

best practices

Employer Branding: Five tips to make your career site your #1 recruiting asset



Competition for talent is fierce, and employer branding – or communicating why your company is a great place to work – is becoming a more sophisticated and more critical part of a recruiting strategy. While you communicate an employer brand in many ways, it's most important on the corporate career site, where you have the opportunity to convert people you've touched through other channels into potential future employees. A poor user experience on your career site negatively impacts your employer brand and greatly reduces the chance that people will fill out an application. Read on to discover five best practices that can help make your career site your # 1 recruiting asset.

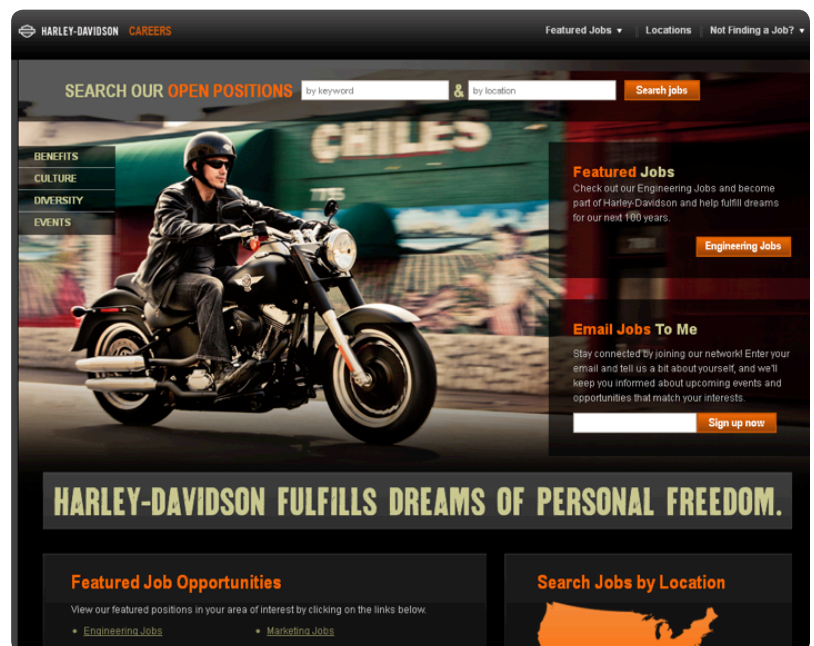
Leverage your corporate brand

Many companies spend a great deal of time and effort developing a positive, identifiable corporate brand. Yet some of the attributes attached to your product or service may also make your company a great place to work. Why not leverage those efforts for your own goals? Connect your talent acquisition team with the company corporate branding team and explore whether there are any messages you can leverage and reinforce in your employer branding. Familiar messages communicated through various employer brand channels, such as social media, print, job boards, and of course your career site, can help turn fans of your corporate brand into employees.

Follow the 80/20 rule

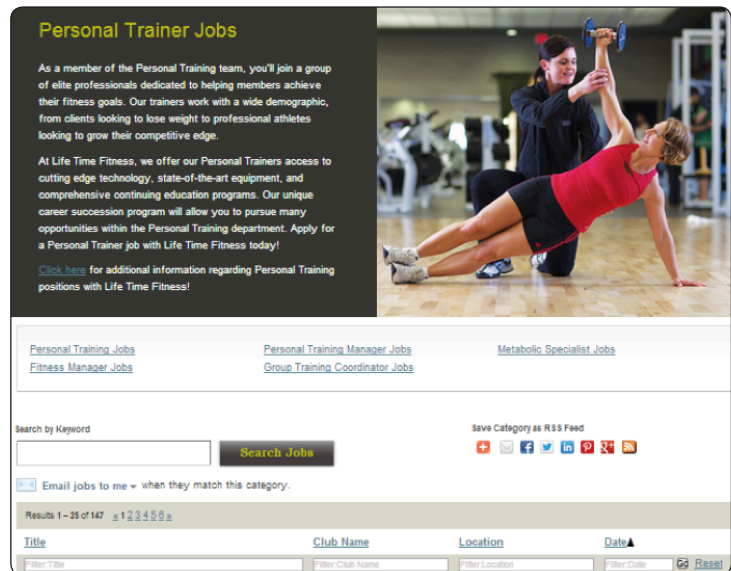
Once you've spent time developing your employer brand, resist the urge to make it the only focus of your career site. Remember, the reason people visit your career site is to look for jobs. Employer branding must fit around your jobs, not the other way around. Too many companies make the mistake of putting their employer value proposition statements front and center, instead of a job search bar, for example. The 80/20 rule says 80 percent of your career site real estate should be devoted to jobs. Use the other 20 percent to tell them why they would enjoy working at your company.

A corollary to the 80/20 rule is since people look for jobs on your career site, you should make jobs as easy to find as possible. Ideally, once landing on your career site, potential candidates should be able to quickly search for jobs by keyword and/or location, in as few as one or two clicks. Subtly invite them to find out more about your company by placing a few interesting or hard-to-fill jobs on your landing page. Once you've accomplished all that, then you can devote some space to your brand. Here's a great example of the 80/20 rule. →



Target your message

Just as you'd use different channels to recruit accountants and yoga instructors, you should use different landing pages on your career site to engage different types of talent. Creating different "talent landing pages" lets you craft messages that more effectively target a particular audience, improving their perception of your brand and converting more web visitors into applicants. You can develop landing pages for certain events, such as college career fairs, or for certain job categories, such as marketing, or even for broader categories like 'diversity'. Naturally, these talent landing pages should have the same effective search capabilities as your home page. Here's a good example of a personal trainer talent landing page. ➔



Even if you don't have any open jobs available in a category, a talent landing page lets you market to potential candidates, improving their experience of their web visit and perhaps creating a way for you to engage with them in the future. Which leads us to...

Capture the explorers

Ninety percent of candidates are just exploring, and don't apply the first time they see an interesting job. It often takes several 'touches' or online visits before they follow through and fill out an application. Don't force people to "apply or say goodbye" on your career site. Rather, offer them a way to stay in touch – ideally by joining your talent community – on every page. Once they have expressed an interest, you have the opportunity to continue to push them valuable content, such as relevant jobs or even news about your company. Capturing these passive candidates gives you the opportunity to develop a relationship and reinforce your employer brand with them over time.

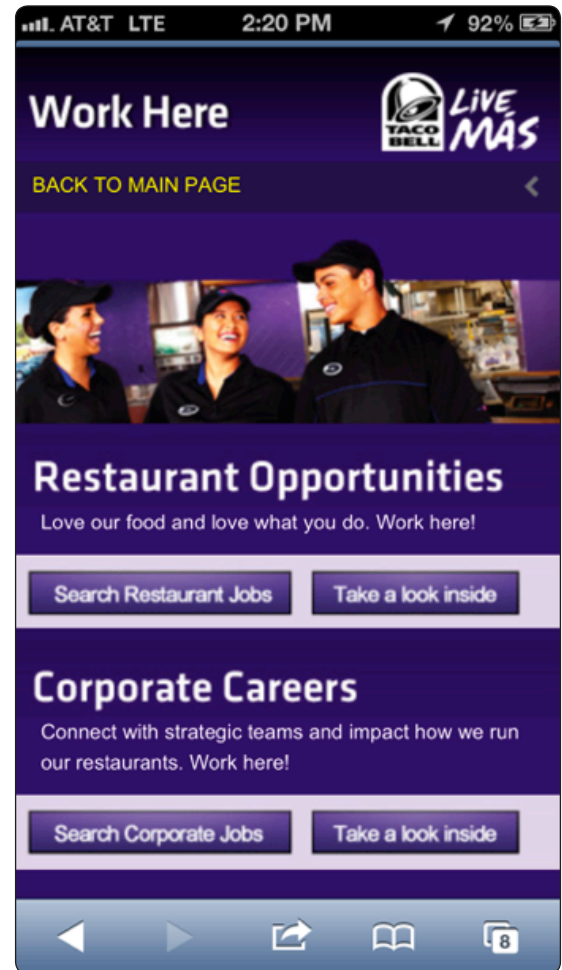


Don't forget about mobile users

While more than a quarter of job seekers are using mobile devices as part of their job search, only 13% of employers have a mobile version of their career site¹. You can exploit this gap to your advantage by creating an easy-to-use, engaging mobile career site that automatically renders a screen based on the viewer's device. Giving mobile users a way to search for jobs and join your talent community, while on the go increases your pool of contacts and contributes positively to your employer brand.

Summary

Whether it's through job boards, advertising, recruiters, or social media, you work hard to develop your employer brand and point potential employees to your career site. Once they arrive, you must convince them that staying connected with you is valuable, whether they apply for a job immediately or not. Contact SuccessFactors today to find out how we can help your career site generate positive user experiences for fixed or mobile users, while highlighting and contributing to your employer brand.



¹ Access Potential Park's 2013 Mobile Report <http://b4j.co/mobile-2013>

About SuccessFactors Recruiting

SuccessFactors Recruiting optimizes workforce performance by getting the right people into the right roles – faster.

The world of recruiting has undergone a significant shift, with an explosion of new tools and channels to find candidates. Most traditional recruiting solutions are only addressing a part of the challenge – selecting the best candidates. SuccessFactors Recruiting is the only solution that is designed to help you attract, engage and select the candidates that will drive business results. We do this by combining an intelligent and social Recruiting Marketing process with a mobile and collaborative selection process to create the only Recruiting Execution (Rx) solution on the market – the prescription (Rx) for better hiring.

About SuccessFactors, an SAP Company

SuccessFactors, an SAP company, is the leading provider of cloud-based Business Execution Software, which drives business alignment, optimizes workforce performance, and accelerates business results. SuccessFactors customers include organizations of all sizes across a wide range of industries. With more than 20 million subscription seats globally, we strive to delight our customers by delivering innovative solutions, content and analytics, process expertise and best practices insights.

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