

# 5 Top Tips for Creating a Stand-Out Careers Page



### Tip #1

## Start With the Basics

### Tip #2

## Let Your Employees Do the Talking

### Tip #3

## Emphasize Your Culture

### Tip #4

## Don't Shy Away From Multimedia

### Tip #5

## Get Social

We get it—when it comes to recruiting top-notch talent, there's a lot for you to manage.

When you're busy juggling everything from job listings and applications to phone screenings and interview schedules, it's easy to neglect the tactics that help you proactively market your employer brand to potential candidates, and get top talent interested in your company.

**Case in point?** [Your company's careers page.](#)

Are you nodding in agreement right now? Have you been letting your own careers page collect cobwebs for a little too long?

**You aren't alone. It's an often overlooked part of the hiring funnel for many employers.**

But, it's time for that to change! In this guide, we'll cover everything you need to know about your careers page—including why it matters, which employers are doing things right on their careers page, and what actionable steps you can take today to improve your own.

## Why Your Careers Page Matters (Because, Yes, It Seriously Does)

86%

of recruiters believe it's a candidate-driven market.

Gone are the days when your company's careers page was just that catch-all space where you'd haphazardly dump job descriptions and application instructions.

**Today, it carries far more weight than that.**

Consider this: [According to Talent Board's 2017 Candidate Experience Research Report](#), 58% of respondents say that company career sites are the most important resource when researching opportunities.

Here's another indisputable fact: The talent war is real. In fact, [MRINetwork's Recruiter Sentiment Study](#) found that 86% of recruiters believe it's a candidate-driven market.

What does that mean for you? Well, when you're up against so many other companies who are working to gain the interest and attention of top talent, standing out isn't just optional—it's a must.

**Without a doubt, your careers page is a huge piece of that puzzle.**

Remember, candidates are hungry for information, and they want to know more than just your mission statement and the duties and requirements of a particular role.

*What is your culture like? What learning and development opportunities do you have? What are your values? How do current employees describe your workplace? What employee groups and resources do you offer?*

**Candidates want answers to those questions—before they even apply.**

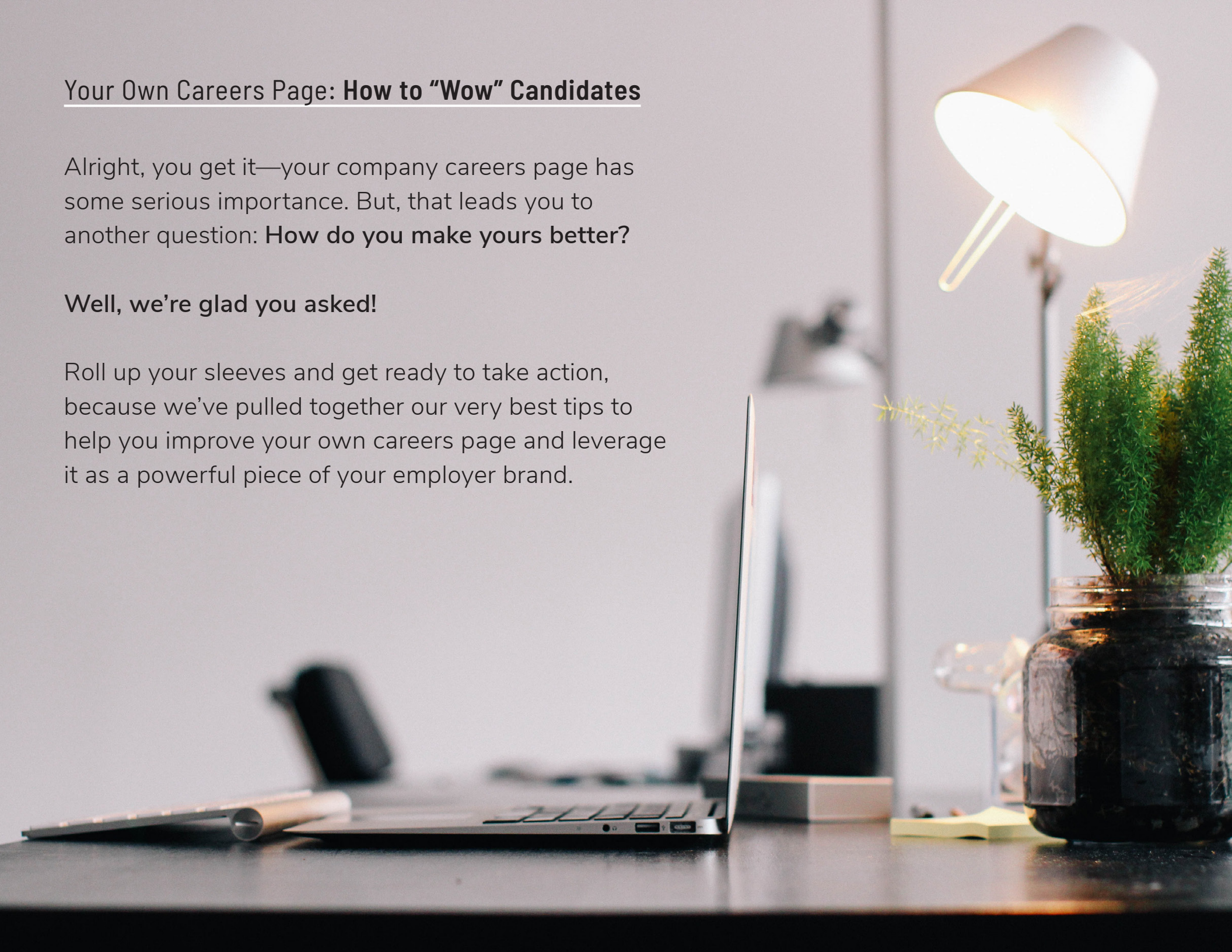
The strongest company careers pages are a one-stop-shop for candidates to decide whether or not an opportunity fulfills the criteria that they're looking for. This results in stronger, more qualified, and more informed talent in your own pipeline.

## Your Own Careers Page: How to “Wow” Candidates

Alright, you get it—your company careers page has some serious importance. But, that leads you to another question: **How do you make yours better?**

**Well, we’re glad you asked!**

Roll up your sleeves and get ready to take action, because we’ve pulled together our very best tips to help you improve your own careers page and leverage it as a powerful piece of your employer brand.



## TIP #1 START WITH THE BASICS

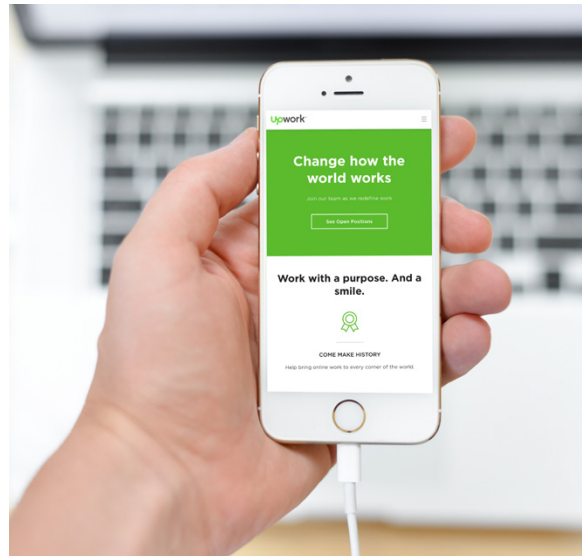
Before diving into the details, let's lay the groundwork.

Hiring today is a two-way street, which means that candidate experience is paramount—starting before they even submit an application for one of your open roles.

Your careers page can't be glitchy, slow, or difficult to navigate. Your site should entice and educate job seekers—not frustrate them. So, the more intuitive and user-friendly you can make your careers page, the more success you'll experience (and the less questions you'll have to field from candidates who can't find what they're looking for).

Much like the other areas of your company website, you also need to ensure that your careers page is accessible and user-friendly on mobile.

Considering that 77% of US adults have a smartphone, and many have done some kind of job searching using their phones, it's important that your careers site isn't just easy to navigate on a desktop—but on a variety of devices as well.



[Upwork's careers page](#) is a great example of a responsive site that's uncluttered and completely user-friendly. Whether you're on mobile or desktop, there's no question about what you need to click to get the information you're looking for.

## TIP #2 LET YOUR EMPLOYEES DO THE TALKING

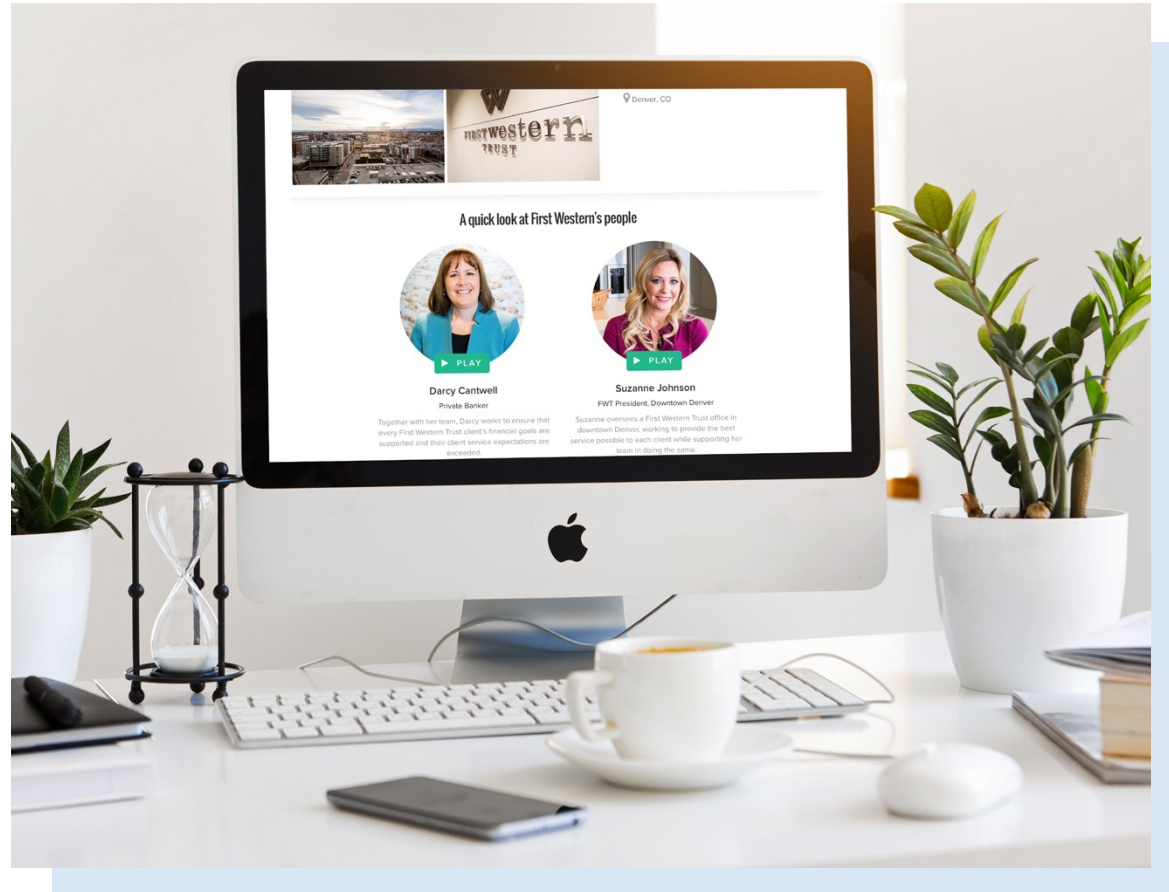
Do you know who candidates trust the most when it comes to information about your company—even above your company website, reviews from other job seekers, and news coverage? [Your current employees.](#)

Needless to say, if you aren't already featuring the stories and voices of your employees on your careers page, you should be.

Talent Board's 2017 Candidate Experience Survey asked candidates this question: What kinds of marketing content would you like to have more access to?

Their answers might surprise you: More answers to why people stay at companies, why they wanted to work there in the first place, and more employee testimonials articulating those answers.

Put simply, those positive things about your employer brand carry a lot more weight when they're said by your employees—and not directly by you.



There are plenty of different ways you can amplify the stories and experiences of your existing employees. You can start simple by highlighting some pull quotes. As you dive deeper into [employee storytelling](#), your career site could feature some short video clips of employees

talking about their favorite aspects of your company.

Not only does this tactic better inform candidates about what your organization is really like, but it also adds interest to your page and encourages talent to further engage with your employer brand.

For example, [First Western Trust](#) embedded all of their content from The Muse Platform directly on their careers site—which includes short and compelling video interviews with different employees.

### TIP #3 EMPHASIZE YOUR CULTURE

When it comes to what candidates actually want to know about your company, culture is a big one. According to research conducted by LinkedIn, [66% of candidates](#) rank culture as the thing they want to know most about your company—even above your mission and your perks.

Don't send talent on a wild goose chase for this information. Use your careers page as a chance to own the conversation and share all of the things that set your culture apart through:

- \* [Photos and videos of your office space and employees](#)
- \* [Employee interviews and stories that emphasize your culture](#)
- \* [Descriptions of your values and related initiatives](#)
- \* [Information about your benefits and perks](#)



[Capital One's careers site](#) is a great example of one that dives deep into the culture of the organization. Within the site's navigation, the company features a "Life at Capital One" menu, where candidates can learn about all of the different facets of what it's like to actually work there.

From Capital One's main careers site, candidates can also visit a separate site completely dedicated to Capital One's diversity and inclusion efforts—which features personal stories from numerous Capital One employees.

This is an effective way for talent to get a solid grasp on the company's culture and core values in a way that's both authentic and engaging.

## TIP #4 DON'T SHY AWAY FROM MULTIMEDIA

There's a common thread you've probably identified between each of these tips: the use of photo and video on your careers site.

Talent Board's 2017 Candidate Experience Survey states that the use of multimedia can be a huge brand differentiator for careers sites.

Think about it this way: Candidates don't want to be overwhelmed with giant walls of text and *War and Peace*-sized paragraphs that require endless scrolling. They want a richer experience that enables them to feel like they're getting a real peek behind the curtain of your company.

In terms of using video, take a look at [BlackRock's careers site](#) as an example. Within different pages, BlackRock embeds videos from the Muse Platform that highlight different aspects of the company.

Photos and video content are far more engaging—not to mention revealing—than written words. So, don't neglect to leverage plenty of multimedia content on your careers site. Candidates will appreciate it!





## TIP #5 GET SOCIAL

Let's say that you've piqued a candidate's interest, and he's going to venture off of your own careers page to find out more about your company. Where is he going to go?

We'll spare you the guessing and just give you the answer: social media.

That's right—you aren't the only one leveraging social media during the hiring process. Just like you use those platforms to get a better understanding of candidates, they use it to gain more knowledge about your company.

A reported [59% of candidates](#) use social media to research companies they're interested in. But, what exactly are they looking for on those profiles of yours?

[According to a whitepaper](#) from recruitment consultancy, Robert Walters, candidates most often use social media to find out more general information about an organization as well as to gain greater insight into what the company culture is really like.



So, knowing that, why not steer talent directly to your social media accounts? That's exactly what [Capital One](#) does on the company's careers site—with an entire section where all of the company's social posts are directly embedded.

Capital One's Facebook, Twitter, and Instagram updates all appear right there. Candidates can peruse recent posts from the employer, without ever actually having to leave the careers site.

It's a smart way to give talent the information they're looking for—while still keeping them hooked on your own careers page, where you can better control their experience and build in calls to action alongside your content.

## Wrapping Up

There's no denying that an impactful careers page involves a lot more elbow grease than simply copying and pasting job descriptions.

The very best careers sites understand that the candidate experience is critical, and so they invest in relevant content to tell employee stories, highlight their culture, and give candidates the information they're eager to get their hands on.

Fortunately, improving your own careers page is completely doable. Put these five key tips to work, and you'll end up with a stand-out careers site that appeals to the top-notch talent you truly want.



# Take The Next Step

Ready to take your candidate experience to the next level in 2018? There's no better way to get started than finding a trusted partner who can provide strategic guidance and expert advice along the way. If you're ready to create an amazing candidate experience, we'd love to talk.

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