

JOBVITE

2023 Career Site Lookbook

Candidate Engagement Starts
on Your Career Website





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Continuous Candidate Engagement Starts on Your Career Website

According to Employ data, 66% of active job seekers are looking for new opportunities on career sites directly, as opposed to job boards or social media.

That means 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're eager to see who you are as an employer.

In a tight labor market, employers need to differentiate their company to stay competitive, and your career site is one of the primary ways to do this. Your career site provides job seekers a window into your culture, helps them understand what it's like to work in your company, and shows them your commitment to social justice issues, like diversity, equity, and inclusion. In a time when candidates are more choosy than ever, make sure you are leveraging your career site to show candidates your authentic organizational culture.

Introduction

Does Your Career Site Inspire Job Seekers to Apply?

This lookbook offers a curated selection of today's most effective and eye-catching career sites. Designed to encourage continuous candidate engagement, these Employ brand customer examples show you the features that most appeal to applicants, and how to effectively optimize an employer brand. Take a look through this showcase of career sites, and let us know if we can help you put your best foot forward, too.



66% of active job seekers are looking for new opportunities on company career sites.





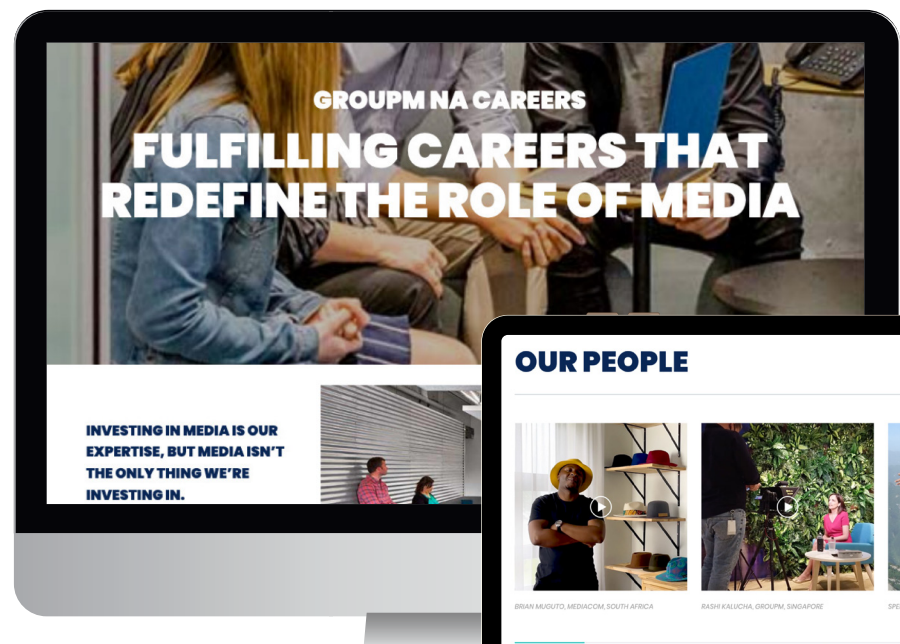
GroupM

Be Authentic

Today's highly selective job seekers are looking to be wowed.

If your company has values that you are proud of, bring it all to life on the page. Use images that reflect your company's reality, including actual employees at work or at play. Ensure these are high-quality photos or videos (not stock photos) and craft copy 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.



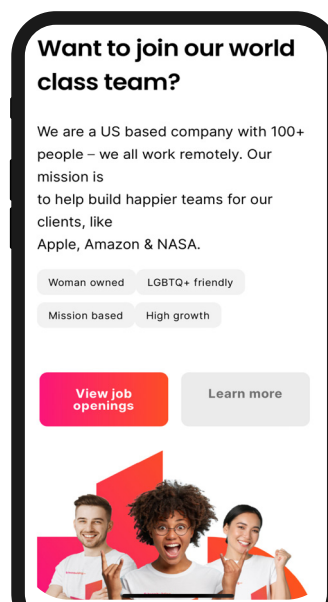


Teambuilding.com

Clear the Hurdles

Candidates want application processes that are easy from start to finish and without barriers to entry. That's why it is important to avoid having candidates create a user login, join the talent network, duplicate resume entry, or other application roadblocks. With nearly one in five applicants applying for jobs on their phone, it's also a necessity to have an easy-to-access and apply mobile site.

Teambuilding.com clearly considered mobile job seekers when designing this clean and simple interface, creating a smooth candidate experience on every platform.



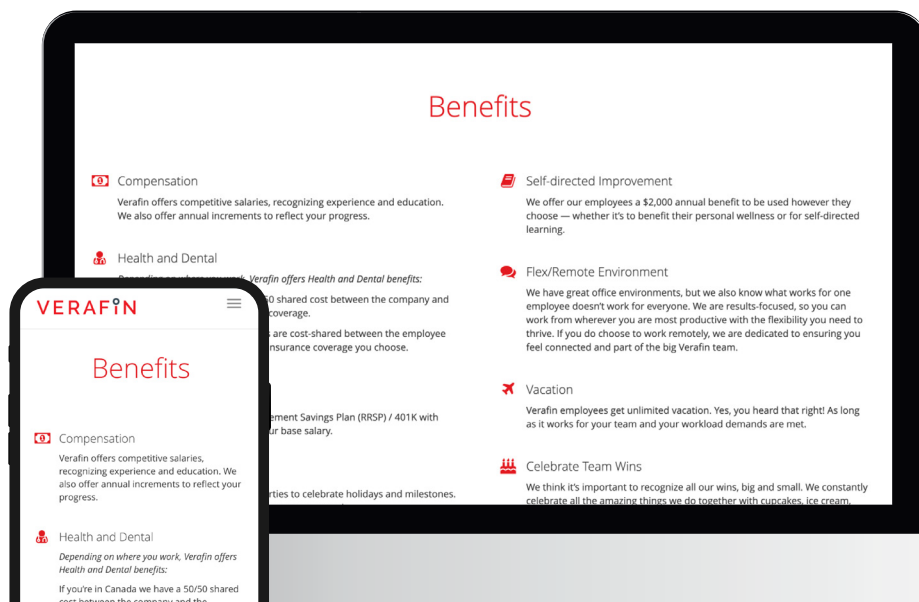


Verafin

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.

Verafin perfectly demonstrates how an iconography approach makes your content easy to read on desktop and mobile devices.



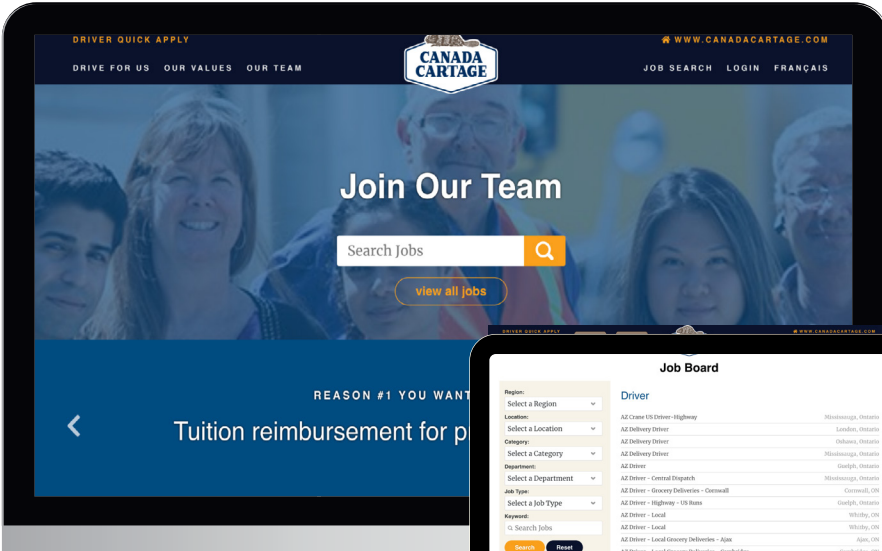


Canada Cartage

Don't Put Them to Work Just 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 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 minimal effort, they know you're organized and respectful of their time — and that means they're more likely to apply.

Canada Cartage proved it understood the needs of candidates when listing the position title, location, duration, and pay package at the very top of each job description.



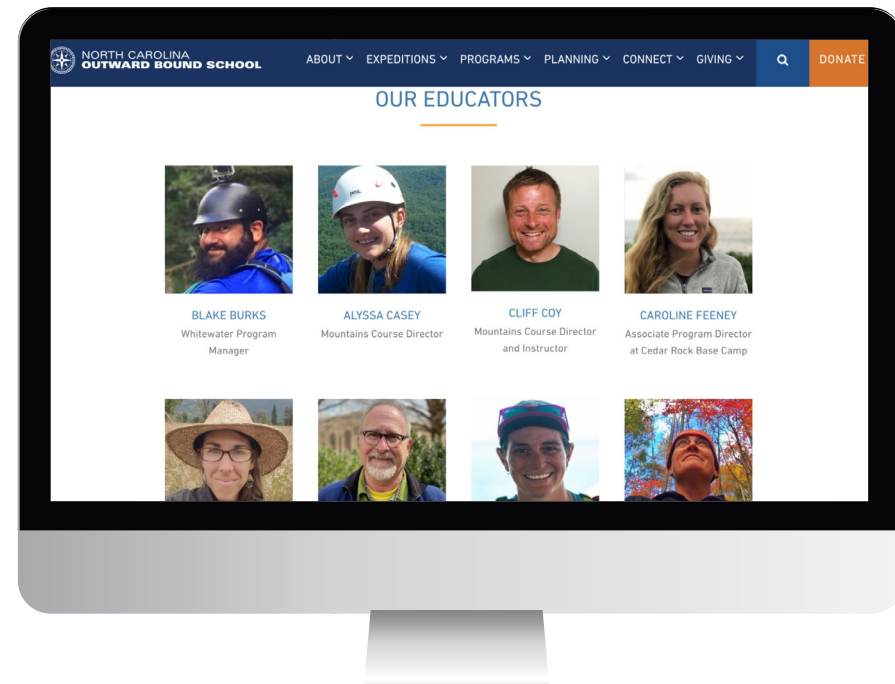


North Carolina Outward Bound School

Roll Out the Welcome Mat

Sometimes, the best way to tell your story to candidates is by showing them the rich experience firsthand. North Carolina Outward Bound School 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 the shoes of other inspiring employees and perfectly highlights company values and culture.



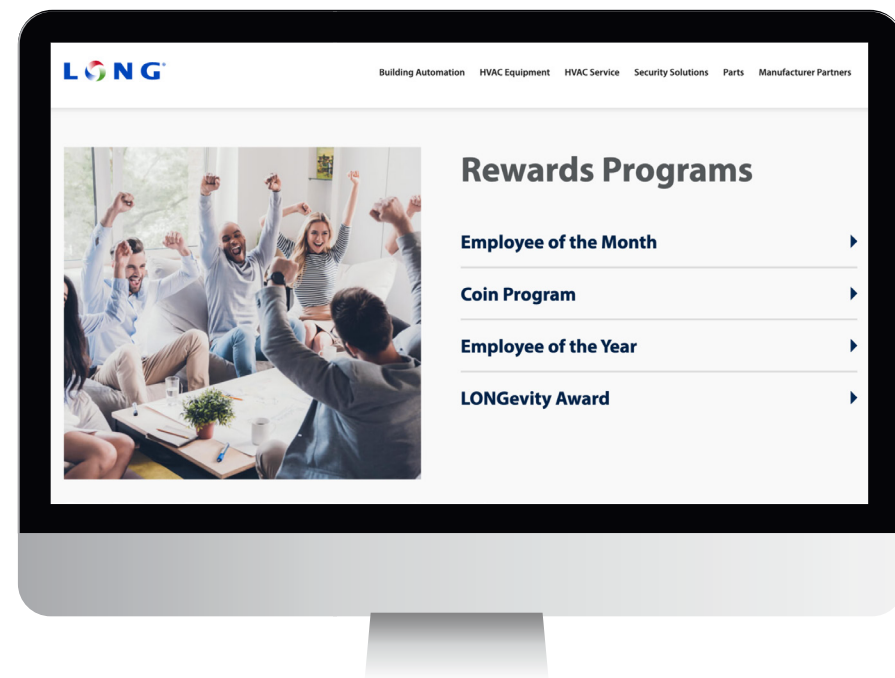


Long

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 candidates with meaningful information they'll want to see, like reasons your employees enjoy their jobs or specific global benefits.

The team at Long knows a few simple clicks offer rich rewards of useful, easy-to-digest content.





About Jobvite

Jobvite, an [Employ Inc.](#) brand, delivers a purpose-built, scalable, and proven end-to-end solution that streamlines complex talent acquisition activities. We act as a strategic partner to empower our customers to meet their ever-changing business needs, driving predictable outcomes, creating engaging candidate experiences, and increasing efficiency by optimizing TA capacity.

To learn more, visit [jobvite.com](#) or follow the company on social media @Jobvite.

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