

CASE STUDY

Illuminating Engineering Society

OVERVIEW

The IES Career Center is a key benefit and resource for the members of the Illuminating Engineering Society who are looking to advance in their careers and find jobs relevant to their field of interest. Due to an insufficient relationship with their previous job board vendor, lack of marketing support and an expiring contract, IES decided it was time to find a job board partner that would help them reach their goals. A Web Scribble sales representative reached out to IES to explain how Web Scribble could become a trusted partner and work with them to achieve their goals.

“Web Scribble personnel proved to be very professional throughout the transition process and made the whole process seamless and hassle-free. The continuous communications and guidance from Web Scribble was very helpful and educational. The career center platform was found to be user-friendly with a great variety of useful reports furthering the goal of our Society to provide this valuable benefit of jobs search and postings to our members.”

Olga Loukina

— CPA, Director of Finance and HR

ABOUT ILLUMINATING ENGINEERING SOCIETY



Established in 1906, the IES is the recognized technical and educational authority on illumination. For over 100 years its objective has been to communicate information on all aspects of good lighting practice to its members, to the lighting community, and to consumers through a variety of programs, publications, and services. The strength of the IES is its diversified membership: engineers, architects, designers, educators, students, contractors, distributors, utility personnel, manufacturers, and scientists, all contributing to the mission of the Society: to improve the lighted environment by bringing together those with lighting knowledge and by translating that knowledge into actions that benefit the public.

CHALLENGES

INSUFFICIENT RELATIONSHIP WITH PREVIOUS VENDOR



- IES had no relationship with their previous job board vendor's staff
- This made it difficult for IES to improve their career center and offer a better member benefit

NO MARKETING SUPPORT



- IES's previous vendor offered no marketing support to spread the word about their career center to members, employers and potential members
- IES attributes their slow revenue growth to lack of marketing support with their previous vendor
- Since IES had no support or an internal marketing team, they wanted to find a vendor that could provide this support to generate more interest and increase revenue

POOR CAREER CENTER FUNCTIONALITY



- IES's career center was not user friendly, creating more challenges in getting members to use this benefit
- It was difficult for IES to generate reports because they had to request reports of history from their vendor, delaying the process to make informed decisions

SOLUTIONS

CREATE A TRUE PARTNERSHIP



- Web Scribble's staff continuously followed up with IES in a professional manner
- Web Scribble worked with IES to create an agreement both parties found satisfactory
- When going through the transition process, Web Scribble's Customer Success Team communicated efficiently with IES so they were always aware of what was going on

PROVIDE MARKETING SUPPORT & GUIDANCE



- Web Scribble provides guidance on career center marketing through our Customer Success Team and website resources like eBooks and blogs
- For launch marketing, Web Scribble provides marketing materials like banners, flyers, social media images and emails to help increase awareness of their upgraded career center

IMPROVED JOB BOARD FUNCTIONALITY



- Web Scribble was able to upgrade their career center platform to be user-friendly for all
- IES can run any reports they want at their discretion so there is no need to go through Web Scribble

RESULTS

CONTINUOUS RELATIONSHIP BUILDING

- To continuously improve the IES Career Center, Web Scribble and IES meet quarterly to go over career center progress and plans for future initiatives
- Having a solid and professional relationship with a job board vendor is extremely important to IES and look forward to fostering it for many years to come

PERSISTENT MARKETING TO GROW REVENUE

- IES will use persistent marketing strategies to continuously attract more users to the platform
- Through these marketing initiatives, IES expects to see an increase in non-dues revenue as more job seekers and employers use the career center

SHOW VALUE TO MEMBERS

- Since their career center was difficult to use before Web Scribble, IES now expects to see an uptick in member engagement and satisfaction
- Through marketing and upgraded career center functionality, members will see how great the new career center is and why it is such a valuable member benefit