Building a Better Career Page
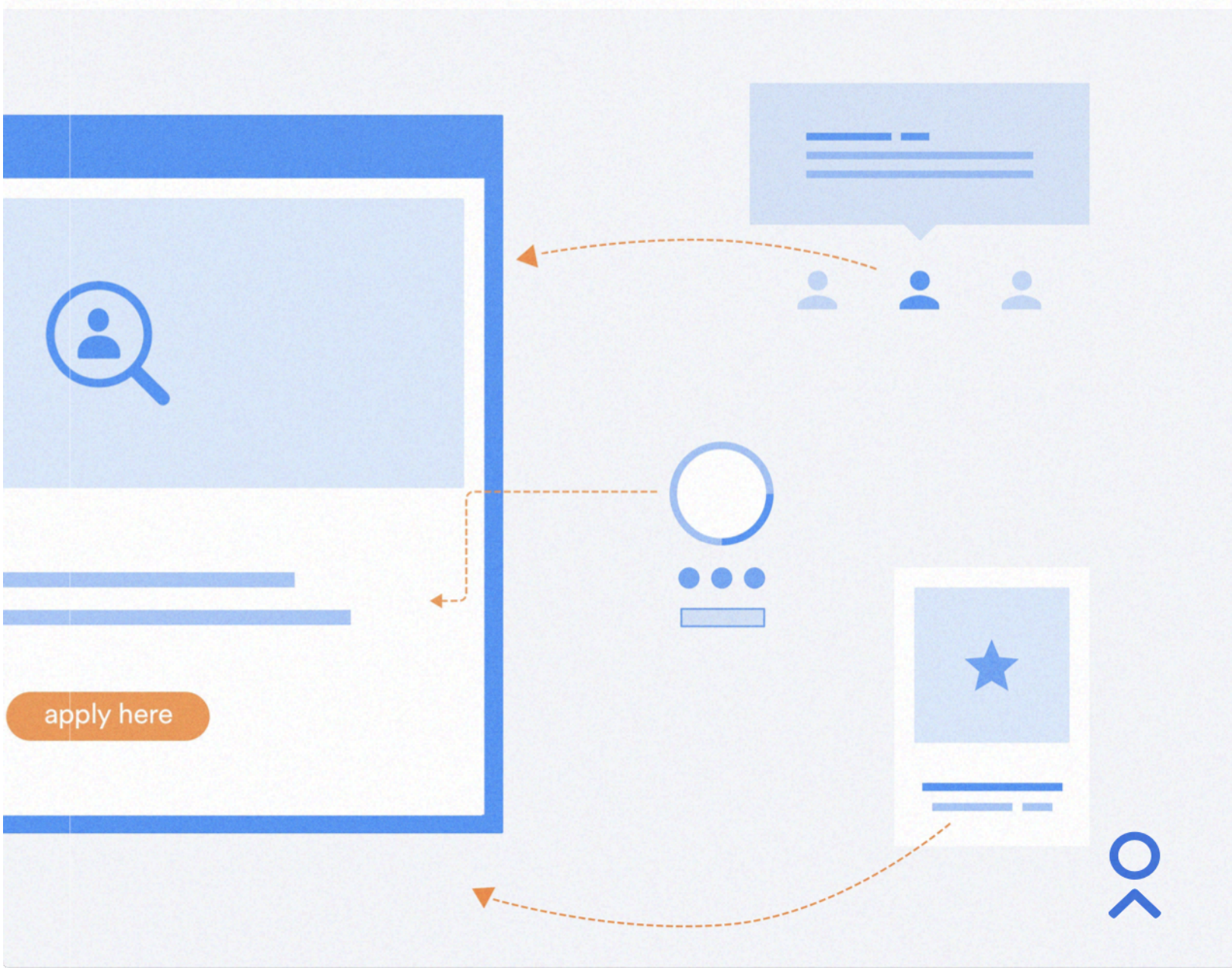
apply here

Contents

Why career pages?

Your company career page is your most important recruiting tool.

In a study of over 180,000 candidates, company career pages were named the #1 source of information to decide if they would apply[1].

Your company career page lays out your company mission, values, and culture. It's also where you get to show off your perks, your team, and why your business is a great place to work.

Beyond listing open jobs, a great company career page can:

- help you target precise talent
- move passive candidates to apply
- increase volume of applicants
- increase the ratio of applicants to successful candidates

Despite their importance, too many companies treat their career page as an afterthought.

In this worksheet, we'll help you lay out the foundations of a great company career page.

> **"** With a great career page, you can show anyone in the world at any point in time who your company is, what you believe in, and why they should get excited about working with you. **"**
>
> Brett Reed, Talent Acquisition Manager, SnapTravel

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[1] 2017 Talent Board North American Candidate Experience Research Report. Talent Board 2018.

Use this worksheet to assemble the elements of an amazing company career page.

We've done the research, pulling together candidate surveys, career page examples, and recruitment professional insights, all to determine the most important elements of a great company career page.

Simply print off this worksheet or fill it in on your computer.

Want to see the results in action? See how tech startup SnapTravel re-designed their company career page using our worksheet here.

The audit

Let's start by analyzing your current career page's strengths and weaknesses. If your company doesn't have a career page, think of your other recruiting channels, like LinkedIn, job boards, or social media.

1a. What do you like about your existing career page?

_____

_____

_____

_____

1b. What do you not like about it?

_____

_____

_____

_____

Goals

2. What are your company's recruitment goals?

Write down your company's recruitment goals for the next 6 months.

ex: Increase volume of applicants by 30%

Attract more diverse candidates

→ List out as many goals as you can think of. If you want to go even further, use the S.MA.R.T goal framework (Specific, Measurable, Achievable, Relevant, Time-bound).

→ Try to link recruitment goals to business objectives.

Now, narrow them down to your top 3:

1. _____
2. _____
3. _____

Your company

Potential candidates come to your career page to learn about you, so it's critical to communicate your company mission, values, and culture.

3a. What is your company mission?

_____

_____

_____

_____

3b. What are your company values?

_____   _____

_____   _____

_____   _____

_____   _____

3c. How do you define your company culture?

_____

_____

_____

_____

_____

Finding your 'why'

Your EVP, or Employer Value Proposition, is your company's unique offering to candidates.

It includes your culture, values, compensation, perks, mentorship, relationships, and everything else you offer to employees.

Basically, it is the reason an individual would want to work at your company as opposed to anywhere else.

4. What is your company's unique EVP?

There's no right answer. Every company's EVP will be different. Use a separate sheet to brainstorm alone or as a team, then write your unique EVP below:

_____

_____

_____

_____

_____

example:

" We've created an inclusive work environment where people can be themselves, do great work, get recognized, and find a way to fit all of that in around their otherwise busy lives. "

Brett Reed, Talent Acquisition Manager, SnapTravel

Career page checklist

Now it's time to take decide exactly what you want to showcase to potential candidates --and potential future employees.

Check off the elements you'd like to include in your career page. Add any additional elements you want to include in the lines below.

→ In a study of over 180,000 job seekers, company values were ranked the #1 most important content on a careeer page[2].

☑ Company values

☐ Information on the company culture

☐ Employee testimonials

☐ Product/services information

☐ 'Why' people want to work there and stay

☐ Financial information

☐ Diversity information

☐ FAQs

☐ Employee/recruiter blogs

☐ Community/sustainability initiatives

☐ Awards received

☐ _____

☐ _____

☐ _____
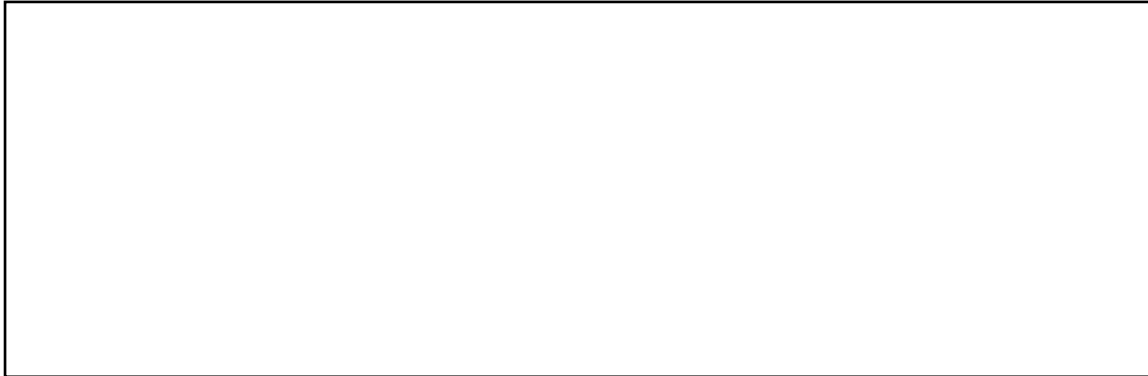
Looking for inspiration?
See our favourite career page examples.

[2] 2017 Talent Board North American Candidate Experience Research Report. Talent Board 2018.

Putting it all together

In the following pages, write or draw to the content you'll use for each of the career page elements you selected on the previous page.
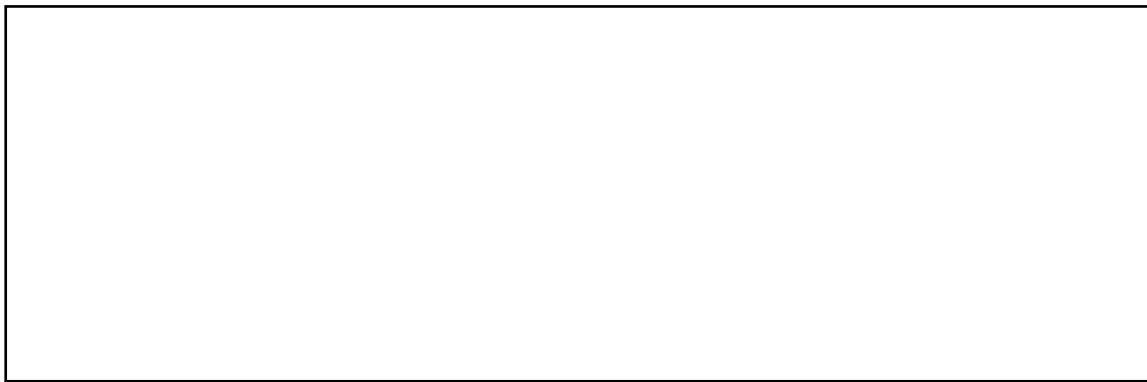
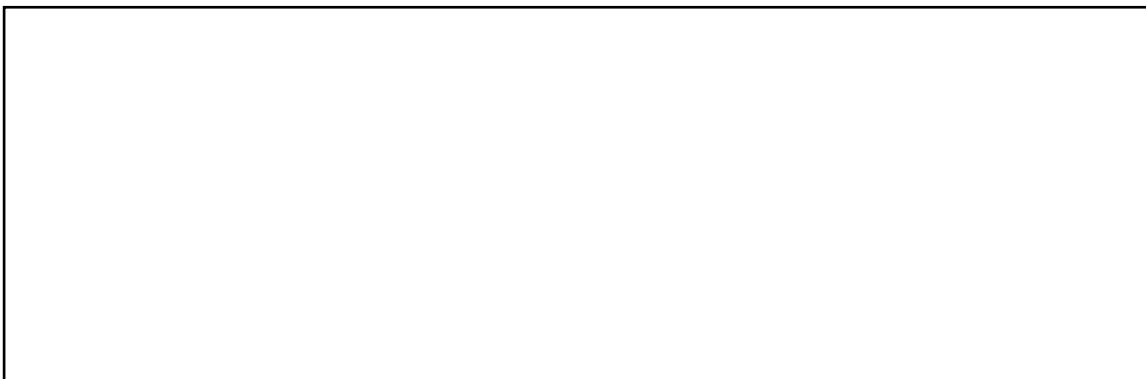**Section #1:** Company Values

Section #2:
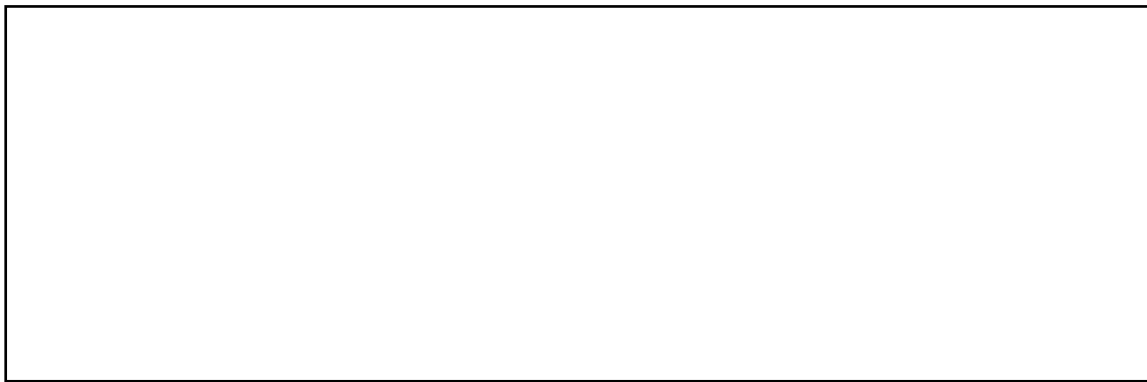
Putting it all together

Section #3:_____
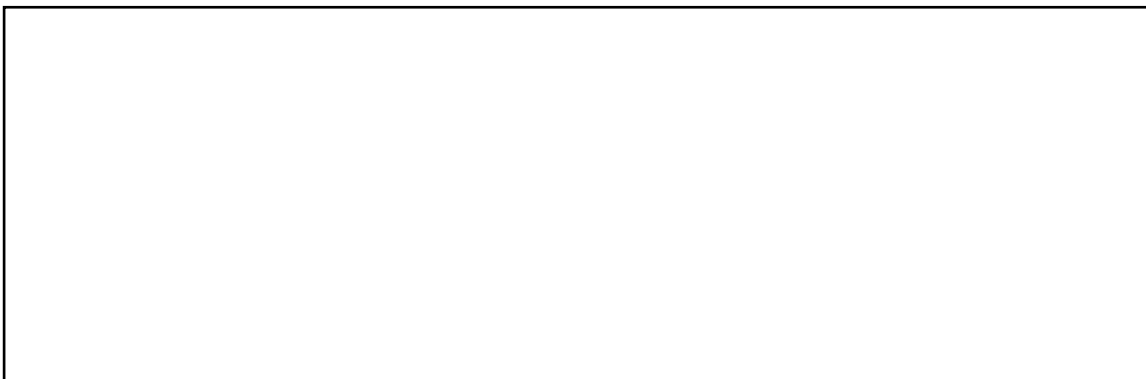
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Section #4:_____

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Putting it all together

Section #5:_____

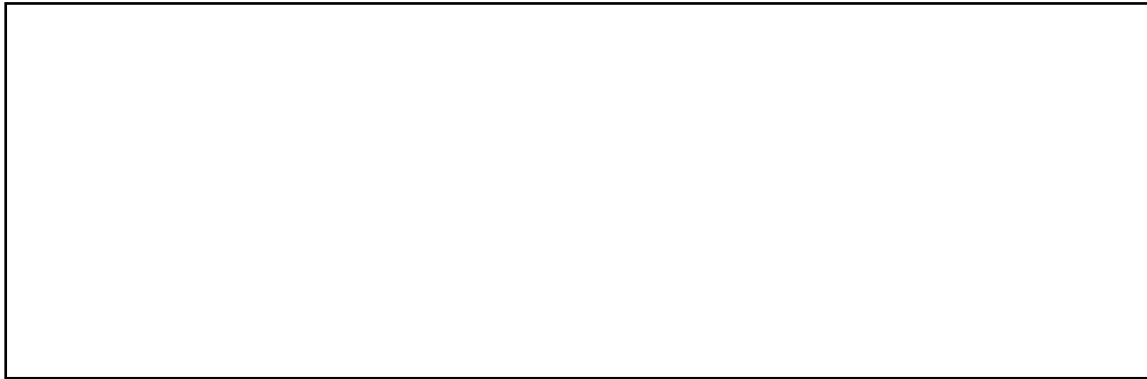**Section #6:**_____
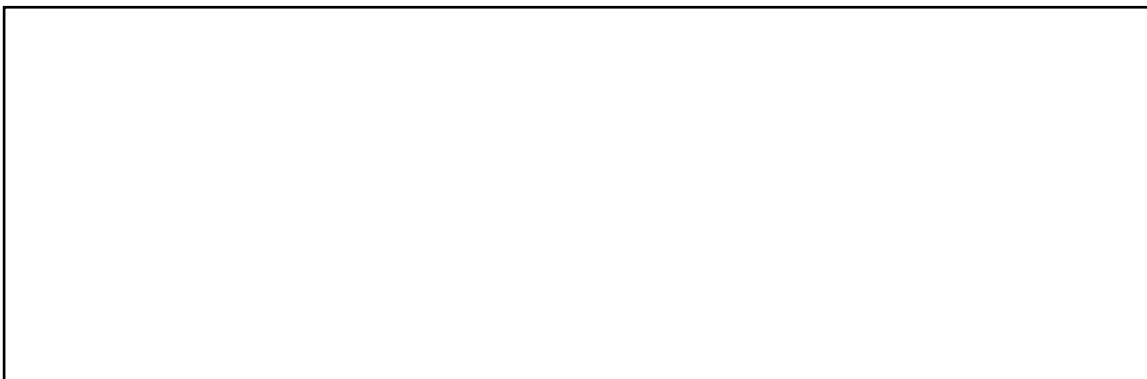
Putting it all together

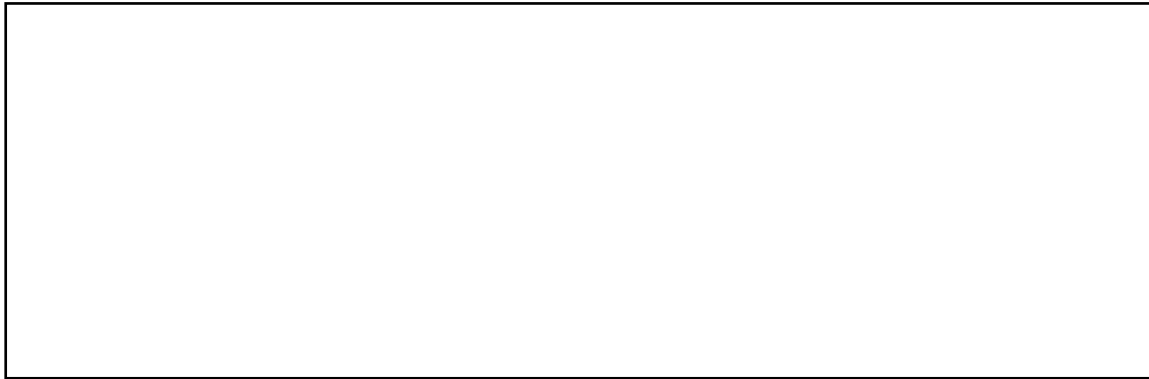**Section #7:** _____

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Section #8: _____

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Putting it all together

Section #9:_____

Section #10:_____

You can do it.

Now that you have all of the foundations for an amazing career page, it's time to put them together on your company website.

Looking for an easy way to publish and share job postings, accept applications, and track successful candidates? Try Collage's Applicant Tracking System, the easiest way to recruit and track candidates for your growing team.

Thank you!

To learn more about modern HR management
for your small businesses, visit www.collage.co

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