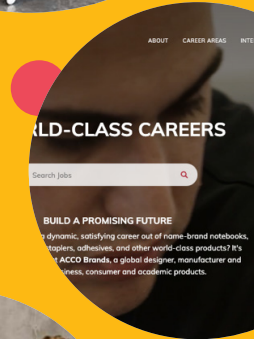
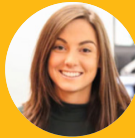


# 2021 Career Site Lookbook

Candidate Engagement  
Starts on Your Career Website

**JOBVITE**



# Introduction

## Continuous Candidate Engagement Starts on Your Career Website

According to Jobvite's [2021 Job Seeker Nation Report](#), 86% of job seekers say that company culture in the decision to apply for a job is important. Top candidates are out there right now, browsing your career site to see if your company is a good fit for them. They've seen the job description, but before they apply, they want a glimpse into daily life as an employee. And with the increase in hiring this year, they can wait to choose an employer that is flexible, takes care of their needs, and promotes diversity, equality, inclusion, and belonging.

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## 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 you can hire top talent faster.

Take a look through this incredible showcase of career sites and best practices and let us know if we can help you put your best foot forward too.




**REQUEST A DEMO**

GROUPM

## *Be authentic*

Today's highly selective job seekers are looking to be wowed. If your company has values that you are proud of 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 (not stock photos), and craft text that is authentic to your brand.

Check out how GroupM's career site paints a clear picture of its fun and inclusive culture using a mix of photos and copy.



GROUPM NA CAREERS  
**FULFILLING CAREERS THAT  
REDEFINE THE ROLE OF MEDIA**

**INVESTING IN MEDIA IS OUR  
EXPERTISE, BUT MEDIA ISN'T  
THE ONLY THING WE'RE  
INVESTING IN.**

We know your experience at work matters, so we make sure this isn't your average gig. We offer many perks, from flexible work arrangements to career navigation counselors ready to grow your talents.



HCA HEALTHCARE

## *Clear the hurdles*

Candidates want apply processes that are easy from start to finish and without barriers to entry. That's why it's important to avoid things like hard-to-find job postings, overwhelming clicks to access applications, mandatory logins, or repetitive forms. It's also a necessity to have an easy to access and apply mobile site. See how clean and simple HCA Healthcare's interface is on a mobile phone? They get the importance of a smooth candidate experience on every platform.





## COMMONWEALTH HOTELS

# Make it iconic

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. Commonwealth Hotels really ups their game here with this custom icon set.



OUR CULTURE

OUR GROWTH >

OPEN POSITIONS >

WELCOME

## COMMONWEALTH HOTELS

PERFECTING HOSPITALITY

WELCOME TO COMMONWEALTH

We are Commonwealth Hotels — owners, operators, developers, and managers of a wide



OUR VISION

To provide outstanding worth and sincere care for associates, guests and owners utilizing our "whatever it takes attitude".

Learn More >



OUR PEOPLE

It makes us who we are.

Learn More >

## TOTAL WINE

# *Don't make them work ...yet*

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. 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.



## Come Craft Your Perfect Career

### Career Search

🔍 Search job title or location



**As a growing wine, beer and spirits retailer, we're looking for go-getters who want to spark joy with our customers and communities. If that's you, consider this your welcome toast. We just popped a bottle with your name on it!**

### Let's Go Places, Together

We're growing and want to see our people grow along with us. If you're curious and willing, we'll pave the way and give you the tools to see you succeed.

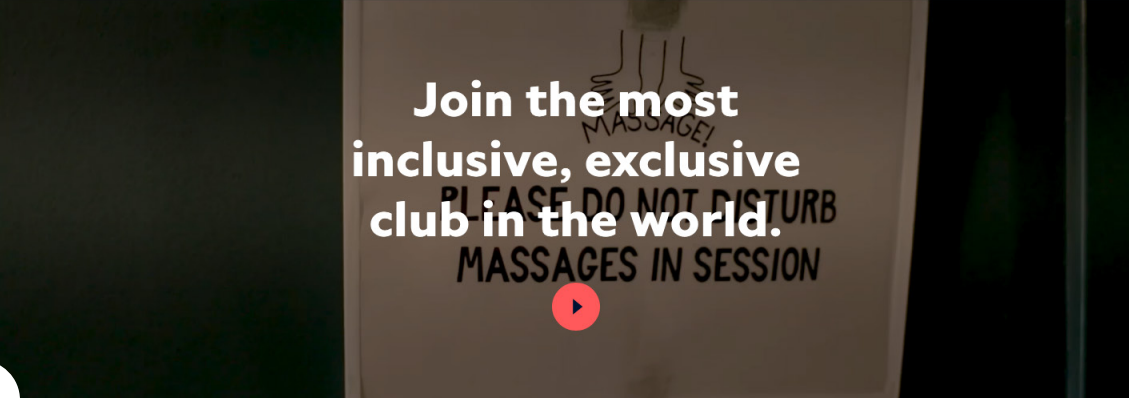


## DOLLAR SHAVE CLUB

# 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 Meet the Teams feature, featured prominently on the career site homepage. The attention-grabbing video invites job seekers to step into a day at the office with other employees and highlights employee perks and culture.

Join the most  
inclusive, exclusive  
club in the world.



**We're here to innovate, disrupt, and remake industries. To do it, we'll need diverse, killer talent from anywhere and everywhere. Join us. It'll be fun.**

### Come as you are.

We always try our best. If you do too, you're welcome in the Club. No matter who you are or what you're into.



**Stay curious.**



## ACCO BRANDS

# 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. A few simple clicks offer rich rewards of useful, easy-to-digest content.



NYSE ACCO \$9.01 ↗

Search



OUR COMPANY

BRANDS

INVESTORS

CAREERS

VALUES

CONTACT

## CAREERS

Check out our current openings, and learn more about what it is like to work at ACCO Brands by going to the ACCO Brands Career website.

CAREER WEBSITE

At ACCO Brands, HOME OF **GREAT BRANDS BUILT BY GREAT PEOPLE**, we're looking for talented, enthusiastic, skilled people who want opportunities that span the globe and who share our "sky's the limit" frame of mind.

Regardless of your individual skills or interests, ACCO Brands offers a wealth of employment opportunities.



### Career Areas

At ACCO Brands, opportunity is more than a word.



### Internships and Early Careers

Your first professional experience can set the tone



### Join Our Talent Network

Sign up to be a member of our talent network and



# About Jobvite

Jobvite is leading the next wave of talent acquisition innovation with 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 Talent Acquisition Suite weaves together automation and intelligence to increase recruiting speed, quality, and cost-effectiveness. Jobvite is proud to serve thousands of customers across a wide range of industries including Ingram Micro, Exelon, and Premise Health.

**JOBVITE**

