You will find this question and others under '**Application questions**' on the right hand bar when you are posting up your volunteering roles. If you think of a question that isn't there, please email Linsey Winter, who will add it to the system. We obviously do not want to ask potential volunteers too many

questions but it may sometimes be useful. To see the wording of these questions, click on **'Edit'**.

Shop Volunteering

The role descriptions that the Retail team have developed for Retail are generic ones for each branch area. Therefore, for these roles it is essential to get the potential volunteer to highlight which of the shops within the branch they would like to volunteer at. When you are posting up this role, please attach the **'Branching question'** titled **'Volunteering Location'**. This will ask the potential volunteer **'Which shop would you like to volunteer at?'**

Also, please add this text in the **Description** section under **'Overview'**

'Fancy meeting new people and helping to raise money in a fun and friendly atmosphere?

Are you a rummager with a flair for finding hidden treasures amongst our donations?

If you answered yes to either of these - come and join us in one of our 360 Red Cross shops

"We have lots of fun – people love coming in and seeing what we've got. The great thing is that our stock is different everyday so there is always something to interest them."

British Red Cross shops are a vital source of income that enable us to help people both locally and internationally.'

Emails

If you would like to receive an email to let you know when somebody applies for your role, you need to change your internal options. This is done by clicking on **'My details'** on the left hand bar. On the right hand bar, please click on **'Internal options'**. It should then bring up a separate screen and change it to **'Yes'** where it says **By Default Receive New Applicants Via E-mail**

Finding positions and people

If you need to look for a position on the system and cannot find it, click on **'Position – Find'** on the left hand bar. Then enter any information you remember about the role into the applicable search box. i.e its reference number. Then press **'Search'**.

You can do the same for people by clicking on **'People – Find'**.

Helpful tips from the manual

Try not to use the internet explorer menu bar when navigating through the system.

Instead, wherever possible, use the icons within the GlobalSuccessor application to navigate. There are **Back** buttons on the relevant pages and on the applications page there is a refresh icon to refresh any changes or new applicants who have applied.

You can review your login details and change your password from the My Details section.

You can also update your contact details from here and even upload a picture of yourself!

Please do not change the details in 'Internal options' as this may affect your visibility of applications. The only exception is when you change your email options.