



# CASE STUDY

## Rock County Businesses Streamline Talent Recruitment And Retention Using Custom Job Portal



www.jobsinrockcounty.com

### EXECUTIVE SUMMARY

JobsInRockCounty.com is a talent recruitment and matchmaking tool for employers located in the greater Rock County and Stateline Area. The Rock County Development Alliance sought a way to meet the needs of area employers, recruiters, and prospective job seekers. Foremost Media developed a custom DNN Module for the job portal that streamlines talent recruitment and retention efforts as the area's one-stop source for employment information.

### ABOUT

JobsInRockCounty.com is an offering of Rock County 5.0. A five year-year public/private economic development initiative designed to reposition and revitalize Rock County's economy using five economic

development strategies: Business Retention and Expansion, Business and Investment Attraction, Small Business and Entrepreneurship, Real Estate Positioning, and Workforce Profiling.

job seekers. The customer job portal features a robust, easy-to-use online job posting interface that

### CHALLENGES

Rock County employers and recruiters continued to request a comprehensive online tool to strengthen their talent recruitment and retention efforts. However, it was clear that a standard job portal would not satisfy all of their individual requirements or meet their resounding need for a one-stop employment information resource.

### HOW WE HELPED

Foremost Media developed a custom DNN module for the job portal tool of JobsInRockCounty.com that allows the site to serve as a one-stop employment information portal for Rock County and Stateline Area employers, recruiters, and





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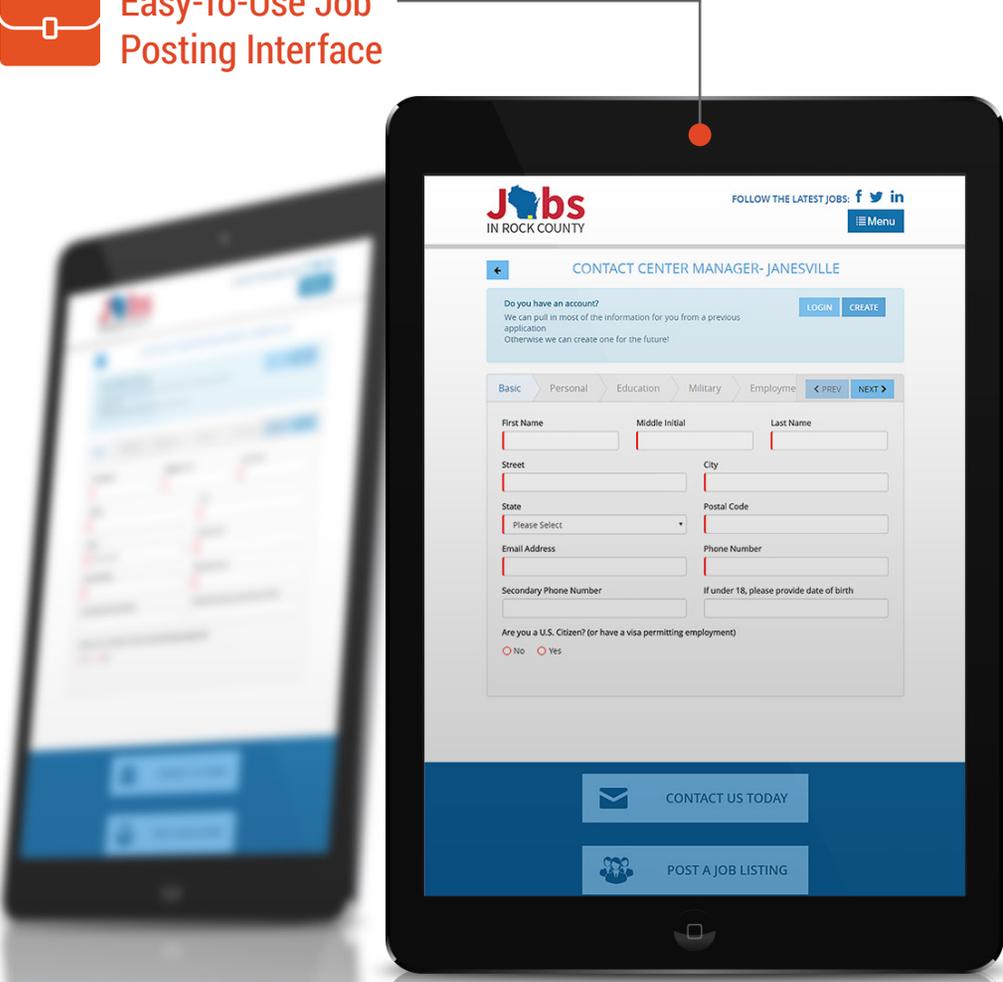
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allows users to create, save, and update online job postings. The custom job portal also allows area employers and recruiters to access applicant information in real-time and use an integrated, pre-qualified candidate sharing mechanism to seek out relevant applicants with automated and customized communications.

Using the custom job portal on JobsInRockCounty.com, area job seekers are able to browse relevant job postings from area employers and apply directly for jobs posted on the site.

The custom job portal also allows job seekers to save and store their information for future job applications.



### THE RESULTS

Since its launch in early March 2016, JobsInRockCounty.com has quickly become the preferred online resource for area employers, recruiters, and job seekers. Traffic data from the custom job portal shows daily increases in the number of job seeker registrations and job postings, and feedback from prospective job seekers has been overwhelmingly positive. Many have cited the amount of relevant jobs and easy-to-use interface as the main reasons why they are no longer using national job boards to search for jobs. Since the custom job portal also allows area employers and recruiters to post jobs at no additional cost, many are tapping into the large pool of qualified candidates and using the integrated Reverse Placement Program tool to fill open positions quickly and effectively.