



THE #1 PROVIDER
OF DIGITAL MARKETING
SOLUTIONS FOR RECRUITERS

PRE-PROJECT KICK OFF



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PRE-PROJECT KICK OFF

The Project Kick Off is one of the most important meetings in the project. By aligning and setting expectations at this key stage, we'll achieve a successful outcome that you'll be proud of and will work for you.

Here we'll all agree on the definition and scope – ensuring all everyone is comfortable with the deliverables. This is a typical kick off agenda:



1. INTRODUCTIONS

You'll get to meet your Project Manager, project manager and other JXT contacts.



2. SALES ORDER AND PROJECT SCOPE

Your BDM will finalise the signed sales order and project scope.



3. DESIGN TEMPLATE

If you have chosen a custom build site, we will discuss the look and feel at this stage of the project.



4. PROJECT PROCESS

This where we go into detail about all the stages of the project, so you can better understand: Onboarding, Set up, Development, and Deployment. You can find out more on fact sheet 1 – Project Overview.

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5. FUNCTIONALITY

We'll find out more about your current job posting method, database and application process.



6. TIMELINE

Together we'll review the timeline and ensure everyone can meet the agreed milestones. We will issue you an updated Gantt chart.



HOW TO PREPARE:

To get the most from the kick off - and keep the project on track - it's important that you prepare the following before we all meet:

1. Send us your brand guidelines and logos
2. Review and choose a template. Ask yourself:
 - ◆ What are the top three features I'd like on the site?
 - ◆ Who are we targeting - candidates, clients, consultants or all 3?
3. Select banner images to represent your brand from [istockphoto.com](https://www.istockphoto.com) or [ingimage.com](https://www.ingimage.com)
4. Decide if you'll write and supply content or use our copywriting service.
5. Review the proposed ideal recruitment site architecture - also known as a sitemap.
6. If your site is customised, choose which pages will use this additional functionality.



When your project starts, the tasks involved can seem overwhelming, but we're here to guide and support you. We want to keep your project on track, so you can save time and money, as well as quickly see the benefits of your site. Now you're starting to think about what needs to be delivered, talk to us about our specialists, who can assist you with:

- ◆ SEO configuration
- ◆ Content production
- ◆ Social media setup
- ◆ Additional project management resources

Want to know what's next? These are the upcoming numbered fact sheets:

- ④ SEO, social and content
- ⑤ Five steps for project success
- ⑥ Preparing for UAT
- ⑦ Going live – what you need to know
- ⑧ What next for success?

NEED HELP?



Got any questions about the kick off? Need some guidance in preparing? We're always here for you. You can speak to your project team or anyone at JXT who'll be ready to answer questions and support you.

Call us on 02 9955 7170 or email projects@jxt.com.au

