ApplyDirect

THE ULTIMATE GUIDE TO

CREATING
COMPELLING
CAREERS
PAGES

THE IMPORTANCE OF YOUR CAREERS PAGE

Your company's careers page is the face of your employer branding.

96%

of companies believe employer brand and reputation can positively or negatively impact revenue. Your careers page showcases your employer brand and also attracts and engages potential candidates. It is central in delivering an outstanding first impression to candidates. By letting your careers page sit by the way-side, collecting dust (or worse, not having one at all), you are not only discouraging top applicants to apply for your roles, but you are also damaging your reputation.

The importance of a compelling careers page for your talent acquisition strategy can't be argued. But how do you create that compelling page?

Not to worry, in this simple-to-follow guide, we will walk you through all our top industry tips and tricks- to help you create a career page that ensures talent will apply for your roles. This should also minimise application drop-offs and slash job advertising costs.

THE ANATOMY OF A COMPELLING CAREERS PAGE

According to The [Australian HR Institute](#), the top challenge for SMB and mid-market organisations in hiring is competition for talent.

Search engines are a popular tool for your potential applicants to perform their job searching. In addition, many job boards will link directly to your website for applications on any jobs you post. This means a vast majority of applications will have some interaction with your website and careers page during their application process. For many, it may also be the first interaction they have with your brand.

Your careers page needs to share all the information that your ideal applicants are looking for…

Given that, for example, unemployment is low, the number of candidates looking for jobs is low too. Skilled candidates, in particular, are not desperately searching for new roles.

There are various reasons for this. According to [Seek](#), almost half of potential applications are just looking for job security (and staying where they are may offer them that). In addition, with such a focus placed on mental health during these uncertain times, many would-be applicants just don't think they have the mental load to take on new challenges (like a new role).

The way you articulate your employer brand on your careers page can contribute substantially to how the above challenges are addressed. You can use your careers page, for example, to demonstrate that your team experiences job security and psychological safety… And that the onboarding process is so comprehensive that it reduces the mental load and bandwidth required while also stimulating connection between team members etc.

WHAT TO INCLUDE FOR A KILLER CAREERS PAGE

According to LinkedIn's Global Talent Trends report:

- **98%** of talent professionals in Australia say employee experience is becoming more important (higher than most other countries).

- **89%** of talent professionals say a multigenerational workforce makes a company more successful.

- **52%** of employees say their company provides a positive employee experience

With stats like these in mind, the question is how do you bring your careers page to life in a way that addresses everything we've already discussed? Below is a checklist of everything you need to include for a killer careers page needs.

☐ **COMPANY VALUES**

What are the core values of your company? What is your mission? Why would a talented potential candidate want to join it?

Sharing your values will help you attract talent who shares them. This in turn will ensure your company culture is maintained and improve employee retention.

You need to think across generations and remember having a strong organisational purpose makes people feel part of something valuable regardless of their age or rank.

Keep it simple. In a couple of short sentences, describe your goal as a company and why you want to achieve that goal.

This direct delivery makes it simple for candidates to establish if this is the right company for them to work with.

☐ **COMPANY DESCRIPTION**

You need to include a concise description of your company. And we mean concise. You probably have a lot to say about your company, but candidates don't have a lot of time to read it.

Think of a two or three-sentence summary that describes your organisation. Get feedback from current employees. They will help ensure that this summary describes the most important aspects of your business.

☐ **EVP**

EVP stands for Employer Value Proposition. This is of great importance in employer branding and talent acquisition. For a full explanation of how to create an EVP, check out section 2 of this book.

WHAT TO INCLUDE FOR A KILLER CAREERS PAGE

☐ TEAM AND OFFICE PHOTOS

A team photo is essential. Candidates want to see the team behind the brand. They want to see the people they may be working with.

Office photos are also important. Candidates want to see the environment they will be working in.

Visuals of your team and office will either make candidates think "Yes, I can see myself working here with these people" or "Ohhh, this is not the place for me"

This ensures only high-quality candidates who will align with your team will apply - saving you time and resources in the hiring process by weeding out unsuitable candidates.

BONUS POINTS:

Get creative and add a video as well as images. Check out this great example from Canva.

☐ SOCIAL PROOF

Social proof includes things like employee reviews. It helps affirm that what you are saying about your company – such as its values and how much it values its team – is true.

We go into more detail about why it's important to include social proof and what types of social proof to include on your careers page in section 4.

☐ COMPANY AWARDS

Has your office been recognised as a great place to work? Proudly share that. It is not boasting, it is simply showing candidates that you deliver on your promises.

Consider what would help affirm an applicant's decision that applying with your organisation is a good idea and include that.

☐ EXPLANATION OF THE HIRING PROCESS

Your HR team should have a clear and documented hiring process. Share this with your candidates.

When they know what to expect, candidates have a better hiring experience. If they know that you take five working days to respond to all applicants then they aren't going to think you have ignored or forgotten about them after three..

You can also include visuals and draw a roadmap of your hiring process. Salesforce has a great example of this.

WHAT IS AN EVP & HOW TO MAKE ONE

EVP stands for Employer Value Proposition.

In simple terms, your EVP should include the benefits that employees get from working with your company. Each company is unique and will offer something different depending on what your business is trying to achieve and the candidates you are looking for.

Try having a brainstorming session with your team. Include employees from different departments of the business and work together to establish your EVP.

Some questions you can ask include:

- What attracted you to our company?

- Why do you think your company is unique?

- What do you value most about working here?

- Why do you stay working here?

Some examples of great EVPs include:

> "
> We're building a company people love. A company that will stand the test of time, so we invest in our people and optimize for your long-term happiness.
> **HUBSPOT**

> "
> Do cool things that matter.
> **GOOGLE**

> "
> We're Shopify. Our mission is to make commerce better for everyone – but we're not the workplace for everyone. We thrive on change, operate on trust, and leverage the diverse perspectives of people on our team in everything we do. We solve problems at a rapid pace. In short, we get shit done.
> **SHOPIFY**

CRAFTING KILLER
JOB ADS

An obvious and important element of your careers page is including your current vacancies.

Each vacancy should have its own page with a clear and well-crafted job description.

Much like how your careers page needs to give candidates all the information about your company they could be looking for, your job description needs to include all the vital information about the open role. This includes salary.

61% of candidates say the salary range is the most important part of the job description.

Salary is not the only thing that matters. But not including salary can deter candidates from applying. They don't want to go through a long application form to apply for a role if they don't know whether it meets their salary expectation or not.

Now we've got the uncomfortable bit out of the way, let's talk about what else needs to be included in a killer job description...

CRAFTING KILLER JOB ADS CHECKLIST

☐ **JOB TITLE**

An accurate job title is important. It immediately tells potential candidates what they might expect from the role and what level of seniority they would have.

☐ **DEPARTMENT**

What department of the business will they be working in.

☐ **LOCATION**

Where is your office located? If you are in a great location with good public transport share this. For many candidates, commuting is a big consideration when applying for roles.

If the role includes flexible or remote work include this too. The typical 9-5 has been disrupted due to COVID and many candidates are now looking for jobs that allow them the flexibility to work from home some or all of the time. According to PWC, over half of employees (55%) would prefer to be remote at least three days a week once pandemic concerns recede.

☐ **OVERVIEW**

A two or three-sentence paragraph to sum up the role.

☐ **TASKS**

Key tasks that the candidate will be expected to perform regularly.

☐ **OBJECTIVES**

Why are you hiring? What will the candidate be expected to achieve in their role?

☐ **RESPONSIBILITIES**

Immediate and long-term deliverables..

☐ **ACCOUNTABILITY**

Who will they be reporting to?

☐ **DESIRED SKILLS**

The must-have and would-be-nice-to-have skills that will help the candidate perform their role.

☐ **DAY-TO-DAY**

What will a typical day look like for the candidate? Will they be working alone a lot? Or expected to attend daily or weekly meetings with the team?

☐ **SALARY AND BENEFITS**

How much will they be paid in the role? Are there additional benefits such as dental or health insurance, pension plans, gym memberships or early finishes on Friday?

Check out this great example of a job description from BaseCamp – it even went viral!

REVIEWS RULE RECRUITING: START USING SOCIAL PROOF

You need to build trust with candidates – especially candidates who are not familiar with your brand. Social proof helps you do that...

Think about the last time you chose a restaurant to eat at or a new electronic device you wanted to buy. How did you make your decision? You probably checked out some reviews online. You read or listened to what other people had experienced at that restaurant or with those products and when the consensus is overwhelmingly good, you have more confidence to make your purchase.

The same applies to recruitment.

Candidates want to hear from other people who have been through the hiring process, and current employees, what working at your company is like. Send out an email to your employees and ask them to respond with what they enjoy most about working at your company. Select a variety of answers that highlight your company values and add some short quotes to your careers page. Keep the quotes short, two or three sentences. The more specific the better.

For example, if you are hiring for a marketing role you may want to include a quote from a marketing employee that is something like:

> " I am learning a lot working at [company name]. My manager is great. She has noticed areas where I could improve in my work such as with SEO and has allowed me to take time during the workday to study an SEO course that is improving my work helping me speak more confidently about SEO with clients.

YOUR APPLICATION PROCESS

How do applicants apply for your vacant roles? What does that experience look like? Are they filling in a Google Form? Or do you have a custom application process?

Review your application forms. Check that they provide a great experience across devices. Many applicants may be viewing your website on mobile or tablet rather than on desktop.

Check that your application process captures all the information that you need. You don't want to be going back and forth with applicants asking question after question and extending the hiring process.

WHAT HAPPENS AFTER TALENT SUBMITS AN APPLICATION?

An area often overlooked on careers pages is what happens to candidates after they submit an application.

Let candidates know what they can expect. You will have captured candidate data, so why not use it? Not only is it good for you, but it provides a great experience for candidates too.

You can have a pop-up message for candidates after they have applied. Give them the option to opt in to receive alerts about similar positions or to stay up to date with information about your company.
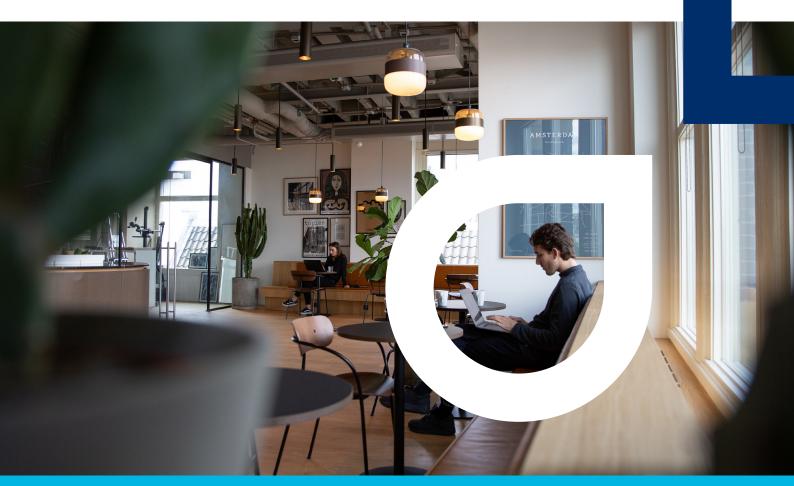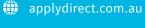
CONCLUSION

A great careers page serves as your main employer branding platform as long as you ensure that it offers a wealth of interesting information, a great user experience, and employs storytelling best practices to attract and engage potential applicants.

Your company has a narrative to tell, and an employer brand to share, no matter what your company does or how many people you have. It's all about using the tools and talent at your fingertips to convey an honest depiction of your firm.

With the right approach and design, compelling narratives can turn your website's career page into an effective inbound applicant engine.