

6 Essential Content Types for Your Candidate Experience

themuse



SMASHFLY

#CandidContent


@SmashFly

@MuseEmployers

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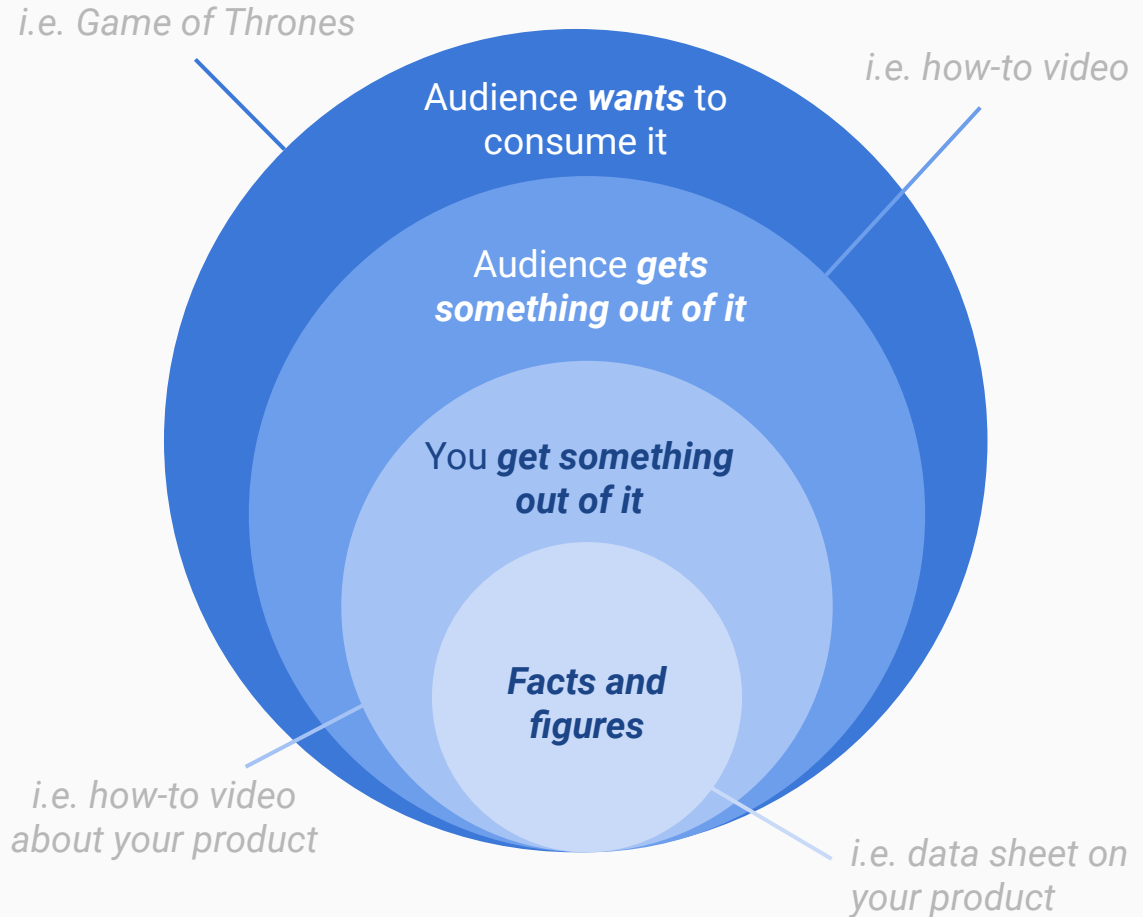
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The Power of a Story

Hierarchy of Content Creation



The best content creates a path.

Individual



Your
Message

Before You Begin

Persona

Consumption

Ownership

Budget

Who are you targeting with your content?

How is your content being consumed?

Who owns content creation & channels, TA or marketing?

How can you do more with less?

A woman with curly hair, wearing a white shirt and a necklace, is smiling and looking towards a man whose back is to the camera. They are sitting at a wooden table in a cafe. On the table, there is a blue cup of coffee on a matching tray with a napkin, and a smartphone is visible in the foreground. The entire image has a blue color overlay.

6 Essential Types of Content

6 Essential Types of Content

1. Blog
2. Video
3. Testimonials
4. Visual content
5. Job description
6. Email

I want to...

Explore benefits

Make a difference

Travel the world


Develop as a leader

Discover STEM careers

Travel the world

Global mobility tours allow PwC to provide its people with unique experiences, diverse career paths, and enriching development opportunities.

[Learn more](#)



A person is shown from the side, typing on a laptop. The laptop screen displays a webpage with the text "GG Explore TC COMP21 0". The entire image is overlaid with a blue tint. In the center, the word "Blog" is written in a large, white, sans-serif font. In the background, there is a book and a cup of coffee on a desk.

Blog

Blog

Wondering what steps are involved in the hiring process? Have questions about applying for a position or about the company in general? Having trouble deciding what positions are the best match for you? Find these answers and more!

Nestlé PURINA Careers

track my application referral portal purina.com

glassdoor BEST PLACES to Work Employer's Choice

WHY PURINA CAREER OPPORTUNITIES LOCATIONS MILITARY CAREER RESOURCES

Square Talk

From factory to corporate office, read career tips, company news, employee stories and more!

Find Your Fit →

Our Recruiting Process →

Career FAQs →

Career Growth →

Blog →

Explore Career Opportunities →

EVERYTHING ELSE PURINA
Purina Named a 'Best Place to Work' for LGBT Equality

CAREER TIPS
Preparing for your Phone Interview


Find Your Forward.


Candidate Resource Center


Need answers to a question about our process? Curious to learn more about next steps once you apply? Selecting your next career is no small matter, so that's why we are here for you every step of the way. Learn more about our application, selection, and hiring process and get the answers you need to FAQ's about recruiting at Fiserv.


Application and Hiring Process


Bookmark this page as we periodically add new content to help you with your job search.



1. Get To Know Us


2. Apply To Join Us


3. Engage With Us


4. Join Us


5. Inform Us


6. Share With Us

[Where do I apply online?](#)

[How long will it take to complete the application?](#)

[What information should I include in my application?](#)

[Why don't Fiserv job postings contain a pay scale?](#)

[I was referred by a friend who works for Fiserv. Where do I put this information?](#)

[I have an interview. What can I do to prepare?](#)

[What is the interviewing style at Fiserv?](#)

[Will someone let me know when a job has been filled?](#)

[Will there be any background checks prior to employment?](#)

A pair of black-rimmed glasses is shown from a top-down perspective. The lenses are filled with pages of text and photographs. The left lens shows a page with the heading "Cradle Mountain" and a photo of a mountain landscape. The right lens shows a page with the heading "Uluru" and a photo of a large rock formation. The entire image has a blue color cast. The word "Video" is written in white, sans-serif font across the center of the glasses.

Video

Video

- Company info
- Team introductions
- Interview process info



Video



Candidate Tip #3: Know your Value in the Marketplace

STAPLES

0:00 / 1:23

[JOIN OUR TALENT NETWORK](#) | [Search Jobs](#) | [Career Opportunities](#) | [Locations](#) | [Staples Life](#)

fiserv.

I'M SO GLAD YOU'RE HERE
A message from Staples CEO Shira Goodman.

Engineered for business.

Take a look at the process we use to bring quality Staples® Brand Products to your office.

Research → Design → Manufacturing → Quality Testing → Continuous Improvement

Designed with you in mind.

It starts with our in-house design team, along with an incredible amount of real-world experience.

A woman with curly hair and bangs is smiling warmly at the camera. She is wearing a white short-sleeved top with small dark spots and a necklace. She is holding a glass of coffee with foam. The entire image is overlaid with a semi-transparent blue filter. The word "Testimonials" is written in white, bold, sans-serif font across the center of the image.

Testimonials

Testimonials

- Decide what type of employee stories would be most helpful to you
- Capture the stories
- Get permission from employees
- Setting up maintenance process

Meet Some of The Muse's Employees



Kathryn M.
Co-Founder & CEO

Kathryn and co-founder Alex Cavoulacos lead The Muse in helping job-seekers around the



Sarah S.
Product Manager

Sarah identifies the biggest challenges and problems facing The Muse's users and clients,

BrandBuilder

Your progress

100%

What You Do

Where You Do It

Who You Are

◀ Back

Your Story

I'm Salesperson at The Muse. In other words, I build relationships with clients and help them develop a new approach to employer branding.

The best part of my job is that I get to see the impact of my work across many parts of the company. It's very rewarding!

I recently worked on a partnership that lead to The Muse's fist acquisition. It was rewarding because the project was highly cross-functional - I got the chance to work with a lot of different people.

The Muse is a company made up of genuinely good people. Everyone us super respectful and cares a lot about each other. There's a very

Testimonials



Order Online



NYSE ↓ 33 --0.45

as of 10/04/2017 11:20:00



CAREERS OVERVIEW

FIND YOUR OPPORTUNITY

GET TO KNOW VERITIV

YOU & VERITIV

ADVICE & HELP

"Working at Veritiv is great because it's never the same thing. It's not a stagnant company. Everything's different every day. What I'm looking forward to in the coming year is the potential for growth that this company has. New products, new promotions, everything coming out for the employees—it's never the same every day. What makes me passionate about my work is the empowerment that the leadership team gives me, any of the new things that we see going on here that make us better as far as working smarter not harder, they always encourage us to implement that."

—Amanda, Warehouse



#CandidContent



Visual Content

Visual Content

- Employee photos
- Company events
- Social graphics
- Infographics



Follow

themuse We're one big family here at The Muse—but today we invited our nearest and dearest to spend the afternoon with us at the office!

dainius_m Love that 🥰 great company culture

sharonfeder We had the best time!! Thanks, People Team for coordinating!

caitlinmagidson I want to come to your office next! 😊

themuse @dainius_m thanks for the kind words :)!

themuse @caitlinmagidson yay!

sarajmccord Love these photos! 😊



161 likes

JULY 7

Log in to like or comment.



#CandidContent

Visual Content



staplescareers

Follow

170 posts 321 followers 158 following

StaplesCareers 📁 Today's a great day to start a career with Staples! #StaplesLife careers.staples.com



smashflytech Boston, Massachusetts Follow

smashflytech Happy #NationalCoffeeDay! Whether you like your coffee hot or cold, we've got you covered at SmashFly! ☕

#smashfly #bostontech #techjobs #bostonjobs #recruitmentmarketing #startup #techstartup #igboston #techtalent #marketing #coffee #coldbrew #icedcoffee #sevyten => smashflytech, great post



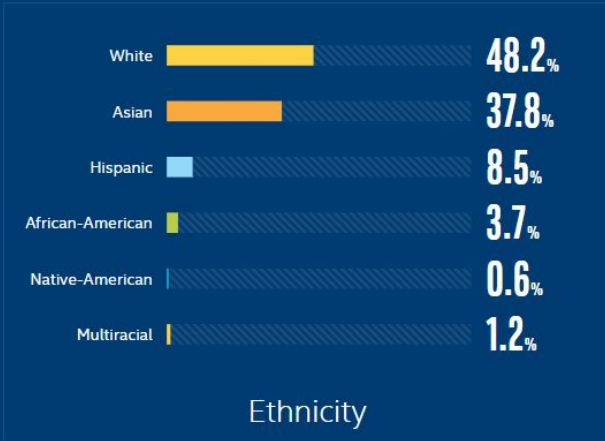
47 likes

4 DAYS AGO



#CandidContent

A SNAPSHOT OF OUR PEOPLE³

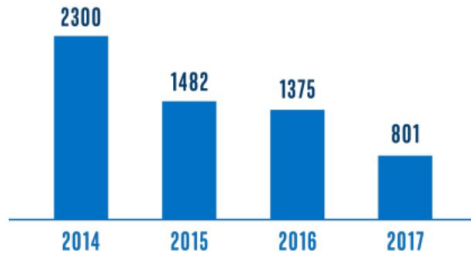


- Overall U.S.
- Technical U.S.
- Non-Technical U.S.
- Early Career U.S.
- Mid Career U.S.
- Senior U.S.
- Leadership U.S.



WHAT WE DO

<p>Print</p> <p>We leverage our global network of specialized papermakers to deliver tailored solutions to customers' local markets—solutions that reduce resource spending, assure reliability and increase supply-chain transparency.</p>	<p>Packaging</p> <p>We work with our customers to help rethink their packaging—what it's made from, how it's designed and engineered, and how it gets where it needs to go quickly, safely, and efficiently.</p>	<p>Facility Solutions</p> <p>We utilize our comprehensive portfolio of high-performance commercial cleaning products, management programs, and advanced analysis tools to tailor solutions that enhance value across customers' entire facilities.</p>	<p>Publishing & Print Management</p> <p>We support our customers throughout the entire printing process—serving as a liaison between paper mills, printers, and key stakeholders and adding industry insight to reduce the complexity and cost of producing printed materials.</p>	<p>Logistics</p> <p>We are a carrier, a shipper, a distributor and a service provider, utilizing technology, dependable carriers and logistics experts to deliver innovative solutions.</p>
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THE REPRESENTATION GAP NARROWS¹

In 2014, our gap to market availability was 2,300 employees. Today the gap stands at 801 employees, equating to a 65% improvement in closing our gap to full representation.





Job Description

Job Description

“Job descriptions focus on the needs of the candidates - a tactic that yields three times as many highly rated applicants.”

Deloitte Human Capital Trends Report, 2017

Job Description



Planning for their future — and your own.

Key Qualifications

- Passion for education and ability to instruct in a “hands-off” manner, letting users learn by doing.
- Ability to teach small groups and coach multiple customers simultaneously.
- Tenacity to work with users until they truly become independent and able to create on their own.



Job Description



LOCATION

LITTLETON, CO

DEPARTMENT

Pharmacy

TEAM

Healthcare - Pharmacy

Apply

EMPLOYMENT TYPE

Full Time

POSITION

Salary

Minimum Qualifications

Bachelor's degree in Pharmacy or PharmD, degree or equivalent FPGEC (NABP).

Completion of an ACPE accredited immunization training program (for example, APhA, Pharmacy School Curriculum, State Pharmacy Association sponsored).

Pharmacy license (by job entry date).

Preferred Qualifications

1 year U.S. Pharmacy related experience.

What you'll do

Drives sales and profit in the Pharmacy and OTC areas

Ensures compliance with Company and legal policies, procedures, and regulations for assigned areas

Ensures confidentiality of information, documentation, and assigned records as required

Models, enforces, and provides direction and guidance to Associates on proper Customer service approaches and techniques to ensure Customer needs, complaints, and issues are successfully resolved within Company guidelines and standards.

Oversees the implementation of and participates in community outreach programs and encourages Associates to serve as a good member of the community.

Provides comprehensive patient care to customers

Provides supervision and development opportunities for Associates in assigned areas

A woman with curly hair, wearing a white shirt and a necklace, is looking down at a smartphone in her hand. The entire image is overlaid with a semi-transparent blue filter. The word "Email" is centered in white text.

Email

Email Nurturing

- Start small
 - Target a persona?
 - Identify 2-3 things they'd be interested in
 - Create a nurture path based on that content

S&P Global



Welcome

Hi Dave! We're looking forward to staying in better touch with you as a member of our talent network. You will start seeing some tips, news and information coming from our Talent Acquisition team. This is designed to keep you up to date on all things S&P Global to give you better insights into what it means to work here. We hope you find this valuable.

Tips:

People who build long, successful careers at S&P share some common characteristics. People who execute with discipline and a global view. Sound like you? [Read more here.](#)

News:

More than a dozen chief executives from some of the nation's biggest manufacturing companies called on lawmakers to overhaul the corporate tax code [Read more here.](#)

People:

"I spend most days either focused on putting together our next reporting deliverable, responding to questions from the team, or collaborating on our marketing systems integration project." [Read more from Tiffany.](#)

Jobs:

Network Analyst
Lead, Infrastructure Systems
Enterprise Program Manager

Technology Business Management Analyst
Client Development Associate
Account Manager


Email

Tailor emails to phase in the process:

- First time outreach
- Keeping you warm
- What to expect in the interview process
- We really might want to hire you
- You signed

Great Clips[®]
IT'S GONNA BE GREAT[™]

[f](#) [t](#) [in](#) [v](#) [@](#) [i](#)



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A member of the Great Clips team saw your information in our system and we would love to learn a little more about you and your skills and experience. Take a minute to click the link below to give us a little more information so we can help you find your fit here at Great Clips.

[Complete your profile](#)

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Did you know?

Fiserv has 160 patents issued and pending. If you're looking to really grow your career and do things you are only imagining, Fiserv is the place for you. Learn more about what makes Fiserv the place to Find your Forward.

[Add For Facts](#)



Most Admired

Fiserv is among the Most Admired Companies according to Fortune Magazine. Wonder why? Well, it's how we do things and build a culture that helps our associates grow. Where will you go with Fiserv?

[Read on](#)



Meet the team

"Fiserv really does a lot for their employees. Where I'm based, at the Ann Arbor location, we have a terrific campus with an on-site gym and a really nice cafeteria."
-Katherine

[Read more about the team](#)

Current Opportunities at Fiserv

[See all jobs](#)



Content Creation Tips

- ❑ Research what other similar companies are doing to see how you can **differentiate yourself**.
- ❑ Create a **company hashtag employees can use when posting** so everything's compiled in one place.
- ❑ **Consider contests or giveaways** to get people involved in sharing stories, participating in videos, etc.

Content Creation Tips

- ❑ Make it as easy as possible for people to contribute stories and photos, for example. **Instead of just asking for proudest moments, provide fill-in-the-blank prompts.**
- ❑ **Consider creating a “photo library”** google drive folder where you can upload all company event photos, that the recruiting team could use as resources for outreach.

A man with a beard and a woman in business attire are walking outdoors. The image is overlaid with a blue tint. The text "Partnering with Marketing: A Win-Win Relationship" is centered in white.

Partnering with Marketing: A Win-Win Relationship

Partnering With Marketing

- Win-win: what's in it for you – and what's in it for them
 - Recruiters can help supply stories
 - Employer brand success helps marketing meet their goals
 - Consistent messaging across all channels
 - More stories, better brand, more authentic = everybody wins

Key Takeaways

- Start small.
- Tell a story.
- Create a path from your audience back to you.
- Invest in cross-functional partnerships.

A woman with curly hair, wearing a white top and a necklace, is sitting at a wooden table in a cafe. She is smiling and looking towards the left. On the table in front of her is a blue cup of coffee on a matching tray. The background is slightly blurred, showing what appears to be a window or a wall. The entire image has a blue color overlay.

Thank you!

themuse



SMASHFLY

Q&A



themuse



SMASHFLY