



How to make bmcareers.com work for you

Bmcareers.com, the website at the heart of the BMFs Sector Awareness Programme, will go live to members on 19th August, providing everyone with the opportunity to view the site and get your own content uploaded and ready.

Here's a simple list of key actions to help you get on the site and get seen by talent!

DESIGNATED CAMPAIGN OWNER (DCO)

If you haven't already done so, register your DCO now by emailing their name, job title and email address to jeremy.harris@bmf.org.uk. The DCO will manage the programme and website content. Members can have more than one DCO - you may want to consider this to allow for illness/holiday cover. Only registered DCOs will have an access account set up to enable them to edit their company's website content.

Nearer the go-live date, DCOs will be emailed with details of how they access the Members Area of the website and set their password. This will enable them to edit content for their company.

Once the website is live, a DCO registration form will be available if a member wants to add a new DCO – this process may take a few days before access is granted.

MEMBERS' AREA

As a DCO, you will have access to your company's web page where you will be able to create or improve your company's Employer Profile, access the campaign Toolkit and view the 'Talent Pool'.

To access this area, click on the 'Sign in' button in the website footer – this will take you to your 'Dashboard' page. If you are signed in and wish to return to your 'dashboard' page from elsewhere on the website, simply click on the 'Dashboard' button in the website footer (the 'Sign in' button changes to 'Dashboard' while you are signed in).

Adding, or updating your Employer Profile

REMEMBER, WHEN MAKING EDITS, TO CLICK THE 'UPDATE EMPLOYER PROFILE' BUTTON AT THE BOTTOM OF THE PAGE TO SAVE TO YOUR PROFILE.

This is what you will be able to do:

Add/change:

Address

Website address

Contact email address

Contact phone number

Careers page web address

Please ensure you have added to your Employer Profile the link to your careers website or careers pages on your general website.

Company one-pager (pdf upload)

Location of Branches/Sites

You will be able to manually add/delete branches/sites on the website.

However, if preferred, let us have an ExCel listing of all the locations of branches/sites and we will upload for you. The information must include:

Branch/site name

Branch/site full address with county and post code in separate columns

Branch/site contact details – but only if you want potential employees to contact them direct, otherwise we will direct enquiries to your designated telephone number and careers pages website (please ensure we have that information). Email ExCel listings of locations to jeremy.harris@bmf.org.uk You can do this now and we will upload them for you prior to 19th August.

Brands

Let us know if you want to create a separate Employer Profile for each or any of your brands by emailing details to Jeremy.harris@bmf.org.uk

Social media channels

Brand overview text

Employee benefits and perks

Company culture

Career Development and Growth Opportunities

Images

Testimonials and success stories

Video content

EDI Initiatives

Sustainability/environmental stewardship

School Ambassadors

To get ahead of the game prior to 19th August, you can complete the form available via this link <https://eu-submit.jotform.com/240952366608058>

This information will automatically populate your Employer Profile ready for you to edit from 19th August.

MEMBERS' TOOLKIT

Once you have signed in to your Member's Area, you will see a button that will link you to the Toolkit. This Toolkit provides all the assets you need to support and promote your participation in the BMF's Sector Awareness programme clearly and consistently. Download these assets to promote your company as part of this campaign – you can add your own brand – see design guidelines, also in the Toolkit.

Prior to 19th August, you can also access the Toolkit collateral via this link:

<https://drive.google.com/drive/folders/1hqnQ6lllyek1NhTCkRKWh2VtUeEJc000?usp=sharing>

WEBSITE USER GUIDE

When you are given access to your 'Dashboard' page, you will see a button 'User Guide'. This will take you to a guide that will cover the 'how to' of getting your content on the website, including how to edit existing content. Plus how to add new DCOs, so that a new access account can be created for them to use.

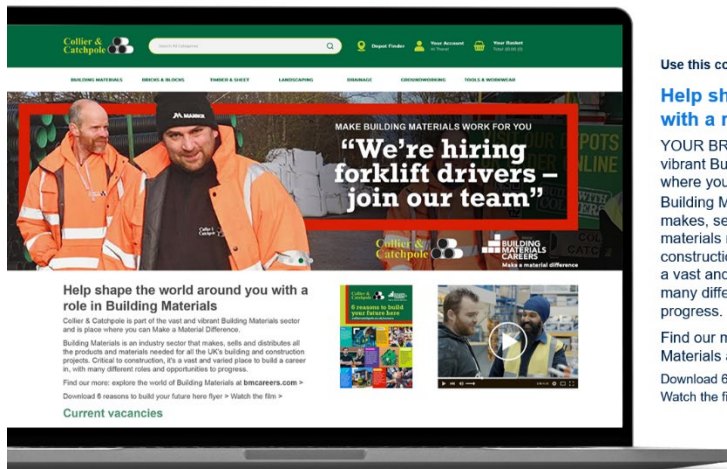
TALENT POOL – VIEW CANDIDATES

After viewing your Employer Profile, visitors to the site will be encouraged to visit your careers pages or contact you via an email link. In addition, they will have the option of building their own career profile within bmcareers.com, listing their career status, where they would like to work, what type of job roles they are interested in and even which employers they would like to work for. If relevant, these will be available to view and you can contact them directly. Visitors can also request an interest in an apprenticeship or open day.

YOUR OWN CAREERS WEBPAGES – the vital end of the journey for bmcareers.com visitors

Improve your own website/careers pages to ensure that when visitors to the BMCareers website link into yours it reflects the BMCareers programme by showing the BMCareers identity and assets from the Toolkit. See below for an example of a simple way of using the BMCareers assets to ensure your business is positioned as part of the vibrant Building Materials sector, adding visibility for the programme and credibility for you.

Collier & Catchpole – careers webpage example



Use this content on your career's website / page

Help shape the world around you with a role in Building Materials

YOUR BRAND NAME is part of the vast and vibrant Building Materials sector and is place where you can Make a Material Difference. Building Materials is an industry sector that makes, sells and distributes all the products and materials needed for all the UK's building and construction projects. Critical to construction, it's a vast and varied place to build a career in, with many different roles and opportunities to progress.

Find our more: explore the world of Building Materials at bmcareers.com

Download 6 reasons to build your future here flyer >
Watch the film >

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FOR MORE INFORMATION CONTACT:

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