

Refresh™ Is Just The Job For Flow Caritas

The Challenge

Newly formed Flow Caritas specialises in recruitment within the charity sector. One of just a handful of similar agencies in the UK, the company wanted to develop a website that would act as a 24-hour shop window. Their requirements were that the site should be clear, professional, and easy to navigate, but they stipulated that it must include functionality that would allow content to be controlled in-house.

The Solution

The website was built around the Refresh™ content management system; its flexible structure allowing the site designers to include specialist recruitment industry features, such as a jobs database, selective search facilities and email alerts. Candidates can search the daily updated job database by various criteria; whilst those who have registered can make use of the email alert system, which contacts them immediately an appropriate vacancy is posted. Sections containing job information are updated by several members of staff, but Flow Caritas has made use of Refresh's™ authorization levels to restrict access on certain site content and retain control over their newly created brand assets.

The Result

"The best thing is that the site does its job without us having to think about it", says Director, Rory White. "Lots of candidates have registered online and we've had a lot of positive feedback about navigation and design. Refresh™ is simple to learn and straightforward to use - even new staff can perform updates on their first day." Launched at the beginning of December 2004, the Flow Caritas website has already played a key role in business development, attracting clients and providing them with information in the shortest possible time. In an arena where competition abounds Refresh™ is a tool that encourages interaction between candidate and agency, and directly enhances revenue opportunities.

Visit the site at www.flowcaritas.co.uk or find out more about Refresh™ at www.refreshcms.com