Candidate Engagement Starts on Your Career Website
Continuous Candidate Engagement Starts on Your Career Website

82% of currently employed people are open to the idea of a new job opportunity, according to Jobvite's 2018 Job Seeker Nation Report. That means prospects are out there right now, browsing your career site to see if your company is a good fit for them. Beyond basic job listings, they want to know what it’s like to work for you. They want a glimpse into daily life as an employee. They want to know what you stand for as a company. When they can find the information they need, they're more likely to apply—which is why 30% of hires today come from company career sites.

Does your career site inspire job seekers to take the leap?

This lookbook offers a curated selection of today’s most effective and eye-catching career sites. Designed to encourage continuous candidate engagement, these Jobvite customer examples show you the features that most appeal to applicants, while optimizing your employer brand—so the talent you need will stay connected from first look to first day on the job... and beyond.

Take a look through this incredible showcase, and let us know if we can help you put your best foot forward too.
Stock photos and jargon-filled phrases don't fool anyone—least of all today's highly selective job seekers. If your company has specific values and a unique culture, bring it all to life on the page. Use images that reflect your company's reality, including actual employees at work... or at play! Make sure these are high-quality photos, and craft text that is authentic to your brand. Check out how Kiwi.com's career site now paints a clear picture of its innovative and fun-loving culture.

46% of job seekers believe company culture is very important—and 32% would even be willing to take a sizeable pay cut for a job they're more interested in or passionate about.

— Jobvite, 2018 Job Seeker Nation Study

https://www.kiwi.com/jobs/
Clear the Hurdles

Have you ever applied for a job on your own career site? How about from a mobile device? Until you put yourself in a candidate’s shoes—start to finish—you won’t understand the frustration that ensues when someone wants to apply but encounters barrier after ridiculous barrier. Things like hard-to-find listings, too many clicks to get to the application, a mandatory login, a repetitive form… not to mention the errors and crashes along the way. See how clean and simple Glu Mobile’s interface is on a mobile phone? They get the importance of a smooth candidate experience on every platform.

“60% of applicants abandon complex online applications. The fewer clicks in the application process, the more submissions you’ll receive. Enable one click and apply applications to get the highest number of applicants.” — Jobvite, 2018 Recruiting Benchmark Report

https://www.glu.com/careers/
In today’s visual and app-driven environment, one of the fastest ways to communicate is through pictures. Try de-cluttering the unnecessary text and using category icons wherever they make sense—things like corporate locations, departments, or even benefit perks. You’ll get information across faster. And there’s an extra bonus: icons are perfect for mobile displays. Rosetta Stone really ups their game here with this custom icon set.

“Be visual. Bold and colorful images, graphics, charts, and videos can bring your brand to life.”

— LinkedIn Employer Brand Playbook
To Click or Not to Click?

Of course your high-priority career page information needs to be featured front and center on the web page. But is it okay to share additional details? Absolutely—but only if your content is worth the click. Entice them with meaningful information they’ll want to see, like reasons your employees enjoy their jobs, or specific global benefits. TrustWave aces it with their “Why You’ll Love Trustwave” section. A few simple clicks offer rich rewards of useful, easy-to-digest content.

“We took our old website with outdated graphics, fonts, etc., and transformed it into a best-in class career site. The Jobvite team offered us a perfect mix of providing insight and listening to us about what we wanted the site to be.”

— Mike Smart, Director, Talent Acquisition, Trustwave

https://jobs.jobvite.com/trustwave-review/p/why
Don’t Make Them Work

You want top talent to come work for you, but you don’t want to make the process of learning about your job opportunities a tedious chore. Keep search filters straightforward and minimal—maybe two or three tops, like Custom Ink does here. Think from the candidate’s perspective about what they want to learn as quickly as possible. Because when people can find information with little effort, they know you’re organized and respectful of their time—and that means they’re more likely to apply.

59% of candidates will head straight to your website to research the company.

— Jobvite, 2018 Job Seeker Nation Study

https://www.customink.com/about/jobs?p=jobs%2Fcareers
Roll Out the Welcome Mat

Sometimes the best way to tell your story to candidates is by showing them the rich experience firsthand. Dollar Shave Club opens the doors to its workplace through a multimedia collage, featured prominently on the career site homepage. The attention-grabbing elements invite job seekers to step into a day at the office with other employees—from colorful photos that show off the space to playful videos that highlight employee perks and culture.

“A branded career website that accurately reflects your employer brand creates stellar engagement from a candidate’s first interaction. It’s your first chance to attract a competitive candidate.”

— Jobvite, 2018 Recruiting Benchmark Report

https://jobs.jobvite.com/dollarshaveclub
Whether you’re starting from scratch or embarking on a makeover, it’s important that your career site conveys to candidates what it is that makes you you. Ask yourself:

• What is the “wow” factor that distinguishes you from competitors?
• If candidates can take away one message from your site about what it’s like to work for you, what would that message be?
• What does your employer brand really entail—and how can you communicate it with impact?

Universal Music Group overhauled its existing career page and launched a new site that spoke volumes about the company’s purpose, workforce, and culture. Featuring bold images and a modern vibe, the latest look says goodbye to understatement and hello to being loud and proud.

Jobvite helped us to organize our thoughts and goals for our branded careers page so that we were able to deliver a design that Jobvite brought to life with precision and excellence.

— Director, Talent Acquisition, Universal Music Group

https://jobs.jobvite.com/universalmusicgroup/
About Jobvite

Jobvite is leading the next wave of recruitment innovation with Continuous Candidate Engagement (CCE), a candidate-centric recruiting model that helps companies engage candidates with meaningful experiences at the right time, in the right way, from first look to first day. The Jobvite Platform infuses automation and intelligence into today's expanded recruiting cycle to increase the speed, quality, and cost-effectiveness of talent acquisition. Focused exclusively on recruiting software since 2006 and headquartered in San Mateo, Jobvite has thousands of customers including LinkedIn, Schneider Electric, Premise Health, Zappos, and Blizzard Entertainment.

Jobvite was also named a leader in the “Forrester Wave for Talent Acquisition, Q3 2015,” and a leader in IDC's MarketScape: Worldwide Modern Talent Acquisition Systems 2017.

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